

ROLE OF WOMEN EMPLOYEES TOWARDS INVESTOR ANALYSIS IN THE POST-PANDEMIC ERA

Dr. S. Vijayalakshmi¹, Raman Tirpude², Dr. Vishal Waman Wagh³, Madhukar Saxena⁴,
Dr. Gadekar Deepak Janardhan⁵, R. Kamali⁶

¹Associate Professor in Corporate Secretaryship, Bharathidasan Government College for Women Puducherry -605003

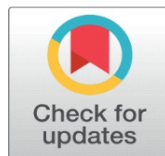
²Assistant Professor, Department of Management, Maharashtra National Law University, Nagpur- 441108

³Assistant Professor, Department of MBA (Management), S. B. Patil Institute of Management, Near Akurdi Railway Station, 411044

⁴Assistant Professor, Department of Management and Commerce, Rakshpal Bahadur Management Institute, Bukhara Mode, Budaun Road, Bareilly, U.P – 243001

⁵Assistant Professor, Department of Geography, Padmashri Vikhe Patil College of Arts, Science & Commerce, Pravaranagar, Tal- Rahata, Dist-Ahmednagar, Loni, 413713, M.S, India

⁶Assistant Professor, Department of CSE, Knowledge Institute of Technology, Salem, Tamilnadu-637504



Corresponding Author

Dr. S. Vijayalakshmi,
viji610@gmail.com

DOI

[10.29121/shodhkosh.v5.i6.2024.1977](https://doi.org/10.29121/shodhkosh.v5.i6.2024.1977)

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Copyright: © 2024 The Author(s). This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

With the license CC-BY, authors retain the copyright, allowing anyone to download, reuse, re-print, modify, distribute, and/or copy their contribution. The work must be properly attributed to its author.

ABSTRACT

The post-pandemic era has prompted significant changes in the global workforce, with a notable impact on women employees. This paper examined the role of women employees in shaping investor analysis, focusing on how gender diversity influences corporate performance, investment decisions, and long-term value creation. Women employees, particularly in leadership roles, contribute to organizational resilience, innovation, and sustainability. By assessing the role of women in the workforce and their influence on investor sentiment, this study highlights the interconnectedness between corporate diversity and financial growth in the post-pandemic context. The main objectives are to understand the role of gender diversity in corporate performance, governance, and long-term value creation. The selection of a research strategy is a crucial step in the research design process, as it dictates how relevant data for the study will be collected. The study utilized both primary and secondary data sources. Primary data was obtained through a questionnaire distributed via Google Forms, completed by a group of respondents. In addition, to build the theoretical and analytical framework, secondary data was sourced from various books, published materials, newspapers, journals, and websites. A sample size of 100 women was selected from an unlimited population. The researcher employed a random sampling method to choose the participants.

Keywords: Post-Pandemic Workforce, Women Employees, Investor Analysis, Gender Diversity, Corporate Governance, Leadership Roles, Investment Strategies, Sustainability and Long-Term Value Creation



1. INTRODUCTION

Women workers have encountered distinctive obstacles and possibilities in the changing workforce, alongside other impacted groups. The paper explores the convergence of investor analysis and the impact of women workers in the post-pandemic era, emphasizing changes in investment patterns, corporate inclusivity, and gender relations. A significant number of firms, especially those in the hotel, tourist, retail, and aviation sectors, were compelled to close or function with very restricted operations. Consequently, there was a significant increase in job cuts and unemployment rates,

