Role of sourcing practices in improving gender equality in the IT industry

Nikita Atal
nikita.atal@atkearney.com

Gemma Berenguer
Purdue University, gemmabf@purdue.edu

Sameer Borwankar
sborwank@purdue.edu

Follow this and additional works at: https://docs.lib.purdue.edu/cgg

Part of the Communication Commons, Human Resources Management Commons, Organizational Behavior and Theory Commons, Political Science Commons, Psychology Commons, and the Sociology Commons

U.S. corporations can influence the issues faced by women in the Information Technology (IT) industry by leveraging their relationship with their IT suppliers. To this goal, we propose an application of nudge theory during the strategic sourcing process of IT services. Several studies have been conducted detailing the lack of participation of women in the workforce in U.S. corporations and the issues women face. In the information technology industry, women constitute only 33% of the total workforce at the entry level and the proportion reduces at the leadership level. In this paper, we outline the status of women in the workforce and discuss supply side and demand side issues faced by them. Supply-side challenges refer to issues affecting the participation of women in the workforce. Demand side challenges refer to issues presented by U.S. Corporations to women in the workplace. We then discuss the status of women in the IT industry and demand and supply side issues in the context of the IT industry. We discuss the strategic sourcing process in detail and briefly talk about the nudge theory before presenting our recommendation. We close our discussion by presenting the future body of work we plan to pursue.