



Leading men and women in economic life in Iceland

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**GENDER DIVERSITY ON COMPANY BOARDS AND IN
LEADERSHIP POSITIONS**

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UNIVERSITY OF ICELAND
SCHOOL OF SOCIAL SCIENCES



The quota turn



- Norway
 - Quotas in 2008 after years of deliberations
- Iceland
 - Abruptly 2010 after the financial collapse





Women's turn?

- *After the crash, Iceland's women lead the rescue*
 - The Observer February 22, 2009
- *Viking Women Aim to End to the Age of Testosterone*
 - PBS April 24, 2009

After the crash, Iceland's women lead the rescue

Iceland's spectacular meltdown was caused by a banking and business culture that was buccaneering, reckless - and overwhelmingly male. Business editor Ruth Sunderland travelled to Reykjavik to meet the women now running the country, and heard how they are determined to reinvent business and society by injecting values of openness, fairness and social responsibility



© Iceland's prime minister Johanna Sigurdardottir. Photograph AP Photo/Brynjar Gauri Photograph: Brynjar Gauri/AP





Boards and managements

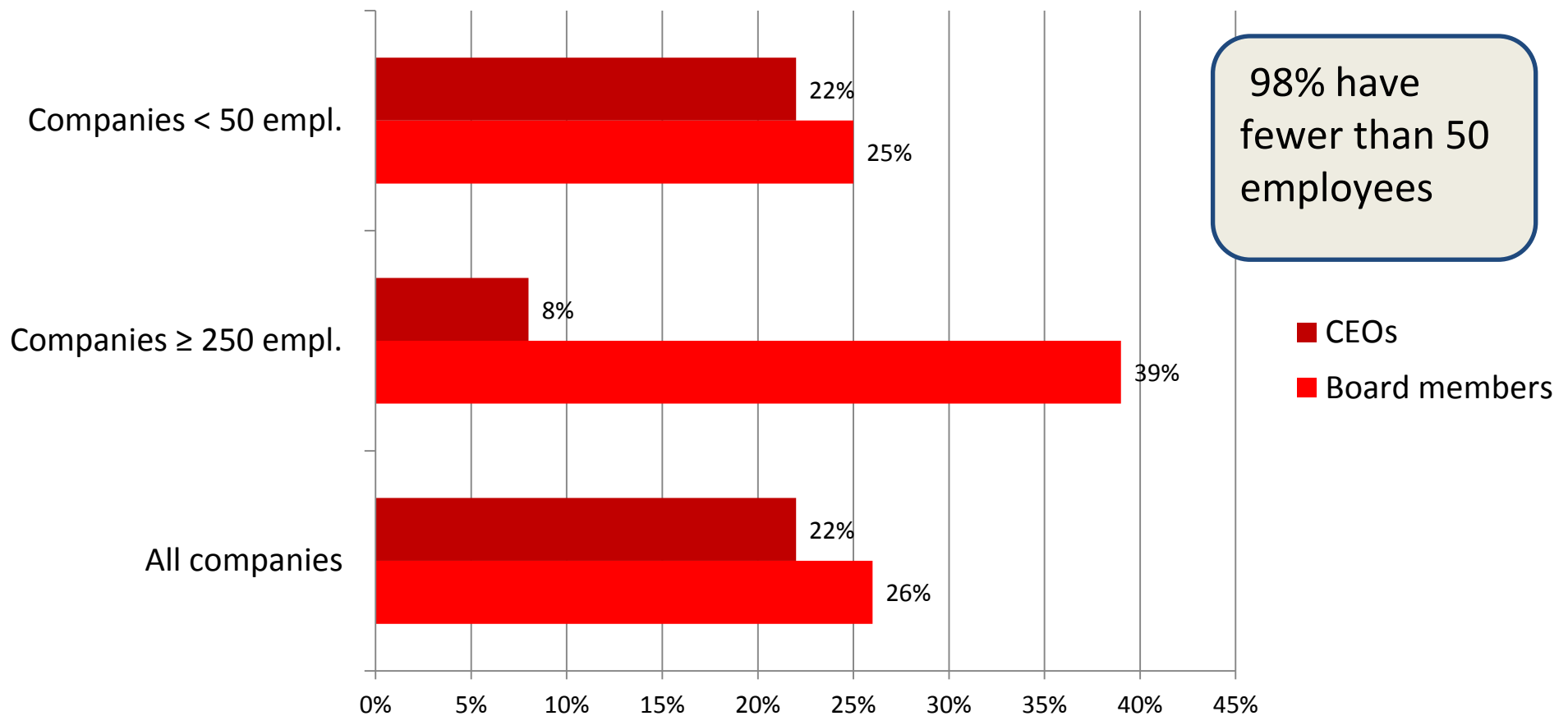
- No concerted data
- Definitions not unambiguous
 - Statistics Iceland
 - Companies by size (employees)
 - *Frjáls Verslun* (Free commerce)
 - Companies according to their revenue





Statistics Iceland 2014

Women board members & CEOs





Company boards 2012 - 2013

- Women younger, more educated, other educational background
 - Men, the younger and less educated - the more negative towards to gender quotas



- KPMG & School of Social Sciences 2013





Gender Equality and the Economy: Policies, Trends and Impact

- Managers 250 biggest Icelandic companies 2015
 - Iceland, Norway, Malta, US + KPMG Iceland & Malta
 - Survey Nov 2014 – Jan 2015
 - Sample 1349, response rate 73% (N=984)
 - Icelandic Research Council 2014-2017
 - Power and democracy research project, University of Iceland 2014-2017 www.vol.hi.is