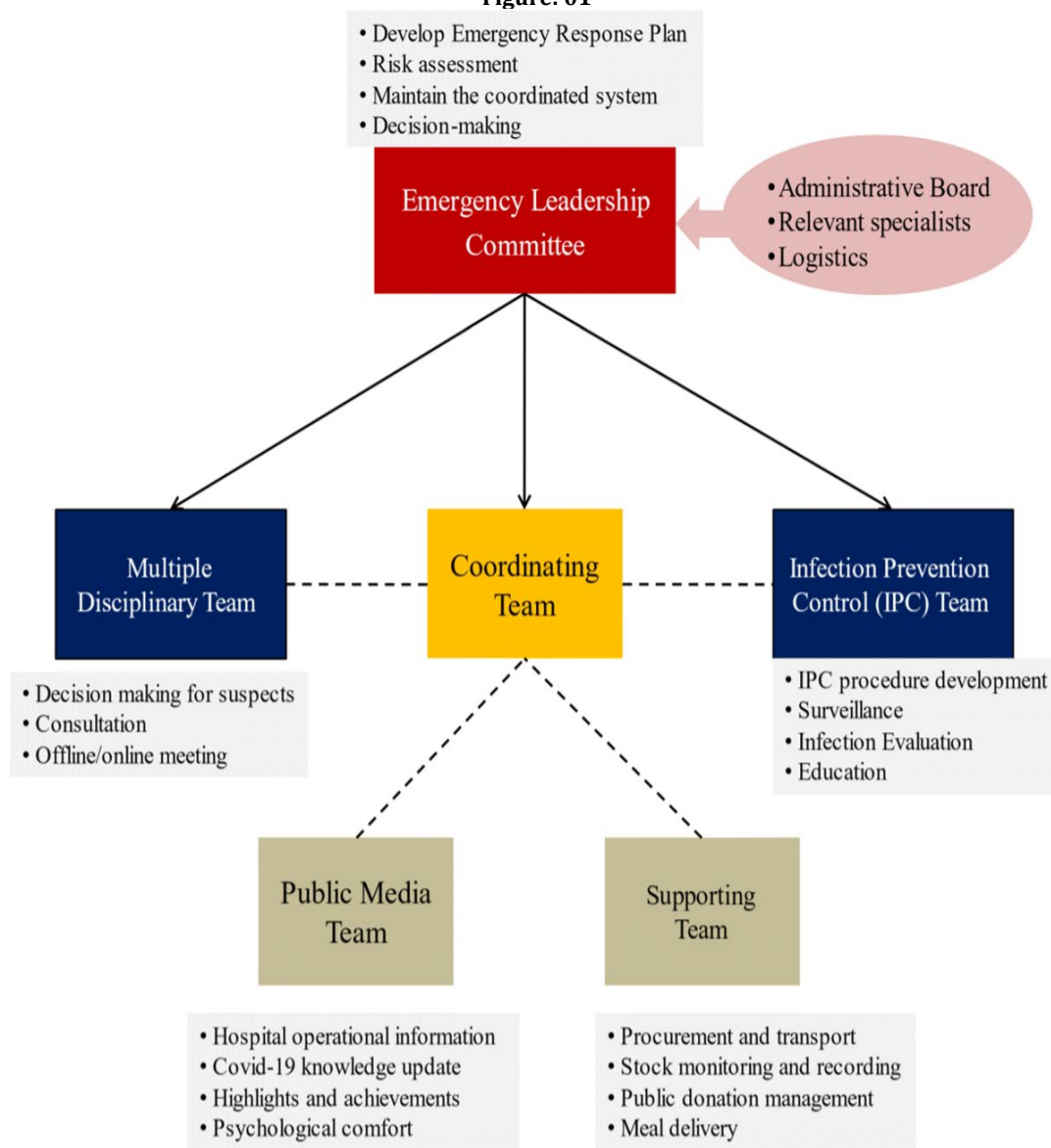
resulting in the loss of millions of jobs worldwide. These disruptions had an effect on several sectors, ranging from automotive to consumer electronics. The financial markets reacted to the uncertainty by experiencing substantial volatility, leading to substantial drops in global stock markets in the first months of the epidemic. Investors had the challenge of dealing with volatile changes in demand, adjustments in consumer behaviour, and shifting prices of commodities, notably a significant drop in oil prices in April 2020. Central banks and governments used emergency budgetary measures in order to stabilize their economies. Authorities implemented stimulus packages, providing economic assistance to both companies and people in order to alleviate the impact of the epidemic. Nevertheless, the effect on different industries was not uniform. The technology, healthcare, and e-commerce sectors saw substantial expansion due to the rapid advancement of digital transformation and the increased demand for online services, medical supplies, and pharmaceutical items. The rise of remote working has led to the growth and acceptance of digital platforms that facilitate virtual communication. Online retail giants like Amazon and Alibaba flourished as customers progressively shifted towards digital buying, while technology businesses such as Zoom and Microsoft saw a surge in demand for their remote communication products. The workforce saw significant changes, characterised by a heightened emphasis on automation and digital transformation. Companies who were hesitant to embrace digital technologies before the epidemic were compelled to expedite their transition to automation, artificial intelligence, and internet platforms in order to adjust to the changing circumstances. In addition, women saw a rise in care giving obligations due to the closure of schools and childcare facilities, which further impeded their capacity to stay employed. The epidemic has revealed and exacerbated pre-existing gender disparities, resulting in a significant number of women being compelled to exit the labour sector entirely, so jeopardizing the advancements made over many decades in achieving gender parity.

