Career Management Trends in Terms of Gender

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Abstract

Career management is a deliberate process including the involvement of an individual in various activities, resulting in a high level of performance, professional growth. Many people think that the career and the job that we choose represent the goal of our existence, and by this we can demonstrate ourselves and our natural inclinations. Our paper deals with career management. Our interest has been caused by gender peculiarities in career management. Gender Equality gives the opportunity to women and men to have an equal access in all areas of public life. In the course of research we set the hypotheses; Hypothesis HP1: Gender Q2 affects Q1 employment field (1)public sector 2) private sector 3) educational institution;); Hypothesis HP3: Gender Q2 affects Q5 how the respondents were accepted to work (by means of an interview, a contest, a direct manner) where we used the Correlation Analysis, a Chi-square Test; Hypothesis HP2: Gender Q2 affects Q4 work experience. Where we used the Correlation Analysis, the test about Homogeneity of Variance (Levene); Hypothesis HP4: Gender Q2 influences Q15 Are you invited to any kind of meetings? Where a single-factor dispersion analysis is used-One Way ANOVA, Correlation Analysis. The survey showed an interesting picture in terms of gender. The impact of the Georgians cultural values and traditions has been sharply revealed in women's career management process. Considering the conclusions and recommendations received as a result of the survey will eliminate the problems in women's career management.

Keywords: Career, women discrimination, nepotism, management, human resources management

Introduction

The term "career management" was always popular, but it was perceived differently. Career management can be understood as a promotion, which meant moving from one position to another. People in one organization planned a career, it was a decade old and it was a normal event. Knowing your own place and "playing" your career correctly was the key to future promotion and accordingly to career management, but today we live in a different world, also very few employers have clearly defined consistent stages of possible development and a promotion, herewith, very few employees stay in one organisation for a long time to follow the career path. The promotion process is characterized by different approaches to women, which is defined by the culture and traditions of the country. The existing attitude towards women's career management is the subject of our research.

Literature Review:

At any research conducted in our laboratory, we always focused on gender features. This issue was of interest. The culture of our country has been influenced by lengthy coexistence in the Soviet system. Despite the fact that after the 1917 revolution, gender issues had a significant role in making a new formation and in 1918 the constitution was adopted where women and men equality was emphasized, women's role was still limited to specific activities (Kharadze, Natalia; Kakhaber, Chikhradze, 2015).; (Korganashvili, Larisa; Kharadze, Natalia;, 2014) Education is one of the key components of career planning, getting relevant education and occupying a place in the labor market is not easy. The barriers that a person has to overcome can be solved by systemic personal development and joint efforts of the universities and organizations. It is especially important to consider women's problems. (Kharadze & Gulua, 2018). A career planning process should start from school. It is important potential human resources to be able to use its time properly and distribute tasks according to the priorities, and we studied these problems in a gender perspective. (Kharadze, Natalia; Gulua, Ekaterine, 2017); (KHARADZE & DUGLADZE, 2018) which was also published in a joint monographical work (Kharadze, Natalia; Gulua, Ekaterine, 2017) The joint work of Professors' joint work at the University in Georgia is also about revealing the role of a woman as a leader and her role in the success of the company - (Amkoladze, Gocha; Gabrichidze, Amiran; Giorgobiani, Maia; Lomsadze-Kuchava, Maia; Kharadze, Natalia, 2014); (Amkoladze, Gocha; Gabrichidze, Amiran; Giorgobiani, Maia; Zedgenidze, Merab; Kharadze, Natalia, 2014). The fact that the career management does not start from work and caring about it should be started much earlier, was shown in one of our studies, where we studied the condition of the employed students. (Gulua, Ekaterine; Kharadze, Natalia;, 2018) We also studied the influence of such factors on a person's personal development as the time management (Ekaterine, Gulua; Natalia, Kharadze, 2017) at state and private universities.; (Pirtskhalaishvili, Dea; Dugladze, Davit;, 2018), ; (Kharadze, Natalia; Dugladze, Davit; Pirtskhalaishvili, Dea;, 2018). Developing self-management skills makes it easier for young people to plan their own career correctly and determine their own abilities. (Kharadze, Natalia; Gulua, Ekaterine, 2016); (Kharadze, Natalia; Gulua, Ekaterine; Duglaze, Davit, 2017)

Research Methodology:

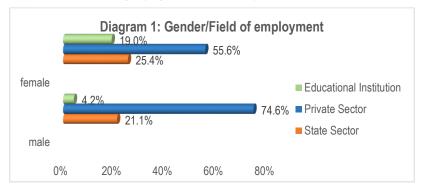
The research was conducted in the "Human Potential Management" laboratory at Ivane Javakhishvili Tbilisi State University. The questionnaire according to which the survey was carried out consisted of 32 questions and 125 options for an answer. The survey was attended by the respondents employed in Tbilisi, who were randomly selected in a short period of time.

SPSS statistical software package was used for statistical processing and data analysis.

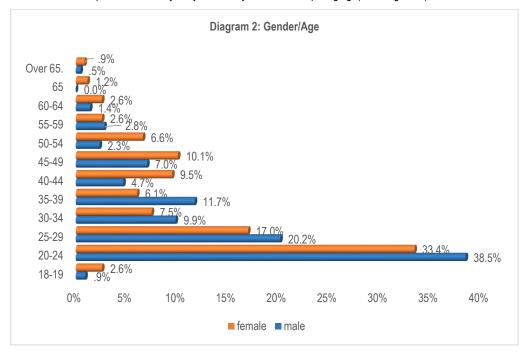
During the analysis of the data, methods and tests in statistical procedures were selected according to the type of variables. So, in order to analyze them, we had to use not only simple but difficult tools as well. The questionnaire data, which was discussed in the survey, was filled by 520 respondents.

Research analysis:

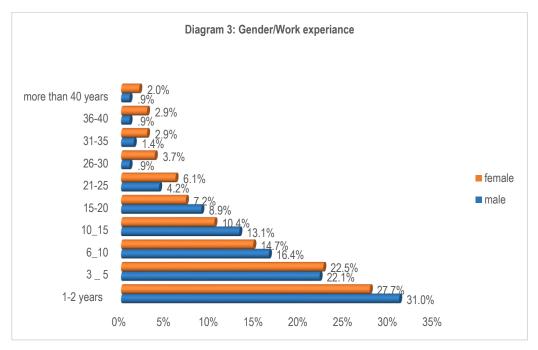
It is interesting to note what peculiarities the carrier management issues have in terms of gender. The study has shown that 19% of the surveyed women are employed in educational institutions, 55.6% - in the private sector and 25.4% in the state sector, compared to men with 4.2%, 74.6% and 21%. As expected, women's share in educational institutions is about 5 times higher, while in the private sector the number of men prevails among the respondents. In Georgia the man is considered to be the main "force" and he has traditionally taken the role of a family breadwinner. This tendency has been saved, so the private sector for the men is more fascinating because of high pay (see Diagram 1) Such a tendency is not only characteristic to Georgia. (Nugzar Paichadze, 2018)



