



21st CENTURY WOMEN'S ENTREPRENEURSHIP & LEADERSHIP

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People are faced throughout their lives with a multitude of situations in which they have to make a decision. Decisions can vary in their degree of complexity, from the easiest decisions, such as choosing what to eat or what to wear, to the most difficult ones, such as choosing to reduce working hours, take a leave of absence or even give up work to try to meet the needs of their family. The decision making process can determine a person's life, so the way in which people make their decisions deserves to be the subject of interest. When people make a decision, their perceptions and behaviors tend to manifest biases developed by existing social schemas (Augoustinos et al., 2014), such as gender roles. According to social role theory (Eagly, 1987; Eagly and Wood, 2016) gender roles are a prescriptive social guide that defines how women and men are expected to behave socially. Women's behavior should be directed toward caring for others, while men's behavior should be oriented toward fulfilling their personal goals. Several studies have found these gender differences in the decision making process, but there are few studies that have explained these differences by considering gender socialization. How do existing gender inequalities affect women's and men's decision making? How do they affect women's professional development?

Biography

I am PhD in the Department of Social Psychology at the University of Granada. My main research focuses on analyzing the psychosocial variables associated with women's decision-making process, as well as the consequences for their well-being. Specifically, I address the decisions that women face in relation to work and family, which leads them in most cases to have to decide between sacrificing one domain in favor of the other.

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