2. BACKGROUND OF THE STUDY

The epidemic also exposed significant disparities, notably in terms of its effects on women and marginalized people. Moreover, women had to manage additional care giving obligations as a result of school closures, which exacerbated the burden on working moms. The current situation has emphasized the need for more robust policies that promote gender inclusivity, especially as the global economy aims to regain stability and growth. The epidemic worsened pre-existing vulnerabilities in emerging markets and underdeveloped economies. Numerous impoverished nations had significant economic downturns, exacerbated by inadequate healthcare infrastructure and financial resources to address the epidemic and its subsequent economic consequences. Countries were heavily indebted, leading to their dependence on foreign assistance and debt reduction initiatives. The worldwide economic recuperation, albeit in progress, continues to be inconsistent. Developed economies have seen a quicker recovery mostly because they had early access to vaccines and received strong financial assistance. In contrast, many underdeveloped nations are still facing challenges including as weak vaccination rates and limited access to economic aid. The current worry is around the lasting effects of the pandemic on global commerce, labour markets, and business strategy. COVID-19 fundamentally transformed the worldwide economy by revealing inherent vulnerabilities and compelling governments, corporations, and investors to reconsider conventional strategies for handling crises, promoting sustainability, and fostering inclusion. As countries reconstruct, the epidemic acts as a clear indication of the interdependence of economies and the need for worldwide collaboration in tackling forthcoming difficulties.

3. ECONOMIC DISRUPTIONS AND WORKFORCE CHANGES

The COVID-19 pandemic resulted in significant economic disruptions on a worldwide scale, which in turn brought to substantial transformations in the workforce. A multitude of employees worldwide experienced job loss or saw decreased working hours, as enterprises grappled with the challenge of staying afloat. In 2020, the International Labour Organisation (ILO) reported that the pandemic caused a staggering disruption to the worldwide workforce, leading to the loss of around 255 million full-time employments. A notable transformation occurred with the transition to remote work. With the implementation of social distancing and lockdown measures, organisations in many industries swiftly implemented work-from-home policies. This change gave rise to a novel digital workplace paradigm, as firms were significantly dependent on technology to sustain their operations. Industries such as technology, e-commerce, and digital services had significant expansion, whilst sectors dependent on physical presence incurred substantial losses. The advent of remote work has provided firms with the opportunity to decrease overhead expenses linked to physical office locations. However, it has also presented issues pertaining to employee engagement, cooperation, and maintaining a healthy work-life balance.

Figure: 01

4. GENDER DIVERSITY AS A VALUE PROPOSITION

Gender diversity has become an essential and valuable aspect for organisations in the period after the epidemic. Businesses are increasingly realizing that having a workforce that is diverse, particularly in terms of gender, is not only a social obligation but also a strategic benefit that immediately enhances financial performance, creativity, and organisational resilience. Investors are increasingly considering gender diversity when making decisions, since there is growing research that shows a beneficial link between diverse leadership teams and the generation of long-term value. Furthermore, the pandemic intensified several other types of inequality, in addition to gender differences. Individuals with low incomes and those in unstable employment saw a disproportionate impact from job losses and decreases in income. These workers, who often lack savings and social safety nets, experienced heightened financial vulnerability. A significant number of crucial workers, including those in the healthcare, delivery services, and grocery store sectors, were compelled to operate in hazardous settings without sufficient protective measures, resulting in heightened health hazards and stress. With the pandemic altering the global workforce, firms initiated a reassessment of their employment policies and work arrangements. There was an increasing focus on the welfare of employees, their mental health, and the use of flexible work schedules. Organisations also grew more cognizant of diversity and inclusion initiatives, acknowledging the significance of providing assistance to women and other marginalized groups in the labor market. The COVID-19 epidemic resulted in substantial workforce changes, including the widespread use of remote labor, digital

transformation, and the worsening of pre-existing disparities. In the wake of the epidemic, there is a growing emphasis among companies and governments on developing workforce structures that are more robust, inclusive, and adaptable.