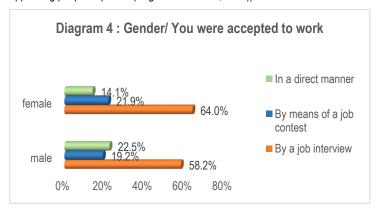
In terms of employment the age group of 18 to 40 respondents are far higher in men. And the percentage of the employed women over than 40 years is a bit but still higher than in men, for example, from the surveyed respondents in the 25-29 age group the share of women is 17% and the share of men is 20,2%, and in the 50-54 age group from the surveyed respondents the share of women is 6.6%, while the share of men is 2,3%. These data again may be linked to Georgian traditions, women up to 40 are mostly busy with family and children upbringing (see Diagram 2)



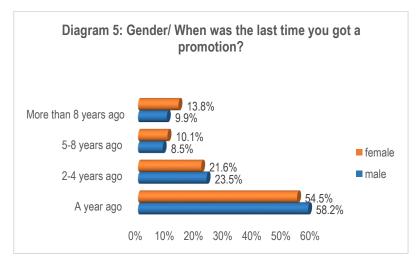
An interesting tendency has been observed in terms of work experience. 31% of the surveyed men and 27.7% of the women have from 1 to 2 years of experience, and 22.5% of the women and 22.1% of the men interviewed have from 3 to 5 years of experience. This tendency is maintained in all categories. From Women in all categories of employment opportunities from surveyed respondents are more. (See Diagram 3) Unemployment problems in Georgia are equally painful for all categories of respondents. (Paichadze Nugzar, 2018)



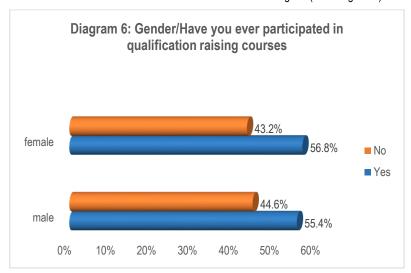
The study has shown that 14.1% of the interviewed women and 22.5% of the men were appointed to the post in a direct manner. 64% of the surveyed women and 58.2% of the men were appointed by means of a job interview (see Diagram 4) As we see the distinctive difference was observed in the conditions of appointing people in a direct manner. High level of engagement in organization management will make it possible to correct the existing shortcomings connected with appointing people to posts. (Nugzar Paichadze, 2014))



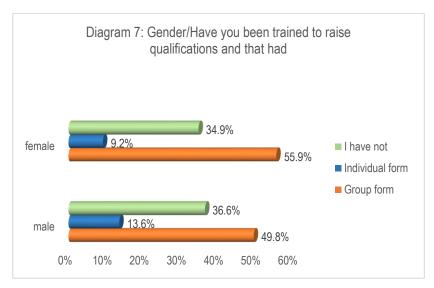
How the employees are promoted and by what features this process is characterized in terms of gender. About 54.5% of the women respondents and 58.2% of the men, were promoted a year ago, more than 8 years ago 13.8% of the interviewed women and 9.9% of the men were promoted, were interviewed by women who surveyed and 9.9% of respondents. We can assume that men's career growth is continuing with much more success, since the recent promotion rate is slightly but still higher among the men respondents (see Diagram 5). Such attitude points to the peculiarity of a corporate culture. (Paresashvili, Nino, 2016)



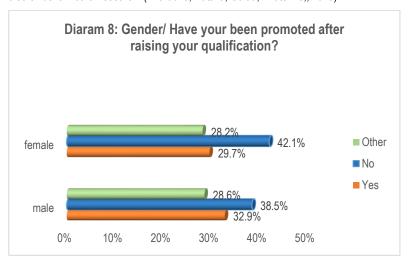
With the help of the organization, 43.2% of the surveyed women have participated in the qualification raising courses and 56.8% have not raised their qualification with the help of the organization. These indicators are 44.6% and 55.4% in men. We can conclude that no discrimination was observed in this regard. (See Diagram 6)



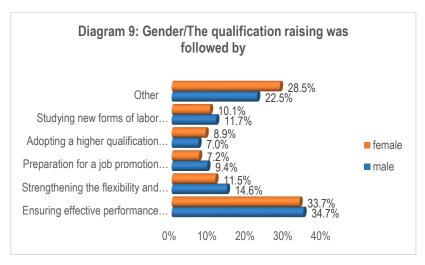
with a private or an organization initiative, 34.9% of the interviewed women and 36.6% of the men have not attended qualification raising courses, 9,2% of the interviewed women and 13,6% of the men have used individual forms of qualification raising while group forms have been used by 55,9% of the women and 49.8% of the men (see Diagram 7) Presumably, individual forms of qualification improvement are used with own money or in case of high ranking officials it is much more accessible for men.



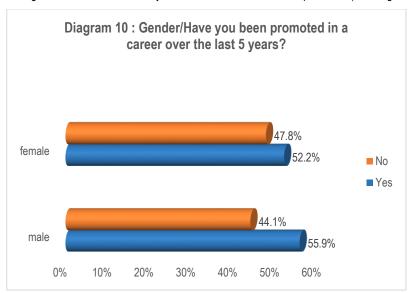
In case of 29.7% of the women surveyed and 32.9% of the men were promoted after raising their qualifications. There are almost 3 percent more promotion facts in case of the men. (See Diagram 8) 42,15 of the interviewed women respondents indicate that their career movements have not taken place after raising the qualification and the same is reported by 38.5% of the men. There is a little discrimination also in case of a promotion, which is presumably the reason for conflicts and it is also evident in other research. (Kharadze, Natalia; Gulua, Ekaterine;, 2018)



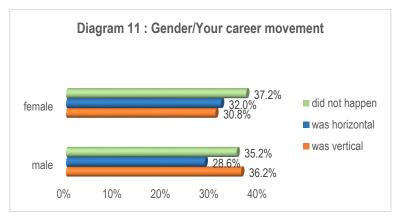
Upon qualification upgrading, it was necessary to ensure the effective implementation of new tasks; to improve the flexibility and innovation capabilities of management; to prepare for a position promotion or a horizontal movement; to get a higher qualification score or adapt to new techniques; to obtain new forms of labor organization and stimulation. It was found that 9,4% of the surveyed men and 7.2% of the women were prepared for a job promotion or a horizontal movement. As it seems from the two categories of the respondents the men indicated the career progression more in terms of a percentage. (See Diagram 9)



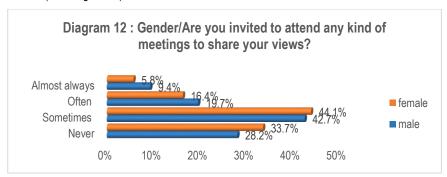
The tendency of recent years in terms of a promotion of respondents is interesting. It turned out that in the last five years among the interviewed women only 52.2% and 55.9% in men were promoted. (see Diagram 10)



