

Creating spaces for female (con)science in the new digital enterprise. The need to connect in a disconnected realm for a holistic future.



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Abstract

Social constructions of gender pervade our worlds of learning and working. Determined by a limited biological perspective, this has resulted in **relational parameters and polarities** of the feminine and masculine. This perspective no longer has a valid place within our global economy.

A more **connected and holistic** reality requires **integration**: feminine consciousness embedded in approaches to learning and working as well as the presence of women within these contexts.

The **STEAM** professions will be key and decisive in the construction of this new reality, where the **presence of women** in particular and **embedding feminine consciousness** in general are essential components.

Only in this way will we be able to build common and shared spaces that are **more humane and more intelligent**.

Description of the project



Source: Kidd, D. 2019. Unsplash.

Our **zeitgeist** is currently defined by our existence in the **virtual realm**, which :

- is a **globally-accepted** necessity for our **digital economy**
- has **transformed** perceptions and approaches to **education and business**.

BUT this realm also:

- is concomitant with **tangible "disconnections"** from our **physical reality**
- has consequences of **qualitative distancing** from intimacy with others and our own **inner wisdom**.

A **new model of 'intelligent reality'** needs to be constructed; that which:

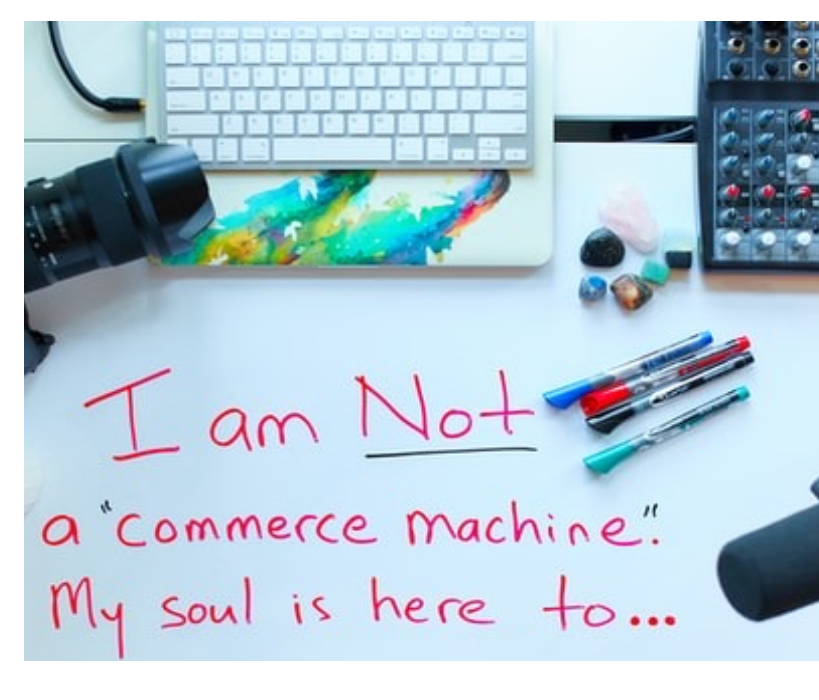
- recognises the value of **feminine consciousness** as **emotive and intuitive knowledge** in learning and working
- mobilises **university-enterprise associations** for more creative and 'connected' spaces in the physical and intimate realms of being.

Advancing the integration of emotive and intuitive intelligence as a fundamental quality of **creative thinking and feeling with science and technology** is critical to:

- our **understandings and behaviours** within the global economy
- endow us with a greater **humanity**.

It is now vital to **raise the collective "conscience" on the gender dimension** in order to **increase**:

- awareness of the essential value of **"feminine consciousness"** as an inherent part of 'being'
- the inclusion of women in academia, scholarship, and industry in the **STEAM professions**.



