

Exploring How Corporate Social Responsibility Achieves Gender Equality in the Workplace from the Perspective of Media Image

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Abstract. The importance of corporate social responsibility (CSR) in promoting gender equality in the workplace is increasingly recognized. This study aims to comprehensively explore the role of CSR in achieving workplace gender equality through media image and representation. Methodologically, the study employed a literature review approach, analyzing existing research and scholarly works related to CSR, gender equality, and media influence. The findings of this study underscore the pivotal role of CSR in driving gender equality within workplaces. Media portrayal and corporate initiatives are shown to have a significant impact on shaping public perceptions and expectations regarding gender equality efforts by organizations. The analysis revealed that media strategies, collaborations, and advocacy contribute to fostering a supportive environment for gender equality initiatives and enhancing corporate image. However, it is important to acknowledge limitations such as the potential for media bias and the complexity of cultural influences on gender perceptions. The study also highlights the need for further empirical research to enhance the understanding of the dynamics between CSR, media, and gender equality. In conclusion, this study highlights the substantial contribution of CSR in promoting gender equality in workplaces, with media acting as a powerful catalyst for change. The study suggests that a collaborative approach between organizations, media, and policymakers is pivotal in driving long-lasting change. Future research directions could delve deeper into cross-cultural analyses and explore the effectiveness of specific media strategies in different contexts.

Keywords: Corporate social responsibility; gender equality; media influence; workplace; collaboration.

1. Introduction

In the context of globalization, businesses are no longer seen solely as economic entities but are also expected to address and contribute to solving social issues. Corporate Social Responsibility (CSR), as a comprehensive business concept, has gradually become an important way for organizations to fulfill their social mission. Among the many social issues, gender equality has become increasingly prominent, especially in the workplace. This issue is not only a matter of social fairness and justice but also closely linked to the reputation and media image of companies.

Gender equality is not just a matter of morality but also an economic wisdom. Research has shown that teams with gender diversity perform better in terms of creativity, innovation, and problem-solving abilities. However, despite some progress, gender inequality still exists globally. In many industries and companies, women still face unfair treatment in terms of promotion opportunities, salary, and career development. This inequality not only deprives women of their rights but also limits the development potential of society as a whole. Therefore, achieving gender equality in the workplace through CSR activities has become a pressing issue.

The practice of corporate social responsibility goes beyond compliance with laws and regulations; it is a proactive initiative to give back to society. Gender equality, as part of CSR, is not only to meet societal expectations but also driven by a steadfast belief in fairness and justice. Many companies

create a fair and inclusive work environment by implementing gender equality policies, establishing fair recruitment and promotion mechanisms, and providing equal training and development opportunities. These measures not only contribute to improving employees' work experience but also enhance the performance and innovation capabilities of companies.

At the same time, the media image of companies plays a crucial role in shaping the concept of gender equality. The media image serves as a window for companies to communicate with the external world and an important means for the public to understand corporate culture and values. Through media channels, companies can convey the values of gender equality, emphasize their commitment to diversity, and showcase the positive roles and achievements of women at various levels within the organization. This positive media image not only helps establish the social reputation of companies but also attracts more talented women to join, injecting new vitality into the long-term development of companies.

When shaping the media image, it is important to avoid mere false advertising or formalistic practices. The public's expectations of companies are increasingly high, and they want to see substantial changes rather than just superficial glamour. Therefore, when conveying the values of gender equality, companies need to ensure that their internal policies and practices align with their media image. Only through genuine efforts and changes can companies earn public recognition and respect.

This study aims to comprehensively explore how corporate social responsibility contributes to achieving gender equality in the workplace through the lens of media image. It adopts a literature review approach, analyzing existing research and academic works related to CSR, gender equality in the workplace, and media influence. Through comprehensive analysis of relevant literature, it examines the role of CSR in promoting gender equality in the workplace, with a particular focus on the impact of media image and expression in this process.

The paper will transition from analyzing the issue of gender equality in the workplace to exploring how media image influences the implementation of corporate social responsibility in achieving gender equality. Finally, it will delve into the future development direction of corporate social responsibility.

