



IMPLEMENTING GENDER EQUALITY AS: BASIS FOR GENDER BIAS AMONG BUSINESS MANAGEMENT STUDENT

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ABSTRACT

Education is crucial for promoting gender equality by providing individuals with knowledge, skills and values to challenge gender stereotypes and promoting equal rights. Formal education can address inequalities by providing equal access to quality education, combating gender bias and promoting gender-sensitive teaching. Based on the demographic profile of the respondents, it is concluded that most of the respondents are between the ages of 18 to 24, and many of them are male respondents than female respondents. The respondents moderately agree that gender equality among business management student in terms of people. This is due to the fact that individuals often value and uphold their cultural practices as part of preserving their heritage. Among the four, printed information has the greatest significance based on the respondents. There is no significant difference on the significance of gender equality among business management student in selected small-scale businesses when profile is considered. Gender equality plan (GEP) may be proposed based on the results of the study developed to create a comprehensive and innovative framework that ensures gender equality within the organization.

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