



Gender diversity within companies: Challenges and opportunities in skills management



Received: 29/04/2024; Accepted: 07/01/2025

Naim BOUMEGOURA *

Department of sociology, University of Bejaia (Algeria), email. Naim.boumegoura@univ-bejaia.dz

Abstract

Gender diversity within businesses presents both challenges and opportunities in skills management. While ensuring equitable representation, diverse teams offer varied perspectives, fostering innovation and problem-solving. Managing skills amidst this diversity involves recognizing biases, implementing inclusive policies, and providing equal growth opportunities. Effective skills management enhances productivity, engagement, and organizational performance. By embracing diversity, companies cultivate a more inclusive work culture and gain a competitive edge.

Keywords

Gender ;
Skills;
Company;
Management;
Innovation.

الكلمات المفتاحية

جنس؛
كفاءات؛
مؤسسة؛
تسيير؛
ابتكار.

تنوع الجندر في المؤسسات: تحديات وفرص تسيير الكفاءات

ملخص

يعرض تنوع الجندر داخل المؤسسات تحديات وفرص متباعدة في إدارة الكفاءات. فإذا كانت الفكرة تطرح مسألة التمثيل العادل، تقدم الجماعات المختلفة وجهات نظر متنوعة، الأمر الذي يعزز الابتكار وحل المشاكل. إن إدارة الكفاءات في ظل هذا التنوع تتطلب على الاعتراف بالتحيزات، مما يستوجب تنفيذ سياسات شاملة، وتوفير فرص نمو متساوية، تعزز إدارة هذه الكفاءات بفعالية مما يرفع من الإنتاجية والأداء التنظيمي ككل. فمن خلال الترحيب بالتنوع والجنس وتبني ثقافة عمل أكثر شمولية وتحقق ميزة تنافسية.

* Corresponding author. E-mail: Naim.boumegoura@univ-bejaia.dz

Doi:

I- Introduction :

In the contemporary professional landscape, the issue of gender diversity has become a central topic. Companies worldwide are increasingly aware of the importance of creating inclusive and equitable environments where men and women can contribute equally and be recognized for their skills and talents. This awareness stems not only from moral and ethical imperatives but also from the tangible benefits that well-managed gender diversity can bring to an organization.

Traditionally, businesses have been dominated by a largely male professional culture characterized by persistent gender stereotypes and structural inequalities. However, over the decades, progress has been made in recognizing and promoting gender equality in the workplace. Women now hold positions of responsibility in a multitude of sectors, although disparities still exist, particularly concerning pay gaps and advancement opportunities.

In this context of growing gender diversity, skill management takes on paramount importance. It is no longer sufficient for companies to merely recruit a diverse workforce. It is equally crucial to ensure that these individuals, whether men, women, or other genders, can develop and deploy their skills fairly and transparently. Skill management provides the necessary framework to assess, develop, and align individual skills with organizational goals, while ensuring fair and equitable consideration of talent, regardless of gender.

However, despite progress made, challenges persist in skill management related to gender diversity. Gender stereotypes, unconscious biases, and traditional recruitment and evaluation practices can hinder the recognition and appreciation of women's skills. Therefore, the issue of this study lies in exploring the specific challenges encountered in skill management in the context of gender diversity, as well as identifying opportunities and best practices to overcome these challenges.

The objectives of this study are manifold. First, it aims to analyze in-depth the current challenges of skill management in a gender-diverse context. Secondly, the study aims to highlight the importance of an inclusive approach to skill management to promote equal opportunities and the appreciation of female skills. Finally, it will seek to provide practical recommendations to companies to improve their skill management with a focus on equality and gender diversity.