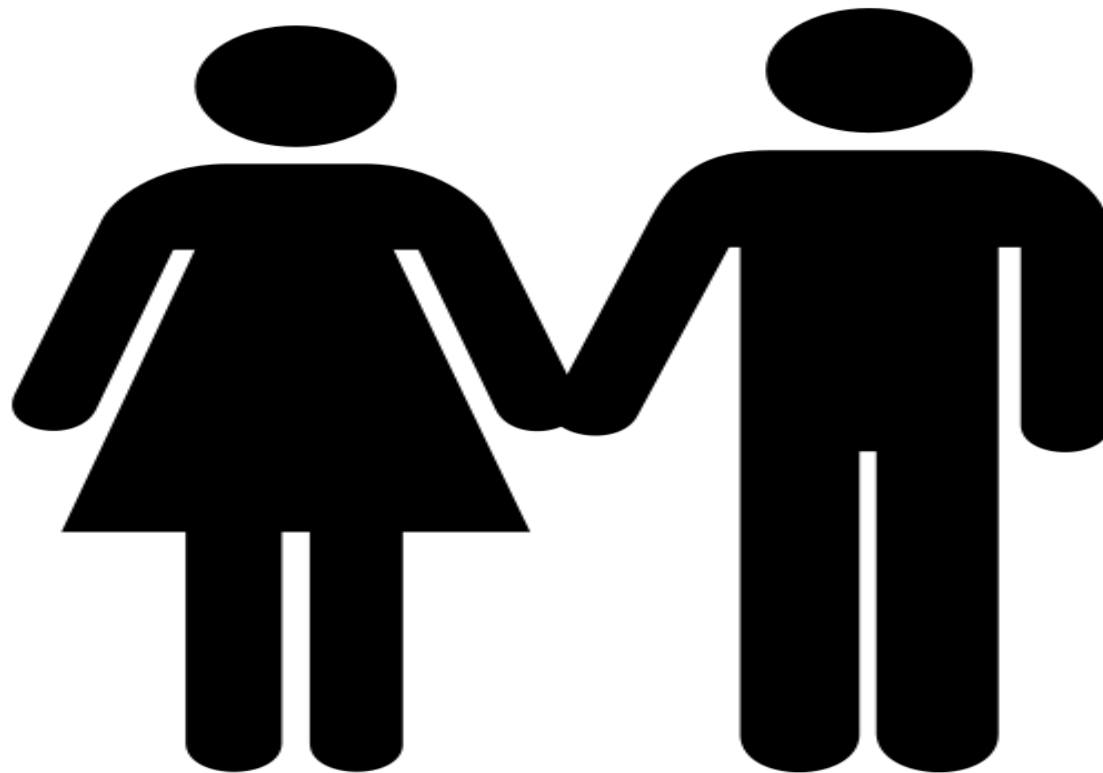




Executive boards

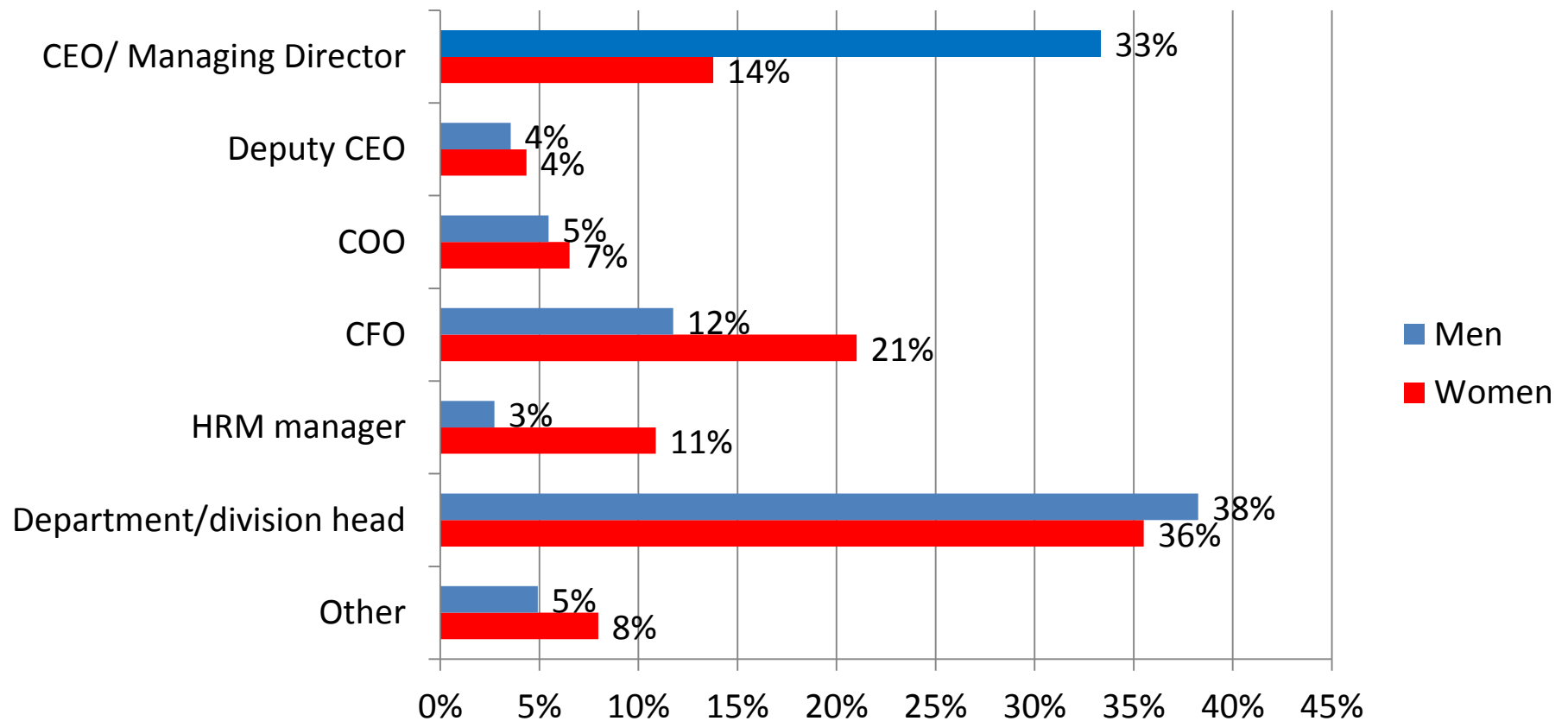
27%

73%



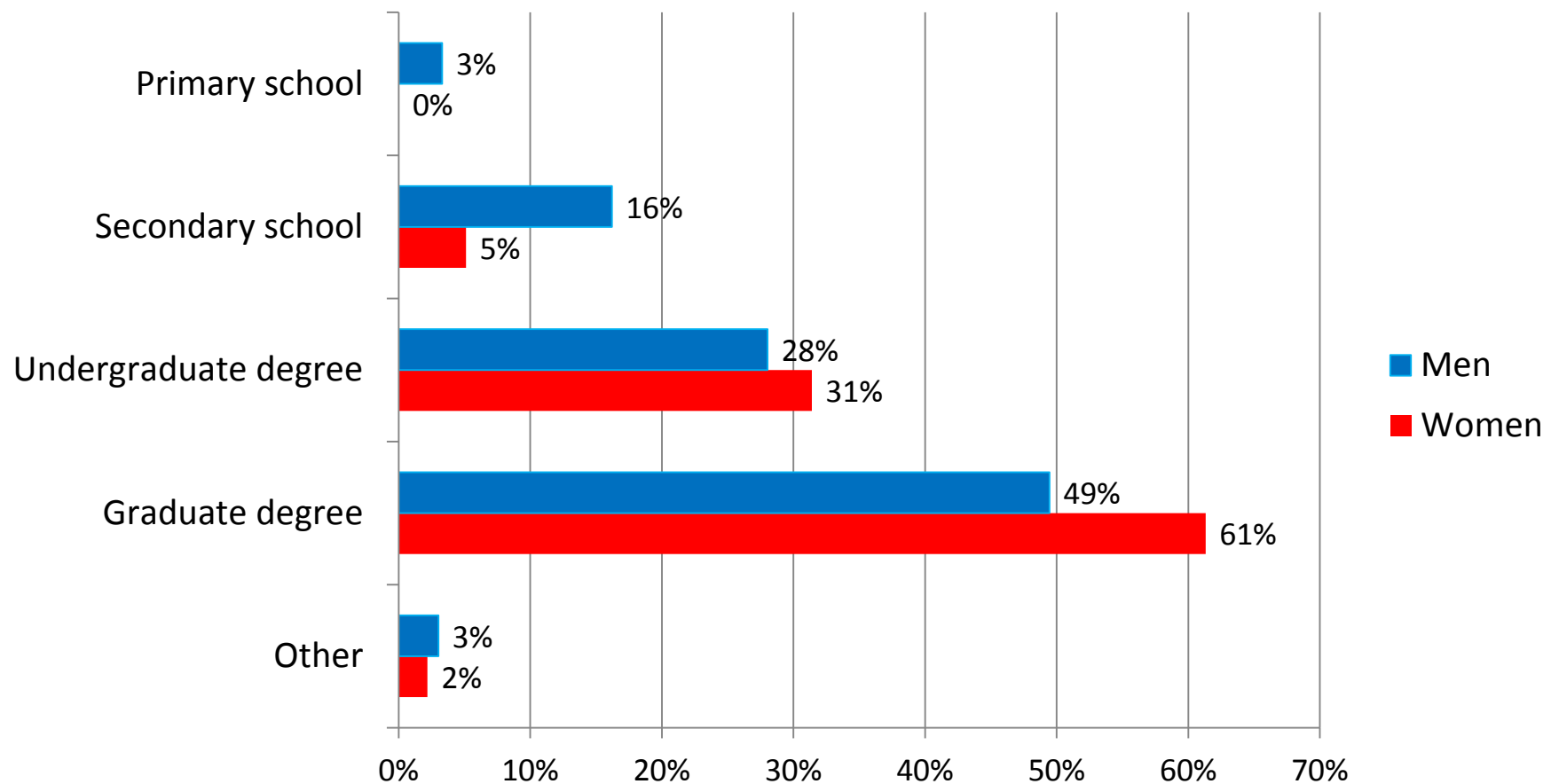