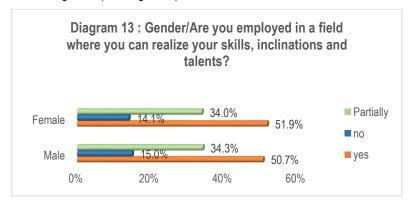
Career movements in the horizontal and vertical directions indicate the privileged position of the men, in particular, it turned out that the horizontal movement happened in 37.2% and the vertical movement took place in 30.8% of the interviewed women's career, as for the men their horizontal movement rate was 28,6% and vertical - 36,2%. (See Diagram 11) The indicator of promotion in the vertical direction is about more than 6% in men among the interviewed respondents. The society is not ready for women to be appointed on a high position. In other equal conditions, choices are made on a woman. Although in the cabinet of ministers and in the parliament they are trying to increase the number of women, it is not enough to completely make a woman free from a "secondary role". Most of the respondents report in private conversations that they prefer a manager to be a man. This issue is a subject of a separate research and we will continue to conduct a research in this direction since these decisions have a significant impact on the formation of an organizational culture. (Gulua, Ekaterine; Kharadze, Natalia; 2018)



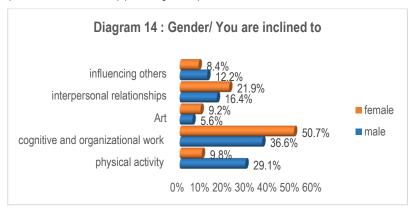
Secret career cases are revealed at different meetings by invitation of the people who do not have a high position. 5.8% of the surveyed women respondents report that they are almost always invited at such meetings, and 33.7% are never invited. As for the men, such meetings are almost always attended by 9,4% of the interviewed men respondents and 28.2% - almost never. As it seems the men are also privileged in case of a secret career. Although in some cases necessary and useful initiatives often come from women, it is also a sad fact that such initiatives are not accepted just because their author is a woman. (See Diagram 12)



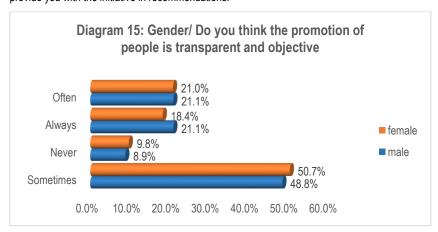
In terms of revealing their own skills both sexes are in the same difficult situation. More than 50% of them are unable to realize their skills at the workplace. The reasons for this are various. These may be the mistakes made in a career management, at the time of choosing a profession, and maybe nonprofessionalism of managers at the organization and weak management. (See Diagram 13)



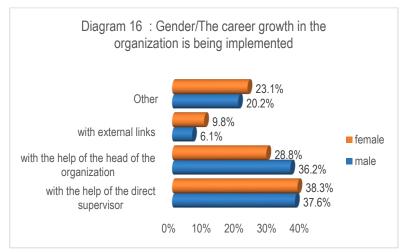
We have received interesting data in the identification of the respondents' inclinations. It was found that only 29.1% of the interviewed men and 9.8% of the interviewed women are inclined to physical activity. This indicator is natural due to the physical characteristics of a man, it is also interesting that 50.7% of the interviewed women and 36.6% of the men are prone to cognitive and organizational activity, 21.9% of the interviewed women and 16.4% of the men are prone to interpersonal relationships. These are the features that are vitally important for leadership positions, even though women are leading with these features, their promotion rate is much lower which indicates the signs of a discrimination. On the other hand, from the research it is shown that 8,4% of the women and 12.2% of the men have an inclination to influencing others. In the 21st century, we do not consider this feature for people who are in a leading position to be a healthy attitude. Naturally, it is acceptable to influence others in a decision-making process if it is possible to use modern psychological methods of persuasion, but I doubt that the respondents meant this! In the conditions of having managers with this inclination there are conflicting situations in the organization and an unhealthy model of an organizational culture is formed. (Paresashvili, Nino, 2018) (See Diagram 14)



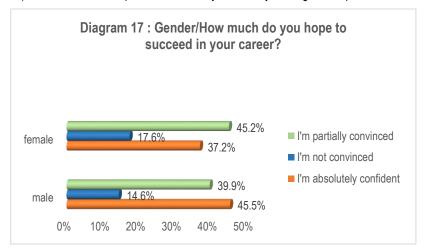
Representatives of both sexes have a feeling of unfairness towards the career management almost equally. About 50% of both sexes believe that the promotion process is not objective and transparent (see Diagram 15). I think this is a systemic problem that is influenced by Soviet methods of governance. It is hard for a country to adapt to the modern and European style of governance, to acquire democratic processes and to refuse in some cases the ugly traditions that the Georgian people have developed over the years and became almost a genetic code. Regrettably, also the mechanisms for conflict settlement in the conditions of the existing organizational culture are quite unrefined. (Paresashvili, Nino; Maisuradze, Teona;, 2017) The respondents say in private talks that it is impossible to move forward without "relatives." It is a difficult process to crush these opinions. The Georgian people must work out this by strict compliance with the legislation. We will provide you with the initiative in recommendations.



37.6% of the interviewed women and 38.3% of the men indicate the role of a direct supervisor in a person's promotion. 23.1% of the interviewed women and 20.2% of the men did not answer this question (see Diagram 16). 9,8% of the interviewed women and only 6,1% of the interviewed men talk about external links in the promotion process. As it has been revealed women are more straightforward and do not avoid showing their views, these qualities are important for the leader's positions. In the management process management of knowledge is important, that will raise an employee's motivation and a woman's role should be high in this process, based on her qualities. (Nugzar Paichadze, 2013). However, the tendency is different.

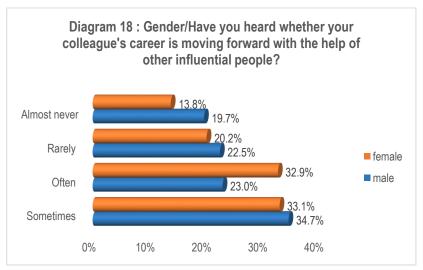


How much do they hope to achieve success and what is the respondents' faith in the future? As it has been found out 17.6% of the women do not have any hope to achieve success, while only 14.6% of the interviewed men have a similar position, 37,2% of the women surveyed and 45.5% of the men are completely convinced about their success. (See Diagram 17) This attitude is further proof that the society is not ready to recognize the possibilities of men and women alike.

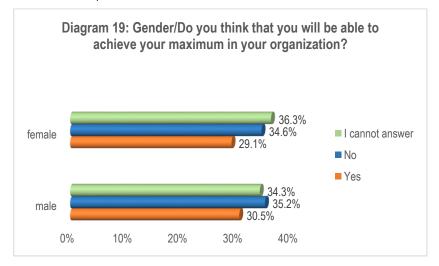


While talking about the interference of influential people in their colleagues' career progression 13.8% of the interviewed women report that they have never heard of such facts, and 19.7% of the interviewed men report the same position. in interviewed men and 32.9% of the interviewed women and 23% of the men frequently heard about such interference. (See Diagram 18) Presumably promotion facts are much higher in men and women's discontent is noticed in the answers. How strong this union is we will see later. It may be assumed that women's high inclination to communicative connections and

their characteristic features have an influence on obtaining information. Men are less involved in informal relationships that the previous studies have confirmed.