1. **IMPROVED FINANCIAL PERFORMANCE:** Multiple studies have shown that organisations that possess a higher level of gender diversity, especially in leadership roles, often have superior financial performance compared to their less diverse competitors. Studies conducted by reputable organisations such as McKinsey & Company and Credit Suisse repeatedly demonstrate that firms with a greater representation of women in senior positions typically achieve higher levels of profitability, improved return on equity, and superior performance in the stock market. The primary reason for this is the fact that diverse teams provide a wide range of viewpoints and problem-solving methodologies, resulting in improved decision-making and a more thorough comprehension of the market. Amidst the aftermath of the pandemic, organisations that use a wide range of skilled individuals are seen as being more adaptable and competent in navigating economic disturbances.
2. **ENHANCED INNOVATION AND CREATIVITY:** Gender diversity in the workforce promotes an environment of creativity by cultivating a culture that values and encourages a wide range of perspectives, experiences, and ideas. When men and women interact, they may access a wider array of viewpoints, resulting in inventive ideas and pioneering initiatives. It is especially crucial in sectors such as technology, healthcare, and financial services, where innovation plays a vital role in gaining a competitive edge. Teams with a variety of backgrounds and perspectives are more capable of seeing possibilities, predicting client requirements, and creating goods and services that are attractive to a wider range of people. Amidst the pandemic-induced changes like digital transformation and the emergence of new business models, gender-diverse teams are demonstrating their worth as significant resources for enterprises. These teams often demonstrate more flexibility and receptiveness to novel concepts, enabling organisations to flourish in swiftly changing marketplaces.
3. **RISK MANAGEMENT AND RESILIENCE:** Companies that have leadership teams consisting of individuals from both genders tend to be more proficient in risk management and exhibit more resilience during times of crisis. Teams with a variety of backgrounds and perspectives are more inclined to see possible hazards from different viewpoints, resulting in the development of more thorough solutions to minimise such risks. The COVID-19 pandemic underscored the significance of resilience, and organisations with diverse leadership demonstrated greater adaptability to the crisis, successfully adjusting their operations and business models. Gender diversity in decision-making positions has been shown to enhance risk-adjusted returns in areas such as finance, where risk management is of utmost importance. The presence of women in leadership positions typically introduces diverse risk perspectives, which in turn enables organisations to make more well-rounded choices that take into account long-term sustainability.
4. **ATTRACTING INVESTORS AND TALENT:** Investors are progressively integrating gender diversity into their investment criteria, especially those emphasising Environmental, Social, and Governance (ESG) concerns. Gender diversity is considered an essential element of effective governance, and organisations that prioritise diversity are seen as being more accountable, moral, and progressive. Consequently, these firms have a tendency to draw in greater funding from socially aware investors, especially those that prioritise gender-lens investment. Moreover, firms that place importance on gender diversity are more inclined to recruit exceptional talent. Younger cohorts, specifically, are attracted to institutions that exhibit a steadfast dedication to inclusiveness and diversity. This facilitates the development of more robust teams, enhances employee contentment, and improves rates of staff retention.
5. **STRENGTHENING BRAND AND CORPORATE REPUTATION:** Gender diversity is a key advantage for company reputation and brand strength. Companies that advocate for gender equality and diversity are seen as socially conscientious, which may bolster consumer loyalty and attract a broader range of customers. Amidst a society where customers are becoming more conscious of the societal consequences of their buying choices, a company's dedication to gender diversity may set it apart from its rivals.

POST-PANDEMIC WORKFORCE TRENDS AMONG WOMEN

The workforce has seen substantial transformations in the post-pandemic period, with women being especially affected. A prominent trend is the extensive use of remote and hybrid work arrangements, which has granted women more freedom in managing their professional and personal obligations. This transition has allowed several women to resume their professional careers or maintain employment despite the increased difficulties associated with caring responsibilities, which were exacerbated during the epidemic. Nevertheless, the enhanced adaptability has also brought attention to enduring problems, such as inequitable availability of technology, the disparity in internet access, and the

weight of unpaid caregiving duties that disproportionately affect women. Notwithstanding the advantages of flexible employment, women still encounter substantial obstacles to attaining leadership roles and receiving equitable compensation. The pandemic intensified gender disparities, as women faced a higher likelihood of employment loss in sectors such as retail, hospitality, and education, which saw significant disruptions due to lockdown measures. In addition, the "she-cession" resulted in a greater percentage of women leaving the labour compared to males, which further exacerbated the gender employment disparity. As economies rebound, there is an increasing acknowledgement of the need for measures that facilitate women's reentry into the workforce, such as accessible and reasonably priced daycare, remunerated family leave, and efforts to eliminate the disparity in wages between genders. Organisations that place a high value on gender equality and allocate resources towards mentoring, sponsorship, and leadership development initiatives specifically for women are more inclined to recruit highly skilled female professionals and enhance their overall ability to adapt and recover from challenges. Amidst the aftermath of the pandemic, it has become crucial to prioritise the advancement of women in leadership roles, enhance the equilibrium between work and personal life, and tackle deep-rooted disparities in order to propel corporate expansion, encourage creativity, and establish more diverse and equitable work environments.

