

# **The persistent quest for gender equality: Exploring demographic dynamic in Japan and Malaysia**

**<sup>1</sup>Nik Hazimah Nik Mat, <sup>1</sup>Zaharul Nizal Zabidi and <sup>2</sup>Masutani Satoshi**

<sup>1</sup>Universiti Malaysia Terengganu, Malaysia <sup>2</sup>Rikkyo University, Japan

## **Abstract**

Despite an increased attention towards gender equality, its progress remains stagnant because no solution is effective across countries. Contextual factors are regarded as important indicators to explain the consequences of stigmatized issue like gender equality. Among contextual factors that potentially influence the gender equality issue, demography is closely related to social and economic development. This is especially true in managing diversity of workforce in the labor market. Review of the literature pertaining to the study about sustainable development suggests that the research was dominated by certain countries. Attempts are made to explore the understanding of gender equality based on the demography criteria. In many senses, stigma theory is applicable in exploring gender equality issues because of its consequences to many parts of people's lives. Data for this study is gathered qualitatively from respondents of two countries: Japan and Malaysia. Findings showed that the understanding of gender equality significantly differs according to the demography indicators. Findings implied that the increased diversity at the workplace needs to be dealt with serious attention to ensure that the socialization process amongst the organizational members could pave the way to end any kind of discrimination including gender.

**Keywords:** discrimination, diversity, gender equality, global wellbeing, inclusivity