

Cultural Differences in Gender Stereotyping of Leaders

Authors : Maria Clapham, Krysta Thomason

Abstract : This study examined how age and gender of a leader affect characterizations of leaders across cultures. Participants from around the world were randomly assigned to rate one of the following types of leaders: successful leader, female leader over age 50, female leader under age 40, male leader over age 50, or male leader under age 40. Ratings of these leaders on communal, agentic, task-oriented, relationship-oriented, and transformational leadership characteristics were compared across four world regions: Asia, Europe, Latin America, and USA/Canada. Results suggest some similarities and differences in characterizations of leaders across cultures.

Keywords : culture, gender, leadership, stereotyping

Conference Title : ICSRD 2020 : International Conference on Scientific Research and Development

Conference Location : Chicago, United States

Conference Dates : December 12-13, 2020