5. CONCEPT OF REMOTE WORK AND FLEXIBILITY

The transition to remote work during the COVID-19 epidemic has been a highly impactful development in the contemporary labour market, presenting many difficulties and possibilities, especially for women. Remote work has afforded women more flexibility, enabling them to effectively balance their professional pursuits with caregiving duties, which were disproportionately heightened during the epidemic. The new work arrangement has been particularly advantageous for working women, since it allows them to maintain their employment while fulfilling their family responsibilities. The remote and hybrid models have provided women with new opportunities in areas where their involvement was previously restricted due to conventional office-based positions. Whereas remote employment has facilitated women in managing their work-life equilibrium, it has also exposed enduring difficulties. The erosion of boundaries between one's professional and home life might result in burnout, as some women have reported working longer hours and experiencing heightened stress while also managing household responsibilities. In addition, the transition to remote work has sometimes restricted the visibility of women in the workplace, therefore impeding their progress in their careers and their ability to achieve leadership positions. Women in remote positions may have more challenges in terms of networking, accessing mentoring, and participating in decision-making procedures as compared to their colleagues who work in physical office spaces. Notwithstanding these difficulties, the ascent of distant labour is expected to become a lasting feature in the era after the pandemic. Organisations that give priority to flexible work practices, provide assistance for remote workers, and tackle concerns such as internet access and mental health are more likely to retain female talent.

6. ROLE OF SHAREHOLDER ACTIVISM

Shareholder activism has emerged as a powerful factor in corporate governance; compelling substantial alterations in the way corporations function and make choices. Shareholder activism primarily aims to push for reforms that optimise shareholder value, strengthen corporate governance, or foster more ethical business practices. Shareholder activism plays a significant role in encouraging transparency and accountability. Activist shareholders often advocate for more transparency about financial information, CEO remuneration, and business strategy. This enhanced level of openness helps in guaranteeing that the management is operating in the shareholders' best interests and striving towards long-term profitability. Shareholder activists have increasingly directed their attention on matters pertaining to Environmental, Social, and Governance (ESG) aspects in recent times. Investors are progressively urging corporations to embrace sustainable practices, improve gender diversity in leadership, and prioritise ethical labour standards. Shareholder activism has been essential in shaping business strategy. Activists may advocate for strategic initiatives such as corporate restructuring, mergers and acquisitions, or divestitures, especially if they feel these measures would enhance the company's market value. Activist investors have the potential to question a company's poor performance or its handling of assets, which may result in strategic changes that unlock value for shareholders. Occasionally, activist shareholders may try to substitute board members or executives in order to synchronise company objectives with shareholder interests. A notable development in shareholder activism is its increasing emphasis on social and environmental concerns. Activists are progressively using their power to advocate for corporations to tackle climate change, uphold human rights, and priorities diversity, equality, and inclusion (DEI). The trend towards ESG-driven

activism signifies the increasing acknowledgement that the development of long-term value is contingent upon not only financial success, but also on how corporations handle their influence on society and the environment. This kind of activism has had a significant effect in advocating for more gender diversity in corporate leadership. Activists have been lobbying firms to add more women to their boards and executive teams. Shareholder activism is an influential method for instigating corporate transformation, fostering responsibility, and harmonizing company strategies with both economic and social objectives. They do this by lobbying for improved governance, making strategic changes, and promoting sustainable practices.

CORPORATE ACCOUNTABILITY AND REPORTING: Corporate accountability and reporting are essential components of responsible business practices, guaranteeing that organisations operate with transparency, ethics, and in accordance with the expectations of shareholders, authorities, and society at large. Accountability in the modern corporate environment encompasses more than just financial performance. It now extends to Environmental, Social, and Governance (ESG) factors, which are subject to growing scrutiny from investors, customers, and other stakeholders. Corporate accountability is the fundamental concept that entails a company's obligation to priorities the well-being and interests of its stakeholders, including shareholders, workers, consumers, and the community. This entails complying with legal and regulatory norms, guaranteeing ethical behaviour, and making choices that foster the production of long-term value.

FINANCIAL REPORTING: Transparency is crucial for investors to evaluate the feasibility of their investments and make well-informed choices. Precise and prompt financial reporting also aids in reducing the danger of fraud, mismanagement, and financial scandals, which may undermine confidence and harm a company's brand. The filings include of quarterly earnings reports, yearly financial statements, and disclosures on executive pay and business risks. Complying with these reporting criteria guarantees that corporations maintain accountability to investors and adhere to the rules that regulate financial disclosure.

