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RESEARCH PAPER

Gender intelligence and its influence on work atmosphere: A quantitative study from the private sector IT industry of Kerala

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ABSTRACT

Equality does not imply the sameness. We ought to grasp the qualities of having contrasts. Generally we think about designing an organization by creating a gender balance, rather the focus ought to make a competitive workplace that increases efficiency in decision making, problem solving, individual performance and attainment of goals. The concept of gender intelligence is understanding and appreciating the differences that male employees and female employees can bring to the table which in turn can create a good work atmosphere. This paper examines the impact of gender intelligence on work atmosphere. The researcher also identifies the influence of gender and age on gender intelligence as well as the influence of gender on work atmosphere. Through linear regression it was observed that gender intelligence influences the work atmosphere. This research has found out that there is no significant relationship between gender and gender intelligence as well as work atmosphere. It was also found that there is difference in the gender intelligence of the employees with different age groups.

KEY WORDS : Work atmosphere, Gender intelligence, Diversity, Gender

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