



## Women in Business and Me. A Look back at 40 Years in Gender Research

**Prof. Dr. Martina Voigt**

*Frankfurt University of Applied Sciences, Germany*

### **Abstract**

Over the past 40 years, I have repeatedly carried out research projects dealing with the equality of women in business. Now is the time to look back and take stock. My current research project looks at how the process of gender equality in Germany has evolved from 1985 to 2025. To trace this process, various gender equality indicators are being described and analyzed: How has the proportion of women in (top) management positions changed? What about the participation of women in founding (innovative) business start-ups? What developments can be identified regarding the gender pay gap and the gender care gap for the period under review? The presentation of the statistical data is selectively supplemented and highlighted with the results from various research projects conducted by the author. Based on Geert Hofstede's cultural dimension "Femininity vs. Masculinity", an attempt is made to answer the overarching research question: is Germany on the way to becoming a feminine society?

**Keywords:** femininity vs masculinity; gender pay gap; gender care gap; gender equality indicators; gender equality process