Positions of women and men



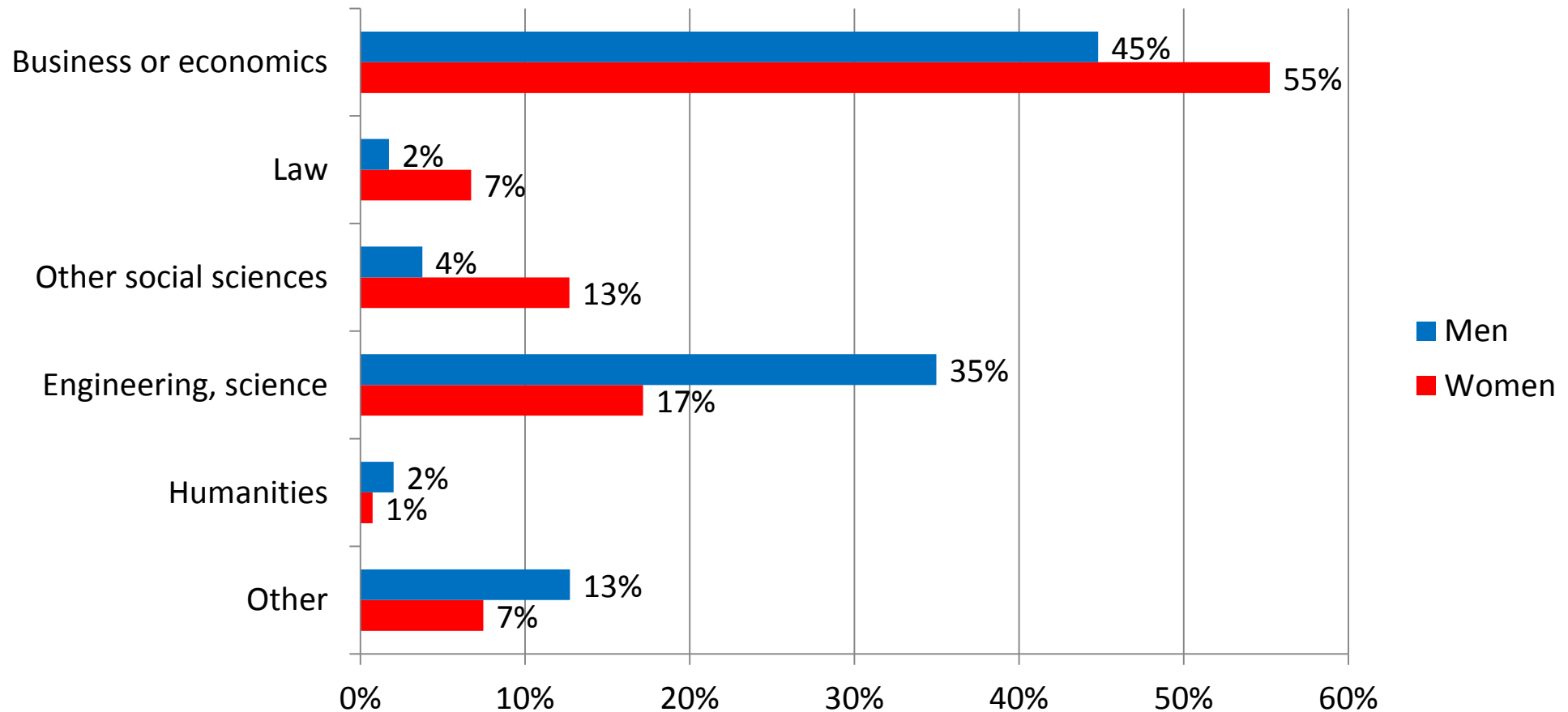


Highest degree of managers