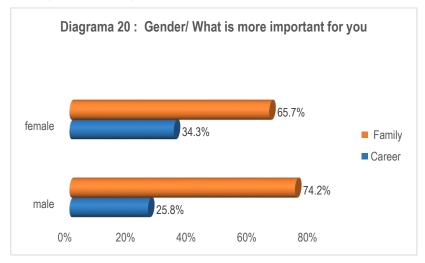


The feeling of achieving maximum of your capabilities in the organization is vague because in both sexes – in women as in men (36.3% and 34.3%) find it difficult to answer the question. This fact indicates the hopelessness of the employees which is determined by many factors (See Diagram 19). 30.5% among the interviewed men and 29,1% of the women have a hope of their bright future. The happiness of the society is in the belief of the future. These answers do not confirm a hope for future in the respondents.

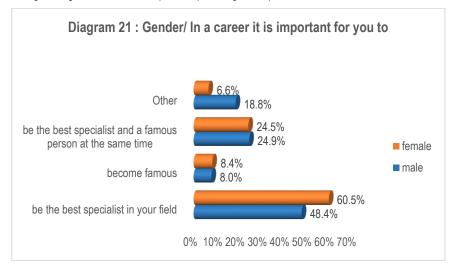


An interesting trend has been shown in the attitude towards family and career. It was found that for 65.7% of the interviewed women family is important and only 34.3% are choosing career, and in case of the men a family is privileged by 74.2% of the interviewed respondents and career is preferred by 25.8%. (See Diagram 20). The greatest desire for career advancement and equalizing with the man is clearly visible in these answers. Women try to take the responsibility of caring about the family on themselves, to be less dependent on men. Younger generation in Georgia seeks to succeed. The previous findings also showed that the number of married people is low in educational institutions. The stereotype according to which a woman only should take care of children in a family and a man is the main "breadwinner" is in the process of

destruction. This is also confirmed by the fact that in recent years many women have taken the initiative of taking care of the family and went far away in different European countries.

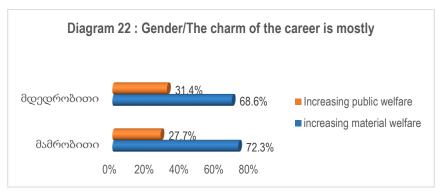


60.5% of the interviewed women think that career is important for them in order to become the best specialists in their field, while 48.4% of the interviewed men have the same desire. 6,6% of the interviewed women and 18.8% of the interviewed men gave vague answers to this question (see Diagram 21)

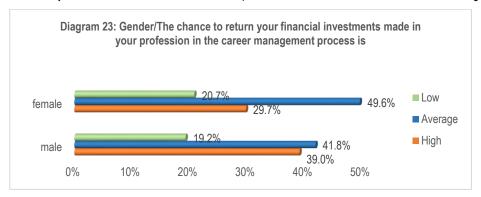


As it was shown from the survey, 31.4% of the interviewed women believe the charm of the career to be the growth in the society welfare and 68.6% think that its charm is an increase in material well-being, while in case of the men the data was distributed as follows: the welfare of the society was indicated by 27.7% of the surveyed men and increase of material welfare – by 72,3 %. (See Diagram 22). This indicator further confirms our belief that women are distinguished by much higher sense of state thinking, and, therefore, it is important for women to be promoted in any field. The state sector as well as the private sector needs personnel who are thinking and acting in accordance with the state interests.

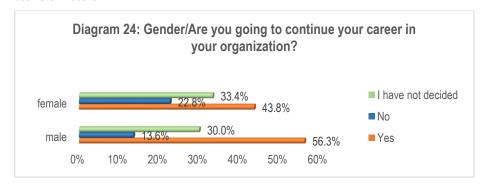
The special desire of the men to increase their earnings and emphasis on material welfare may be the influence of cultural value too. More precisely, in the Georgian society the man is still unable to adapt to becoming equal to a woman and attracting finances in the same way.



There are many facts of women's discrimination and a feeling of hopelessness in the study. The women have a less hope of winning back the investments made in education compared with the men. In particular, 39% of the interviewed men believe that the chance of returning investments made in education is high while only 29.7% of the surveyed women have the similar expectation (see Diagram 23). The reason for such an attitude may be the realization of people in other fields. Traditionally, men often refuse to work with their own profession and the main reason for this is an income growth.

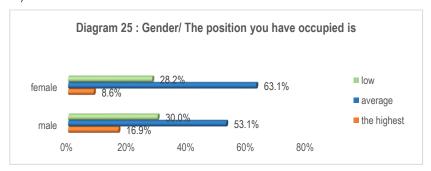


22.8% of the interviewed women and 13.6% of the men (see Diagram 24) have a desire to continue their career on the present position. A high number of the men are ready to change their jobs and increase their own material welfare as it has been shown above.

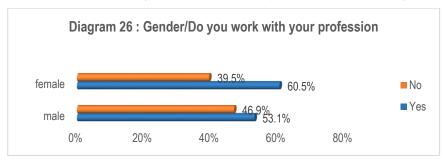


The study has found that from our chosen respondents the low positions are occupied by 28.2% of the interviewed women, the average positions – by 63.1% and the high positions – by 8.6% while in men these indicators are 30%; 53,1% ∞ 16,9%. The advantages of the men respondents in case of high positions are obvious and it is about 9% more compared with the women. Although women are employed on far lower positions their ambition to seek a better job is low. Perhaps

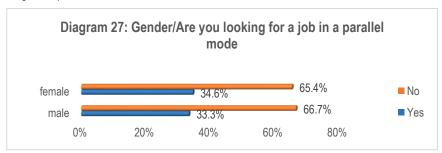
the reason for this is still the established values. In case of the women there are fewer chances to advance. (See Diagram 25)



Whether they work with their profession or not gives important information about how much correctly they managed their personal career, as it was found 60,5% of the interviewed women and only 53.1% of the men work with their own profession. The impact on these indicators is likely the trace of the Georgian traditions. Frequently the medical university graduates choose business as their own career, these attitudes are answered well in our society with the Georgian film "Bridegroom without a Diploma" where the main character's vocation is handcraft and family insist on him becoming a lawyer. I think such attitudes are still many while "choosing" a profession and these stereotypes need to be destructed in society and we need to work on this for a long time. Our country has started caring about the vocational institutions and the propaganda to promote them but it is not enough. The demolition of stereotypes built for centuries needs generations. (See Diagram 26)



The number of job seekers in both sexes is nearly the same. More than 65% of the interviewed respondents in both sexes are not searching for a job, and more than 33% are looking for a job and are not satisfied with an occupied position, (see Diagram 27)



Formulating the hypotheses and testing the reliability of the model using the complicated statistical procedures in terms of a gender

The following hypotheses have been developed into the research process;

Hypothesis HP1: Gender Q2 affects Q1 employment field (public sector 2) private sector 3) educational institution)

We used Pearson's Correlation Analysis to determine the strength of the connection between the variables of this hypothesis. We got the correlation coefficient 0,085. By means of the correlation, it was shown that between these variables there is a weak positive attitude (See Table 1)

Table 1 : Correlation	Q2 Gender	Q1Field of	
			employment
	Pearson Correlation	1	.085*
Q2 Gender	Sig. (2-tailed)		.043
	N	560	560
01 5 - 14 - 4 1 4	Pearson Correlation	.085*	1
Q1 Field of employment	Sig. (2-tailed)	.043	
	N	560	560

^{*.} Correlation is significant at the 0.05 level (2-tailed).

