

# **International Conference on Gender Research (ICGR 2018)**

Porto, Portugal  
12 – 13 April 2018

**Editors:**

**Ana Azevedo  
Anabela Mesquita**

ISBN: 978-1-5108-6187-9

**Printed from e-media with permission by:**

Curran Associates, Inc.  
57 Morehouse Lane  
Red Hook, NY 12571



**Some format issues inherent in the e-media version may also appear in this print version.**

Copyright The Authors, (2018). All Rights Reserved. No reproduction, copy or transmission may be made without written permission from the individual authors.

Printed by Curran Associates, Inc. (2018)

**Review Process**

Papers submitted to this conference have been double-blind peer reviewed before final acceptance to the conference. Initially, abstracts were reviewed for relevance and accessibility and successful authors were invited to submit full papers. Many thanks to the reviewers who helped ensure the quality of all the submissions.

**Ethics and Publication Malpractice Policy**

ACPIL adheres to a strict ethics and publication malpractice policy for all publications – details of which can be found here:

<http://www.academic-conferences.org/policies/ethics-policy-for-publishing-in-the-conference-proceedings-of-academicconferences-and-publishing-international-limited/>

**Conference Proceedings**

The Conference Proceedings is a book published with an ISBN and ISSN. The proceedings have been submitted to a number of accreditation, citation and indexing bodies including Thomson ISI Web of Science and Elsevier Scopus.

Author affiliation details in these proceedings have been reproduced as supplied by the authors themselves.

Published by Academic Conferences and Publishing International Ltd.  
33 Wood Lane  
Sonning Common RG4 9SJ UK

Phone: 441 189 724 148  
Fax: 441 189 724 691  
[info@academic-conferences.org](mailto:info@academic-conferences.org)

**Additional copies of this publication are available from:**

Curran Associates, Inc.  
57 Morehouse Lane  
Red Hook, NY 12571 USA  
Phone: 845-758-0400  
Fax: 845-758-2633  
Email: [curran@proceedings.com](mailto:curran@proceedings.com)  
Web: [www.proceedings.com](http://www.proceedings.com)

## Contents

Paper Title	Author(s)	Page No
<b>Preface</b>		vi
<b>Committee</b>		vii
<b>Biographies</b>		viii
<b>Research papers</b>		
Gender Equality in Tertiary Education and Research Institutions: An Evaluation Proposal	Tindara Addabbo, Claudia Canali, Gisella Facchinetti, Alessandro Grandi and Tommaso Pirotti	1
Entrepreneurship in China, an Overview of Women Practice	Laurice Alexandre–Lecalir and Cui Zhao	10
Are Attitudes Changing? Female and Male Millennials on Contemporary Gender Issues in Europe	Manuel Au-Yong-Oliveira’ Fernando Moreira, Ramiro Gonçalves’ and Carlos Costa	20
Discrimination Against Women in the Russian Labor Market: Background and Consequences	Ekaterina Avduyevskaia and Y.Y. Kuporov	28
Khandan and Talluqat as Social Capital for Women’s Career Advancement in Pakistan: A Study of NGO Sector in Islamabad	Nausheen Azam and Rashida Qureshi	38
Wharton’s Socially Entrapped Women: Ethan Frome, Summer and The House of Mirth	Olgahan Bakşı Yalçın	46
Attacking the Gender gap in Technology: A Triple Helix Case Study	Rodrigo Bartels, Gabriela Marín and Raquel Fonseca	52
A Glass Cliff or a Challenge? Women Managing Local Funds	Ewa Bogacz-Wojtanowska, Katarzyna Peter-Bombik and Sylwia Wrona	61
A Methodology for Participatory Gender Audit in ICT/IST Research Institutions	Claudia Canali, Tindara Addabbo and Maria Sangiuliano	70
What Could be Done? Tourism, Gender (In)Equality and Women Managers’ Views of What Should Change	Inês Carvalho, Carlos Costa, Nina Lykke and Anália Torres	80
Gender Stereotypes in Leadership Construction Within Family Business	Francesca Maria Cesaroni, Maria Gabriella Pediconi and Annalisa Sentuti	89
Embodiment and Control: An Autoethnographic Account of Menarche and Menstruation	Krystina Colbeck	99
When Should I Have a Baby?	Mary Corcoran and Mary Noonan	105
Women’s Access to Research: Mexico	Yuli Estefany Correa Vera and Juan Nicolás Montoya Monsalve	113
The Influence of Teachers’ Immediacy Behaviors in Relation to Students’ Perceptions and Evaluations in Thailand	June Bernadette D’souza	120
Unemployment Gender Inequality in Regions of Slovakia	Marina Fađoš and Mária Bohdalová	128

