



# International Journal of Innovative Research in Science Engineering and Technology (IJIRSET)

*(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)*



**Impact Factor: 8.699**

**Volume 14, Issue 3, March 2025**

# **A Study of Gender Role and its Impact on Communication and Leadership Style among Organization Employees**

**Dr.J. Nithya, Mr.R. Sabarinathan**

Professor, Department of Commerce (BPS), Dr.N.G.P. Arts and Science College, India

Student, Department of Commerce (BPS), Dr.N.G.P. Arts and Science College, India

**ABSTRACT:** Communication is a vital aspect of any organization, influencing teamwork, productivity, and overall workplace dynamics. This study explores how gender roles influence communication styles and leadership approaches among employees in organizations. It aims to understand the relationship between gender expectations and workplace behaviours, particularly focusing on communication patterns and leadership strategies. Gender roles shape the way individuals interact and lead, often affecting organizational dynamics and employee performance. The study identifies key differences in how male and female employees communicate and lead, with women tending to adopt more collaborative and empathetic styles, while men often exhibit more directive and authoritative approaches. Additionally, it explores the impact of gendered expectations on the perception and effectiveness of leadership within teams.

**KEYWORDS:** Gender Roles, Communication Style, Leadership Styles, Organizational Behaviour, Gender Bias

## **I. INTRODUCTION**

Communication is a vital aspect of any organization, influencing teamwork, productivity, and overall workplace dynamics. However, communication styles can be significantly affected by gender roles—socially constructed expectations about behaviours, attitudes, and roles assigned to individuals based on their gender. Understanding how these roles influence workplace communication is essential for fostering a more inclusive and effective work environment.

This study explores the impact of gender roles on communication styles among employees in organizations. It examines whether men and women exhibit different communication patterns due to societal expectations and how these differences affect workplace interactions. The research also investigates how communication styles influence decision-making, leadership, conflict resolution, and collaboration in professional settings.

The findings of this study will contribute to a better understanding of gender-related communication dynamics in organizations. This knowledge can help businesses implement policies and training programs that promote more effective and inclusive communication.

## **II. SCOPE OF THE STUDY**

This study focuses on employees in corporate and professional settings, analysing how gender roles influence their communication styles. It examines verbal and non-verbal communication patterns, leadership interactions, and conflict resolution strategies. While the study acknowledges other factors such as cultural background and personality traits, its primary focus remains on the role of gender in workplace communication. By exploring these aspects, this study aims to provide valuable insights that can help organizations create a more effective and gender-inclusive communication culture.

## **III. OBJECTIVES OF THE STUDY**

1. To analyse the differences in communication styles between male and female employees.
2. To examine the influence of gender roles on workplace communication.

#### IV. LITERATURE REVIEW

**Holmes (2010):** Women in workplace settings tend to use more politeness strategies, hedging, and inclusive language, while men are more likely to use direct and authoritative language. These findings support the idea that communication differences are shaped by gendered socialization. **Eagly & Carli (2010):** Female leaders tend to adopt a transformational leadership style, which emphasizes encouragement, participation, and collaboration. In contrast, male leaders are more likely to use a transactional leadership style, focusing on structure, performance, and authority. **Lakoff (2011):** Women's communication styles are sometimes perceived as less authoritative or assertive, leading to gender bias in evaluations of leadership and competence.

#### V. RESEARCH METHODOLOGY

The primary data is collected with a structured questionnaire. The sample size is 115 . The collected data will be analysed using statistical methods, with a focus on:

- Descriptive statistics- To summarize survey responses and identify trends.
- Chi square test for independence- To examine the gender role and its impact on communication style and leadership style among organization employees

#### VI. ANALYSIS AND INTERPRETATIONS

The collected survey data will be analysed using the Chi-Square test for independence to determine whether the gender role impacts the communication style and leadership style among the organization employees.