II– Gender Diversity: Concepts and Issues:

In the professional context, diversity, equal opportunities, and non-discrimination represent distinct yet complementary concepts. Diversity refers to the variety of individual characteristics within an organization, such as gender, age, ethnic origin, religion, sexual orientation, etc. It aims to recognize and value the richness of differences to foster an inclusive and dynamic work environment. In contrast, equal opportunities focus on creating equitable conditions for all individuals, regardless of their personal characteristics. This means ensuring that everyone has equal access to employment, training, promotion, and professional development opportunities, without discrimination or favoritism. Finally, non-discrimination refers to the principle that no person should be treated unfairly or unfavorably because of their protected characteristics, such as sex, ethnic origin, religion, etc. It involves the prohibition of any form of direct or indirect discrimination in all aspects of professional life, including recruitment, compensation, working conditions, and career progression. Thus, promoting diversity, equal opportunities, and non-discrimination is a fundamental commitment for companies seeking to create inclusive, equitable, and rights-respecting work environments for all individuals.

The table below illustrates the distinction between diversity, equal opportunities, and non-discrimination in the professional environment:

Concept:	Definition:	Objective:
Diversity	Refers to the variety of individual characteristics within an organization, such as gender, age, ethnic origin, religion, sexual orientation, etc.	Aim to recognize and value the richness of differences to foster an inclusive and dynamic work environment.
Equal Opportunities	Focuses on creating equitable conditions for all individuals, regardless of their personal characteristics, ensuring equal access to employment, training, promotion, and professional development opportunities without discrimination or favoritism.	Ensure that everyone has equal access to opportunities, irrespective of their background or characteristics, promoting fairness and meritocracy.
Non-discrimination	Principle stating that no person should be treated unfairly or unfavorably due to their protected characteristics, such as sex, ethnic	Ensure that all individuals are treated with fairness and respect, regardless of their personal characteristics, and

	origin, religion, etc., prohibiting any form of direct or indirect discrimination in all aspects of professional life.	eliminate discrimination in any form from the workplace.
--	--	--

This distinction clarifies the different dimensions of engagement for a fair, inclusive, and rights-respecting professional environment. In our study, we focus our attention on the concept of gender diversity in the workplace, setting aside the concepts of equal opportunities and non-discrimination for now. Gender diversity specifically refers to the balanced representation of men and women in an organization's workforce, as well as the recognition and appreciation of the unique contributions and diverse perspectives they bring. This perspective highlights the specific challenges faced by women in the workplace, such as gender stereotypes, pay gaps, and barriers to career advancement. By focusing on gender diversity, our study aims to explore in-depth the issues, opportunities, and best practices to foster an inclusive work environment where men and women can contribute equally and be recognized for their skills and talents, regardless of their gender.

Gender diversity in the workplace is a subject of growing importance, both socially and organizationally. Unlike a time when workplaces were largely dominated by a male model, contemporary societies increasingly recognize the value and necessity of gender diversity. However, this recognition comes with various conceptions and multiple issues that require thoughtful consideration.

From a conceptual standpoint, gender diversity encompasses much more than just the numerical representation of men and women within an organization. It also involves the recognition and appreciation of different gender identities. Thus, gender diversity calls for a rethinking of traditional binary norms and an inclusive approach that recognizes the richness and complexity of gender identities.

Diversity can be characterized as a transformation imperative aimed at meeting internal economic and operational requirements arising from women's presence in the labor market, as well as the need to harness all available expertise to ensure the organization's sustainability and efficiency. (Scotto, Sappe, & Boyer, 2008).

Gender diversity poses significant challenges in terms of diversity management within companies. Effective recognition and integration of different perspectives, experiences, and skills of men and women require tailored management policies and practices. This involves not only ensuring equal opportunities in recruitment, promotion, and compensation but also creating an inclusive work environment where every individual feels valued and respected, regardless of their gender. Therefore, companies must implement diversity management strategies that consider gender-specificities while fostering an organizational culture that encourages respect, collaboration, and equal opportunities for all employees.

Moreover, gender diversity raises complex questions regarding organizational policies and practices. Companies need robust anti-discrimination policies and awareness programs to promote an inclusive culture respectful of gender diversity. Additionally, they must implement concrete initiatives to reduce wage gaps and promote the professional advancement of women and minority genders.

It also represents a challenge for power and leadership dynamics within organizations. While women have made significant progress in accessing leadership positions, glass ceilings and persistent gender biases still limit their representation at the highest levels of the hierarchy. Overcoming these obstacles requires promoting genuine equal opportunities for career advancement and fostering diversity in career paths and leadership styles.

