



GRT THE ESSENCE OF WOMEN IN MANAGEMENT – WRITTEN BY SUSAN VINNICANBE NINA L. COLIWILL

A Book Review

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Abstract:-When we talk about human resources, it includes both male and female resources i.e. women resources. It is not a question of gender inequalities when we talk about human resources, but it is quality of women and their role in management in the coming century that needs to be understood. Women constitute nearly half of the population of our country and their potentials need to be tapped properly or else it goes without saying that we are rendering half of our population unproductive.

Keywords: Women in Management , Power and powerlessness, leadership and assessment.

INTRODUCTION :-

It is from this angle that the book ‘The Essence of Women in Management’ is written. The author Susan Vinniconbe is reader in organizational behavior and director of graduate research school of management Cranfield University. Nina L. Colwill is a management consultant. The book is published in 2005 and the reprint in 2008.

From this angle, the book, ‘The Essence of Women in Management’ gives an elaborated explanation about the various aspects of women presently working in different management cadres. The preface of the book starts with a question why is there a need for such a book and goes on to give the logical reasoning of the same which is very apt and acceptable. The book deals with the variety of topics such as European Women in Management, sex differences, work and family, women in management, Power and powerlessness, leadership and assessment, strategies for change, women in management in the United Arab Emirates etc. The various topics discuss the position of women in European countries and how slowly there is a change in the strategies by giving examples of some of the cases in the companies. As far as the European woman in management is concerned, as per the statistics given, women occupy only 10% of management positions in Europe. Furthermore, women managers remain concentrated in junior and middle management position and very few manage to break through glass ceiling. Taking this into consideration in the UK there has been a recent history of equal opportunities initiatives, which is unique in nature. The chapter sex differences tries to analyse whether the abilities of women and men are different and also whether men make better managers than women.

The topic women in a management, Power and powerlessness is interesting in the sense that it differentiates between the view point of male executives as to how they view power and how the women view power. This difference in their outlook towards power makes women more successful as per the authors. The most interesting topic is the strategies for change – women in management in UAE. It gives us a total different picture of the changing strategies emerging in such a conservative society. The picture is totally different than the general expectations.

Though the book does not discuss about the Indian women and the environment, it definitely gives us lessons in how to advocate change and in what direction ? As the book is on women it need not have a restricted reading only by women. In fact, it is more for the men executives and the companies to read it as they can understand how to have the changes and how to tap the potentials in women. The statistics given, the references and the style of explaining is simple and to point. It will be worthwhile if in next edition the authors think of adding the situations and circumstances from Asian Countries a particularly Indian. Even Indian authors can think of publishing a book on the same lines giving examples of strategic changes. The Indian reprint priced at Rs. 75/- is definitely worth reading by people in management.