2. Problem Analysis of Workplace Gender Equality

Gender equality issues have emerged since the industrial revolution. With the advancement of industrialization in the late 19th century, women began to enter the workforce, breaking the traditional dominance of men in professional fields. However, despite the positive changes brought about by the participation of women in the labor force in many aspects, issues such as wage gaps and unequal promotion opportunities between men and women have long existed.

The current phenomenon of gender inequality can be interpreted from several perspectives. Wage gap, as a prominent aspect of gender inequality, still widely exists in many professional fields from the late 19th century to the present [1]. This issue manifests itself on various levels, such as employment opportunities, career choices, and salary treatment, continuously affecting the status and development of women in the workplace. Although differences in education and experience can sometimes explain part of the wage gap, numerous studies have shown that even after controlling for these factors, gender remains one of the main explanatory factors for the wage gap. This wage gap issue is first manifested in women's career choices. Some studies have found that women are underrepresented in certain occupational fields that often have strong reliance on traditional gender roles and social expectations. For example, STEM (science, technology, engineering, and mathematics) fields still predominantly favor men in technical and engineering directions, while social service fields such as education and nursing are predominantly female. This imbalance in career choices leads to wage gaps in different fields, as certain fields generally have lower salary levels. Furthermore, even within the same occupational field, women still face significant inequality in salary treatment. Research has shown that even when women and men have similar educational and

experiential backgrounds, women's salaries are often lower than men's [2]. This phenomenon is known as the "unexplained gender wage gap," where gender continues to have an impact on wages even after controlling for factors directly related to work. For example, even in the legal industry, which demands strict qualifications, female lawyers often earn less than their male counterparts [2]. The causes of this problem are complex and diverse. To achieve gender equality, it is necessary to fundamentally address this issue, including promoting diversity in career choices, eliminating gender stereotypes, improving wage transparency, and enhancing salary negotiation mechanisms.

Promotion opportunities, as another significant aspect of gender inequality, continuously affect women's career development and status in the workplace, particularly in leadership and executive positions [3]. This issue is particularly pronounced in the process of workplace advancement, which is not only related to promotion mechanisms but also intertwined with long-standing gender biases and stereotypes. The problems women face in workplace promotion are evident on multiple levels. Firstly, even when women are on par with men in terms of education and experience, they generally have fewer opportunities and lower salaries when it comes to promotion. In the United States, the proportion of women occupying CEO positions remains very limited, far below that of men. This gender inequality phenomenon exists in other fields and countries as well, resulting in a severe lack of representation of women in high-level positions in the workplace [4]. On the one hand, long-standing gender biases and stereotypes play a significant role in workplace promotion. Traditionally, leadership and executive positions have been seen as male domains, and this perception still remains deeply ingrained in many organizations.

Gender roles and expectations have profound impacts in the workplace. The occupational roles women play are constrained by social expectations and cultural norms, thereby affecting their status and salary treatment in career development. Gender roles and expectations first manifest in career choices. Certain occupational fields have traditionally been seen as more suitable for women, such as education and nursing, while others are seen as more suitable for men, such as technology and engineering. This notion leads to differences in compensation in different occupational fields. Studies have found that occupations considered more "feminine" tend to pay lower wages, while those considered more "masculine" receive higher rewards. People often evaluate a person's abilities and adaptability based on gender stereotypes, leading to gender divisions in occupational fields. Women are considered more suitable in more "feminine" occupational fields, while they may face greater resistance in more "masculine" fields. This perception also exists among employers and recruiters, influencing salary determinations and allocations.

Although many countries have implemented equal pay and opportunity laws aimed at addressing gender inequality issues, problems still exist at the enforcement level. This issue mainly manifests in inconsistent enforcement of laws and certain legal loopholes. While these laws aim to eliminate gender disparities, they often face challenges in practical implementation. This includes employers' understanding and compliance with legal provisions, as well as a lack of effective monitoring and enforcement mechanisms. Therefore, despite the existence of laws, gender inequality issues remain deeply rooted in the workplace, exerting ongoing negative impacts on women's career development and society as a whole. The key to addressing this issue lies in strengthening law enforcement, ensuring employers' compliance with legal provisions, and continuously improving and refining laws and regulations to adapt to the evolving workplace environment and the needs of gender equality [4].

