



Original Article

Gender Role Expectations: From Political, Scientific, Cultural, and Business Perspectives

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ABSTRACT

Gender refers to the set of cultural, psychological, and socially constructed attributes that classify individuals as masculine or feminine within a given societal framework. As gender increasingly gains recognition as a critical social construct, the concept of gender difference has become central to understanding how societies assign and reinforce gendered role expectations across political, scientific, cultural, educational, and business domains. These expectations emerge from deeply embedded cultural norms, social values, and institutional practices that shape behavior, opportunities, and patterns of interaction. Considering these influences, scholars have proposed multiple-moderator conceptual models aimed at explaining and potentially moderating gender-based role expectations within diverse social settings. Overall, gender difference functions as an essential analytical lens for interpreting a wide range of social phenomena, offering insights into how individuals experience and navigate societal structures. It remains an inseparable component of human social life, influencing identity formation, interpersonal dynamics, and institutional arrangements. Both social and biological distinctions contribute to gendered perceptions, the manifestation of gender-specific roles varies across cultures and disciplines. Understanding these variations is crucial for developing more equitable frameworks within research, policy, and professional practice.

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INTRODUCTION

A society is a composite of many social, economic, political, behavioral, and psychological foundations, which set the standards, values, rules, and laws for every individual to conform, if one wants to be a part of that society. Society or the community is defined as:

“Community is a combination of two factors: i) A web of affect-laden relationships among a group of individuals, relationships that often overlap and reinforce one another- rather than merely one-on-one or chainlike individual relationships; ii) A measure of commitment to a set of shared values, norms and meanings, and a shared history and identity-in short, to a particular culture” (Etzioni, 2002).

A person's social life is defined by societal norms and values. Societies are formed mainly from the culture of the nations and are then influenced by the sub-cultural values, their thinking process, and historical contexts (World Bank, 2015). Culture is a very vast term; it includes all kinds of ideas, beliefs, attitudes, ideologies, traditions, social norms, values, and different patterns of behaviors upon which a nation and society are built and act in accordance with these. Culture is the unique configurations of thoughts, concepts, beliefs, and norms that depict the behavior or lifestyle, and relations of a society or group within a society (Reeves & Baden, 2000). Culture has become important due to globalization and geographical boundaries, making it difficult for people to keep their cultural identity distinguished and distinct. So, it is important to build cultural beliefs, societal norms, and values so discreet that they make the process of forming a social phenomenon as a known or perceived reality, which lies out there in the minds of people.

Certain expected behaviors and attitudes are defined by societies on different fundamentals related to individuals of that particular society, which include positions (e.g., chairman, chief minister, etc.), status (e.g., rich, poor, middle-class, etc.), professional class (e.g., doctor, engineer, architect, labor, caregiver, volunteer, etc.), sex (i.e., either man or woman, girl or boy, etc.), and several categorizations can be used to create societal layers. All these positions, statuses, classes, and classified groupings have certain attitudes and beliefs, and are expected to be acted in a certain way by society. For instance, a doctor is expected to diagnose the disease or cause of pain, give medicines, and provide guidelines to cure the patients. This is the job of the doctor, and in all societies, it is perceived that the role of the doctor is to protect and cure the patients from their disease.

Role can be defined as: “A social behavior, social position or status, and a particular behavior associated with a particular social position (Kumar, Kaur & Kalra, 2013). For example, in parental roles, both genders are involved, but the female is called a ‘mother,’ and the male is called a ‘father’ of the child. Although both are parents, and they have to perform the parental role, due to gender difference, not only do their titles get changed as either mother or father, but also the expected roles, behaviors, duties, responsibilities, and attitudes also get changed, according to the expected or desired behaviors from a particular role in a society. This is how gender influences the expected attitudes and behaviors in a society for different or the same roles. Due to such importance attained by this social construct, i.e., ‘gender’, different roles and behaviors are expected from gender in different places in different cultures. This study focused on explaining the difference in gender and, hence, the difference in role expectations of genders from different perspectives. That is what kind of gendered role expectations are expected due to the difference in gender in politics, scientific field, cultures, and in businesses.

However, these two terms seem to have the same meaning, but they are changed in nature, definition, and scope. Sex refers to the biological and physical characteristics of being either a man or a woman, depending upon some physical conditions; primarily upon the presence of male or female genital organs (Oakley, 2010). It's a biological categorization based on reproductive abilities and a combination of endocrine, anatomical, and chromosomal features (Eckert & McConnell-Ginet, 2013). On the other hand, gender refers to the collection of cultural and psychological characteristics that define an individual as being masculine or feminine based on the categorization by the social differentiations in a society (Oakley, 2010). It's the social

explanation of biological sex (Eckert & McConnell-Ginet, 2013), which is socially constructed for men and women, i.e., norms, values, relationships, and roles associated with and between male and female groups, which are found in different variations in different societies (WHO, 2016). Gender can also be defined as the composite of attitudes, feelings, and behaviors that a particular culture attaches to an individual's biological sex (APA, 2011). Even though gender includes both sexes, i.e., males and females, it's a usual practice throughout the world that whenever and wherever the word gender is used, it refers to something related to women, most of the time. Because the popularity of this gender issue roots down in women's issues as they have been treated in a very inferior and discriminatory manner for centuries, and this trend still exists.

