

Women in STEM: Myths and Misconceptions

What Matters to Women in STEM Now?

STOCKHOLM, SWEDEN, November 17, 2016 /EINPresswire.com/ -- Today [Universum](#) launched its fourth report as part of Future Talent Insight Series, focusing on the fields of Science, Technology Engineering and Mathematics (STEM) and the women interested in starting careers within these sectors.

Barely a week goes by without hearing about women's lack of representation in the STEM fields. Sizeable resources have been invested in righting the inequality – from federal research dollars and scholarships for women to employer diversity training programs, and leadership development for women executives. Still, the problem remains entrenched.

Too often employers address “women’s issues” as if they were a homogenous set of ideas – but Universum research shows women who study STEM subjects often have ideas and attitudes that are very different from women who want to work in business. In fact, [women in STEM](#) sometimes have more in common with men who pursue careers in STEM than women who want to work in business fields. What’s more, attitudes vary country by country and region by region, sometimes to such a large degree that a single “average” doesn’t tell an accurate story, in this report we’ll point to areas where this is particularly true.

“There are so many misconceptions and fallacies about this topic, so to truly disentangle which statements are research based and true, and which are misleading stereotypes about women’s careers in STEM, we have segmented our research into four cohorts: women in STEM, women in business, men in STEM, and men in business” said Universum’s Global Director of Media & Public relations, Jonas Barck. He continued “This not only reveals why women in STEM jobs are currently less likely to land top leadership positions, but it also gives us a clear perspective in to what they look for in future employers”.

Each year, Universum surveys the professional expectations of more than 1,000,000 career-seekers from 55+ countries, and publishes dozens of reports on the top issues affecting global talent and the companies that hire talent. In this report, part of our Future Talent Insight Series, we uncover what university students look for from future employers in banking, financial services, and insurance – and how companies can translate these findings into actionable steps for HR, recruiting and C-level leadership.

For STEM based industry employers aiming to improve their knowledge on attracting more women to their workforce, our latest report offers data driven insights and advice on how to:

- Define your talent attraction strategy
- Segment and position your employer branding
- Plan what internal changes are needed to create a more attractive work environment for female STEM talent interested in joining the industry
- Help executives understand how to customize messages by market

To learn more and to download free executive summary: <http://universumglobal.com/ftis16/wis/>

About Universum:

Universum is the global leader in employer branding. Advising the leading employers in the world to better understand, attract and recruit talent. During our 25+ years we have established ourselves in 60 markets with 15 offices covering the world. Our solutions are actionable research, strategic advisory, data driven communication solutions – and being a pioneer in social media solutions in the world for talent branding, sourcing and analytics. A trusted partner to over 1,700 clients, including many Fortune 500 companies, as well as global media partners that publish our annual rankings and trend reports, with 2,000 partner universities worldwide conducting research on the career and employer preferences of top talent. Universum surveys on an annual basis over 1,500,000 students and professionals worldwide. For more information, please go to www.universumglobal.com

Jonas Barck
Universum
+46706933388
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2016 IPD Group, Inc. All Right Reserved.