

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: Kjidd, D. 2019. Unsplash.



Source: Bashar, D. 2020. 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**.

Materials and Methods

Integrative and coordinated approach to data collection and analysis:

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

Theoretical, qualitative, interpretative:

Emotively-orientated sensory methodology

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

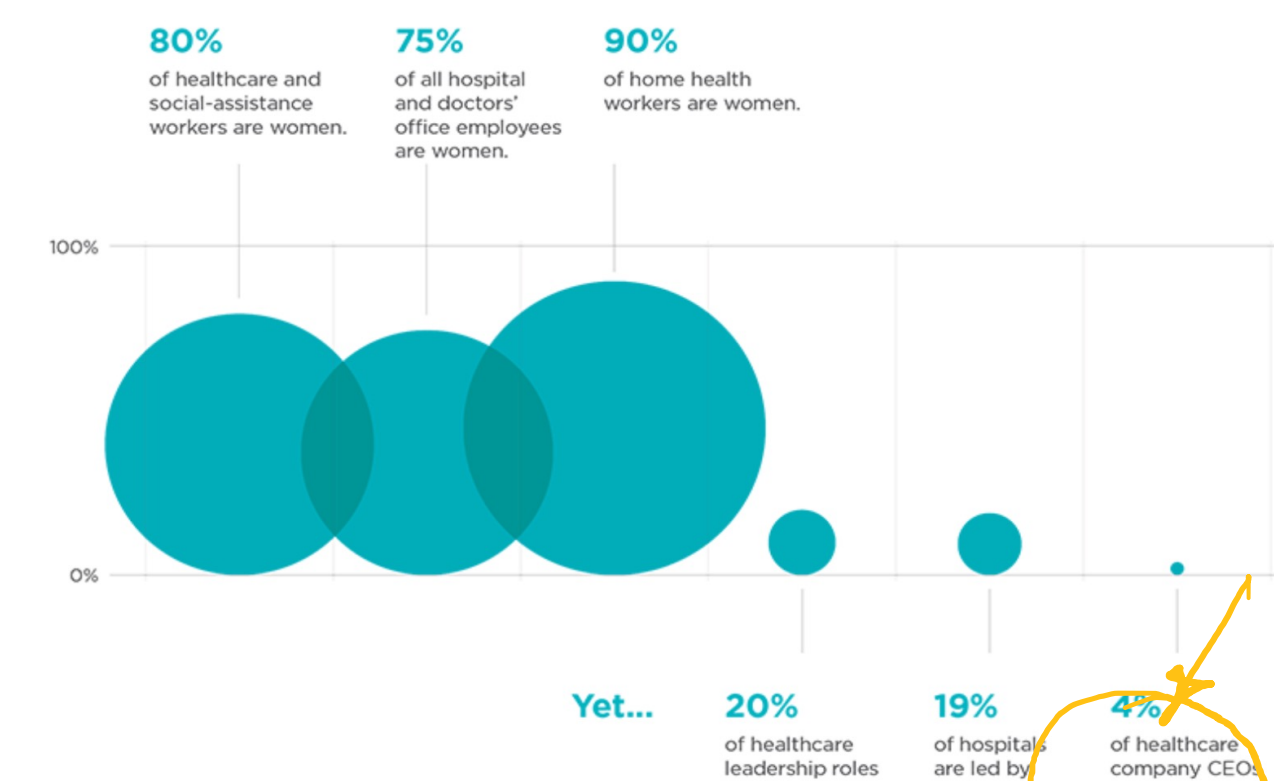
Inner-sensory perception offers ontological and epistemological means for investigating, measuring, and developing holistic intelligence.

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

Segregation in education and labour market	W	M	EU 28	
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

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).