A role has definite normative commitments and responsibilities, which are referred to as 'Role Expectations', which may be explained as a set of evaluative standard actions and behaviors expected from a role expectant (Omirin & Ajayi, 2011). For instance, the role expectations from a mother are very different from those of a daughter, or the role expectations of a father are quite different from those of a son. When a role expectant behaves in accordance with the expectations set by society for that particular role which he/she holds, he/she is said to be performing according to his/her role and fulfilling their role expectations (Oduwaye, 1998). Role expectations are defined in terms of prescriptions held by the counterpositions of the role set; it is the expected behavior of the role (Sanghi, 2011).

Role is a set of connected behaviors, rights, responsibilities, beliefs, and norms conceptualized by actors in a social situation (Kumar, Kaur & Kalra, 2013). Role theory is a well-known perspective in the field of sociology and social psychology. Many theoretical works have been done in this field, where the researchers have tried to explain roles from different perspectives in a society. Different types of social roles are found in sociology's literature based on different categorizations. Five major types of roles are defined as: i) cultural roles: it refers to those roles which are defined by the culture, ii) Social differentiation: it refers to the roles defined by the specific position in society, iii) Situation specific roles: it refers to the social roles which emerges in a specific situation, iv) Bio-sociological roles: like humans in natural system, and v) Gender roles: it refers to the roles categorized based on gender or are gender specific in nature (Hindin, 2007). In this study, emphasis is laid upon the gender roles and gender role expectations at different places and positions held by these genders.

People are born with biological sex, but they are brought up by learning different behaviors of masculinity and femininity by opting different behaviors, norms, values and beliefs attached to the respective biological sex which shapes up into gender in that society; and set up foundational rules and standards that how these genders have to behave with the same or opposite sex in the house, society and organizations where they work (WHO, 2016). Culture is the key factor in determining the ideal gender related ideologies and defines appropriate rights, duties, roles, and behaviors for men and women (Reeves & Baden, 2000). There are multiple roles that have to be played by both men and women simultaneously within a society. They have to perform different roles at the same time for the same or different genders. Being a different gender, sometimes it becomes demanding to perform certain roles concurrently by these genders, because different expectations of behaviors and roles are attached to different genders in different places, and contradictions may occur among role expectations.

Various models and frameworks are used to distinguish between men's and women's roles in societies, with respect to their biological sex. Behaviors and attitudes that are consistent with the expectations of a certain culture are referred to as gender-normative; whereas behaviors and attitudes that are not compatible with those cultural expectations are referred to as gender non-conformity (APA, 2011). All this distinction is shaped and developed by the culture of that particular society (Reeves & Baden, 2000), which is why different role expectations from these genders in different fields like health, education, business, industry, non-governmental, and social sectors will also be different for different societies, according to their respective main cultural orientation. To study gender role expectations in any society for any role in specific areas like health, education, NGO, business, etc., it's necessary to first develop the understanding of gender

roles, their development, evolution and their relationship at different levels of prevailing major systems in an economy; like at political level, at cultural and societal levels, and in organizations.

As it has been stated that multiple roles are assigned and manipulated based on gender, specifically, gender issues address the women's side of gender. The expected role of gender in a political system varies. The political system is built up between two groups, i.e., one is the general public who follows the rules and regulations, and the other is the government, which sets the rules and laws for that general public. Gender role expectations, as being in the government, differ based on the traits that are associated with respective gender as either a masculine or feminine trait; for instance, traits like aggressiveness and toughness are considered to be more masculine, whereas traits like kindness, accessibility, and being more sympathetic are more feminine traits (Huddy & Terkildsen, 1993). Traditionally, masculine roles are related to strength, aggression, dominance, and activeness, whereas feminine roles are related to nurturing, subordination, and passivity (Boundless, 2016).

Due to the increased participation of women in state and governmental positions and affairs, it's worth to know that what the role expectations from these political officials are based on their gender. Some studies have investigated this phenomenon by examining different perspectives and set beliefs regarding women in governmental positions. Gender role expectations in politics differ based on their traits that match the nature of issues. Female government officials are better at handling issues termed as 'compassion' issues, including education, poverty, children-related, and health issues (Shapiro & Mahajan, 1986), whereas they are worse at handling military, defense, and business-related issues (Alexander & Andersen, 1991; Leeper, 1990). Gender stereotyping also plays a role in forming expectations of genders performing the same role. It is now a common belief that female candidates are expected to be more liberal and democratic than a man; that is why they are more proficient in dealing with compassion issues, which are well handled by democrats and liberals. It's also been found that generally, when voters have to vote for a female candidate, they are more hesitant (Huddy & Terkildsen, 1993). On the mass side, it's been a male's right to vote only, whereas women's suffrage was not considered, even before the waves of feminism.