3. The Influence of Media Image on the Corporate Social Responsibility to Achieve Gender Equality in the Workplace

3.1. The Gender Roles and Workplace Expectations Shaped by the Media

The media plays a crucial role in shaping gender roles and workplace expectations. Through channels such as television, movies, and advertisements, the media not only showcases the images of specific genders in the workplace but also reinforces society's stereotypical notions of the roles that men and women should play in professional domains. For instance, the media often portrays men as

leaders and decision-makers in the workplace while depicting women in supportive and auxiliary roles. This media portrayal influences people's perception of how gender should be expressed in the workplace, making the achievement of gender equality more challenging. Current research indicates that the media plays a key role in shaping gender roles and workplace expectations. Some studies focus on the impact of gender roles on workplace harassment. For example, Sun Meng and Cui Yibing's research in "Anti-Discrimination Review" suggests that the visibility of workplace harassment is related to society's stereotypical impressions of gender roles [5]. The media's promotion and shaping of gender roles can influence the perception of sexual harassment and the level of support for victims, thus affecting the visibility and resolution of the issue.

The media also plays a role in reporting women's rights issues. In an article by Li Yuan in "China Women's News," it is mentioned that media coverage of women's rights issues reflects society's understanding of the status and expectations of women in the workplace [6]. These reports reveal the challenges that women face in the workplace while also reflecting society's inherent notions of gender roles. This media coverage helps raise awareness of gender equality issues in society and prompts people to reexamine gender roles and expectations in the workplace. The attention that women in the workplace pay to employer "respect" and "recognition" also reflects the influence of media on gender role shaping. According to a report in China Women's News, women place more importance on an employer's respect and recognition when choosing an employer [7]. This indicates that media coverage and publicity about corporate image can influence women's expectations and choices regarding the workplace environment. Media reports on successful cases of women in the workplace may also encourage more women to courageously transcend the limitations of gender roles in pursuing career development. Additionally, the media also has an impact on the reflection of international gender equality standards. In a study of Legal Science, the feminist reflection on international standards of the right to work is explored, pointing out that these standards reflect the influence of the media on the status of women in the workplace [8]. The shaping and presentation by the media can influence the formation and development of international gender equality standards, thereby affecting the international community's understanding of gender roles and workplace expectations.

3.2. Impact on Public Perception of Companies

The media not only influences people's perception of gender roles but also directly impacts the public's perception of companies. The portrayal of companies in the media, particularly in relation to gender equality issues, can influence the public's perception of a company's social responsibility. If a company is revealed to have gender discrimination or unfair treatment in the media, its image and reputation may suffer negative consequences. Conversely, if a company actively promotes gender equality values in the media and implements them in its operations, it can establish a positive media image and enhance public recognition of its social responsibility.

Li Jinfeng explored the transformation of the post-war Japanese women's housewife model [9]. The study shows that the stereotypical presentation of women's roles in the media, such as emphasizing their role in the family, can influence the public's perception of companies. In such cases, if a company fails to demonstrate attention and efforts towards gender equality in the workplace, it may be seen as lacking social responsibility, creating a negative image among the public. Han Ningping discussed gender equality and gender dividends [10]. The research indicates that companies that make efforts to promote gender equality and receive positive media coverage often gain more social recognition and support. This reflects the influence of media shaping on the company's image. As a platform for information dissemination, the media transmits a company's gender equality practices to the public, influencing the public's perception of the company and subsequently affecting its market reputation. Zhang Linghan focused on gender inequality in labor on sharing economy platforms [11]. The study suggests that media exposure of gender inequality issues triggers public attention to a company's social responsibility [11]. Media reporting on a company's gender inequality can lead to public dissatisfaction and negative evaluations. Conversely, media promotion of a

company's efforts towards gender equality can enhance its social image and increase public identification with the company.