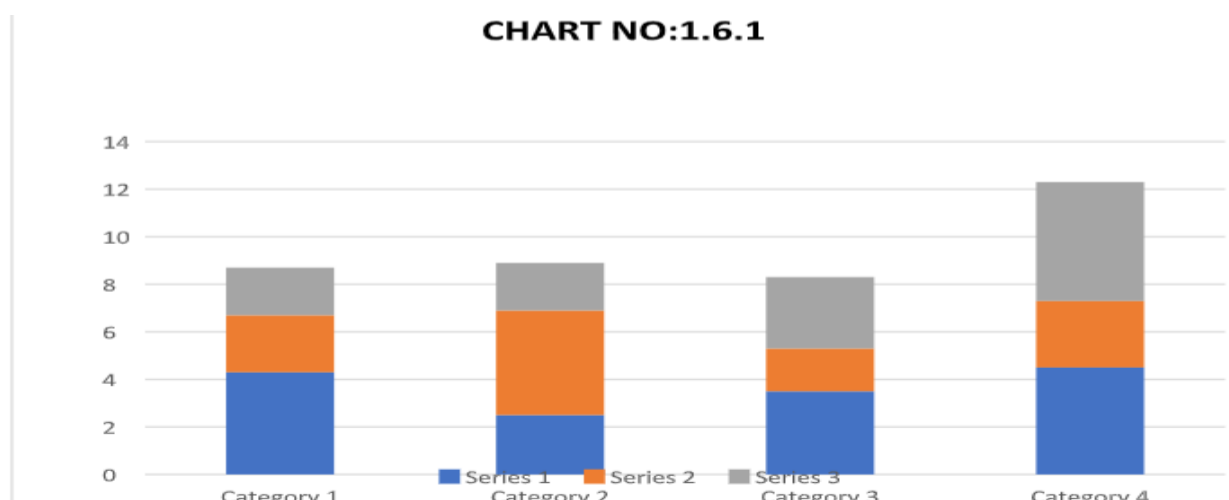
##### 1.6.1. Chi-Square Test for independence

TABLE NO: 1.6.1  
WHAT COMMUNICATION STYLE DO YOU ASSOCIATE WITH LEADERS BASED ON GENDER?

	TABLE VALUE	DEGREE OF FREEDOM	LEVEL OF SIGNIFICANCE	RESULT
9.494	50.876	4	4.2%	Rejected

**H<sub>0</sub>:** There is no significant association between leadership gender (male or female) and the communication styles associated with them.

**H<sub>1</sub>:** There is a significant association between leadership gender (male or female) and the communication styles associated with them.





#### INTERPRETATION:

Since our p-value (50.876) is greater than the standard significance level (9.494), we fail to reject the null hypothesis, meaning there is no statistically significant difference in how communication styles are associated with male and female leaders.

#### 1.6.2. COMMUNICATION STYLE AT WORK

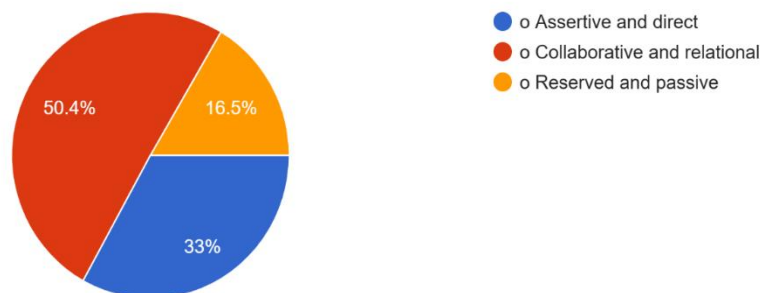
**TABLE NO: 1.6.2.**  
**COMMUNICATION STYLE AT WORK**

S.NO	OPTIONS	NO. OF RESPONDENTS	PERCENTAGE%
1	Assertive and direct	38	33%
2	Collaborative and relational	58	50.4%
3	Reserved and passive	19	16.5%
	<b>TOTAL</b>	<b>115</b>	<b>100%</b>

(Source: Primary data)

**CHART NO: 1.6.2**

How would you describe your communication style at work?  
115 responses



#### INTERPRETATION:

In the clear from the data that 33% of respondents describe Assertive and direct style of communication, 50.4% of respondents describe Collaborative and relational style of communication and 16.5% of respondents describe Reserved and passive style of communication.

It is clear that majority 50.4% of respondents describe Collaborative and relational style of communication.

#### VII. CONCLUSION

In conclusion, understanding the impact of gender roles on communication and leadership styles is crucial for fostering an inclusive and effective organizational environment. By recognizing and addressing the historical and social factors that influence gender-based behaviours, organizations can promote a more collaborative and dynamic workplace. Implementing training programs, encouraging inclusive language, and providing equal opportunities for both men and women to develop leadership skills will help break down stereotypes and create a balanced representation in leadership

positions. Furthermore, fostering a culture of inclusivity and offering flexible work arrangements will ensure that all employees, regardless of gender, feel valued, supported, and empowered to succeed. Ultimately, embracing diversity in communication and leadership styles leads to more innovative, productive, and harmonious organizations.

#### REFERENCES

1. Helgesen, S. (2017). The female advantage: Women's ways of leadership (Revised ed.). Doubleday. World Economic Forum - Global Gender Gap Report 2021. (2021). Retrieved from <https://www.weforum.org/reports/global-gender-gap-report-2021>
2. Tannen, D. (1990). You just don't understand: Women and men in conversation. William Morrow & Company



INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA



# INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

 9940 572 462  6381 907 438  [ijirset@gmail.com](mailto:ijirset@gmail.com)



[www.ijirset.com](http://www.ijirset.com)

Scan to save the contact details