

The different leadership style between men and women in sport management

AIM

This research project studied the differences in leadership style between men and women in sport management at private sector (wellness centers).

THEORICAL FRAMEWORK

Paradigm shift in organizational leadership · Research about leadership · Research about gender leadership · Organization's culture · Tasks and skills required in management · etc.

TWO HYPOTHESIS

- 1) "Women and men have different leadership styles in sports management due to their gender"
- 2) "The business world has been created by and for masculine values. The paradigm shift in the company requires a participatory management style. This phenomenon has facilitated the entry of women to management positions and the entry of feminine values"



The different leadership style between men and women in sport management

METHOD

- In-depth interviews (guide interview)
- 10 center directors have been interviewed (5 men & 5 women)
- Qualitative analysis (ATLAS-TI software) with dimension and variables: communication, decision making, empowerment, negotiating, etc.

RESULTS

- Fusion between the male and female values in sport management leadership style, adopted by both women and men, as organizations require.
- Wellness centers require a democratic leadership style and to take into account workers as an internal clients.
- No significant differences between sexes have been recognized, only small nuances which remember us of existing stereotypes.