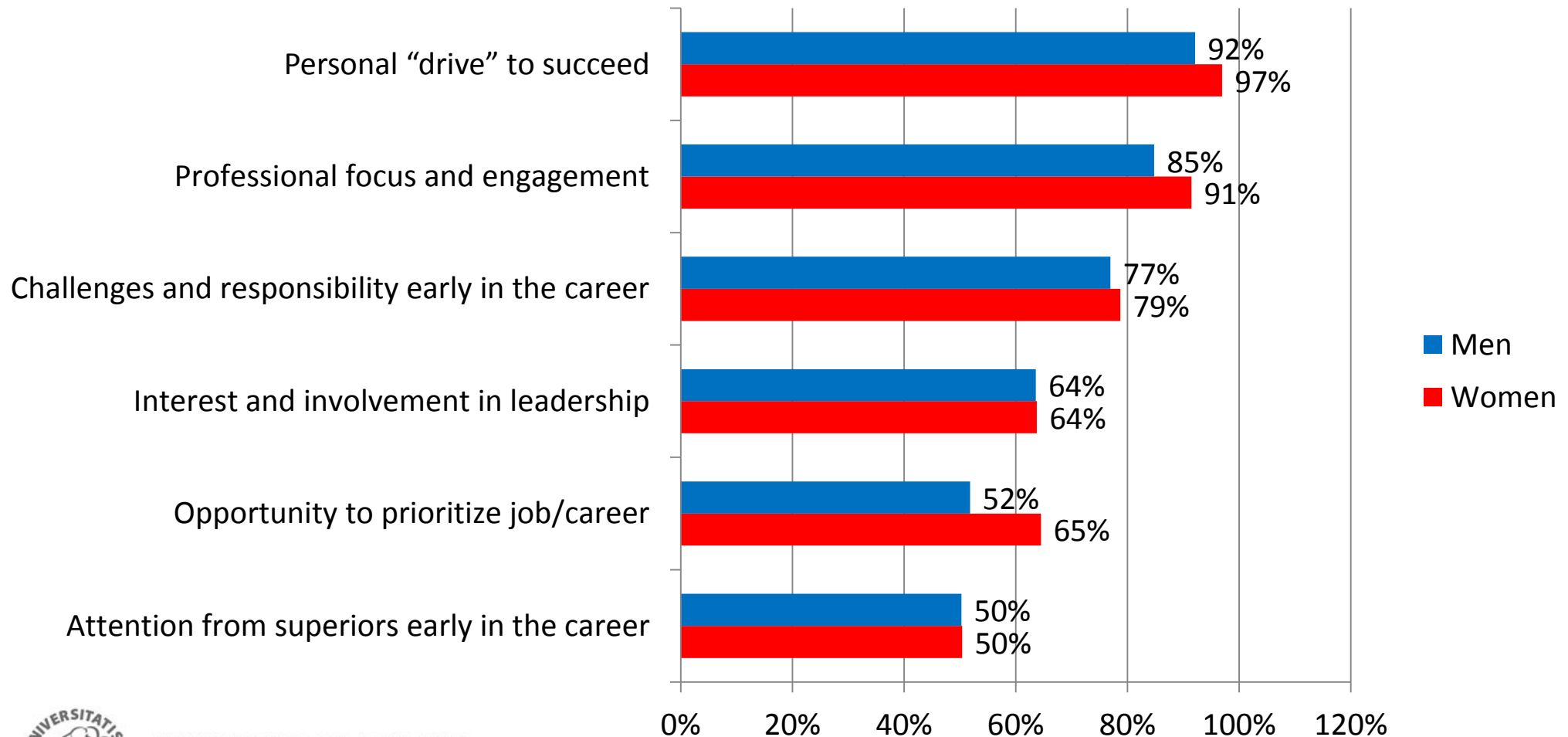


Educational background



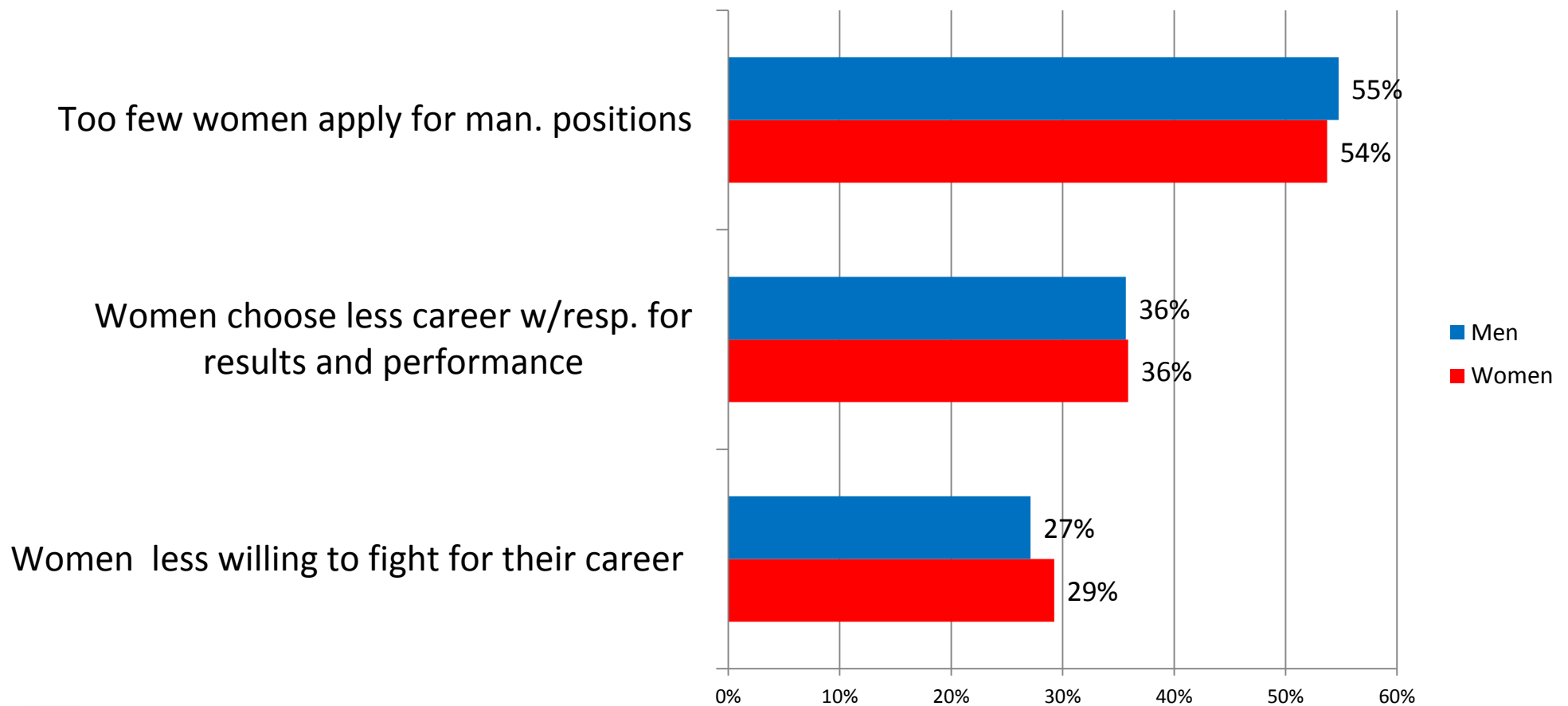


“Very important” for being a manager