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:



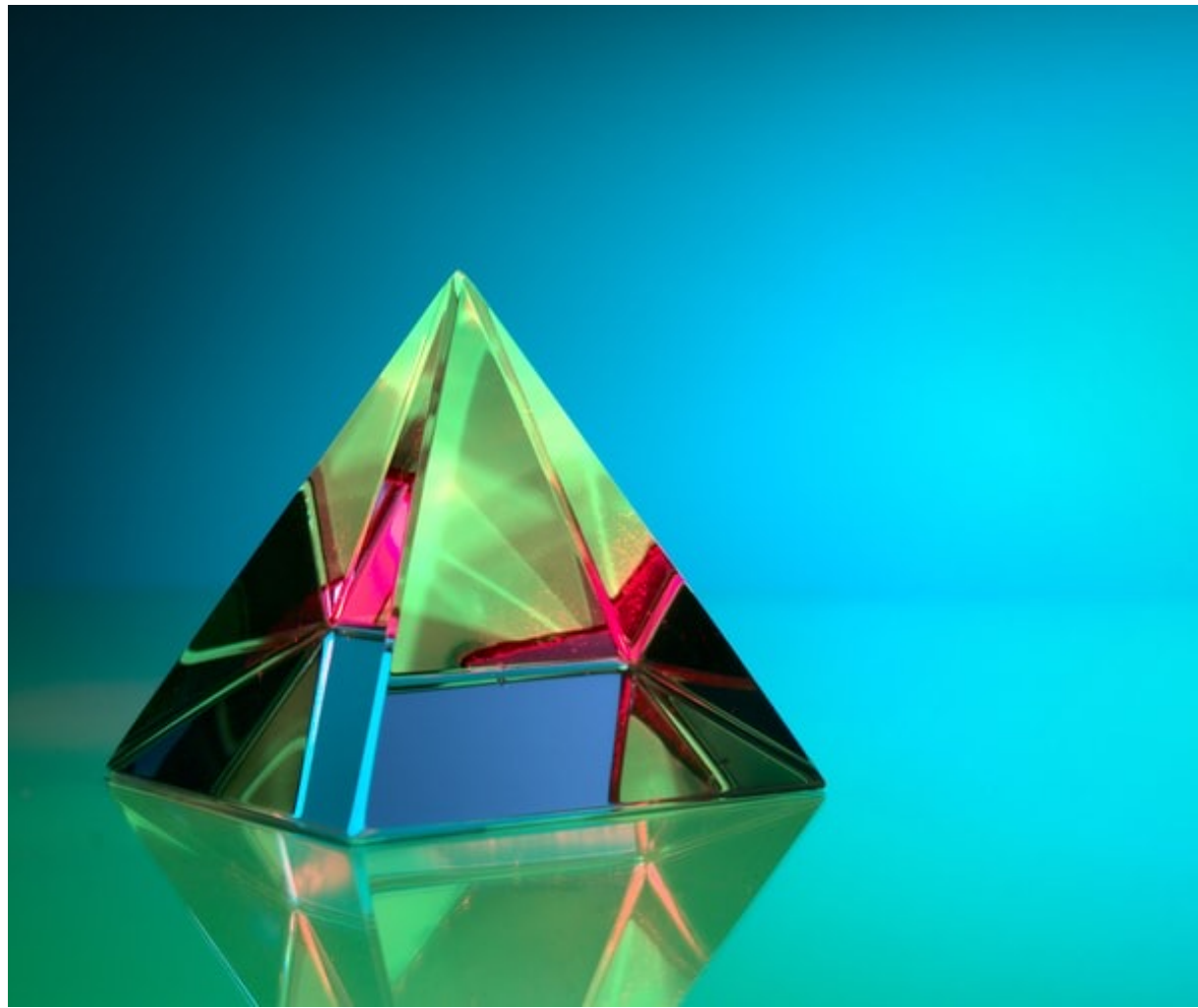
Source: Prado, M.P. 2020. Unsplash

- **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)