By the Chi-square Test statistically we established a link on 0.05 level between a gender and Q2 Q1a field of employment (State sector) 2) private sector 3)educational institution) (See Table 2)

Table 2: Chi-Square Tests	Value	₫ť	Asymp. Sig. (2- sided)
Pearson Chi-Square	30.169	2	.000
Likelihood Ratio	34.000	2	.000
Linear-by-Linear Association	4.074	1	.044
N of Valid Cases	560		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 28.53.

Respectively, the hypothesis HP1: The gender Q2 affects Q1 a field of employment (state sector) 2) private sector 3)educational institution) has been confirmed.

The hypothesis HP2: The gender Q2 affects Q4 work experience.

We used Pearson's Correlation Analysis to determine the strength of the connection between the variables of this hypothesis. We got the correlation coefficient 0,095. By means of the correlation, it was shown that between these variables there is a weak positive attitude (See Table 3)

Table 3 : Correlation		Q2 Gender	Q4 Work	
			experience	
	Pearson Correlation	1	.095*	
Q2 Gender	Sig. (2-tailed)		.024	
	N	560	560	
	Pearson Correlation	.095*	1	
Q4 Work experience	Sig. (2-tailed)	.024		
	N	560	560	

^{*.} Correlation is significant at the 0.05 level (2-tailed).

The fifteenth (see Table 4) provides the results of Levene's statistics, the difference of averages (the same T value) equals to 11.896 the statistical significance level P (Sig.) does not exceed 0.001, i.e. there is a link between a gender and Q2 and Q4 work experience.

Tabele	4:	Test	of	df1	df2	Sig.
Homogeneity of Variances			es			
(Levene)						
		11	1.896	1	558	.001

Respectively, the hypothesis HP2: The gender Q2 affects Q4 work experience, has been confirmed.

The hypothesis HP3: the gender Q2 affects Q5 How the respondents were accepted to work: by a job interview, by means of a job contest, in a direct manner.

We used Pearson's Correlation Analysis to determine the strength of the connection between the variables of this hypothesis. We got the correlation coefficient -0,089. By means of the correlation, it was shown that between these variables there is a weak negative attitude on 0,05 level (See Table 5)

Table 5 : Correlation	Q2 Gender	Q5 You were	
			accepted to work
	Pearson Correlation	1	089*
Q2 Gender	Sig. (2-tailed)		.035
	N	560	560
	Pearson Correlation	089*	1
Q5 You were accepted to work			
	Sig. (2-tailed)	.035	
	N	560	560

^{*.} Correlation is significant at the 0.05 level (2-tailed).

By the Chi-square Test we established a statistical link on 0.05 level between a gender Q2 and How the respondents were accepted to work: by a job interview, by means of a job contest, in a direct manner (See table 6)

Table 6: Chi-Square Tests	Value	dt	Asymp. Sig. (2- sided)
Pearson Chi-Square	6.548	2	.038
Likelihood Ratio	6.406	2	.041
Linear-by-Linear Association	4.461	1	.035
N of Valid Cases	560		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 36.89.

Respectively, the hypothesis HP3: the gender Q2 affects How the respondents were accepted to work: by a job interview, by means of a job contest, in a direct manner has been confirmed.

The hypothesis HP4: the gender Q2 affects Q15 Are you invited to attend any kind of meetings?

We used Pearson's Correlation Analysis to determine the strength of the connection between the variables of this hypothesis. We got the correlation coefficient -0,089. By means of the correlation, it was shown that between these variables there is a weak negative attitude on 0,05 level (See Table 7)

Table 7: Correlation			Are you invited to attend any kind of meetings to share your views?
	Pearson Correlation	1	089*
Q2 Gender	Sig. (2-tailed)		.036
	N	560	560
Are you invited to attend any kind	089*	1	
of meetings to share your views?		.036	
	N	560	560

^{*.} Correlation is significant at the 0.05 level (2-tailed).

From table 6 received as a result of a single factor dispersal analysis it is shown that F=4,409, P= 0.036; P<0.05, i.e. there is a link between the groups on 0.05 level. (See Table 8)

Table 8 : ANOVA	Sum of Squares	dt	Mean Square	F	Sig.
Between Groups	3.418	1	3.418	4.409	.036
Within Groups	432.575	558	.775		
Total	435.993	559			

Respectively, the hypothesis HP4: the gender Q2 affects Q15 Are you invited to attend any kind of meetings? has been confirmed.

Conclusions and recommendations:

Women's interest and desire to move forward is still low in Georgia. However, in recent years the breakdown of existing stereotypes is noticed according to which for women the most important is successful family activities and not the career progression.

As for most of the men, career growth is the main source of income and material welfare, and their interest in career advancement is much higher compared with the women.

In order to achieve a gender equality, all organizations should have transparent criteria not only for hiring people but for promoting them as well. (Kharadze, Natalia; Gulua, Ekaterine;, 2018); Kharadze, Natalia; Gulua, Ekaterine;, 2018 The above criteria should include career growth within the limits of relevant qualification and time period. Such an approach will reduce the facts of nepotism.

The necessity of establishing an organizational culture based on knowledge.

(Gulua, Ekaterine; Kharadze, Natalia, 2014) where it will be possible to use all employees' initiatives regardless of their gender to achieve the goals of the organization.

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Household Economy in the Rural Sector of the Border Region between Ecuador and Colombia and Alternatives to Overcome Poverty

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Abstract

This research examines the present-day reality in the rural area on the border between Ecuador and Colombia, focusing on the current situation of the rural women; this study looks at the process of self-awareness, validation and empowerment of these women in this border region. As a consequence, the fundamental objective is to analyze and evaluate the participation and empowerment of rural women and to identify their contribution to alleviate the worst conditions of poverty. This study also examines the ability of these rural women to influence the public policy process and to improve gender equity and quality of life. Rural women are confronted with a wide array of economic, social, political and cultural challenges. These women lack stable employment opportunities; their incomes are variable and depend on a livelihood based upon agriculture and livestock. Their common characteristics include low educational attainment level, gender disparities, relatively higher unemployment rate, exclusion from decision-making circles, lack of opportunity, lack of institutional support, sexism, androcentric domination, inappropriate workplace behavior and domestic violence; All extremely unfortunate outcomes that both derive from and are exacerbated by low income levels and increasing levels of poverty among this rural population.