3.3. Media as a Platform for Advocating Gender Equality

The media can also serve as an important platform for advocating gender equality. By promoting gender equality concepts through various media channels, companies can increase the visibility of gender equality issues and guide society to pay attention to this problem. Companies can utilize advertising, social media, promotional activities, and other means to convey positive messages, emphasize their commitment to diversity and equality, and encourage collective efforts to eliminate gender inequality in the workplace. Such efforts not only contribute to improving a company's media image but also play an active role in promoting gender equality.

Gao Wei studied the influence of perceived corporate social responsibility and organizational identification on employees' organizational citizenship behavior [12]. The research shows that as an information dissemination channel, the media can convey a company's gender equality practices to the public. If a company actively advocates gender equality in the media, demonstrating its attention and commitment to gender equality, it can enhance employees' organizational identification with the company. This, in turn, motivates employees to participate more actively in organizational citizenship behavior and promotes gender equality [12]. Zhao Qi pointed out in "China Social Sciences News" that media coverage of gender inequality issues in the workplace helps raise public awareness of gender equality issues and prompts companies to pay more attention to gender equality practices [13]. This reflects the role of the media as a platform for advocating equality. When the media promotes a company's gender equality efforts to the public, the company will face more supervision and pressure, thereby being motivated to take more measures to promote gender equality.

Cheng Cheng, Wang Yixuan, and Yao Yuan focused on gender inequality in workplace engagement and its impact [14]. They mentioned that media attention to gender inequality issues can trigger society's expectations of gender equality from companies. If a company advocates gender equality through the media, it helps to gain public support and recognition. This recognition can translate into positive evaluations and support for the company, thereby influencing its image and reputation. Leslie A. Jacob et al. discussed distributive justice, equal opportunity, and gender inequality in the workplace in the *Yuelu Law Review* [15]. The research suggests that as a communication platform, the media has the ability to convey a company's commitment and practices regarding gender equality. Through the media, companies can demonstrate their attention to gender equality to the public, enhance public recognition of their social responsibility, and promote social consensus and action on gender equality.

4. Development Direction of Corporate Social Responsibility

4.1. Media Education and Promotion

In response to the role of the media in shaping gender roles and influencing corporate image, companies can utilize media channels to conduct gender equality education and promotional activities. By creating promotional videos, feature reports, and other content, companies can introduce their internal gender equality policies and practices, as well as showcase successful cases of women in leadership positions. This can help change public perceptions of a company's efforts towards gender equality, strengthen the company's image in the field of gender equality, and also contribute to promoting societal awareness of gender equality.

Hua Qiangsen conducted research on gender equality in the workplace and highlighted the role of the media in promoting gender equality [16]. The study noted that media education and promotion can alter public perceptions of gender roles and raise social awareness of gender equality. If the media tells stories of women breaking free from household chores and advocates for gender equality, it can influence societal views on gender equality. This demonstrates that the media, as an educational platform, can drive the development of corporate social responsibility towards gender equality.

Xiang Dong explored the legalization of corporate social responsibility from a social gender perspective [17]. The study emphasized the role of the media in promoting corporate social responsibility. As an information dissemination channel, the media has the ability to convey a company's gender equality practices to the public. Media coverage of a company's efforts towards gender equality can attract societal attention, prompt companies to pursue gender equality more actively, and fulfill their social responsibility. Media promotion can also enhance positive public evaluations of companies, encouraging them to further advance gender equality practices.

4.2. Media Strategy and Brand Building

Companies can develop clear media strategies to promote the values of gender equality. In advertisements and promotional activities, they can highlight their commitment to gender equality, showcase diverse work environments, and highlight the successful performance of women in various positions. By shaping a positive media image, companies can gain public recognition and respect, attract more talented women to join their workforce, and ultimately achieve gender equality in the workplace.

Fallah Shayan conducted research on gender equality in the workplace and mentioned the influence of media strategy and brand building on corporate social responsibility [18]. The study noted that as a communication channel, the media allows companies to utilize media strategies to promote their gender equality policies and practices, and establish a positive corporate brand image. By emphasizing a company's commitment to gender equality in the media, companies can shape a positive brand image, gain public recognition, and influence employees and society's perceptions and evaluations of corporate social responsibility.

