Identification of Suitable Measures to Encourage Women to Pursue Career in Airline Core Jobs and Strive for their Career Growth

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Abstract: The airline business has long been stereotyped as a male-dominated, male-centric industry.Women's contributions as workers have gone unnoticed. The main aim of the study is Identification ofsuitable measures to encourage women to pursue career in airline core jobs and strive for their careergrowth. Primary and secondary data were employed to accomplish the goals of the research. Overall,women in the airline industry experience more dependence on others and a lack of assistance toperform night hours.

Keywords: women, airline industry, career growth, gender stereotypes, encouragement, core jobs, male-dominated, assistance, night hours, dependence

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INTRODUCTION

The airline business has long been stereotyped as a male-dominated, male-centric industry. Women's contributions as workers have gone unnoticed. Women in the workforce are mostly found in customer-facing roles, such as those in cabins and at ticket counters. Mainstream roles have traditionally been filled by men. But now, things are shifting, and the sector is experiencing rapid transformation.

The aerospace sector is actively recruiting women to work in traditionally male-dominated fields like aircraft engineering, piloting, etc. There is a growing enthusiasm among both sexes to enter the male-dominated fields of aerospace engineering and aviation.

More and more programs and scholarships are being established all over the globe in an effort to encourage more women to pursue careers as pilots for commercial airlines. The initiative is being led by Women in Aviation International India (WAI). The non-profit organization Women in Aviation International India is dedicated to empowering and advancing women in the aviation sector in India and throughout the globe. WAI India also promotes public awareness of the achievements and contributions of women in aviation via its educational outreach programs for teachers, aviation professionals, and young people.

Meanwhile, an unusual benefactor in India has pledged funding for new scholarships for young women interested in becoming commercial pilots. As part of its Corporate Social Responsibility (CSR) initiative, Honda Motorbike & Scooter India (also known as Honda 2Wheelers India) has created a programme called Sapno Ki Udaan to help empower women. Twenty young ladies with aspirations of becoming commercial pilots will get full scholarships thanks to this effort.

A few statistics from the last century demonstrate that the proportion of women working as pilots and engineers in India has been steadily increasing.

Compared to other affluent countries, such as the UK, where just 4.77 percent of airline pilots are women, India has a far higher percentage of women pilots (13.4%). India's rapidly expanding aviation sector is reflected in the country's much higher proportion of female pilots compared to those of other Western nations. This includes the United States and Australia. The International Association of Women Airline Pilots reports that women make up fewer than 6% of the world's pilot population. According to the International Association of Women Airline Pilots, IndiGo is considerably ahead of the world norm with 14.9% female pilots. The global average is 3.2%. Chairman Ajay Singh said this year at the Farnborough Airshow in UK that SpiceJet Ltd has a mission to increase the percentage of female pilots from 14% to 33% during the next three years. In addition to providing women pilots with childcare, the firm also guarantees them a consistent flight schedule each month.

Even while it seems to be a very supportive atmosphere for women, they nonetheless face a number of obstacles. Passengers still react with astonishment and fling negative remarks when they see a woman piloting a commercial airline, even after 30 years of women assuming leadership in this business. In India, women's advancement in the aviation sector faces a number of challenges. Some airlines have created networks and programs to help and encourage women to pursue careers as pilots. Even before it was required by law, companies like IndiGo set up creches at all of their locations throughout the nation.

The aviation industry is becoming a more respectable place to work as attitudes shift in society.

Indian women are increasingly interested in STEM fields like engineering and aviation because to the opportunities and advantages presented by these fields, including union-mandated equal pay, safe workplaces, childcare facilities, a growing aviation industry, and a rewarding profession. It is hoped that more women will enter the aviation industry in the years leading up to Women's Day 2020, not only as pilots but also as engineers, managers, designers, and in a wide variety of other roles. And it is up to the aviation ecosystem, which includes airframe makers and airlines, to contribute to their success by making new openings in this rapidly expanding business throughout the world. Once you've experienced flight, you'll always be looking up at the sky because that's where you've been and that's where you want to go again.

LITERATURE REVIEW

Ullah, Farman & Yahya, Salman. (2022) The study relies on the women's decisions about their professional lives. The study's overarching goal is to assess how women in Peshawar feel about the variety of careers available to them and how much of a say they have in the decision-making process. Primary data is being collected by questionnaire using descriptive statistics. The research questionnaires consist of two parts. According to the results, dads influence their daughters' vocation choices.

Vernes Smith, Whitney & Cohen (2021) Organizational culture has a significant impact on how gender is portrayed in the fields of air travel and tourism. Despite improvements in gender equality in the airline industry, cabin crew job is still mostly seen as a role for women. Using thematic document analysis and a

feminist poststructuralist lens, this study explores the construction of gendered discourses in airline organizational narratives via the mediums of language, body language, and signs. The results show that although airlines do try to improve gender equality in the workplace, most of their efforts are concentrated on the cockpit and other non-pilot positions are overlooked. The report offers a foundation for reforming airlines' gender policies and practices and suggests that airlines expand their gender equality emphasis to all positions.