Keywords: Public Policy, Poverty, Family Agriculture, Associativity, border impacts

Introduction

The problems confronted by rural women are diverse, at the economic, social, and cultural levels. At the economic level they do not have stable employment opportunities; their incomes are variable since they depend on agricultural and livestock work. They have lower levels of education. They are confronted by gender inequality, unemployment, and exclusion in decision-making, lack of opportunities, and lack of institutional support. They live in an androcentric culture in which they work largely in the informal sector and are faced with domestic abuse and violence. All of which tend to exacerbate the primary problem, that of extremely low levels of income of the rural population.

The central concern of this research is the following: Does the participation and empowerment of rural women contribute to alleviating their high levels of poverty and contribute to the design of public policies that improve their standards of living and quality of life? As an investigative hypothesis, it is proposed that their participation and empowerment contribute to improving and overcoming conditions of poverty among rural women.

The general objective is to analyze the participation and empowerment of rural women and their contribution to reduce poverty and design public policies that improve gender equity. More specific objectives include Identifying the factors that strengthen or hinder the participation and empowerment of rural women in **a** municipality **on** the border of Ecuador and Colombia; Analyzing the strategies that allow for the reduction of poverty conditions among rural women in the border region and identifying the contribution of public policies in reducing poverty conditions of rural women in the municipality.

1. BACKGROUND

In order to advance the current research, a literature review was undertaken on public policies that benefit rural women and the rural sector, as well as the different thematic fields that this research addresses. This allowed us to understand and identify the successes and failures in the field of policy formulation that, despite good intentions, had little impact on the

quality of life of the rural population. In Ecuador and Colombia, public policies have been formulated with the purpose of benefiting rural women; however, monitoring of their implementation has not been carried out, nor has there been an adequate evaluation of their effectiveness with regard to their improvement on quality of life.

It is understood that living in a rural environment contains elements of territorial and geographical isolation compared to a more urban and cosmopolitan environment. It is a space that possesses a natural wealth; environmental and cultural resources, particular ecosystems, and various forms of production. Where social relations are intertwined with particular cultural views; these elements give it a specific particularity. It is constituted in a complex system where the different dimensions of social and cultural life interact and where a territorial identity is supported. It is the space where social relations are interwoven, where a social and productive organization coexists.

1.1. FAMILY AGRICULTURE

There are essential features that distinguish rural modes of agricultural production such as the exclusive or majority use of family labor, whether provided by one or more members of the family. In this way, rural agriculture can be more exploitative when the amount of work contributed by family members is greater and the number of family members involved in the work process is increased (Gómez and González, 1999: 28).

In the Ecuadorian and Colombian cases, family farming is recognized as a peasant economy: family agricultural units with rural producers, containing the following characteristics; low levels of education, intensive use of family labor, insecurity in health, scarce technological development, hiring of seasonal labor, especially during harvest periods. Family farming contributes significantly to the food security of peasant families; and it is a source of supply for urban environments.

In the economic activity of family farming there is diversification of crops and rotation of them, there is no planning in production to guide the crops that are planted. Failure to take market supply into account can lead to a situation that creates a decrease in the price in the market, affecting the income of the producers. Family farming knowledge is derived from agricultural practice that occurs within a specific cultural environment that relies upon traditions and customs in production and marketing. There exists an historical context that links rural women to family farming. In fact, one of the most salient characteristic elements of the workload performed by rural women is the combination of domestic household work coupled with agricultural activity.

As Bock (2006) points out, the structure of agriculture and the reality of rural life has irrevocably changed, starting from the liberalization and globalization of markets, these changes have a direct impact on the quality of life of agrarian rural families, because with this competition and globalization has come a considerable effect on household income. The result has been both a lowering of the level of product prices in addition to an increase in production costs. Subsequently, this has forced many families in the rural areas to move to the city.

2. METHODOLOGICAL PROCEDURES

Qualitative research is interested in the perspective of the subjects themselves (Millan 1974: 38). The focus of the research approach allows for a perspective from the subject's point of view. It is framed in a research model with greater focus on social change because it is based on a recognition and acknowledgement of the intrinsic value of the knowledge of the reality in which the subjects live. It is a systematic process of learning, since it implies that people carry out critical analysis of the situations in which they are immersed.

An approach was made through participant observation, sharing the circumstances, from the daily life of the social subjects, their activities, interests and preferences. Participant observation can be considered the quintessential example of capturing the nature of reality, rather than alternative techniques of qualitative research methods (Callejo, 2002).

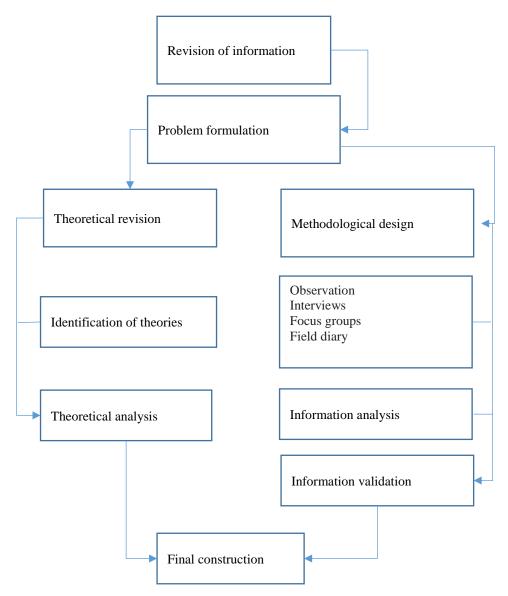
Field visits were conducted where the life situation of rural women, their economic, cultural and social conditions, the way of life in rural areas, working conditions, productive activities and daily life were observed. An in-depth interview was conducted, like an ordinary conversation, with some particular characteristics of participant observation applied (Callejo, 2002). It is about capturing the meanings in an open dialogue that encourages conversation. The interview allows access to the universe of meanings from the perspective of the actors, not only the texts but the situations of the context from the vision and cultural approach of the same. In order to carry out the interviews, it was necessary to establish preliminary contacts, coordinate the times and agree on places, in an attempt to accurately capture the reality of the subjects, so as not to interrupt their daily lives.

Each interview lasted approximately 3 hours, listening to their stories, their hopes and despair in a warm conversation. The women who participated belonged to organizations in the rural sector, linked to productive activities. An interview script was designed in which each one of the variables corresponding to the proposed objectives was addressed.

Discussion groups were held for their dynamism and the possibility of capturing the opinions of the interest group, a meeting with an open and semi-structured group interview, where the discussion is encouraged from personal experiences, with respect to the guiding questions posed in the research. This allows for the establishment of an open conversation, a dialogue from the perspective of rural women. The preparation for the event was arranged beforehand, the rural women of the selected areas were invited, and the logistics were prepared, including identifying the meeting site. Discussion groups for this study were based on the possibility of building and understanding, from the dialogue with the interviewees, the significance of participation and empowerment from rural women. A dialogical approach enabled the construction of the significance and meanings, through an unstructured, free, and spontaneous, group discussion that was both facilitated and stimulated through a reflective discourse.