Therefore, gender diversity in the workplace is a complex and multifaceted issue that requires a comprehensive and integrated approach. By recognizing and addressing the various conceptions and issues associated with gender diversity, organizations can create more inclusive, equitable, and conducive work environments for the flourishing of all their members.

III- Challenges of Skill Management Related to Gender Diversity

In the contemporary professional landscape, gender diversity has become a major concern for companies worldwide. As companies strive to create more inclusive and equitable work environments, skill management lies at the heart of this dynamic, representing a crucial challenge to address. Indeed, gender diversity raises a series of complex issues that influence how individual skills are assessed, developed, and recognized in the professional setting. Understanding and addressing these issues effectively is essential to promote a diversified and egalitarian organizational culture while optimizing talent potential within the company.

These challenges lie at the intersection of social and economic logic. On the social front, the fair recognition and appreciation of individual skills are a major imperative. This involves dismantling gender stereotypes, promoting equal

opportunities for all employees, and creating an inclusive work environment where each individual feels respected and valued, regardless of gender. Awareness of gender biases and training managers to recognize and overcome these biases are also essential to ensure fair and transparent skill management. From an economic perspective, gender diversity offers tangible benefits to companies. By fostering diverse perspectives, skill management focused on gender diversity can stimulate innovation, creativity, and overall company performance. It also contributes to attracting and retaining talent, thereby strengthening the organization's competitiveness in the market. Thus, the challenges of skill management related to gender diversity are both social, promoting inclusion and equity, and economic, maximizing the potential of human resources for the long-term success of the company.

The table below represents the vision of gender diversity in the professional environment: Between social and economic logic:

Aspect	Social Logic	Economic Logic
Recognition of skills.	Deconstruction of gender stereotypes, promotion of equal opportunities for all employees.	Valuation of individual skills, optimization of each collaborator's potential.
Promotion of inclusion.	Creation of an inclusive work environment where each individual feels respected and valued.	Enhancement of overall company performance through diversity of perspectives.
Gender bias awareness.	Training managers to recognize and overcome gender biases in skill assessment.	Adoption of objective and transparent evaluation processes to ensure fairness.
Benefits for the company	Enhancement of brand image, strengthening of team cohesion and collaboration.	Stimulating innovation and creativity, attracting and retaining talent.

This vision allows visualizing the various dimensions of gender diversity in the workplace, highlighting the necessary actions from both social and economic perspectives to promote a diverse and equitable organizational culture.

III.1. Gender Stereotypes and Biases in Skill Evaluation

Gender stereotypes persist in many aspects of society, including the workplace. These stereotypes often shape how individuals' skills are evaluated and perceived. For example, women are sometimes perceived as more empathetic and skilled in relational tasks, while men are assumed to be more competent in technical and leadership areas. These biased perceptions can influence performance evaluations, promotions, and professional development opportunities. Gender biases, whether conscious or unconscious, can lead to unfair decisions and an underestimation of women's skills. For instance, a woman may be less likely to be considered for a promotion or a high-visibility project simply due to gender-related biases, even if she possesses the necessary skills to succeed (Amadiou & Roy, 2019).

Awareness of these gender stereotypes and biases is essential for managers and human resources professionals. It is necessary to implement evaluation and promotion processes that are objective and based on actual skills rather than stereotypical gender perceptions.

III.2. Structural and Cultural Barriers to Women's Professional Advancement

Despite progress in gender equality, many structural and cultural barriers still hinder women's professional advancement. Among these barriers are persistent gender pay gaps, glass ceilings that limit women's access to leadership positions, as well as social and familial expectations that often disproportionately burden women in their careers (Bertreau, Burkhardt-Bourgeois, & Poincelot, 2023).

For example, women often face difficult choices between their careers and family responsibilities, which can prevent them from pursuing professional advancement opportunities. Additionally, corporate cultures that favor presenteeism and constant availability can be particularly disadvantageous to women, who are more likely to take leave for family reasons.

