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WHY DO WOMEN IN BUSINESS SELL THEMSELVES SHORT?

The revelation that women are under-selling themselves even when they have the option not to is the startling conclusion of “A Behavioral Study of Pricing Decisions: A Focus on Gender,” by William L. Cron of Texas Christian University in Fort Worth, John L. Graham and Mary C. Gilly of the University of California at Irvine, and John W. Slocum Jr. of Southern Methodist University in Dallas, Texas. “Our major finding is that the gender of professionals has a strong direct impact on their pricing decisions,” said William Cron, Associate Dean of graduate programs at Texas Christian University M.J. Neeley School of Business. Certain characteristics of some clients may lead women business owners to give them a price break, he suggested, while women tend to be softer on prices in general in order to foster relationships. The upside is that while women professionals may sacrifice some income in the short term, striving to develop customer loyalty may lead to greater income stability and profitability in the long run. 8/17/06



SHOP TILL MOMS DROP A BUNDLE – *by Katti Gray*

A Texas Christian University researcher and marketing professor deduced that, as a demographic bloc, 12- to 19-year-old females make more trips to the mall than any other sub-group. They shop. They also pre-shop, the professor, Julie Baker found, compiling wish lists and passing them off to a willing, usually adult, usually parental, sponsor. 8/28/06