

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar



Ask me anything:
The influence of gender bias on journalist
questions of CEOs and subsequent CEO responses
By

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Date : 10 Apr 2019 (WED)
Time : 10:30 am – 12:00 nn
Venue : M802

Abstract

Past research finds that journalists' perceptions guide what they convey to their audience resulting in biased reporting that shapes stakeholders' perceptions of CEOs. Less is understood about how CEOs respond to these implicit biases to shape their own narratives and others' perceptions. We build on this research within the domain of CEOs of Fortune 1000 firms and find that journalists ask questions that are more personal to female CEOs, whereas they ask questions that are more strategic to male CEOs. In turn, this questioning has implications for CEOs' responses to these biased questions as manifested in their references to achievement, affiliation and power in their responses to journalists. Our work contributes to the larger body of work on the impact of outsiders' perceptions of CEOs, and in doing so, offers new insight into gender and leadership and contributes to the study of macro and micro processes in upper echelons.

Dr Margaret Ormiston is an Associate Professor of Management at the George Washington University School of Business. Prior to joining GW, she was on the faculty at London Business School. She received her doctorate in Business Administration and Industrial Relations from University of California, Berkeley. Prior to obtaining her Ph.D., Margaret worked as a research analyst at the Center for Effective Organizations, at the University of Southern California and as a research analyst at a litigation consulting firm in Los Angeles.

Her research examines leadership within both top management teams as well as small groups in organizations to understand what makes them successful. Her research has been presented at international conferences and is published in leading academic outlets such as the *Academy of Management Journal*, *Journal of Applied Psychology*, *Leadership Quarterly*, *Personnel Psychology* and *Psychological Science*. Her work has regularly garnered the attention of worldwide media outlets, including *Business Week*, *Fortune*, *Time Magazine*, *Wall Street Journal*, and *National Public Radio's Morning Edition*.

She teaches on the MBA and undergraduate programs at GW as well as executive education programs at London Business School. Her co-led course, *Leading Teams for Emerging Leaders*, is consistently rated as one of the top executive education programs in organizational behavior at London Business School. She has taught and consulted with numerous global and start-up organizations including Ericsson, Prudential, Deutsche Bank, Oman Oil, HSBC, and Vinted.

All interested are welcome.



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