

The Gendered Virtual Office: The Role of Workspace Appearance in Shaping 'Employees' Professional Image in Virtual Communication



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One of the dramatic impacts of COVID-19 on workplace dynamics is the virtualization of in-person work interactions, supported by the increasing availability of video conferencing tools. This study examines the effects of the visual dimensions of the “virtual office” on gender inequality in the workplace. Using a series of online experiments, we uncover the significant differential impact of virtual office appearance on the professional image of employees, and the gendered expectations it evokes. Results show that when transitioning to the virtual workspace, gender-office design congruence is a significant factor affecting an individual's perceived seniority and status. Results also indicate that women benefit from virtually exposing their “domestic self” when working remotely from a disorganized home environment, and are considered hardworking multi-taskers when speaking from such settings. We show that technological features of video conferencing tools have a differential effect on an individual's professional image enhancement potential based on their gender. This study provides valuable insights for organizations adjusting to the new norms of remote and hybrid work models. Our findings add to the ongoing discussion of the effects of COVID-19 on the gender gap in the workplace, and highlight the potential role of virtual technologies in exacerbating or mitigating this gap.

Consumer Privacy and Marketing Insights in Mobile Location Data: A Win-Lose Situation?



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Mobile location data offer granular detail into consumers' location choices, providing an opportunity for marketers to tailor contextually relevant offers to consumers. However, location data can also reveal sensitive information about consumers based on the places they visit, e.g., healthcare facilities or places of worship. Can marketers' desire for actionable insights and individuals' preference for privacy be simultaneously accommodated? Using device-level information from a location data provider, we examined the extent to which grouping individuals into homogeneous clusters that afford increased privacy affects predictive performance. We found that some level of aggregation results in higher predictive accuracy. Moreover, reliance on the locations of commercial activity yields results at least as good as home locations. These insights offer guidance to data providers who must balance service to their clients with consumers' expectations of privacy, as well as providing regulators with insight into the data granularity that marketers require for their operations.