In pure sciences where the biological sex is the matter of study for the scientists, the gender role expectations are built on these features. Underrepresentation and discrimination of women in many areas have been the concerns of discussion among psychologists and scientists. Scientific work on the gender related difference in roles and expectations associated with these is based on the notion that is opposite to most of the socialization researchers who claim that all differences are due to the socially constructed roles of masculinity and femininity in a society. Not only is the 'culture' or 'society' the one thing that decides how gender behaves, but biological differences also matter, as due to the difference in sex, males and females possess certain traits and qualities, and also react in different ways. All humans are categorized based on their biological sex, either as a 'male' or 'female', at the time of birth. Biological sex is determined based on five factors in humans, which include the presence or absence of the Y chromosome, the sex hormones, internal reproductive anatomy, types of gonads, and the genitals (Knox & Schacht, 2011). In science, differences are found due to biological differences. Some abilities are gender specific and cannot be substituted by the other sex at any cost, e.g., reproductive and childbirth ability is only a woman's ability due to her physiological differences from men. For instance, Brown in 1991, emphasized that males and females are seen as differentiated in natures in all kinds of cultures and certain natural attitudes and inclinations are attached to both sexes, like men are better than women on various measures and spatial ranges, whereas women involve more in direct child care and are found to be younger than their companions in spouse relationships (Brown, 1991).

Culture is defined as the unique configurations of thoughts, concepts, beliefs, and norms that depict the behavior or lifestyle, and relations of a society or group within a society (Reeves & Baden, 2000). All countries have different cultures and societal norms and values throughout the world, and gender has become one of the key important factors upon which rules, policies, laws, norms, expected behaviors, and roles are set forth. Societies are made up of many cultural beliefs, values, norms, and other societal factors.

Some major societal factors which are equally important for every society include education, healthy lifestyle, people's welfare, employment, growth opportunities, freedom, and such kind of societal values. On the other hand, there are some other societal factors whose value changes from society to society, i.e., one norm or action could be considered good in one society while bad in another, e.g., child labor, early marriages of girls, gender discrimination, underrepresentation of women at the workplace, co-education, slavery, and others.

Cultural factors cover all of these simultaneously in one study, specifically when the other factor is the main concern of the study, i.e., gender roles. Gender roles and behavior patterns can be assessed and examined at each cultural factor separately and intensively. At some places, gender roles can be moderated and tempered by these cultural factors, while at others, these factors can also moderate and temper expected behaviors from gender. Some of the general cultural factors are language, religion, fashion sense of clothing, color codes and meanings attached with these, governmental system type, population density, level of education, literacy rate, general living patterns, and gender based relationships i.e. which duties and responsibilities are attached to one sex specifically, food preferences, ethnic diversity, press and media's freedom, architectural style preference, best age consideration for marriage and many others (Atkins-Kruger, 2010). Gender being so important that even the cultures throughout the world are divided as either 'Masculine' or 'Feminine'; referring not to the high number of male or female participation in these cultures, but the words masculine and feminine are used to refer to the traits showing behaviors either as manly or womanly. There are two sets of traits divided into these two categorizations of 'masculinity' and 'femininity', which show what kind of characteristics are more of a male or female person.

A masculine society or culture is defined based on gender role expectations of males i.e. inclination towards money, success, competition and need for dominance, boldness, assertiveness, power, material and wealth accumulation (Lambardo, 2016), time importance, ego-oriented, money and things are more important, traditional family structures, fewer women in management, preference for higher pay, failing is a disaster, conflicts can be solved through force, live to work, religion is most important in life, economic growth is the highest priority and differentiated gender roles (Hofstede, 2001); countries having masculine cultural orientations include Japan, Mexico, Italy and U.S. A. due to their inclination towards the achievement of such objectives which are masculine in nature like power and wealth acquisition. Whereas a feminine society or culture is defined based on gender role expectations of females that has to be performed by both men and women i.e. these are more inclined towards the caring, nurturing, environmental awareness, modishness, tender, relationship oriented, work to live, people are important, conflicts can be solved through negotiations, religion is less important in life, flexible family structures, failing is a minor incident, more women in management, and more fluid gender roles (Hofstede, 2001), countries having more feminine cultural orientation includes Netherlands, Iceland, Chili, Thailand, and all Nordic countries (Smit, 2012).