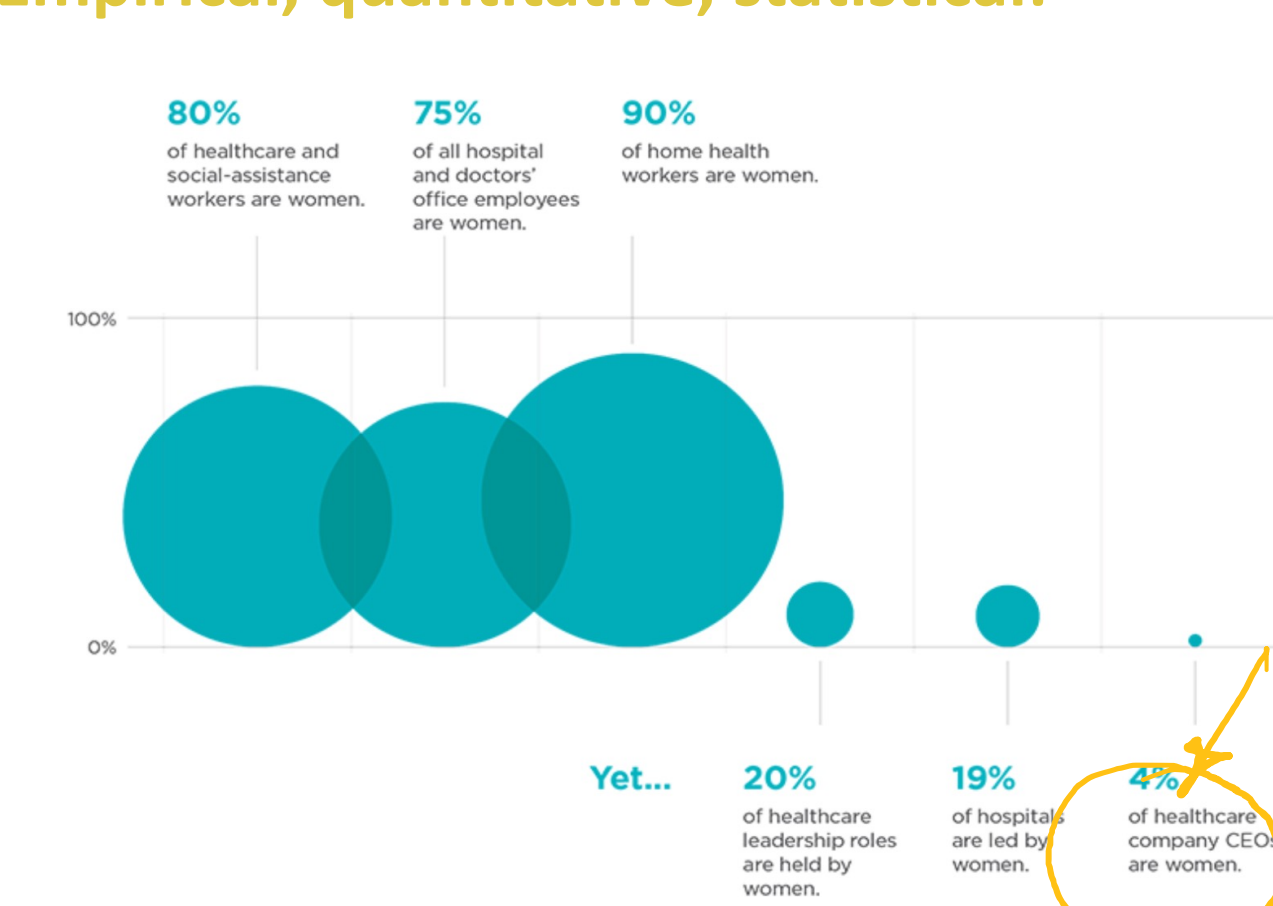
Source: Bashar, D. 2020. Unsplash.

Materials and Methods

Integrative and coordinated approach to data collection and analysis:

- theoretical and empirical investigations
- qualitative and quantitative
- interpretative and statistical investigation

Empirical, quantitative, statistical:



Source: Korn Ferry Institute. 2020 Women in the Healthcare. From the ER to the C-suite Fuente

In strongly feminized sector such as health, the presence of women is not a determining factor in the occupation of positions of C-suit responsibility. (Only 4% are CEOs). In Spain there are only two female managers among the top 10 hospitals (Merco) Source: MRS (2019). However, the participation of women in the IBEX boards has grown by 17 percentage points (Spain2020, Instituto de la Mujer).

Theoretical, qualitative, interpretative:

Emotively-orientated sensory methodology

way of feeling and knowing: existential essences of awareness, atmospheres, and imagination as triadic interconnectedness.



Inner-sensory perception offers ontological and epistemological means for investigating, measuring, and developing holistic intelligence.

Source: Rambhoros, M. 2019. Journeys through our Inner Geographies. UPF, Barcelona.

Segregation in education and labour market	W	M	EU 28	ES
ICT graduates (% 2018) ①	12%	88%	20.1%	79.9%
ICT specialists (15+, % 2019) ②	17.1%(s)	82.9%(s)	17.7%(s)	82.3%(s)
Scientists and engineers in high-technology sectors (25-64, % 2019) ③	27.5%	72.5%	20%	80%
Working in ICT				
ICT at work and activities performed (16-74, % 2018) ④	31%	35%	37%	42%

Source: Gender Equality Index 2020.Spain. EIGE

Employability, employment levels, unemployment and salaries are not equal. In Spain there is still a clear deficit of women graduates in ICT. With constant but insufficient growth, the deficit of women scientists in high technology, closes possibilities in the short term to a diverse and sustainable virtual reality.

Results

The theoretical results of qualitative studies on **holistic intelligence** reveal the critical place of **emotive and intuitive knowledge** needed for a balanced and supportive life, for individuals and the collective:



Source: Prado, M.P. 2020. Unsplash

- **thinking-feeling** (Peter Adey)
- **contemplative feeling** (Bhushan and Garfield)
- **comradeship of intellect and intuition** (Radhakrishnan and Moore)
- **universal substance** (Alvar Aalto)
- **indefinable essence or core of being** that lives deep in the sensibilities (Clare Cooper Marcus)
- **sixth unifying sense** (Juhani Pallasmaa)
- **life-force** (Henri Bergson)

HOWEVER, the empirical results of quantitative studies on actual **workplace trends** suggest otherwise:

- **Emotional intelligence** (intentionality) is being **ignored**, which will have a negative impact on creativity and innovation.
- **Artificial intelligence** is setting trends that are **not always inclusive**. Algorithms are **binary** and clearly **masculinized**.
- **STEAM** is a reality in which **women are not sufficiently present**.
- Statistical information that is not updated and based on **homogenized indicators** present 'distorted' fairness.