ESG REPORTING: Corporate accountability has broadened in recent years to include ESG reporting, which reflects the increasing need for corporations to be open about their influence on the environment, society, and governance standards. ESG reporting offers insights into how organisations are tackling environmental concerns, including areas such as carbon emissions, energy efficiency, waste management, and labour policies. Additionally, it encompasses subjects like as diversity and inclusion, employee welfare, data privacy, and corporate governance frameworks. With the growing importance placed on sustainability and ethical business practices by stakeholders, organisations are facing demands to integrate ESG (Environmental, Social, and Governance) considerations into their corporate strategy and decision-making processes.

ADVANTAGES OF CORPORATE ACCOUNTABILITY AND REPORTING: Open and honest communication regarding both achievements and difficulties shows honesty and a dedication to creating long-term value. Consequently, this may result in heightened investor trust, consumer loyalty, and a more robust business image. Furthermore, precise and all-encompassing reporting enables organisations to pinpoint areas in need of improvement, minimise risks, and synchronise their operations with social expectations.

THE TECHNOLOGY INDUSTRY HAS SEEN SIGNIFICANT EVOLUTION AND HAS HAD A PROFOUND IMPACT ON SEVERAL ASPECTS OF SOCIETY.

The technology sector has been a crucial influence in influencing the worldwide economy and society in recent decades. It comprises a wide variety of areas, including as software development, hardware manufacturing, telecommunications, and artificial intelligence. The technology sector continues to lead the way in revolutionising people's lives, work, and interactions as the digital age progresses.

1. **Expansion and Economic Impact:** The technology sector is a rapidly expanding industry that plays a crucial role in creating substantial economic development on a global scale. It has a significant economic impact on the global economy, contributing billions of dollars, creating employment opportunities, and promoting the development of new ideas and technologies. Apple, Microsoft, Google, and Amazon, who are major players in the technology sector, have emerged as very valued corporations on a worldwide scale, showcasing the industry's significant economic influence. Moreover, the technology sector has played a crucial role in promoting entrepreneurship, especially with the emergence of technological companies. These enterprises, often established with the intention of disrupting conventional sectors, have a vital role in generating employment opportunities and propelling technical progress. Startups operating in the fields of finance, healthcare tech, e-commerce, and cyber security are fundamentally

transforming sectors and posing a challenge to conventional business models. This trend is reinforcing the dominant position of the tech industry as a significant economic force.

2. **Advancement and Digitisation:** The industry has developed revolutionary technologies that have altered different industries, such as smart phones, personal computers, AI, block chain, and quantum computing. Similarly, the financial industry has undergone a change due to fintech technologies, such as mobile banking, digital wallets, and crypto currency. The COVID-19 epidemic expedited the rate of digital transformation across several sectors, as firms were compelled to adjust to remote employment, virtual collaboration, and online services. Cloud computing and video conferencing systems such as Zoom have become indispensable for ensuring the uninterrupted operation of businesses. The swift change highlighted the crucial importance of technology in guaranteeing resilience and flexibility during times of crisis. The field of Artificial Intelligence and Automation: AI-driven automation is being used in several industries such as manufacturing, healthcare, and finance with the aim of enhancing efficiency and minimising operating expenses. Nevertheless, the emergence of AI and automation also poses difficulties, especially in the job sector. Collaboration between governments, corporations, and educational institutions is necessary to provide people with the necessary digital and technology skills for the future employment market.
3. **Computer systems and networks:** In an era when technology is becoming more and more intertwined with our daily lives, the need of strong cyber security and data privacy protections has reached unprecedented levels of significance. The proliferation of cyber assaults, data breaches, and hacking events presents substantial hazards to organisations, governments, and people. With the increasing storage of personal and financial data on the internet, safeguarding sensitive information from hackers has become a paramount concern for computer businesses.
4. **Societal and Moral Considerations:** Although the technology sector has yielded significant advantages, it has also generated significant ethical and societal considerations. The rapid implementation of AI, automation, and big data analytics has generated discussions over privacy, surveillance, and the ethical use of technology. Governments, regulators, and civil society are examining concerns such as bias in AI algorithms, the digital gap, and the monopolistic behaviour of large tech corporations. Furthermore, the environmental effect of the IT sector is being closely examined. The manufacturing and disposal of electronic gadgets, together with the energy use of data centres, contribute to environmental issues. As a reaction, several technology businesses are demonstrating their dedication to sustainability by investments in renewable energy, efforts to decrease carbon footprints, and the creation of products with extended life cycles.
5. **Anticipated Developments:** Several new trends are shaping the future of the technology sector, such as the proliferation of quantum computing, the development of 5G networks, and the ongoing ascent of artificial intelligence. Quantum computing has the capacity to address intricate issues that are now beyond the capability of traditional computers. It may be used in several sectors like as encryption, materials research, and drug development. The implementation of 5G networks has the potential to completely transform the field of telecommunications by providing higher data rates, less delay in data transmission, and improved connection for various devices and systems. This will enhance the expansion of the Internet of Things (IoT), as smart cities, linked cars, and intelligent infrastructure become more prevalent.