The traits and factors which are associated with either masculine or feminine culture do not mean that the opposite culture does not have any concern with the traits presenting one culture, but the traits mentioned in the respective culture means that higher degree of these traits are practiced in that culture, whereas the other factors are present in a low degree or do not get that much significance. At the broadest levels, gender role expectations are extracted from the cultural type of the country, i.e., either masculine or feminine. Because in these societies, clearer role expectations are explained and genders are expected to behave in certain ways, historically and traditionally being carried out through centuries in a particular culture. Even though cultural type can explain much of the gender role expectations in the respective cultures, like in masculine cultures, more men are expected to show more boldness, be financially stable, more work-oriented as compared to women; many other factors can moderate or tamper with these gender role expectations in a specific culture. Many cultural factors can tamper with or moderate gender role expectations. This alteration can take place in both ways, either positively or negatively. Some of the moderators that can influence the role expectations, despite the major defined cultural orientations, have been derived from the literature. Researchers have studied the gender role expectations and their influence on the actions of people, as well as the influence of other factors that change these roles in some places. Some of these factors, based on the

previous works and investigations, have been listed here, which have an influence on the gender role expectations, hence can also be used as moderators that tamper with these role expectations. The moderators that can tamper with the gender roles expectations could be:

Religion refers to the belief systems related to God's presence and His commandments to guide the living patterns of the believer. Religion, which is also referred to as 'an order of existence', is defined as a cultural system of attitudes, behaviors, and practices, holy places, sacred texts in the form of books, ethical standards, principles of morality to distinguish right and wrong, and social organization related to humanity (Geertz, 1993). Religion plays an important role in promoting and hindering gender equality considerations. Because of religion, women are being discriminated against in almost every religion. It's not that women are being discriminated against by the religion teachings themselves, but it's because of the male extremists in society who use religion as a yardstick to hinder women's participation in economic and social activities in a society. There are different religions, and also the difference exists in their teachings, which are gender specific, i.e., some of the principles are laid down on females or males, one gender is privileged more than the other, and so on. Many religions exist in the world, including Buddhism, Hinduism, Christianity, Judaism, Islam, and others. Many religions provide roles and duties that are segregated based on sex. For instance, Jewish holy practices are segregated through a wall or curtain in a holy place and men are not allowed to offer prayers in presence of females; in Islam men and women which have no blood or formal relationship are restricted to interact even, they are also not allowed to offer prayers with each other, women are bound to cover their whole body for even entrance in the sacred places and to worship too; in Christianity and Islam, women cannot lead in worshipping roles like they cannot be a priest or imam.

Likewise, the roles of both genders are explained differently in different religions. Although all are considered to be equal on some parameters, the difference still exists. Like in Islam, women are responsible for household related matters including child care, cleaning, educating, feeding and taking care of husband or children, primarily (Ahmed, 1992), whereas a man is more desired being a protectors supporter of the family financially (Hessini, 1994), but these roles are desirable it does not mean that women are not allowed to do paid work or men cannot perform the loving and caring roles at home. In Christianity, men's influence is overstated in many places (Coughlin, 2007) and being understated and dissatisfied with the status in this religion, the studies related to gender in Christianity began in the 1960s and 1970s. Most teachings, texts, and rituals were focused on men, and women were not considered equal or even important to be addressed. So there exists multiple segregation in religion based on the gender distinction, and true followers and believers of a particular religion take these teachings and commandments as a basic and must-do thing, and the deviation from these expected roles by any of the genders prescribed by religion is considered to be a sin. That is why religion is one of the key elements that can tamper with the expected role of gender in a given society. E.g., in highly developed countries where men and women are expected to enter the workforce, like in the U.S.A., the people practicing Islam there would not be delighted to send their females of the house to such jobs where male and female interactions take place more frequently. So this is how religion can change any role expectation in any culture if it's not the main religion of that culture.

Education systems are divided into two categories based on gender. One is known as the 'single sex education system,' and the other is known as the 'co-education system.' Single sex school systems are those which cater only to one gender, i.e. all- all-males, all-females, boys only, or girls only, for men or for women only, whereas the co-education system of education is one in which both genders are catered to and no segregation or inequality exists. As men and women are not only different biologically, but psychological differences are also present in them, as explained previously and a major psychological difference is the difference in the functioning of the brains of both genders. The education system can influence the way these genders behave. Single sex education system is the one where this brain difference can be catered and more encouraging learning environment can be created for the specific gender; on the contrary, proponents of co-education system argue that although such small psychological differences are there but it's also true that not much evidence is found in literature that these differences matters when learning is concern in both males and females (Novetney, 2011). But this is not the only reason for which

the debate of single schooling vs. co-education goes on. Single sex education system can minimize gender stereotypes, widen students' horizons, and motivate them to discover their self-interests and strengths without the feeling of being restricted by gender stereotypes (Sax, 2011). Gender differences have been associated with different learning and performance outcomes. It's found that women tend to favor the science and math subjects less as compared to men, whereas men are less attracted to the field of education and sociology-related subjects. Even their behavior towards success and failure also differs. These two systems are also liked and disliked by many parents due to certain cultural forces that shape a society; one of the examples is religion, as discussed above. That is why the type of education system, either a co-education or single-sex, can also influence the roles expected from a gender in a specific culture. Even religion can also affect the specific education system choice, as many religions give importance to segregation of males and females in different places, so their believers will be more inclined towards the single sex education systems, hence changing the gender role expectations.