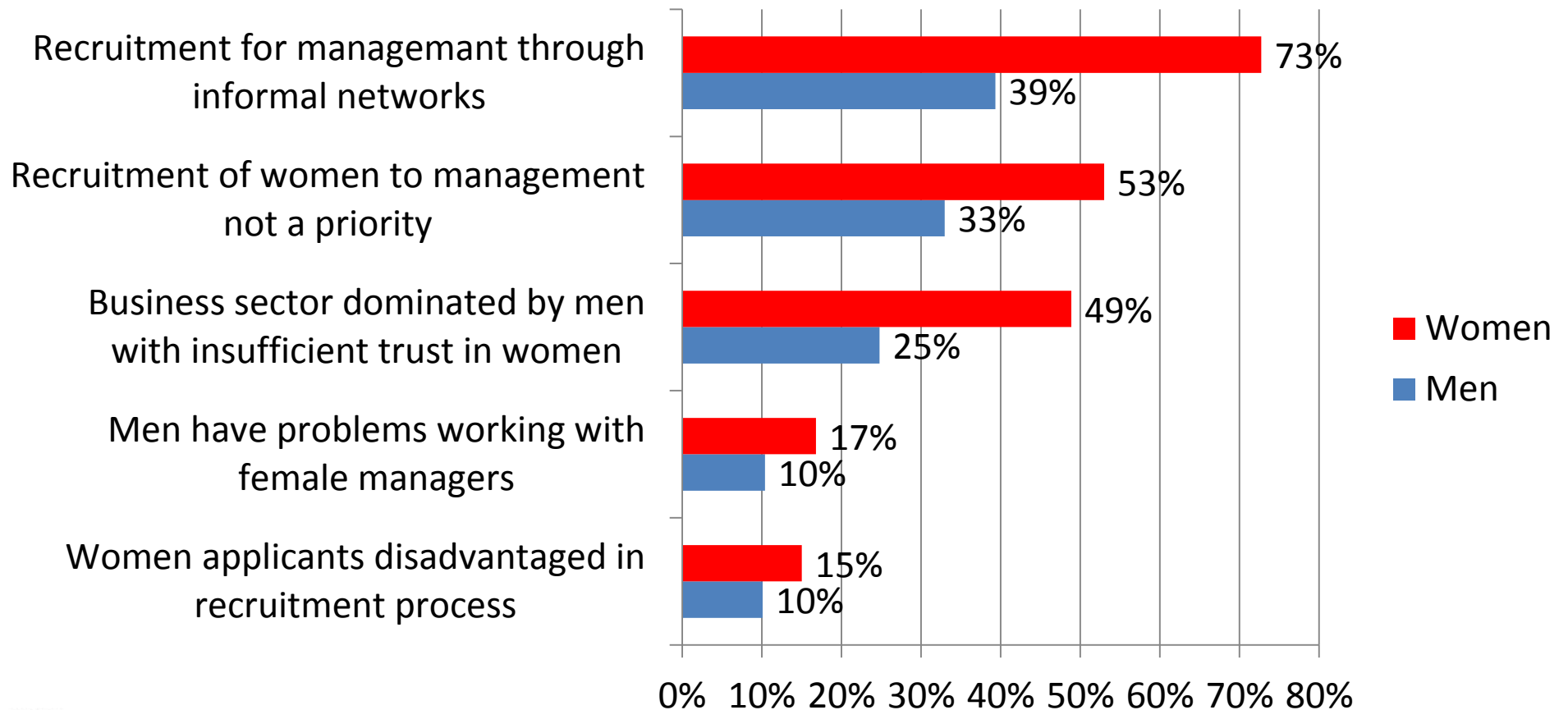


Women and men agree...



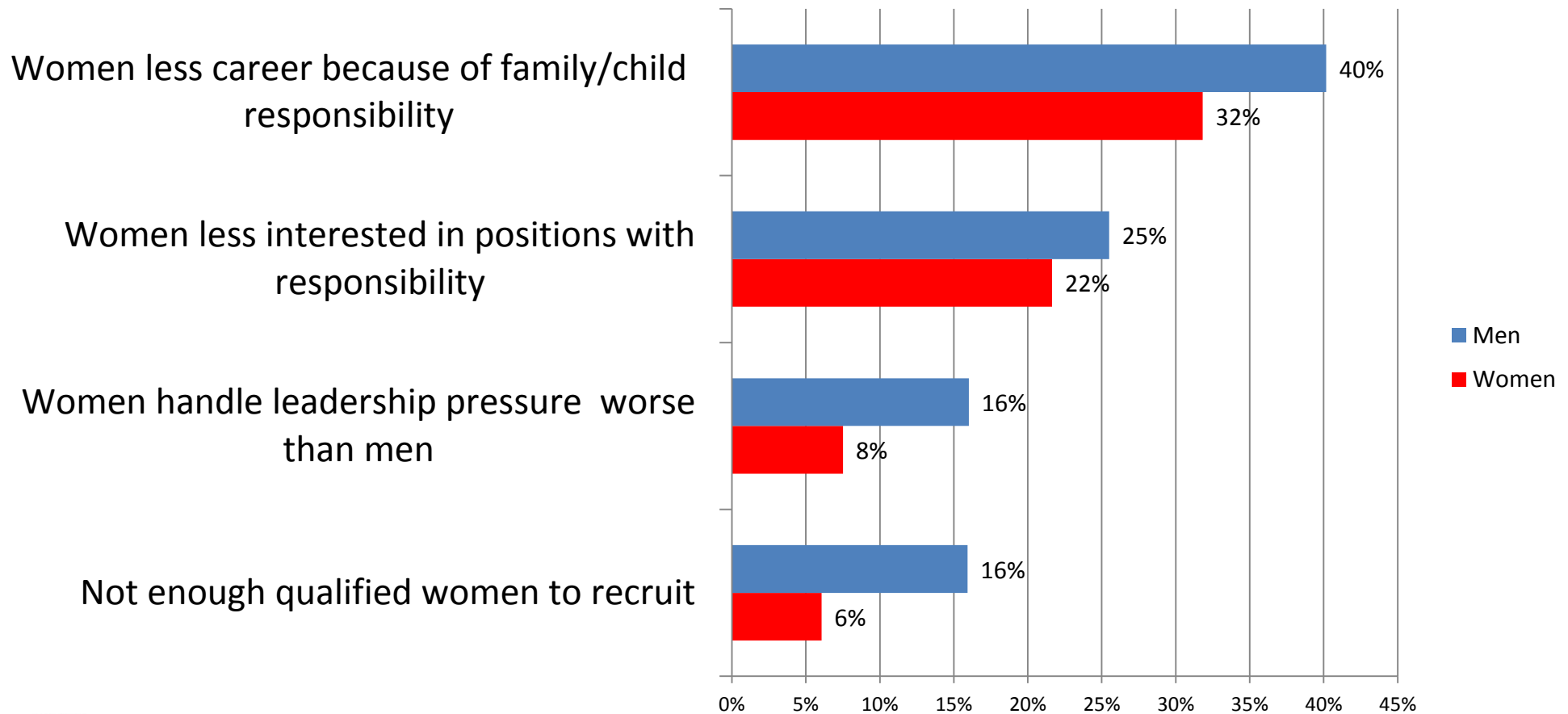


Women more often believe...