To overcome these barriers, it is essential for companies to implement policies and practices that promote equal opportunities and work-life balance. This includes promoting fair parental leave policies, establishing mentoring and professional development programs specifically for women, and creating an inclusive corporate culture that values diversity of career paths and perspectives.

Gender stereotypes and structural and cultural barriers represent major challenges in managing skills in the context of gender diversity in the workplace. To ensure fair and inclusive skills management, it is essential to raise awareness of gender biases and address structural obstacles that hinder women's professional advancement.

IV- Opportunities for Inclusive Skills Management

Skills management, beyond its traditional focus on the development of technical skills, now represents a unique opportunity for companies to fully integrate gender diversity and promote an inclusive organizational culture. This evolution reflects a profound change in how companies perceive and harness human potential within their organization. By focusing on valuing the diverse talents, skills, and perspectives of individuals, skills management becomes a powerful lever for promoting equal opportunities, enhancing employee engagement, and stimulating innovation within the company.

To fully seize these opportunities, companies must adopt a proactive and strategic approach to skills management. This involves promoting a culture of inclusion and diversity where every individual feels valued and respected, regardless of their gender. Moreover, it requires the development of tailored policies and professional development programs aimed at supporting the development and advancement of all employees, with a particular emphasis on eliminating specific obstacles faced by women in their career paths. By aligning skills management with these fundamental principles, companies can not only optimize their human potential but also strengthen their competitive positioning in the market.

IV.1. Promoting a Culture of Inclusion and Diversity:

Promoting an inclusive corporate culture has become a priority for many organizations. A key component of this approach is managing skills in a fair and diverse manner. By adopting an inclusive approach to talent management, companies can fully leverage the potential of their employees, promote innovation, and strengthen their competitive advantage in the market. In this context, various opportunities arise to foster more inclusive skills management in the workplace.

Here are some opportunities for more inclusive skills management in companies:

Opportunities	Role
1. Expand recruitment sources.	Enables reaching diverse talent pools by going beyond traditional recruitment channels.
2. Review recruitment processes.	Helps eliminate unconscious biases and ensures fair evaluation of candidates, thus promoting diversity within the company.
3. Promote inclusive leadership.	Raise awareness and train managers on inclusion and valuing diversity within their teams, fostering an inclusive work environment.
4. Develop an inclusive corporate culture.	Creates an environment where diversity is celebrated, valued, and respected, promoting the integration of all employees.
5. Rethink career paths.	Allows for the creation of equitable professional development opportunities, fostering the advancement of all employees, regardless of their background.
6. Measure and track progress.	Provides valuable data to assess the impact of inclusion initiatives and adjust policies accordingly to achieve the intended goals.

These various opportunities are essential for promoting inclusive skills management within organizations. They facilitate the integration of diverse talents, help eliminate biases and obstacles to professional advancement, and create an environment conducive to the performance and well-being of all employees.

IV.2. Policies and Tailored Professional Development Programs

Tailored policies and professional development programs are essential for fostering the growth and flourishing of all employees within an organization. Here are some key policies and programs that can be implemented to address the varied needs of employees:

1. Individualized Training and Development:

Offer tailored training opportunities tailored to the specific needs of each employee, allowing them to develop skills relevant to their current role or future roles within the company.

2. Mentoring and Coaching:

Establish mentoring and coaching programs to support the personal and professional development of employees. These programs provide personalized guidance and valuable advice to help employees progress in their careers.

3. Professional Development Plan:

Encourage employees to develop a professional development plan with the support of their manager. This includes identifying long-term professional goals, necessary training, and steps to achieve these goals.

4. Job and Project Rotation:

Provide opportunities for job rotation or participation in cross-functional projects to offer new and enriching experiences and perspectives to each employee.

5. Leadership Development Programs:

Implement leadership development programs to prepare and encourage employees to take on leadership roles in the future, thus promoting internal organizational growth.

6. Flexibility and Support for Continuous Learning:

Offer flexible work options to enable employees to more easily balance their professional and personal responsibilities while pursuing continuous learning through additional studies or personal projects.