Parents' influence can be a strong moderator that tampers with gender role expectations. The earliest exposure to the differences of gender and their respective meanings derives from parents (Lauer & Lauer, 1994). From the birth parents are the one who treats both boys and girls separately, like buying pink clothes for girls and blue for boys (Thorne, 1993). But when a parent of children lives in a culture that is not congruent with their beliefs and values regarding life, they may directly influence the development of their children's behavior. Those children who are living in a culture where male-dominance prevails, but in the home's living pattern, the parents do not accept this patriarchic approach of living, hence male dominance is not enforced in shaping the behaviors of both genders. Like the girls as well as the boys, will be expected to show interest in careers like boys like engineering, the army, etc., which are considered more gender specific in nature.

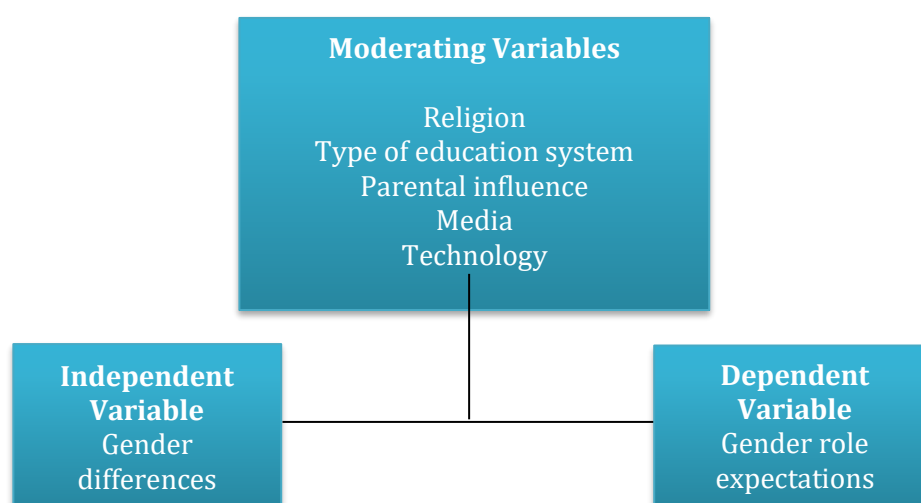
The parents are the ones who are encouraging or tampering with the expected role behaviors by these genders, which can clash with societal values. Like the girls grown up in such homes will choose fields and careers just like their brothers, and will become more masculine in nature so in a masculine culture where male dominance is prevalent, she will not conform to the gender role expectations and will be a deviant from being just a housewife rather she will be more inclined towards the jobs which are more adventurous and demanding. Parental influence can matter a lot because the personalities they carry will be translated into their children's upbringing.

Media is a term that is widely used by people. The term media includes all types of media, including newspapers, magazines, and TV. Programs, novels, movies, videos, games, and all such things that connect people. The media is also a very important factor that develops certain gender roles. Through it, different behaviors and role expectations are developed in our conscious or subconscious levels. For instance as an example if Indian dramas are analyzed, it shows segregating life styles and patterns relating to specific genders, e.g. women are shown to be living and scarifying all dreams and wishes for the sake of family and performs household chores, whereas the girl who is working and struggling in jobs, is shown as considered to be some kind of deviator and not well accepted by the other society members; whereas men are the bread earner of the family, don't expected to do household work, and if he do so he is given some bad or funny titles by the society members. In shaping our perceptions to view men and women media has been considered as the most pervasive and powerful tool (Wood, 1994). Media is so powerful that it can shape a real or distorted reality in the minds of people, hence gender role expectations not only do not change but also can be irritated. Due to this power of the media can be used as a great moderator in tampering with gender role expectations in different cultures.

