



 **gender** AND  
THE  
**economy**



Rotman School of Management  
UNIVERSITY OF TORONTO

## THE CHALLENGE AT HAND

There is a growing recognition that increased participation of women in the global economy will have multiplier effects for both economic and social value creation. Today, women control approximately \$20 trillion in annual consumer spending, earn \$13 trillion in annual income and, in aggregate, represent a growth market bigger than China and India combined. Women also stand to inherit more than \$1 trillion in wealth over the next few decades. Even with women's growing economic power, gender inequalities are still large and persistent in most countries. Progress towards equality, measured by consistently equal access to economic, social and political opportunities, remains stagnant.

Despite widespread acknowledgment of the gender gap, and credible efforts to close it, a primary challenge that remains is truly understanding the underlying mechanisms that produce gender gaps and identifying which actions can be most effective in addressing them. Without these insights, we end up being in the same old conversations about diversity and inclusion.

Many organizations have produced studies highlighting correlations between gender metrics and financial outcomes, but less is known about the activities and actions that lead to these relationships. Further, even less is known about what solutions can work. The Institute for Gender and the Economy at the Rotman School has been launched precisely to address these challenges by using rigorous research to change the conversation on gender equality.

### Examples of the challenges that we will tackle include:

- How do we increase the pipeline of female talent? How can we make real progress on not just diversity but also inclusion?
- How can we better understand and uncover women's preferences and generate products and solutions that meet their needs?
- If we apply a gender lens to financial markets and investing, what hidden returns or risks could we uncover?
- Under what conditions and through what mechanisms can gender diversity or lack thereof shape financial performance at the team and firm level?
- What levers can funders, policy makers and advocates pull to attract more women to entrepreneurship and direct more resources and support to female entrepreneurs?
- What policies or practices could help close the gender pay gap?
- What interventions might work to change the image of what a "leader" looks like? What models of leadership might help level the playing field?
- How does a consideration of class, race, sexual orientation, ethnicity, nationality and stage of country economic development effect the conclusions we can draw from research?

## OUR MANDATE:

The Institute for Gender and the Economy (GATE) will achieve its mission through activities across three strategic pillars:

### Advancing knowledge:

- Support and promote academic research that will advance our understanding of the dynamics of gender in the economy.

### Achieving impact:

- Translate and disseminate research to practitioners through public lectures, conferences, research briefs, podcasts, videos, workshops, etc. to support change.

### Training Current + Future Leaders:

- Give current and future leaders tools to uncover career and investment opportunities through student fellowships and leading-edge curriculum.



## Sarah Kaplan

The Institute for Gender and the Economy was founded by Professor Sarah Kaplan in September 2016.

Sarah Kaplan is the University of Toronto Distinguished Professor of Gender & the Economy and Professor of Strategic Management at the Rotman School. She is author of the business bestseller, *Creative Destruction* which addresses how organizations can innovate and survive. Her current research continues this exploration of how organizations participate in and respond to the emergence of new fields, examining biotechnology, fiber optics, financial services, nanotechnology and the field emerging at the nexus of gender and finance.

Professor Kaplan's interest in gender and the economy is in conceptualizing gender equality as an innovation challenge. She recently authored "The Risky Rhetoric of Female Risk Aversion," "Meritocracy: From Myth to Reality," and "The Rise of Gender Capitalism." Formerly a professor at the Wharton School, University of Pennsylvania (where she remains a Senior Fellow), and a consultant for nearly a decade at McKinsey & Company, she received her PhD from the Sloan School of Management at MIT.

Sarah Kaplan's commitment to 'changing the conversation' about gender and the economy has resulted in her successful recruitment of an impressive network of scholars and executives to scale the Institute's research and translation initiatives.

## LASTING, DISRUPTIVE CHANGE

Industry partners are a select group of established organizations that are front-runners in creating, leading, and managing change.

You should partner with the Institute for Gender and the Economy if you are ready to drive lasting, disruptive change by:

- changing the conversation around gender and the economy;
- co-creating a world-leading hub to advance our understanding of problems related to gender and the economy; and
- collaborating on actionable solutions to gender-based challenges.

## THE INDUSTRY PARTNER RELATIONSHIP

### Partner Charter

Partnership with the Institute for Gender and the Economy begins with meeting our faculty leadership and program team, spending 2-3 hours evaluating and discussing the partner's current issues relating to gender and economy. The outcome of this meeting is a partnership charter which outlines opportunities to collaborate across the Rotman School.

### Annual conference

Your employees and/or clients will be invited to attend the Institute for Gender and the Economy's annual conference, alongside notable senior executives, business leaders and policy makers. The first annual conference is slated for fall 2018. [Find out more here.](#)

### Research

Much of our research must be conducted in collaboration with organizations. Industry partners have the unique opportunity to participate in cutting-edge research with world-leading scholars.

### Workshops

Your employees will be invited to attend the Institute's semi-annual workshops that involve reviewing and discussing new research findings on critical issues relating to gender and the economy. These workshops will provide you with new ways of approaching gender-based challenges, as well as actionable insights to drive change within your organization.

### Lecture series

You, and a select group of your employees and/or clients, will receive complementary passes to attend the Institute for Gender and the Economy's lecture series. These lectures will provide you with access to leading thinkers active in the gender and economy space as well as an opportunity to network with like-minded peers and Rotman alumni.

## Education

You will have an opportunity to participate in the development of educational resources, such as video-series, podcasts, case studies, and infographics, which will be disseminated through various University of Toronto communication and marketing channels, including the alumni network. You can leverage all public multimedia to showcase your relationship with the Institute for Gender and the Economy and its commitment to advancing equality.

## The Rotman School

In addition to the partner experience set out above, the Rotman School also has many opportunities for you to collaborate with students. In the initial partner meeting, you can propose a current business challenge you would like to address. Based on the scope of this challenge, we will identify opportunities for you to work with academic researchers to complete scholarly research, participate as a guest speaker in MBA or undergraduate courses, work with MBA students to complete a discrete project, engage with one of our student business consulting practices, hire a Rotman student for an internship or present a business challenge to an MBA project team to solve through a design sprint or case competition.

## Recognizing your support

Your support of the Institute for Gender and the Economy will be central to our ability to achieve our mission. Without corporate partners engaged in dialogue with us, we cannot mobilize our research to help make change. To recognize the importance of your contribution, we would:

- Acknowledge your support in our [annual report](#), various multi-media communications and on our website;
- At your discretion, produce a "stories of impact" video blog;
- Report annually on initiatives undertaken as a result of your support;
- Recognize your gift on the Rotman's Donor Wall;
- Include your name among a list of benefactors published in our annual donor report and on our website.

**Industry Partnership requires a minimum two-year commitment of at least \$25,000 per annum.**

## JOIN THE CONVERSATION

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Email us directly at [genderconomy@rotman.utoronto.ca](mailto:genderconomy@rotman.utoronto.ca)