<b>Paper Title</b>	<b>Author(s)</b>	<b>Page No</b>
Gender Differences in Employees' Evaluations of the Toxic HRM Practices	Alena Fedorova, Mauro Gatti, Maria Menshikova and Olga Koropets	136
Gender Identity and Learning Behavior	Pia Susanne Frederiksen	144
Wisibilízalas: Promoting the Role of Women in ICT Among Secondary School Students	Ana Freire, Aurelio Ruiz-Garcia and Verónica Moreno Oliver	151
Research in Information Systems and Technologies: An Empirical Study About Gender Issues	Márcia Gama and Ana Azevedo	161
The Experience of Battered Women at Intervention Centers	Edita Gelbūdienė	168
Elderly Women Between Ageing and Gender Discrimination	Irina Grigoryeva and Irina Sizova	174
Exploring the Relationship Between Gender Diversity and Earnings Management: Does Critical Mass Matter?	Maria João Guedes, Cristina Gaio and Nuno Soares	181
Transcending Gendered Norms of Leadership in Higher Education: How Women do it	Cherisse Hoyte	189
Traditional African Male Dominance in Leadership, Cologenderism: The Need for Gender Balancing	Ephraim Ahamefula Ikegbu	197
Gender Disparity in Mathematics Classrooms	Madelyn Johnson and Lisa Kasmer	206
Smart Cities for Women: New Scenarios for Equal Opportunities. A Pedagogical Perspective	Francesca Marone and Anna Cucca	209
Young Graduates, Gender and Entrepreneurship	Ana Paula Marques, Ana Maria Brandão and Rita Lamela	216
Financial Literacy and Gender Issues in Students From the University: Comparative Results From Portugal and Brazil	Anabela Mesquita, Thiago Nascimento, Paulino Silva, Paula Sauer, Cláudia Donega' and Cláudia Forte	226
Masculinity, Femininity and Androgyny in Fairy Tales and Their Film Adaptations	Dorota Michulka and Mirosława Wawrzak-Chodaczek	235
Women's Studies in Asia Series: An Example of Developing an African Studies Opportunity for African Women's Studies	Lize Moldenhauer, Cindy Londt, Jason le Grange and Greg Beyer	242
It is Getting Better, a Little Better: Female Application to Higher Education Programmes on Informatics and System Science	Peter Mozelius	249
Implications of Financial Literacy on Women Entrepreneurship in Turkey	Nilufer Narli and Zeynep Hale Keifer Oner	255
Clustering the Portuguese Employee Population Regarding Gender: A NUTIII Cluster Analysis	Alcina Nunes, Sofia Cardim and Carlos Balsa	262
Gender Differences and Digital Learning Games: One Size Does not fit all	Joseph Osunde, Liz Bacon and Lachlan Mackinnon	271
Women and Social Networking Websites Usage Patterns in Small Societies	Nuran Öze	278

<b>Paper Title</b>	<b>Author(s)</b>	<b>Page No</b>
Family Business and Performance: The Power of Women	Inna Sousa Paiva and Luísa Cagica Carvalho	286
Competitiveness and Relational Capital: Women in Management in the Sector of Immigrants Reception in Italy	Paola Paoloni and Marco Valeri	295
Female Board Appointments and Stock Price Reactions in the Italian Market	Patrizia Pastore, Silvia Tommaso and Antonio Ricciardi	305
Career Strategies for Russian Women	Evelina Pavlovna Pecherskaya, Vladimir Aleksandrovich Piskunov, Tatiana Mihailovna Tarasova, Lydmila Viktorovna Poliynova and Elena Akeksandrovna Karaseva	316
The Evolution of Gender Gaps in the Labour Market in Developed Economies	Elisabeth Pereira	325
The X(X) Factor: Social Entrepreneurship and Gender gap. A Survey on Italian Social Cooperatives	Francesca Picciaia	333
UNLOVE: A Digital Game for Gender-Based Violence Prevention and Awareness	Ana Margarida Pisco Almeida, Joana Lima, Maria Joana Pereira and Manuela Silva	342
The Influence of Maternity on Women Novelists Fiction and Literary Careers: A Critical Perspective	Cesare Pozzuoli	351
Empowering Women in Waste Management Work Setting Through Community Recycling-Upcycling Project: Cases of Malaysia and Indonesia	Rohaiza Rokis and Putri Silaturrahmi	357
Running the Household: Gender Perspectives From the Past	Gina Rossi and Angelo Piccini	364
Mexico and Colombia: Women Researchers, a Gender gap in the 21st Century	Grisdania Sánchez Gómez and Juan Nicolás Montoya Monsalve	371
Negotiating Gender Equality Policies in IST-ICT Research Institutions: Reflections from the Participatory Audit to Design of Gender Equality Plans in the EQUAL-IST Project	Maria Sangiuliano, Claudia Canali and Vasiliki Madesi	380
Heroine's Journey in a Broken World: Constructing Narrative and Identity Using Digital Storytelling	Maria Saridaki	390
Donald Trump, Sick Women's Bodies, and the Wizardry of (Dr.) Oz	Roy Schwartzman and Jenni Simon	399
Women in Family Firms: A Structured Literature Review	Annalisa Sentuti, Francesca Maria Cesaroni and Serena Cubico	407
Emerging new Thai Hybridised Masculinities: A Negotiation Between the Global and Local Domains	Jhitsayarat Siripai	417
Gender Aspects in Using Digital Technologies by Population in Russia	Viacheslav Sirotin and Marina Arkhipova	425
International Mobility Experiences of Portuguese Women: A Qualitative Study	Paula Sousa, Regina Leite and Emília Fernandes	432