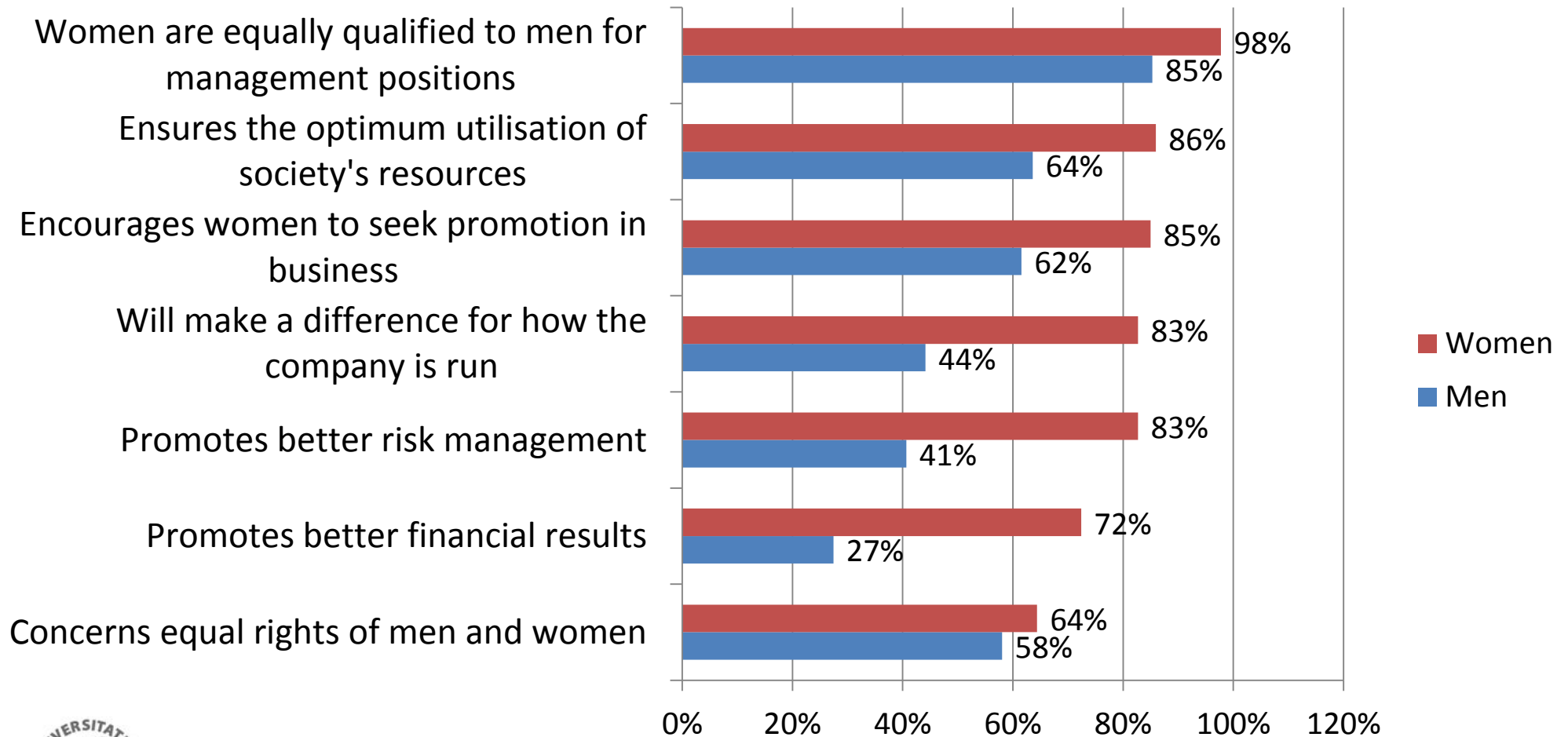


Men more often believe...



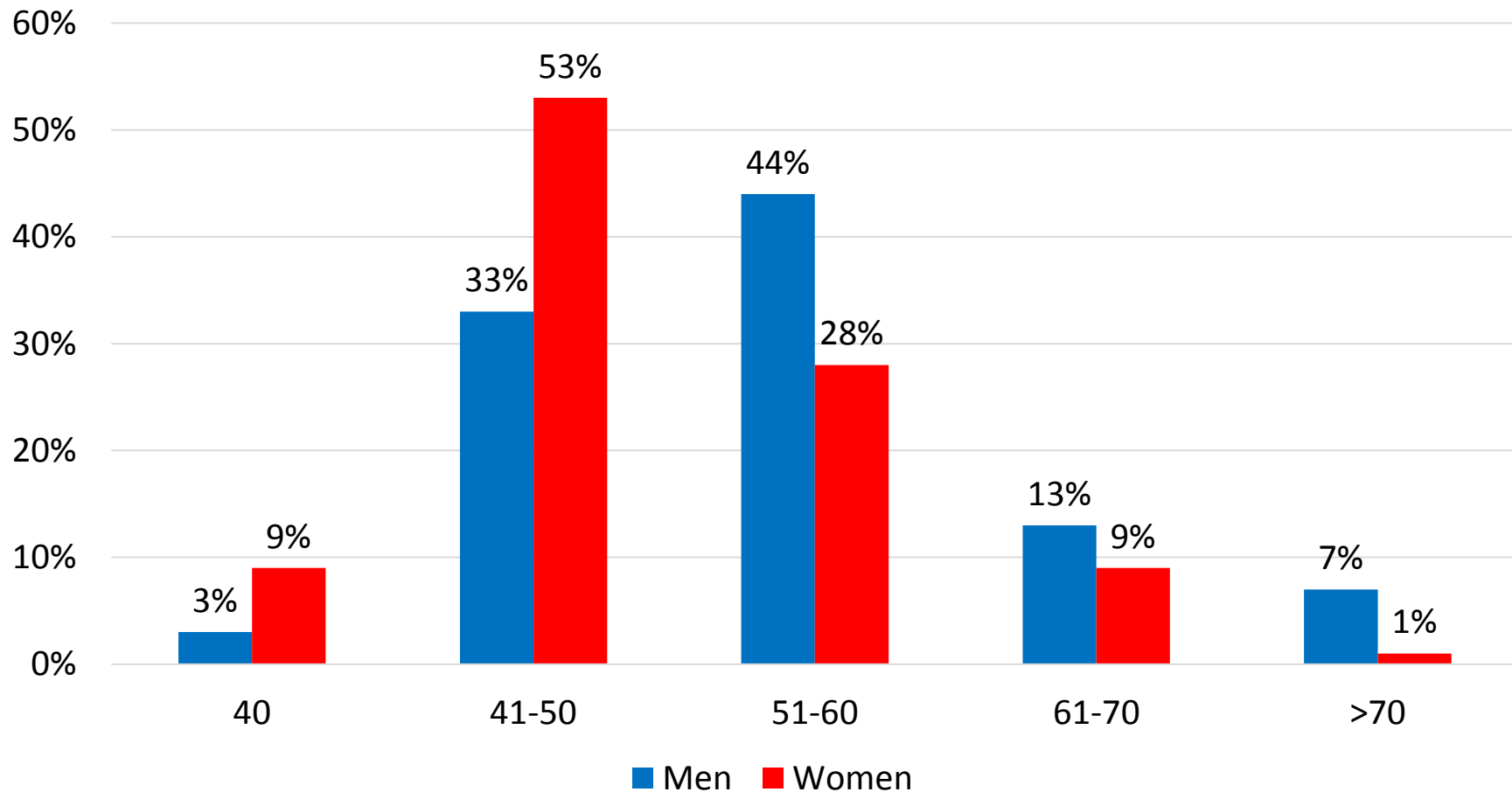


Gender balance in top-positions important because...