Technological progress can also affect these expectations. As technology is playing a significant role in every field of life, gender differences in role expectations may be altered due to this change. For instance, in eastern societies with male male-dominant culture prevailing, women are considered to be primarily responsible for family care and household-related matters. With the advent of technology, many home and kitchen appliances have been introduced, and hence the role of cleaning, washing clothes, even dish

washing, crushing or blending ingredients manually, has been shifted to these appliances, and these are no longer specific to women. Another example can illustrate that from this technological progression, societies in which women were not allowed to do paid work are now joining distance workplaces, running online boutiques of clothes and jewelry, working as freelance writers and researchers, and so on. So it can be proposed that the greater the degree of technology orientation a culture has, the greater the alteration in gender roles can be expected. Based on the above-derived moderators, which can tamper with gender role expectations in almost every culture, the following framework can be proposed, in which these moderators can have an influence individually or simultaneously between the ‘gender difference’, i.e., either male or female, and the actual ‘gender role expectation’. The model for gender role expectations’ tampering through multiple moderators is proposed in Figure 1.

Figure 1: Model for gender role expectations



Sustainable economic growth of the country is highly related to the level of involvement of that country in business activities. The business is defined as: ‘a commercial enterprise or establishment that trades in goods or services,’ and a business organization can be defined as: ‘an entity that is both commercial and social, which provides the necessary structures to achieve the central objective or trades in goods or services’ (Tims, 2011). Business-related studies have become a very significant topic for researchers, as an explanation of certain business dynamics is very important for all organizations to know. Due to an increase in globalization, businesses work both as an ‘agent of globalization’ and a ‘recipient of globalization effects’, and cultural impacts locally and globally are very important to be considered when doing business in any culture. When business firms go into global settings, they need to take into account cultural differences to deliver products and services to the people (Birukou, Blanzieri, Giorgini, and Giunchiglia, 2010) on a very high note of importance. Because the local culture and its values if contradicted by the business firm’s activities, the firm will be a big failure in no time.

Gender being the focus of many countries to achieve the equality level and freedom in all fields, which have been gender restricted historically gender-restricted. Although women’s participation is increasing in workplace and businesses, it has been less throughout the globe from the beginning of human life. The gender related work issues and expected work behaviors from both genders are now highly under consideration by different management scholars. Business management has been a professional field, which was dominated by men (Tims, 2011), but as the inclusion of women in the workplace has been increasing throughout the world, the explanation of certain attitudes and behaviors has become a point of main discussion among business scholars. Gender differences are being studied in different concepts and phenomena of business. Some of which include; diversity at workplace, gender wage or pay gap, promotions based on gender difference, gender inequality or gender discrimination, less women participation at key positions of organizations, diversity on boards, diversity in leadership and management, sexual harassment, glass ceiling effects, increased women’s participation at all functional levels of business, decision making

difference, personality traits and attributes difference, and so many other dimension where the effect of gender can be seen. These issues are so vast in number that it's not possible to list down all here.

Although many issues are now the focus of researchers that emerge from the interplay of gender difference and business dynamics, to analyze gender inclusion in businesses, it's best to analyze their presence at the top positions of the organizations, i.e., women's presence on the board as having key leadership positions, i.e., being owners or key board members. Boards or leadership positions that were considered to belong to men only now show a big change. Although female participation is much less compared to males, the percentage of women ownerships in businesses is still 50 to 60% of that for men (Fairlie & Robb, 2008); according to a study in the USA, the rate of ownership of women is 6.6 percent, making only 60 percent of the male ownership rate (Fairlie, 2006).

Most cultures have hindered the participation of women in businesses, hence a larger portion of the population in most countries has been underutilized. But now the trends are changing as women's presence in businesses, not as ordinary employees but also as key leaders in the business, is increasing. As UK business secretary, Vince Cable, in his speech on 30 January 2013, said: 'My vision by 2015 is that Britain will not have a single FTSE 100 board without a significant female presence, as this is not about equality, this is about good governance and good business. International evidences also support that diverse boards are better boards benefiting from fresh perspectives, opinions, and new ideas, which ultimately serve the company's long-term interests (Patel & Buiting, 2013). This statement shows that an increase in women's presence on boards and in key positions has a positive business outcome, which is why many countries have taken the initiative to promote women in business.

METHODOLOGY

The research approach or methodology used for this study is qualitative research. Two approaches have been used to carry out this study, including interpretivism and the critical theory approach. The rationale to use the interpretivist approach is that it follows the relativist ontology, which perceives reality as intersubjectively based on the understandings and meanings on societal and experiential levels. The subjectivist epistemology is followed in this approach, which states that people are inseparable from their knowledge; that's why there is a clear link between the research object and the researcher. The gender related issues and phenomena are related to socially constructed reality, which is what the assumed nature of interpretivism is (Pizam & Mansfeld, 2009). Besides reviewing literature extensively, a study to get insights about the gender role expectations concepts has been carried out based on informal conversational interviews with some people associated with the relevant sector in one way or the other. Besides using an interpretivist approach, the lens of critical theory has also been used to critically evaluate this phenomenon from different perspectives.

