



**UNIVERSITY GRANTS COMMISSION  
SERO – HYDERABAD**

**INVESTIGATING GENDER DIVERSITY AND SUPPORTIVE WORKPLACE CULTURE FOR  
WOMEN IN MANUFACTURING SEGMENT OF SMEs IN COIMBATORE**

PI: **Dr Vandana Madhavkumar**

Co PI: None

Amount Sanctioned: **Rs. 2.75 Lakhs**

Year: 2014-16

**Project outcomes:**

SME's in Coimbatore who want to increase the number of women employees need to focus on a developing a supportive workplace culture. From literature reviewed, a supportive workplace culture includes the factors like Co-worker support, Supervisor support and Employer work-family support and Opportunities for advancement and growth. But the study found that for women working SMEs Co-worker support and Supervisor support matter more than advancement opportunities. Women in SME in the executive level do not expect much in terms of advancement opportunities. For these women a supportive work environment is defined by supervisor support and co-worker support.

For more information, please contact: [vandana@grgsms.ac.in](mailto:vandana@grgsms.ac.in)

---

**Publications:**

- Madhavkumar, Vandana (2016). "A study on Supportive Workplace Culture for Women in SMEs of Coimbatore District" in the Journal of Applied Management Research of KCT Business School, Volume 5, Issue 1, ISSN:2319-1228
- Madhavkumar, Vandana (2016). "A study on the Impact of Workplace Culture on Gender Diversity in SMEs of the Manufacturing Sector" in the ICTACT Journal on Management Studies, an international publication of ICT Academy, Volume 3, Issue 1, ISSN 2395-1656

- ❖ Conference/ Seminar/ Workshop: Nil
  - ❖ Books: Nil
  - ❖ Any other achievements: Nil
-