China Daily

Rethinking gender roles in the office

BY SYLVIA CHANG

Their lives. The GDP of China and the United States.

By DENG YANZI

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Companies that don’t offer flexible hours, or encourage their employees to spend time with their families (namely, by externalizing client executives otherwise in the evening, discouraging employees from taking time off to participate in a child’s school activity or transport a sick child), risk losing women, and men, who want balance in their lives. They also risk losing valuable talent if they don’t address gender equality in their workforce.

We believe that image is a powerful tool to work with, as it places women from different cultural outlooks on the same page. As a result, women executives/bloggers are increasingly focusing on the importance of women’s leadership positions in society as women.

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