A small-scale pilot study to get insights about the gender role expectations concepts has been carried out based on informal conversational interviews with some people associated with the relevant sector in one way or the other. The chosen fields in which insights about gender role expectations were desired are as follows:

- Business
- Industry
- Health
- Education or academics
- Non-governmental organizations (NGO's)
- Society

The context matters when an investigation of a social phenomenon is required, especially when culture is involved, because culture shapes the underlying social phenomena through its basic ideals, beliefs, norms, and values. This study is carried out in the context where the culture is more male-oriented, and masculine culture prevails. Informal conversational interview design was used, and the sample size of this study was

ten, including two members from academia, two from medicine, one from an NGO, one from industry, three from society, and one from business.

When different questions regarding the gender roles expectations, specifically what expectations they have regarding the role of women in these fields, different people associated with these respective fields have differing opinions. People in general have a built-in opinion that there is no special need for women to participate in any of these fields except academic and societal levels. When most of the respondents were asked about their position on why they think women do not need to participate in these sectors? They said 'it's not necessary for them, because if they participate in these fields, who will perform household duties and take care of the family and kids. This was the general contradiction about the expected gender roles in all of these categories. The more elaborate insights gained from this pilot study on each of the selected fields were as follows:

In business, women's role was considered to be more on the front desks and for many few at management positions. The business sector is not well regarded for women due to the ill practices in which women's security is concerned, like cases of sexual harassment, blackmail, and underpaid work. While in the industry, more participation of women is expected from the lower class of the country, who perform labor work, and it's considered a low-value sector for women of the upper classes. Some specific positions and types of businesses are considered good for women, like the banking and telecom sector, positions related to human resources or finance jobs, and positions in which only desk work is involved, and less interaction is required with the opposite sex.

In academics and health, women's role is appreciated, as there are segregated educational institutes that are men-only or women-only. So it's a high requirement by society to have female teachers and doctors, especially women gynecologists. On the other hand, if the females associated with these professions are asked about what they think their behavior is expected to be in these sectors, and what about the societal impressions? It is stated that in these professions, when they have to work in a mixed environment where there is no gender segregation, it's sometimes more challenging because not all male colleagues encourage their presence, and most of the time they are made fun of and leg pulled when they were at junior levels in these fields. The field of medicine is regarded as good for women, but societal impressions regarding medical professional women are not as positive as they are thought to be less family-oriented and less time giving to their families, whereas the field of academics is best regarded for women, as they can balance their family life with work life.

NGO's are related to the social work done for the welfare of the people of the country. The works included in NGO's require those individuals who are bold in nature, have extroverted personality traits, and are not time-bound. All these things are not considered good for women. NGOs are not thought of as a good option for women. In society, women are expected to play different roles. The role expectations related to women in a society are multiple. The best role expected from them is to be a good, obedient, loving, and caring daughter, sister, wife, mother, and daughter-in-law. Women in any role are expected to be role models in their assigned roles and, at best, bring up well-mannered children. These women are not considered or demanded to do any job to fulfill the financial need; rather, most of the females are not allowed to do a job, even if they are allowed, they do it for some need or reason, not to become a professional or for career development.

DISCUSSION

There are certain cultural and societal values whose impact is very high, and due to this reason, it's very important to know the basic factors and elements of a society whose forces affect a society either negatively or positively; or in other words, these forces are the major actors that can add to societal developments or destruction if not understood and learned properly. Many such elements shape a society or set fundamental principles on which a society is built. Different classifications can be used to describe certain expected

behaviors, norms, and attitudes in a society based on these classifications. One of such major classifications used in all societies of the world to set rules, norms, and expected behaviors and attitudes from individuals is the 'Gender'.

The two terms 'gender' and 'sex' are used interchangeably in most parts of the world to refer to the physiological characteristics as either 'male' or 'female'. But these two terms have different and separate meanings. Sex refers to the biological status (APA, 2011) and biological characteristics of being either a man or a woman, depending upon some physical conditions, primarily upon the presence of male or female genital organs (Oakley, 2010). On the other hand, Gender refers to the collection of cultural and psychological characteristics that define an individual as being masculine or feminine based on the categorization by the social differentiations in a society (Oakley, 2010). It's the social explanation of biological sex (Eckert & McConnell-Ginet, 2013). Role is a set of connected behaviors, rights, responsibilities, beliefs, and norms conceptualized by actors in a social situation (Kumar, Kaur & Kalra, 2013); hence, gender roles are those that differ based on gender differences, and expectations of roles from these genders are different due to this gender distinction. There are different gender role expectations from different perspectives. The perspectives used in this study to explain these gender role expectation phenomena include political, scientific, cultural, and business.

In politics, gender role expectations differ based on their traits that match the nature of issues. Female government officials are better at handling issues termed as 'compassion' issues, including education, poverty, children-related, and health issues (Shapiro & Mahajan, 1986), whereas they are worse at handling military, defense, and big business-related issues (Alexander & Andersen, 1991; Leeper, 1990). It is now a common belief that female candidates are expected to be more liberal and democratic than a man; that is why they are more proficient in dealing with compassion issues, which are well handled by democrats and liberals.