The duration of each group was 3 hours which allowed sufficient time to address the pertinent questions that serve as the basis for this research. The research questions were developed based upon the variables of participation and empowerment. The interviews were guided by a survey discussion script to facilitate a conversation that would yield responses to the variables being studied. The dialogues and discussions generated in the participation groups were recorded on sound tape and transcribed in magnetic writing. The coding and categorization were done by disaggregating the text, thus achieving greater description, understanding and interpretation of the categories that emerged. This, in turn, led to the reconstruction of new meanings and insights.

Figure 1: Research design



Source: self-made.

Table 1. Profile of the people interviewed Profile of interviewees

Profile of interviewees	No.	Duration	Dates
Women who participate in II-level organizations (networks).	10	3 horas	The interviews were conducted in the following periods:
Rural women leaders	10	3 horas	

Leaders of grassroots social organizations	10	3 horas	Interview women municipality of Pasto – Colombia and Tulcán – Ecuador 2017
Women from savings fund organizations	10	3 horas	- 2018
			Interview women municipality of Pasto - Colombia and Tulcán - Ecuador 2017 – 2018
			Interview women municipality of Pasto – Colombia and Tulcán – Ecuador 2018 - 2019
Total	40		

Source: self-made.

Table 2. Analysis categories

Categories	Description	Indicators
Aspects of	a. Concept about participation	Recognition of the participation of women
Participation		Factors that enhance
		Factors that hinder
	b. Organizational forms	Organizations
Empowerment of women	a. Concept on empowerment	Recognition of empowerment
		Empowerment factors
Poverty conditions of	a. Economic activities	
rural women		Productive activities
		Domestic activities
		Labor activities
Public politics	a. Policies and rural women	Incidence of policies
		Benefits of public policies

Source: self-made.

3. CHARACTERISTICS OF THE NARINO DISTRICT COLOMBIA

The district of Nariño is located in southwestern Colombia. The district has agricultural potential, due to its strategic geographical location, derived from its thermal terrain, there is a large number of areas inhabited by peasant farmers, which allows for both alternative family employment and as a source of income for rural women who are linked to these activities.

The rural situation is characterized by: low levels of technology of production, scarce marketing channels, low levels of income of the peasant population, and limited production in some areas due to the conditions facing the agricultural sector. Public policies do not provide protection nor opportunities to small rural producers. They are totally disconnected from the

social, cultural and economic reality of the sector; likewise, no appropriate strategies are designed for the promotion and strengthening of rural condition to benefit local inhabitants.

The department has had to face a series of social and economic problems, many of these structural, such as poverty; situations of violence and armed conflict that cause displacement of the rural population to the city; generating an increase in the level of unemployment and conditions of marginality. This increasing marginalization, both social and economic in nature, is reflected in the various social indicators.

One of the most important characteristics of the economy in Nariño is related to the existence of family farming; a production system where the family participates, with the contribution of labor, for work, especially rural women, who contribute to the generation of income.

The municipality of Pasto is located in the south west of Colombia, in the middle of the Andes mountain range in the mountainous massif called Nudo de los Pastos. The city is located in the Atriz Valley at the base of the Galeras volcano, close to the border with Ecuador. There is a high fractionalization of property, small tracts of land, which is subdivided even further as the nuclear family continues to grow. Rural women play an important role in the family economy.

CHARACTERISTICS OF THE CARCHI DISTRICT ECUADOR

The district of Carchi is located in the north of Ecuador, in the geographical area known as the interandes region or mountain range, mainly on the nodes of the pastures to the northeast, the Chota basin in the south and on the outer flanks of the western mountain range in the west. Its administrative capital is the city of Tulcán, which is also its largest and most populated city. Tulcán, located in the district of Carch<u>i, is</u> near the Colombian-Ecuadorian border, which is one of the areas most affected by the armed conflict in Colombia.

The district of Carchi has agricultural potential due to its geographical location. It is nearly identical to the south of Colombia. It is a border region in which agriculture is one of the main activities that generates resources for the inhabitants of Carchi; Among the products that are best grown are: potatoes (they generate a very important and significant percentage of the national supply of the tuber), beans, peas, corn, wheat, barley, oats; to the northwestern yucca, banana and tropical fruits. Trade from the bridge of Rumichaca, door that joins commercially and touristically Ecuador and Colombia.

Agriculture is A representative social factor and its impact on vulnerable population there are more people involve in this economic agricultural activities, the transport factor has a high influence between Ecuador and Colombian border commerce. The presence of transnational armed groups such as the FARC's dissidents still maintains its presence in territories of the Ecuadorian-Colombian border, such as San Lorenzo and Tumaco, and this presence is conditioned by the development of relations between Ecuador and Colombia on issues of fundamental political agenda such as border security where armed and drug trafficking actions have transcended borders, increasing the insecurity and violence of this border region.

The rural situation has experienced the same as the Colombian reality: low levels of technology of production, scarce marketing channels, low levels of income of the peasant population, and limited production in some areas due to the conditions facing the agricultural sector. Public policies are focused on the central government AND there is a big center – periphery disparity in relations between Quito and Bogota and their respective border regions.

8. CONCLUSIONS

Rural Territory

The rural development model is shaped by the following characteristics: a) inequitable and exclusionary; due to the presence of armed groups in Colombia that leads to innumerable rural conflicts, b) failure to recognize the differences among social actors, and c) does not consider the environmental resources and potential of these rural areas. The current development approach does not allow for the generation of a model that accommodates the convergence between the rural and the urban areas.

This present situation allows for the development of: a) a relatively non-competitive rural sector, b) a land tenure system in Colombia and Ecuador that has many litigation conflicts, c) most of the properties are without formal or adequate legal documentation; the peasants do not possess legal property titles. This hinders greatly the necessary access to and involvement with public policies that might support rural areas (access to credit, etc.).

Public Policies

The policies that are formulated do not consider the true daily situation of women, especially rural women, the different policies for the rural sector, nor the lack of follow-up on their implementation and impact on the poverty conditions of rural territories. No progress has been made in the construction of conditions or opportunities that allow the rural population to influence the decision-making scenarios or real participation in the formulation of public policies. The low levels of participation lead to policy proposals that are out of sync with reality and employ strategies that do not adequately address the conditions of rural women. It is required that the design of social policies for the rural sector consider the cultural, social and economic contexts, development of adequate infrastructure for the improvement of economic conditions and the overcoming of poverty. Policies should make it possible for women to acquire greater economic autonomy.

Rural Women

Women report that one of their main problems is the low levels of income from economic activity, caused by the intermediation in marketing, as well as the deficient conditions in production. Rural women mention that the problems of the market of agricultural products are related to: a) inexistence of stable prices, b) high costs of production inputs, 3) intermediaries, and d) low prices for products caused by excess supply in the local market.