<b>Paper Title</b>	<b>Author(s)</b>	<b>Page No</b>
Why Swipe Right? Women's Motivation for Using Mobile Dating Applications Such as Tinder	Maureen Tanner and Michelle Huggins	440
Gender Diversity in the University System: The impact on Performance	Raffaele Trequattrini, Simone Manfredi, Alessandra Lardo and Benedetta Cuzzo	448
Succession Planning in Family Firms: Emotional Struggles and Gender Differences	Ine Umans, Nadine Lybaert, Tensie Steijvers and Wim Voordeckers	455
Gender-Specific Negotiation Competences and Their Effects on Reimbursement and Promotion Negotiations	Martina Voigt and Andrea Ruppert	462
Local leadership of Women in Local Government in Rural Areas in Poland	Justyna Wasil	469
Gender Difference Toward Wearable Technology	Tsung-Han Yang and Liang-Chuan Wu	476
Gender and Democracy	Mpu Yolanda	483
A Critique of the "Myth of Protection" of Women in UNSC Resolution 1325	Iker Zirion Landaluze	491
<b>Phd Research Papers</b>		499
Researching Personal the Professional Development of Women in Senior Leadership Roles in Saudi Arabia	Azhar Ali Mohammed Gawarir	501
Gender and Management in Higher Education: Women's Participation in Universities in Portugal and in Brazil	Adriana dos Santos Marmori Lima, Maria Teresa Geraldo Carvalho, Suely Aldir Messeder and Sara Diogo	510
Gender Equity in Financial Planning for Retirement	Ash McAuliffe	518
Sexual and Gender-Based Violence in Refugee Camps	Tatiana Morais	522
Armed Conflict Within National Equality Policies in Colombia	Rakel Oion Encina	526
Typology of Theatre-goers by Gender in an International Context	Katarína Rebrošová	533
Masculine Gender Role Adherence as a Predictor of Suicidal Behaviour	Charlotte Starkey	541
Designing a Competence Development Recommender for Equal Career-Development Opportunities for Women in the STEM Field	Freya Willicks, Valerie Stehling, Max Haberstroh and Ingrid Isenhardt	547
<b>Masters Research Papers</b>		557
Proposals for Gender Mainstreaming in the Technical University of Madrid	Paula Pérez Briones and Celia Fernández Aller	559
Female Entrepreneurship and Internationalisation: A Qualitative Approach	Joana Moreira, Alexandra Braga, Carla Susana Marques and Vítor Braga	568
<b>Non Academic Paper</b>		579
Women's Empowerment and Leadership in Academia: A Case Study	Antonella Veltri, Sonia Vivona and Paola Sdao	581
<b>Work In Progress Papers</b>		591

<b>Paper Title</b>	<b>Author(s)</b>	<b>Page No</b>
African Female Migrants in Informal Hairdressing Industry and the Challenges They Face	Zizipho Gobile and Gabriel Tati	593
The Demographic Interpretation of Call Centres in Africa: Age and Gender	Nisha Harry	602
How Design Shapes Gender in Baby Toys	Jéssica Lane da Silva Oliveira and Dianne Magalhães Viana	609
Gendered Research Knowledge Creation in Teacher Universities	Maria Lourdes Santiago-Agustin	612
<b>Late Submission</b>		617
Power and Gender: Female Perspective	Zahra Khasmeh University of Minho, Braga, Portugal	619