7. OBJECTIVES

1. To analyze the impact of women employees on investor behavior and decision-making in the post-pandemic era.
2. To understand the role of gender diversity in corporate performance, governance, and long-term value creation.
3. To assess the influence of women in leadership roles on corporate sustainability and innovation.
4. To explore the growing importance of ESG factors, particularly gender diversity, in shaping investment strategies.

8. METHODOLOGY

The selection of a research strategy is a crucial step in the research design process, as it dictates how relevant data for the study will be collected. The study utilized both primary and secondary data sources. Primary data was obtained through a questionnaire distributed via Google Forms, completed by a group of respondents. In addition, to build the theoretical and analytical framework, secondary data was sourced from various books, published materials, newspapers, journals, and websites. A sample size of 100 women employees was selected from an unlimited population. The researcher employed a random sampling method to choose the participants.

9. ANALYSIS, FINDINGS AND RESULTS

Factors Influencing Women Employees towards Investor Analysis in the Post-Pandemic Era

In the post-pandemic era, several factors are influencing women employees' roles and perspectives in investor analysis. As the business landscape evolves, women are increasingly participating in investment decisions and financial analysis, bringing unique insights and priorities to the field. The following factors play a significant role in shaping their contributions and perspectives:

H₀: There is no significant impact of Investor Analysis in the Post-Pandemic Era

Table.2

Factors Influencing Women Employees towards Investor Analysis in the Post-Pandemic Era
Kendall's Coefficient of Concordance

S.No	Factors	Mean	Std. Deviation	Mean Rank
1.	Gender Dynamics	3.15	0.897	4.80
2.	Environmental, Social, and Governance	2.21	0.744	4.25
3.	Work-Life Balance	2.48	1.710	4.37
4.	Flexible Work Arrangements	2.19	1.107	4.10
5.	Leadership	2.10	1.021	6.78
6.	Career Advancement Opportunities	2.22	1.380	5.11
7.	Educational and Professional Development	3.34	.879	4.25
8.	Digital Transformation and Technology	3.20	.784	5.38
9.	Support Networks and Advocacy	3.25	1.112	4.21
10.	Societal and Cultural Shifts	3.36	1.310	5.07
No. of Respondents		100	difference	9
Chi-Square		25.154	p	0.000

The statistical significance of the rankings derived from the mean ranks is demonstrated using Kendall's W test. The Chi-Square test produces a calculated value of 25.154 for 9 degrees of freedom. At a significance level of 0.000, the p value is statistically significant. The field of electronic commerce saw a significant increase in size as customers increasingly relied on internet-based purchasing, resulting in merchants and logistics firms expanding their activities to meet the demand. Nevertheless, this transition had a greater effect on workers with limited skills, especially those employed in the retail and industrial industries. These individuals saw job cuts as a result of automation and a decrease in demand for in-person services. Specifically, women experienced the majority of the negative impact caused by these changes in the labour. Due to their over-representation in sectors severely impacted by the pandemic, such as retail, hospitality, and education, women had a greater incidence of employment loss compared to males.

10. IMPLICATIONS FOR INVESTORS AND WOMEN EMPLOYEES

The period after the epidemic offers a distinct chance for both investors and female workers. Companies that place a high importance on gender diversity and inclusiveness are more likely to get more investment, since they are seen as being more robust and inventive. The adoption of flexible work arrangements and increased corporate responsibility provides women workers with the opportunity for sustained professional advancement and financial security. The Significance of Gender-Lens Investing: Gender-lens investment, which prioritizes firms that actively support and advance gender equality, has acquired significant momentum in recent years. After the epidemic, it is anticipated that this tendency will expand, as investors acknowledge the importance of backing firms with diverse leadership and inclusive policies. Gender-lens investors aim to both generate financial returns and promote good social change, making it a compelling investing approach in the post-pandemic era. Robust corporate governance, which include gender diversity, is crucial for the sustained generation of long-term value. Companies that do not give priority to diversity run the danger of damaging their brand and may have difficulties in attracting future investments. Investors are becoming more attentive to the correlation between diversity and business success, acknowledging that inclusive organisations are more adept at navigating potential crises.