However, rural women have developed mechanisms to face their situation from productive initiatives. These women have developed the ability to participate in organizational spaces, contributing to empowerment as rural women.

Participation and Empowerment

It is recognized that women's participation in social organizations has advanced and that the knowledge of their interests and rights has improved. However, the ignorance and defense of their interests persists from a gender perspective. Rural women who participate in social organizations have developed mechanisms to face their situation through productive initiatives. The success of social programs and projects implemented with rural women has been propitiated by the strengthening of social capital. Social capital can be understood as the ability of social organizations to act collectively in common development purposes. Rural women through associativity have managed to improve their income levels, carry out collective actions and learn to work together; linked in network, they have been trained and have acquired skills and competences for entrepreneurship.

The active participation of rural women generates social empowerment and participation. These are factors that enhance the experiences of rural development allowing the inclusion of rural women in the improvement of living conditions. The reinforcement of autonomy and self-esteem are closely linked with social empowerment. Women have found that if they work together, in groups or networks, they gain access to the goods and services they need to expand their opportunities.

9. RECOMMENDATIONS

Strengthen research on rural development

In the dynamics of research, and especially the sense of education, it is necessary to bring the professional, the student, and the volunteer together to build science and promote development with the farmer. Whoever manages to understand this dynamic will be able to identify the needs inherent to the field and thus could intervene to improve the quality of life.

Strengthen empowerment and promote the participation of rural women

Promotion of community participation in the structuring and implementation of social programs and projects in the territories is a fundamental element to generate economic, social and cultural sustainability. Strategies should be implemented that allow the empowerment of rural populations, so that they become agents of their own development.

Formulation of public policies with a gender focus

Monitoring of public policies aimed at women requires that there be an effective political will. Political will implies not only carrying out programs and projects that have them as a target group but also applying a gender approach. The analysis of public policies must recognize the current situation of women and both allow and encourage them to participate in their design and implementation. This makes possible a) a rapprochement between the objective of the policy and its practical achievements, b) a comparison of the formulation in accordance with reality, and c) an ability to analyze how they affect the social, economic, cultural, and environmental or political issues that gave rise to said policies with a gender focus.

Generation of skills and abilities in rural women

It is critical to search for and identify the mechanisms by which training generates skills and abilities in rural populations so that they manage their development in a sustainable manner and can access services. It is necessary for the local institutions to continue to foster development of skills and abilities in the rural population. Training programs should include creation of an information system that allows for an appropriate follow-up to the different social policies supported by public and private entities. It is critical to both measure and monitor the changes in the quality of life of rural women. It is necessary to strengthen skills and abilities in women entrepreneurship and allow rural women to advance business and economic developments in rural areas. This includes strengthening of agro-industry for the generation of added value and promoting the articulation of organizations around productive economic development.

An agrarian reform that contemplates the gender perspective

It is fundamentally important to consider rethinking and proposing an agrarian reform with a gender perspective for Ecuador, Colombia and Latin America that focuses on women. An agrarian reform with a gender perspective that includes social justice and equity will contribute to build political stability, improve productive activity in rural areas, and help enormously to provide sustainable economic development.

Inter- institutional articulation to promote development

Articulation of local and regional actors to promote economic development with a gender perspective is essential. If public and private entities continue in a disarticulated work with regard to development, it will not be possible to achieve successful transformations. It is necessary to design programs with articulated inter-institutional actions to support women and aid the transformation and alleviation of poverty conditions of rural women.

Financing programs for the rural sector

One of the problems of the rural sector is the difficult access to financing by small producers, due to the low capacity to manage and share irrigation, and the lack of special lines of credit that adjust to the differentiated conditions of their agricultural activity. This makes it extremely difficult to market their commerce and to generate added value to the production of small producers. This problem is exacerbated by the absence of infrastructure for storage and transportation as well as organization and associativity of producers to minimize intermediation.

Strengthening the Urban - Rural Focus

Food security in urban areas depends directly on rural areas, from which the city is supplied; it is considered in the same way that the water supply depends on the natural resources of the rural areas. The rural cannot continue to be considered as an isolated and disconnected territory of the urban, marginalized, with little development. On the contrary, rural areas should be seen as a territory that has economic, social, cultural and environmental potential that can help to promote a comprehensive policy that understands rural dynamics and articulates urban development projection.

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Opportunities for Future Research

As Colombia contemplates and navigates through the growing pains associated with any transition from a war-torn nation to a peaceful and prosperous one, certain areas appear ripe for further study and consideration. Educational training programs, and education more broadly, can help produce a populace with enhanced skills and abilities to support local, regional and national development strategies as well as to promote democratic values, attitudes and behaviors. It is compelling to argue that both phenomena, increasing education and promotion of democratic ideals, are desirable outcomes for a Colombian society struggling to transform itself and to emerge successfully from its post-conflict era transition.

In a post-conflict Colombian society, the reestablishment and consolidation of democratic values, attitudes and behavior—indeed democratic institutions themselves—are paramount. However, democratic institutions alone are not sufficient to guarantee majority rule with respect for minority rights and democratic stability. It is the values and norms to which the citizens adhere that provide the ultimate guarantee. This means a willingness to tolerate the rights of those who disagree with the majority and hold opposing views. In the absence of such tolerance, democratic stability will be weak at best. Therefore, in addition to support for democratic institutions, there must be ample public support for political tolerance, and elite and powerful groups must demonstrate tolerance towards the opposition and other minorities for a stable democracy to flourish.

Another key component to any notion of democracy and a fundamental building block of democratic theory is the centrality of participation to the democratic process. Education and training programs can foster, encourage and support community and political organizations. Participation in these programs and organizations often stimulates innovation and promotion in defense of democratic processes and institutions built upon the notions of trust and reciprocity. It is important to support democratic regimes as both an end in itself and because it is a critical element in promoting sustainable development. This objective is facilitated through the establishment of democratic institutions, free and open markets and an informed and educated populace.

In Ecuador and Colombia, political participation is restricted by a multitude of factors. Not all citizens have equal access to the political process. Factors affecting access include distance from voting stations, fear of government retaliation, fraud, limitations placed on women who are faced with competing obligations, restrictions placed on peasants who cannot afford to leave the source of their livelihood, etc. Education has proven to be a powerful predictor of political participation. Specifically, those who have a higher level of education tend to participate more.

Greater education apparently equips citizens with the intellectual tools to be able to link their interests with their behavior, but, perhaps more importantly, it gives them community respect so that when they participate they will be taken seriously by their peers. Education is directly related to income and those with higher incomes have more free time to participate and find it easier to obtain the resources to participate.

Therefore, future studies that examine the role of rural women in local, regional and national economic development strategies in a post-conflict Colombian society may do well to include a more extensive analysis of the critical roles that increased educational and training programs can have on the institutionalization and consolidation of democratic stability and processes.

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