7. Work-Life Balance Policies:

Implement work-life balance policies such as telecommuting, flexible hours, and family leave to support work-life balance for all employees, which is particularly important for women who often bear a greater share of family responsibilities.

By combining these policies and programs, companies can create a truly inclusive work environment where every individual, regardless of gender, has the opportunity to develop their skills and advance professionally. By promoting equal access to development opportunities, these initiatives strengthen employee belonging and engagement with the organization. Furthermore, by recognizing and valuing the skills and contributions of each individual, companies enhance their employees' motivation to achieve their professional goals. This approach, focused on the personal and professional development of employees, also promotes their retention within the organization, creating an environment where they feel supported, respected, and encouraged to realize their full potential. Ultimately, by investing in tailored policies and development programs, companies not only strengthen their human capital but also their competitive positioning in the market as an employer of choice for a diverse and talented workforce.

V- Best Practices and Case Studies:

Best practices in inclusive policies and professional development can be illustrated by case studies highlighting companies that have successfully implemented such initiatives. Here are some key best practices and exemplary case studies that illustrate these beneficial initiatives.

V.1. Best Practices:

The best approaches to inclusive policies and professional development play a crucial role in establishing a fair and conducive work environment for the flourishing of all employees, regardless of their gender identity. These strategies aim to eliminate biases and potential obstacles by providing personalized support while recognizing the diversity of needs within the organization. By emphasizing transparency, progress measurement, and active engagement, these practices not only promote an inclusive culture but also strengthen talent engagement, motivation, and retention within the organization. Let's now explore some key best practices and enlightening case studies that illustrate these beneficial initiatives.

Among the practices that promote inclusion and diversity in the workplace are:

1. Promotion Transparency:

Encouraging transparency in the promotion process to ensure fair progression, with an emphasis on skills and achievements.

2. Diversity Progress Measurement and Tracking:

Establishing mechanisms to track and measure progress in the representation of women at all levels of the organization, while setting concrete diversity goals.

3. Training on Unconscious Bias Awareness:

Providing training on unconscious bias awareness at all levels of the organization to promote fairer recruitment, promotion, and evaluation processes.

4. Mentoring and Networking:

Encouraging mentoring and networking programs specifically designed to support the professional development of women, with a focus on leadership and career growth.

By highlighting these best practices and case studies, companies can draw inspiration from the successes of their peers and adapt these approaches to their own organizational context. By sharing lessons learned and outcomes achieved, companies can collaborate to promote a stronger and more dynamic gender diversity culture within the professional community.

V.2. Examples of Companies Succeeding in Gender Diversity Integration:

The integration of gender diversity within companies represents a major challenge for economic and social development in Algeria. In a context where women's participation in the labor market is constantly evolving, companies that succeed in promoting an inclusive culture and valuing the diverse skills of their female personnel stand out for their dynamism and adaptability. This section aims to explore examples of companies in Algeria that have successfully integrated gender diversity into their organizational strategy. By highlighting these successes, we seek to identify best practices and lessons learned that can inspire other companies to follow the same path towards a more egalitarian and inclusive work culture.

We will present a few examples of Algerian companies that have successfully integrated gender diversity into their organizational strategy.

1. Case Study of CEVITAL:

The increasing feminization of businesses in Algeria has sparked considerable interest, highlighting the progress and challenges encountered in various sectors. In particular, the study of CEVITAL's case provides a relevant insight into the evolution of women's participation in the country's economic and professional context. This analysis will explore the strategies, challenges, and successes encountered by CEVITAL, thus offering valuable insights into the dynamics of change within this emblematic company, while also providing significant lessons for the Algerian professional landscape as a whole.

