

Chapter 1

Gender Economics: An Introduction to Contemporary Gender Economics

Susanne Moore

The Centre for Gender Economics and Innovation, Australia

ABSTRACT

This chapter will introduce a definition of the theory of Gender Economics to create a development pathway for the future study of Gender Economics as a concept. The definition covers Gender Economics and its application in business at a micro level, as well as in policy and economic theory at a macro level. This chapter introduces Diversity Economics, a concept that looks at leveraging innovation and performance from diversity. This chapter firstly defines four major categories of economic activity where this author believes that gender, and particularly women, plays a role, i.e. Investment, Policy, Environment, Innovation and Health. Secondly this chapter details examples from three of the category definitions of Gender Economics.

INTRODUCTION

This chapter is an Introduction to the concepts of Gender Economics and as such, forms a brief overview of the proposed field of Gender Economics by first defining four major areas of economic activity where this author believes that gender, and particularly women, plays a role. The following categories and sub-categories form the scope of the theory of Gender Economics and highlights areas where further research can be developed. These are defined below;

Policy: Gendered Policy Formation

1. The economic impact of gendered policy formation
2. History of gendered policy formation – understanding how government policy has been formed and its links to economic modeling,
3. The cost of conflict and inequity to business – Diversity Economics at an organizational level,

DOI: 10.4018/978-1-4666-8611-3.ch001

4. Economic modeling theories and gendered assumptions – What do economists have to say about gender,
5. Activism – how is the rise of activism, including feminism, anti feminist movements, as well as masculinist and anti statism movements influence culture and identifies what maybe the impacts of resultant gendered policy for men and women,
6. Global policy creation and women of the world – gendered assumptions in global policy and how women are making a difference,
7. The intersection of race, ethnicity, and gendered identities – how policy formation can degrade the economic rights and freedoms of some minority groups.

Investment: Investment and Economic Empowerment

1. Economic empowerment for women – women influencing through increasing education on investment processes, (Female investment), increasing women's sphere of influence through financial management, and education that leads to increased financial sustainability that includes the impact of poverty and economic growth by giving women greater access to capital.
2. Investment in women – Women owned enterprises, women entrepreneurs, women in international business environments,
3. Diversity Economics – Understanding gender diversity and its impact on organizational performance, strategies for realizing benefits, flexibility and the 'new business transformation',
4. Labor force participation – The impact of females on GDP (Gross Domestic Product) in Australia and globally, increasing female labor force participation;
5. Equity in decision making, women on boards, quotas and targets, the ramifications of disrupted working lives and return to work strategies,
6. The degradation of women's rights – putting a spotlight on current political activism that has the potential to degrade the rights of women as well as men and developing positive solutions for change.

Environment: Environment and Sustainability

1. Collaborating in sustainability – Case Studies demonstrating diversity of thought in environmental sustainability, women in agriculture and the environment, reimagining community,
2. Media – Community consciousness and media, how economics drives media and vice versa,
3. Gender Exploitation – The treatment of gender as Capital and how its exploitation impacts society and safe workplaces for women,
4. Human trafficking and violence against women – the Costs of human trafficking, gender interventions, the spread of HIV and other related disease and its economic and human cost.

Innovation and Health: Innovation, Health, and Wellness

1. Innovation – the strategic imperative of Gender Economics and the new business transformation, increasing women's participation in the resource industry, building healthy communities through engagement equality and equity,

24 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/gender-economics/134126

Related Content

Channel Conflict and Management of O2O Network Marketing Model Under E-Commerce Exploration of Ideas

Rafia Sber (2022). *International Journal of Circular Economy and Waste Management* (pp. 1-4).

www.irma-international.org/article/channel-conflict-and-management-of-o2o-network-marketing-model-under-e-commerce-exploration-of-ideas/312227

Cradle-to-Cradle in Project Management: A Case Study

Aydan Ismayilova and Gilbert Silvius (2021). *International Journal of Circular Economy and Waste Management* (pp. 54-80).

www.irma-international.org/article/cradle-to-cradle-in-project-management/263503

Influence of Industry 4.0 on Asia: Motives and Cultures in the Post-COVID-19 Era

Xuan Tran (2022). *Handbook of Research on Developing Circular, Digital, and Green Economies in Asia* (pp. 122-139).

www.irma-international.org/chapter/influence-of-industry-40-on-asia/286410

Impact of Celebrity Endorsements on Brands: A Case Study of the FMCG Sector Under the Shadow of Industrial Revolution

Asim Mehmood, Sajjad Hussain and Azhar Naeem (2022). *International Journal of Circular Economy and Waste Management* (pp. 1-10).

www.irma-international.org/article/impact-of-celebrity-endorsements-on-brands/306212

Infrastructure and Growth: Comparing Latin America and East Asia

Derya Yilmaz and In Çetin (2017). *Handbook of Research on Economic, Financial, and Industrial Impacts on Infrastructure Development* (pp. 114-142).

www.irma-international.org/chapter/infrastructure-and-growth/181135