11. CONCLUSION

The aftermath of the epidemic has resulted in substantial alterations to both investor conduct and the position of female workers. Investors are placing more emphasis on gender diversity as a crucial criterion for assessing organisations, acknowledging its influence on company performance and long-term viability. Companies that place a high value on

gender diversity, actively promote women to senior positions, and provide flexible work options are more likely to attract investment and thrive in the changing economic environment. The increased corporate responsibility and flexible work options in the post-pandemic period provide new chances for women workers to improve their careers and achieve financial security, indicating a more inclusive and fair future. The healthcare business is a dynamic and expanding sector that has a vital role in enhancing health outcomes and advancing medical knowledge. Despite encountering obstacles like as increasing expenses, unequal access, and worries over data protection, continuous advancements and changes in policies are propelling forward movement. The future of healthcare will be shaped by ongoing progress in technology, a concentration on individualized and comprehensive treatment, and endeavors to tackle worldwide health issues and foster sustainability. As the sector adjusts to these developments, it will persist in being a crucial catalyst for advancement and welfare for people and society globally. The technology sector has a significant impact on molding the contemporary world, propelling economic expansion, fostering innovation, and facilitating digital change. As the sector progresses, its impact will expand into all areas of life, including both commercial processes and human behaviour. Nevertheless, the sector must address ethical dilemmas, cyber security vulnerabilities, and environmental issues to guarantee that technical progress benefits society at large. The trajectory of the technology sector will be determined by its capacity to harmonise groundbreaking advancements with conscientious approaches that priorities both advancement and sustainability.

CONFLICT OF INTERESTS

None

ACKNOWLEDGMENTS

None

REFERENCE

- Adams, R. B., & Funk, P. (2012). Beyond the glass ceiling: Does gender matter? *Management Science*, 58(2), 219-235.
- Ashraf, B. N. (2020). Economic impact of government interventions during the COVID-19 pandemic: International evidence from financial markets. *Journal of Behavioral and Experimental Finance*, 27, 100371.
- Bloomberg, L. D., & Volpe, M. (2019). *Completing your qualitative dissertation: A road map from beginning to end*. SAGE Publications.
- Coles, J. L., Daniel, N. D., & Naveen, L. (2014). Co-opted boards. *The Review of Financial Studies*, 27(6), 1751-1793.
- Ely, R. J., Ibarra, H., & Kolb, D. M. (2011). Taking gender into account: Theory and design for women's leadership development programs. *Academy of Management Learning & Education*, 10(3), 474-493.
- Faccio, M., Marchica, M.-T., & Mura, R. (2016). CEO gender, corporate risk-taking, and the efficiency of capital allocation. *Journal of Corporate Finance*, 39, 193-209.
- Gompers, P. A., & Kovvali, S. (2018). The other diversity dividend. *Harvard Business Review*, 96(4), 72-77.
- Harrison, D. A., & Klein, K. J. (2007). What's the difference? Diversity constructs as separation, variety, or disparity in organizations. *Academy of Management Review*, 32(4), 1199-1228.
- Hoang, T. G., Bui, Q. N., & Vu, D. P. (2021). Impact of COVID-19 on stock market and corporate risk management practices: A global perspective. *Journal of Risk and Financial Management*, 14(8), 388.
- Hossain, M., & Aktaruzzaman, M. (2022). Post-pandemic corporate investment strategy and challenges. *Journal of Business Research*, 135, 1-9.
- IMF (2021). *World Economic Outlook: Recovery during a pandemic—Health concerns, supply disruptions, and price pressures*. International Monetary Fund.
- Larcker, D. F., & Tayan, B. (2021). *Corporate governance matters: A closer look at organizational choices and their consequences*. Pearson.
- McKinsey & Company. (2020). *Diversity wins: How inclusion matters*. McKinsey Global Institute.
- Pande, R., & Ford, D. (2011). *Gender quotas and female leadership: A review*. Background paper for the World Development Report on Gender. World Bank.
- Sherif, M. (2020). The impact of COVID-19 on the investment industry. *International Journal of Economics and Finance*, 12(4), 57-65.