

Emirati women love their jobs: Harvard Business Review

The Emirati woman loves the job she does, according to the Harvard Business Review magazine

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Abu Dhabi: The Emirati woman loves the job she does and takes pride in her participation in the country's development, according to the Harvard Business Review magazine.

The magazine, which is issued by Harvard University in the US, published a report about Emirati women.

The report mentioned that Emirati women love their jobs and display enviable levels of dedication to their work, with 90 per cent of them willing to go the extra mile for their companies.

The report that was issued in May pointed out the results of a study conducted by the college of Economy and Business Administration in five countries: the UAE, Brazil, Russia, India and China (BRIC countries). The report also highlighted the challenges faced by international companies in these countries to polarise capable women and to make use of educated women in growing economies.

Complicated issues

The report used the data of 4,350 university graduates of both genders in the mentioned countries accumulated by international companies that face complicated issues that are the result of globalisation.

The study was spearheaded by five global companies that are grappling with the complex challenges associated with globalization: Bloomberg, Booz & Company, Intel, Pfizer, and Siemens. The results of the study proved that women's capabilities in developing markets exceed all expectations and traditional images reflected in the media about women in these countries.

The study also revealed that although highly educated women in the world over are ambitious, the degree of ambition and aspiration among BRIC and Emirati women is extraordinary.

Some 85 per cent women in India and 92 per cent in the UAE consider themselves very ambitious, and in Russia and China the figures are 63 per cent and 65 per cent, respectively.

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