Conclusions



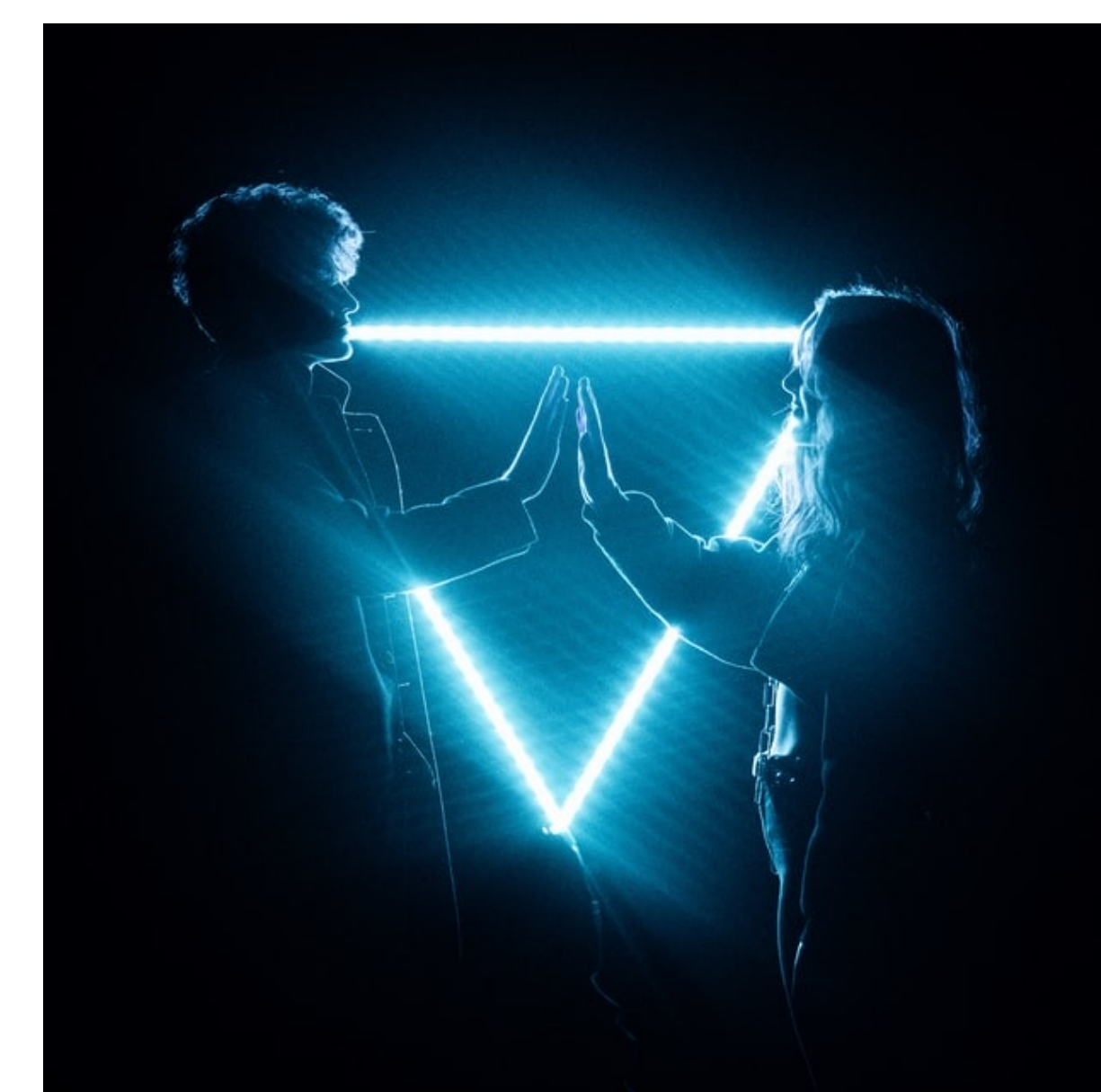
Source: Dziedzic, M. 2020. Unsplash

The research describes **our existing reality**:

- The existence of **differentiated** - albeit subtle - **patterns of treatment based on gender**.

Our findings suggest a **projected future reality**:

- A **holistic ecosystem** is needed if we really want transform our reality.
- A **door to creativity** is left open, emphasizing the need for **inclusive** spaces and dimensions to create holistic scenarios in the new virtual reality.
- The State, the family, the school, the company, are vital **participants** in making gender sustainable and inclusive.
- The **STEAM woman** is the necessary **protagonist** of present and future reality, in terms of positioning in science (in a broad sense) and its projection in the digital ecosystem in particular.
- In this context, **STEAM professions** represent the future, and in them **feminine consciousness**, which must have a real and decisive presence in bringing holistic **"connections"** within our virtual reality and digital economy.



Source: Buscher, N. 2020. Unsplash