

ABSTRACT

Introduction: Gender stereotypes are a set of shared beliefs and majority agreements which describe differences between men and women in their attitudes, values, interests, psychological traits, social relations and occupations. Mishandling cultural differences can mean inability to retain or motivate employees. This study was conducted at Siriraj organization to evaluate the gender-specific effects at work.

Objectives: To compare the effects of gender on the importance of work-related goals and the preference for management styles.

Design: An exploratory survey was conducted by using self administered questionnaires. Randomized sampling technique was used for sample selection. The questionnaire with a cover letter describing the purpose and confidentiality of the respondents was mailed to staff via the organization mailing box. The respondents who were willing to participate were asked to fill the questionnaires and mail the completed questionnaires back to the researcher vice versa.

Sample: The study population was Siriraj's employees. The sample size was 287. Male respondents were 106 (36.9%) and female respondents were 181 (63.1%).

Measurement: The questionnaire was modified from Hofstede's cultural questionnaire, 1980, and consisted of 3 parts; 21 items for work goals, 2 items for preference of management styles and 9 items for personal data. The respondents indicated how each work goal item was important to them on a five-point Likert scale.

Analysis: Descriptive statistics was used to describe the data. The independent t-test was used to compare the quantitative data and Chi-square test was used to compare the qualitative data. The p value $\leq .05$ was reported as having statistical significance.

Results: For 21 work related goals, women valued more on 7 goals than men. They were little job stress, job security, co-operation, opportunity for high earnings, desirable living area, fringe benefits and training opportunities. According to the preference of management styles, men preferred the most authoritarian, the second consultative, the third mentor and the last collaborative; interestingly women also preferred authoritarian the most, the second consultative, the third mentor and the last collaborative. However, there was statistically significant difference between men women in their preferred management, $p=0.03$.