In a study titled "The Feminization of Algerian Companies: The Case of CEVITAL" (Houanti, Dang, José Scotto, Boyer, & Guechtouli, 2021), Researchers strive to explore several questions related to the characteristics of women employed by CEVITAL, the reasons motivating this company to integrate more women into its workforce, and the relevance of CEVITAL as a model in this field. In this comprehensive research, the researchers delve into the profiles of women working within CEVITAL, their skills, career paths, and contributions to the company. They also analyze CEVITAL's motivations and strategies for promoting the integration of women into various positions and levels of responsibility, and finally assess how CEVITAL can serve as an inspiring example for other companies in Algeria seeking to promote greater gender diversity within their workforce and fully leverage the potential of female talent.

The researchers noted that the CEVITAL Group has not implemented a formal policy specifically aimed at developing female recruitment or promoting diversity within the company, according to the documents they reviewed. However, the studied female profiles confirm the initial observations, particularly those regarding socio-professional categories based on gender. Within the organization, women mainly hold middle management positions, thus illustrating a phenomenon of "top-down feminization" observed in traditionally male-dominated companies. Women working at CEVITAL are primarily involved in support roles such as Marketing (Communication), Human Resources (skills development, recruitment), export, and sales (field and distribution network development). Although most of these women are relatively young, they have generally gained prior work experience through fixed-term contracts, internships, or newly created positions within the company. The female profiles presented on the CEVITAL Group's LinkedIn page suggest that they have been recruited recently, with an average seniority of about 2 years.

The company is in a phase of expansion and is significantly expanding its activities internationally. In this perspective, it aims to strengthen its human capital to support its growth strategy. This involves recruiting qualified and international profiles, with particular attention paid to foreign language proficiency for executives (English, French, Chinese).

Algerian women constitute a young, educated, and qualified workforce, as previously demonstrated. The group pragmatically exploits these female skills, even though the company remains predominantly "male." Thus, the feminization approach stems from a resource and skills-oriented approach, without any explicit intention from senior management in this regard, according to the documents analyzed. This situation may be influenced by the socio-cultural context of the country.

Furthermore, unlike many companies in Europe where workforce feminization is considered advantageous in terms of image, this is not the case for the group. For this company, promoting gender diversity is not a strategic argument in terms of reputation.

2. Case Study of LAFARGE (Algeria) (MOKHTARI & MEGHRAOUI, 2021).

At LAFARGE, a multinational corporation where diversity is prevalent with a multitude of variables such as language, ethnic origin, skin color, and culture, the commitment to non-discrimination and diversity is evident. Like other French companies, LAFARGE has subscribed to a Diversity Charter in the workplace, imposing key commitments. The company is committed to raising awareness and training its executives as well as employees involved in the recruitment, training, and career management processes on the issues of non-discrimination and diversity. It actively promotes the principle of non-discrimination at all stages of human resources management, whether in hiring, training, advancement, or professional promotion. Additionally, it seeks to reflect the diversity of French society, including its cultural and ethnic diversity, within its workforce, at all levels of qualification. Through transparent communication, it informs all its employees of its commitment to non-discrimination and diversity, highlighting the tangible results of this approach. This diversity policy is also subject to ongoing dialogue with employee representatives, and it is integrated into the company's annual report, including a detailed description of the actions taken, practices implemented, and results achieved. This approach underscores the existence of a well-established diversity ethic within LAFARGE. After its merger with Holcim to become the global leader in cement production, the question of diversity remains crucial for Lafarge Holcim, which employs 81,000 people and is present in nearly 80 countries. Regarding assumptions, drawing from previous research on the relationship between diversity and performance, a central question arises: "Will diversity management have an impact on employee performance?"

Diversity can provide companies with the opportunity to develop a competitive advantage by improving the productivity of their employees. In this case, researchers found a somewhat insignificant impact of diversity management on employee performance. However, they believe that further analysis could provide more relevant results. The peculiarity of their case lies in the fact that it does not solely address "diversity" itself but rather the importance of making employees feel protected through a deeper and more attentive diversity management policy. It is likely that this will have an impact on their performance.