In science, biological sex is determined on the basis of five factors in humans, which include the presence or absence of the Y chromosome, the sex hormones, internal reproductive anatomy, types of gonads, and the genitals (Knox & Schacht, 2011). In science, many differences are found due to this biological difference. Some abilities are gender specific and cannot be substituted by the other sex at any cost, e.g., reproductive and childbirth ability is only a woman's ability due to her physiological differences with men. Differences in brain functioning, emotional levels, cognitive skills, and abilities are also found in relation to the biological sex difference.

In culture, due to the highly influential importance of gender, even cultures throughout the world are divided as either 'Masculine' or 'Feminine'. A masculine society or culture is defined on the basis of gender role expectations of males i.e. inclination towards money, success, competition and need for dominance, boldness, assertiveness, power, material and wealth accumulation (Lambardo, 2016), time importance, ego-oriented, money and things are more important, traditional family structures, fewer women in management, preference for higher pay, failing is a disaster, conflicts can be solved through force, live in order to work, religion is most important in life, economic growth is the highest priority and differentiated gender roles (Hofstede, 2001); whereas a feminine society or culture is defined on the basis of gender role expectations of females that has to be performed by both men and women i.e. these are more inclined towards the caring, nurturing, environmental awareness, modishness, tender, relationship oriented, work in order to live, people are important, conflicts can be solved through negotiations, religion is less important in life, flexible family structures, failing is a minor incident, more women in management, and more fluid gender roles (Hofstede, 2001). Many cultural factors can tamper with or moderate gender role expectations. This alteration can take place in both ways, either positively or negatively. Some of the moderators that can influence the role expectations, despite the major defined cultural orientations, have been derived from the literature. These are: religion, type of education system, parental influence, media, and technology.

In business, gender differences are being studied in different concepts and phenomena of business. Some of

which include: diversity at the workplace, gender wage or pay gap, promotions based on gender difference, gender inequality or gender discrimination, less women's participation at key positions of organizations, diversity on boards, and so on. Boards or leadership positions that were considered to belong to men only now show a big change. Although female participation is much less compared to males, the percentage of women ownerships in businesses is still 50 to 60% of that for men (Fairlie & Robb, 2008); according to a study in the USA, the rate of ownership of women is 6.6 percent, making only 60 percent of the male ownership rate (Fairlie, 2006). The results from the pilot study indicate that people in general have a built-in opinion that there is not a special need for women to participate in any of these fields except academics and societal level. When most of the respondents were asked about their position on why they think women do not need to participate in these sectors? They said 'it's not necessary for them, because if they participate in these fields, who will perform household duties and take care of the family and kids. This was the general contradiction about the expected gender roles in all of these categories.

CONCLUSION

A person's social life is defined by the societal norms and values. Societies are formed majorly from the main culture of the nations and are then influenced by the sub-cultural values, their thinking process, and historical contexts (World Bank, 2015), with respect to the apprehensions or appreciations of different constructs and phenomena prevailing in the respective society for a long time. Due to the significance gained by this social construct, i.e., 'gender', different roles and behaviors are expected from different genders in different places in different cultures.

This study has focused on explaining the difference in gender and, hence, the difference in role expectations of genders from different perspectives. That is what kind of gendered role expectations are expected due to the difference in gender in politics, scientific field, cultures, and in businesses. From the above-presented literary work and discussion, it can be concluded that the gender difference is a significant social construct to explain many social phenomena more clearly. Gender difference is such an element that cannot be separated from human lives, and due to these social and biological distinctions, gendered role expectations vary in every field and from every perspective. Certain cultural factors can tamper with any gender role expectations in different contexts and cultures. These are found to be religion, type of education system, media, technology, and parental influence. Besides this prevalent difference in role expectation due to differences in gender, it is also true that context matters a lot. The gender difference and role expectations can be affected in either way, whether directly or indirectly.

There are certain limitations of this study. Time was the biggest constraint, because to explore gender roles expectations fully, in all these perspectives, was not possible. As this concept is so vast and so many sub-perspectives and dimensions exist in all the selected perspectives that this study serves as a small piece of work related to this vast issue. In the future, researchers can study these role expectations in different fields in different contexts because this is such a phenomenon that changes from context to context. The multiple moderators' model proposed in this study can be checked empirically to validate what this conceptual model proves to be true in different contexts.

DECLARATIONS

Consent to participate: Written consent had been obtained. All methods were performed following the relevant guidelines and regulations.

Availability of Data and Materials: Data will be made available upon request. The corresponding author will submit all dataset files.

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AUTHORS' CONTRIBUTIONS

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AS: Acquisition and analysis of data, drafting of the manuscript, and critical intellectual input.

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