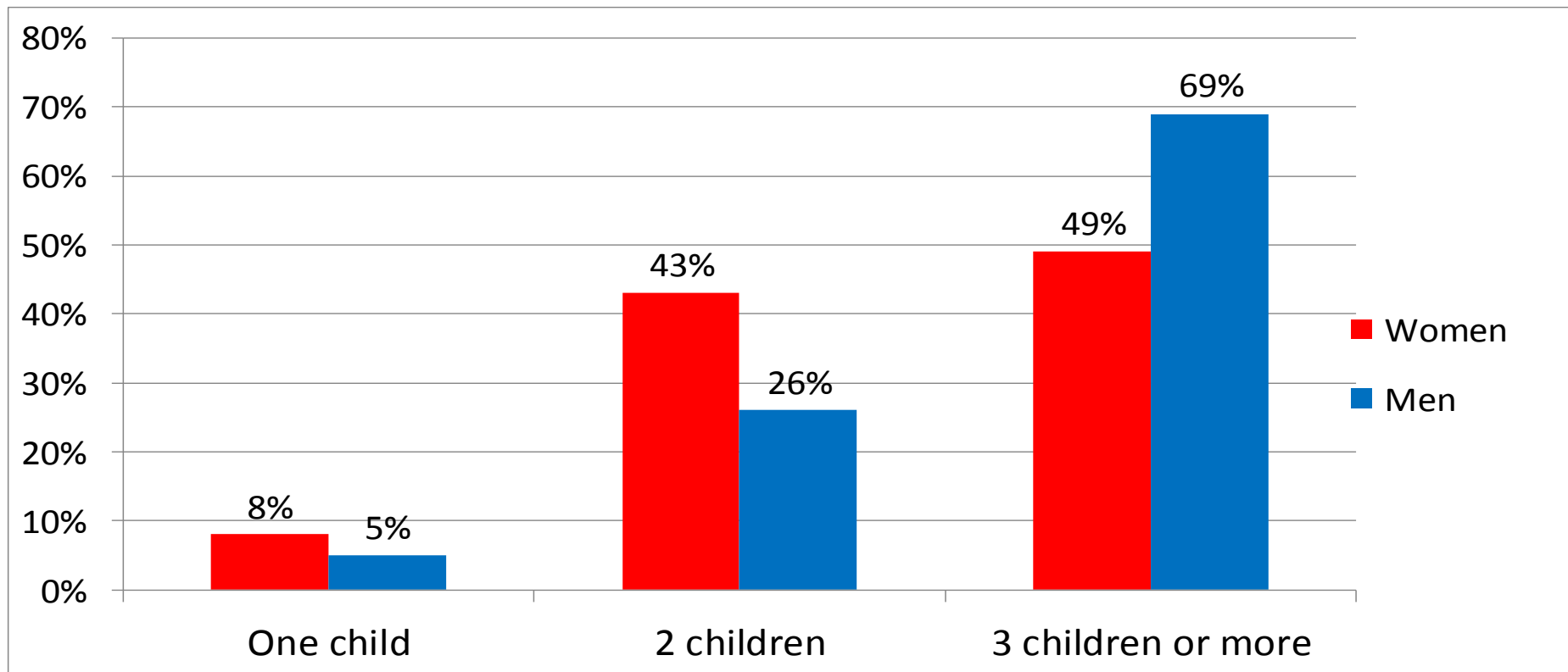


Average working hours/week



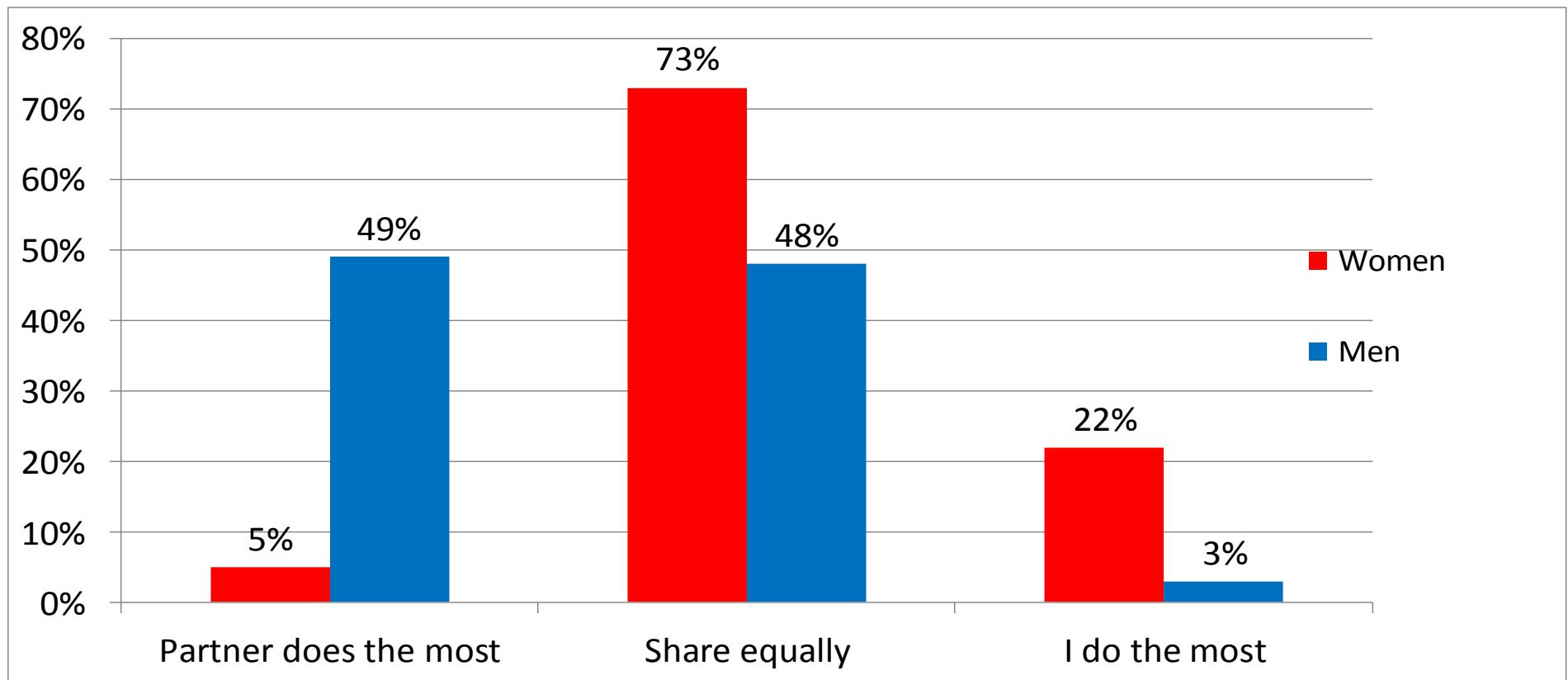


Children



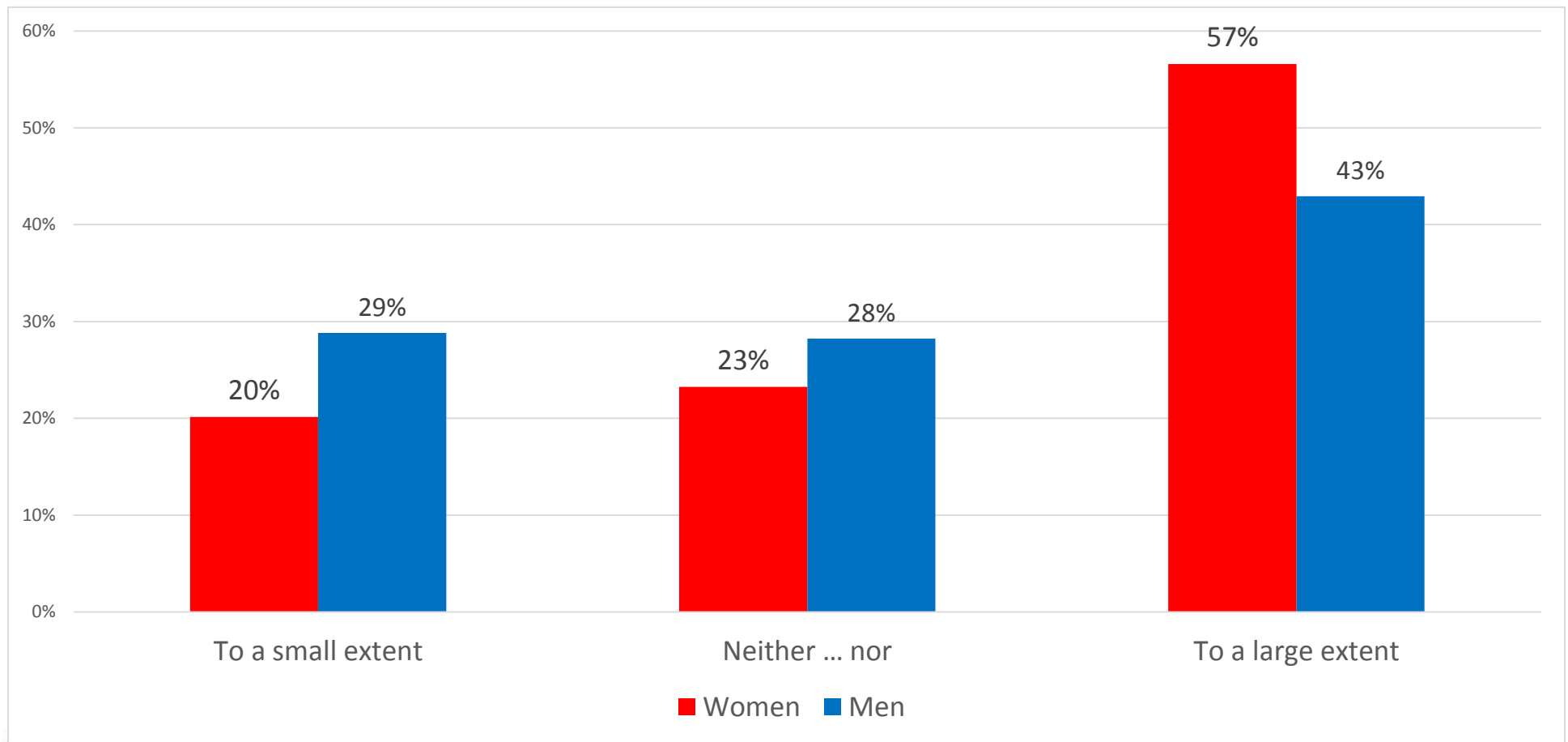


Sharing of household tasks



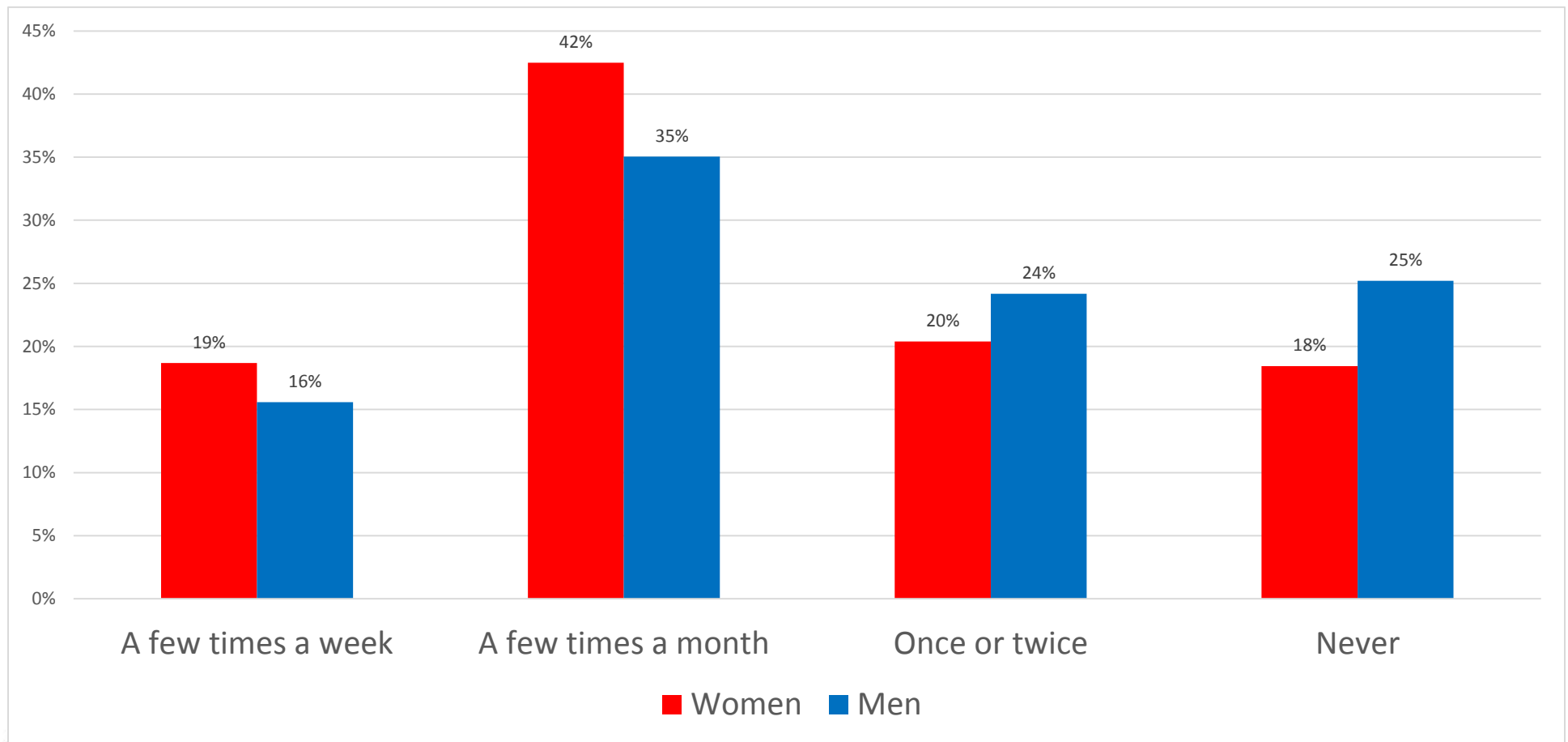


Possible to combine current job with main responsibility for children and family logistics





Come home from work too tired to do what had to be done (last 3 months) (ISSP 2013)





Gendered rules of the game?

- Women see / believe
 - Structural hindrances, male biased environment
 - Believe in the business case of gender balance, better financial results and risk management
 - More family responsibilities
 - More often experience work life balance although data indicate otherwise
- Men see / believe
 - Family responsibilities hinder for women
 - Women don't cope with the pressure, and not enough qualified women
 - Less housework and family responsibilities
 - Less often experience work life balance although data indicate otherwise





HÁSKÓLA ÍSLANDS
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WOMEN AND MEN AS BUSINESS LEADERS IN ICELAND



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Thanks!