VI- Lessons Learned and Insights

Based on the data presented earlier, several insights can be extracted regarding diversity in the professional context in Algeria. These can be grouped into the following elements:

- In the Algerian context, diversity is not considered a major issue in the professional sphere. However, the evolution of women's economic status is a notable aspect, attributable to their increasing level of education, enhanced professional engagement, and adaptation of businesses to the requirements of economic openness, necessitating diverse skills such as marketing and communication.
- Simultaneously, the social transformations observed within Algerian society have an impact on societal values and the hierarchy of these values. It is remarkable to note that the concerns of young people, both men and women, differ from those of traditional society, thus marking a significant generational shift.
- Furthermore, diversity in the professional landscape does not necessarily stem from discrimination or social exclusion but rather from the structural aspect of the Algerian economy. This economy, largely based on oil revenue, does not foster the development of a dynamic entrepreneurial spirit, which can influence the diversity of profiles within businesses.
- It is also crucial to consider the evolution of mentalities and expectations of workers, especially the younger generations, who are more inclined to seek a balance between professional and personal life, as well as recognition of their contribution within the company. Lastly, the rise of information and communication technologies opens up new perspectives for remote work and schedule flexibility, thereby offering opportunities for greater diversity in professional practices.

Overall, it is undeniable that the social transformations our society is undergoing exert a positive influence on the social status of women. The evolution towards greater economic and social autonomy for women challenges the traditional value system based on dependence on the family. This autonomy strengthens the role of women in society, emancipating them from traditional constraints and enabling them to make more independent decisions. Simultaneously, this evolution has fostered the development of an entrepreneurial spirit among women, offering them opportunities to undertake and actively participate in the economic, and in some cases, political life of society. Thus, the issue of diversity in our society is not limited to a social aspect but also encompasses legal, political, and economic dimensions. Recognizing the diversity of genders and individual trajectories enriches the social fabric and contributes to the flourishing of society as a whole.

VII- Conclusion:

It is undeniable that ongoing social changes have significantly improved the status of women in our society. Increased access to economic and social autonomy challenges traditional patterns and promotes female emancipation. Furthermore, the emergence of an entrepreneurial spirit among women enhances their participation in economic and political decision-making, thereby contributing to their recognition and influence across various sectors. However, it is crucial to recognize that the issue of diversity extends far beyond the social realm. It also encompasses legal, political, and economic dimensions. Promoting gender diversity and individual trajectories is essential to enriching the social fabric and fostering collective flourishing.

Moreover, it is important to emphasize the significance of raising awareness and training key stakeholders, including business leaders and policymakers, about the importance of diversity and inclusion. This involves implementing policies and programs aimed at promoting equal opportunities and combating discrimination in all areas of society. In summary, diversity remains a major concern for our society. By fostering greater inclusivity and recognizing the value of each individual, we can contribute to building a fairer and more balanced future for all.

References:

- [1]. Amadiou, J.-F., & Roy, A. (2019). Stéréotypes et discriminations dans le recrutement. *Hermès, La Revue*, 162-169.
- [2]. Bertereau, C., Burkhardt-Bourgeois, K., & Poincelot, É. (2023). Chapitre 14. Stéréotypes de genre et leadership : vers une compréhension des inégalités professionnelles. Dans A. Renaud, Y. Bernard, A. Bernard Bonache, K. Burkhardt-Bourgeois, & J. Vignal, *Mutations sociétales et organisations: Des repères théoriques et pratiques pour préparer les organisations au monde qui advient* (pp. 210-223). CAEN: EMS Editions.
- [3]. Houanti, L., Dang, R., José Scotto, M., Boyer, A., & Guechtouli, M. (2021). La féminisation des entreprises algériennes : le cas de CEVITAL. *Management & sciences sociales*, pp. 136-155.
- [4]. MOKHTARI, K., & MEGHRAOUI, M. (2021). Effet du management de la diversité sur la performance des employés. *Revue Organisation & Travail*, pp. 266-280.
- [5]. Scotto, M.-J., Sappe, R., & Boyer, A. (2008). Réussir la diversité du genre. Une expérience de développement de l'égalité professionnelle femme/homme dans le secteur de la construction, souvent considéré comme « masculin » : l'exemple de CARI, entreprise de BTP dans les Alpes Maritimes. *Management & Avenir*, 18-41.