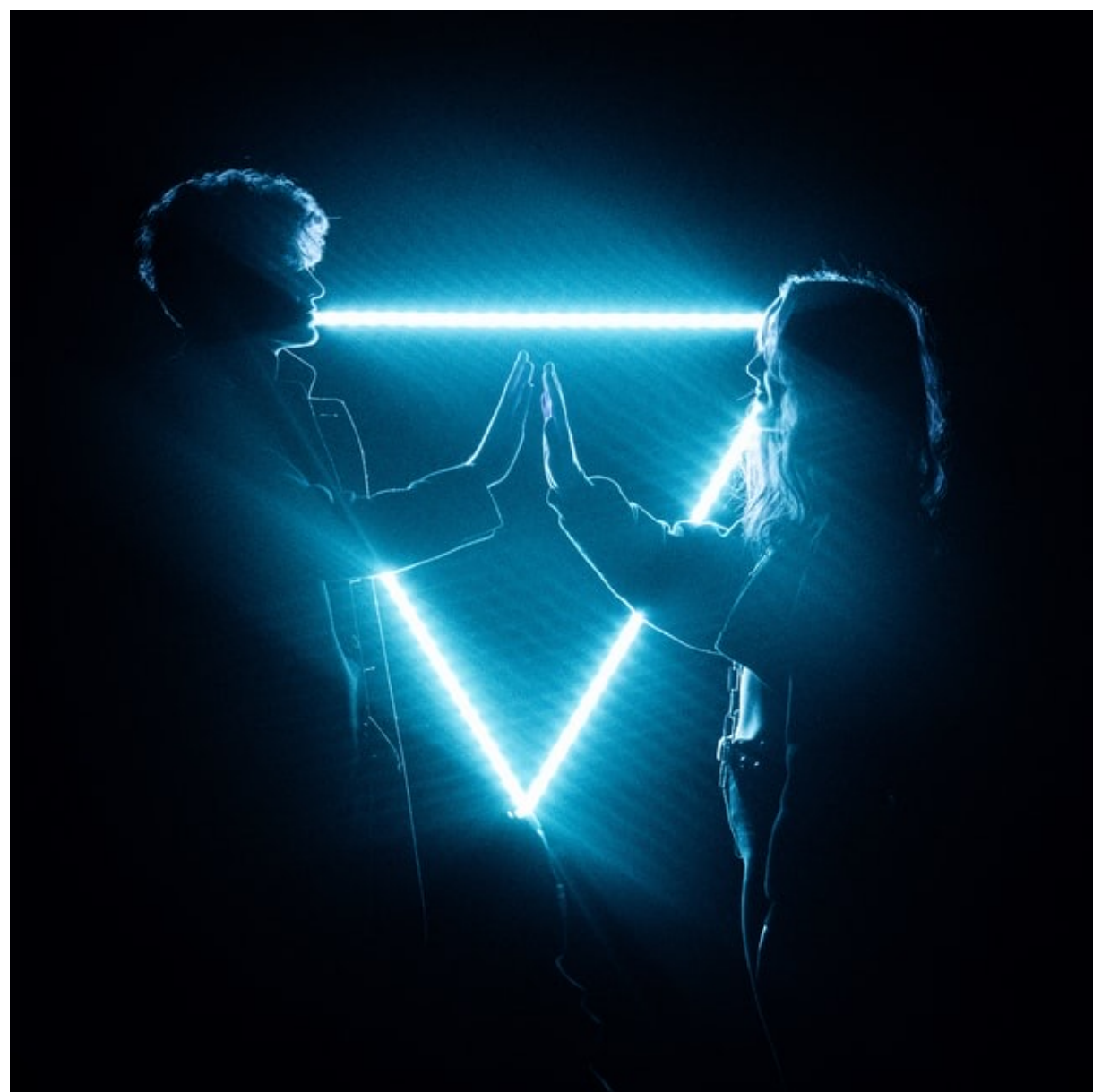
HOWEVER, the empirical results of quantitative studies on actual **workplace trends** suggest otherwise:

- **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



Source: Buscher, N. 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.