Le, T. T explored the demand for and strategies to establish mechanisms to prevent and address workplace sexual harassment [19]. The study emphasized the role of the media in promoting a company's efforts to prevent gender inequality. If a company establishes mechanisms to prevent workplace sexual harassment and promotes them through the media, it will impact employees' and the public's perceptions of the company. Media coverage helps shape a company's brand image, demonstrating its attention to gender equality issues, and highlighting its active fulfillment of social responsibility.

4.3. Media Collaboration and Advocacy

Companies can collaborate with the media to communicate messages of gender equality to society through various forms. By consistently emphasizing the importance of gender equality in the media, companies can reach a wider audience, promote societal attention to gender equality, build consensus, and drive policy and environmental improvements. Arrigo, E conducted research on the legal response to gender discrimination in the workplace in China [20]. The study highlighted the influence of the media in exposing workplace gender discrimination. Media coverage of cases and situations of gender discrimination in the workplace has sparked societal attention to gender equality issues and prompted companies to pay more attention to gender equality. If companies collaborate with the media to advocate for gender equality, it will contribute to the development of corporate social responsibility and the achievement of gender equality in the workplace.

Di Vaio and others conducted research on gender equality in power-based workplaces [21]. The study emphasized the impact of media collaboration and advocacy on the perception and resolution of gender equality issues in the workplace. As an information dissemination platform, the media can report on companies' efforts in gender equality and advocate for a fair workplace environment. Media collaboration can help companies communicate messages of gender equality, stimulate societal attention and discussion, and ultimately promote the realization of gender equality.

Sharma and others discussed the unfinished issue of gender equality in a paper presented at the Chinese Sociological Association conference [22]. The paper emphasized that the media, as a platform for advocating equality, has the ability to influence public perception of gender equality issues. If companies collaborate with the media to advocate for gender equality, it will impact

employees' and society's perceptions of the company, encouraging companies to actively promote gender equality practices.

5. Conclusion

The potential and importance of corporate social responsibility in promoting gender equality in the workplace cannot be overlooked. With the progress of time and changing societal norms, gender equality has become one of the important goals of social development. However, achieving true gender equality requires collaborative efforts from multiple perspectives, and corporate social responsibility is one of the key factors in this endeavor. Historically, gender inequality has persistently existed in the workplace and society. Women have faced issues such as wage gaps, limited promotion opportunities, and gender role stereotypes in many professional fields. However, as society has progressed and mindsets have shifted, an increasing number of companies have recognized the importance of gender equality for their sustainable development. Corporate social responsibility is no longer limited to the economic aspects but also includes responsibility towards society and the environment, with promoting gender equality becoming one of the social responsibilities that companies should fulfill.

Existing research has delved into the role of corporate social responsibility in promoting gender equality in the workplace. The influence of the media, wage gaps, limitations in promotion opportunities, gender role stereotypes, and other issues have been examined. These studies indicate that companies can have a positive impact by shaping media images, establishing gender equality policies, and providing equal promotion opportunities. Corporate social responsibility not only helps improve gender equality within the organization but also contributes to establishing a positive image of the company in society, attracting top talent, and enhancing employee satisfaction and loyalty.

Achieving gender equality in the workplace remains a complex task that requires more empirical research and collaboration. From media education and advocacy to strategic branding and collaboration, the development of corporate social responsibility holds immense potential in promoting gender equality. Collaborating with the media to advocate for gender equality will help raise societal awareness of gender equality issues and encourage more companies to join the efforts towards gender equality. Additionally, companies can integrate the concept of gender equality into their strategic planning and brand development, emphasizing their commitment to employee diversity and equal opportunities, thereby shaping a positive corporate image among the public.

Overall, this study demonstrates the significant potential of corporate social responsibility in promoting gender equality in the workplace. However, for further enhancing the effectiveness of research and practice, future studies can explore cross-cultural research to gain deeper insights into the attitudes and implementation of corporate social responsibility in promoting gender equality in different cultures and regions. This will help understand the cultural variations and their impact on gender equality in specific contexts, providing guidance for the development of cross-cultural strategies and measures.

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