Lutte, Rebecca (2021) In the aviation industry, women are still underrepresented across the board. Safety, innovation, profitability, and satisfying the industry's need for laborers all benefit from a more diversified aviation workforce, which is why building one is so important. This report's main goal is to offer readers with a thorough analysis of available statistics about the representation of women in aviation. The Women in Aviation Workforce Report, 2021 Edition expands upon the 2019 Edition. The purpose is to update the information and monitor shifts so that development can be measured. There is little doubt that women are underrepresented in the aviation industry and that nothing is being done to change that. This year's report includes information on racial and ethnic minorities that have been historically underrepresented.

Kee, Othman & Zainudin, & Kee (2020) The purpose of this research is to identify barriers to women's professional advancement and explore strategies to break down such barriers. The topic of women's professional advancement has been at the center of heated debate all around the globe. The variables influencing women's career involvement and strategies to increase women's career participation were analyzed using combined data from a variety of journal sources and national contexts. The focus of this study is to draw attention to the most important facts about the barriers to and facilitators of women's professional advancement in four different countries: Malaysia, the United States, Africa, and India. Women's professional engagement and advancement have been explored, as has the counsellor's role in the therapy session.

Orser, Barbara & Riding, Allan & Stanley, Joanne (2012) The purpose of this research is to learn more about the challenges women in STEM fields believe they face while trying to move up the corporate ladder. We also analyze methods people use to overcome obstacles. The qualitative data of 115 Canadian Women in Technology members was analyzed to provide the empirical findings. Barriers to progress in one's career were identified on the individual, organizational, and sector levels. Several of the difficulties experienced by the respondents were linked by them to their gender. The majority of respondents relied on "do-it-yourself" approaches to problem solving. Few people mentioned resources provided by their company or their sector. Although mentoring has been highlighted as a common way for women to manage professional obstacles, most high-tech companies simply do not have enough qualified women to provide guidance to their female employees. Women business owners are hit especially hard by the dearth of mentoring programs. Contradictions between the necessity for the sector to recruit and retain entrepreneurial talent and the reported career constraints faced by respondents are examined in light of the results. Remedial measures at the industry level are proposed, such as a mentorship program for women, case studies of successful female entrepreneurs, and a website dedicated to educating women on how to progress their careers. The programs were developed by the research team in response to the difficulties women had been having and were put into action in conjunction with the business group as an integral part of an ongoing programme of applied research.

METHODOLOGY

Statistics such as frequency distribution, percentage, mean, standard deviation, mean rank, etc., were used to describe and infer patterns in the data.

DATA COLLECTION

Primary and secondary data were employed to accomplish the goals of the research. Primary data were gathered by administering standardized questionnaires to airline women workers. Response options were "Strongly Disagree," "Disagree," "Neutral," "Agree," and "Strongly Agree" on a five-point Likert scale (SA). The first step was to survey the airline industry's upper-level women workers about their reasons for entering the industry, the challenges they've encountered on the job, and the effect those difficulties have had on their careers.

RESULTS

This chapter is broken up into five parts, and each deals with an investigation of a respondent's perspective on a specific aspect of the discrimination women confront in the workplace and its effect on their advancement in the airline industry. There is a first part on structural obstacles, a second piece on women's attitudes, a third section on organizational culture, a fourth section on workplace characteristics, and a final section on the effects of these barriers for women in the airline industry.

Barriers Related To Support Mechanism

- **Age-wise Analysis**

Analysis of respondents' ages reveals that the largest percentage of respondents, 40 (20%), are between the ages of 31 and 40; 27 (13.5%) are over the age of 50; 20 (10%) are between the ages of 21 and 30; and 20 (10%) are between the ages of 41 and 50 and all disagree with the lack of parental support for professional pursuits.

- **Income-wise Analysis**

Analysis of respondents' opinions by income shows that the largest percentage of respondents, 46 (23.1%), come from an income range of 5-10 lakhs, while 39 (19.5%) come from an income range of more than 10 lakhs, and 22 (11.0%) come from a range of less than 5 lakhs.

- **Marital Status-wise Analysis**

According to a breakdown of responses based on respondents' marital status, 73 (36.5%) respondents who are married disagree with their parents' lack of support for their professional ambitions, whereas 34 (17.0%) respondents who are single share this opinion. The average rank of married women is second highest (117.38), while the average rank of never-married women is highest (117.38). (85.23).

- **Experience-wise Analysis**

Analysis of respondents' perspectives based on years of experience shows that 30 percent of those with 5-10 years of experience and 23 percent of those with more than 10 years of experience disagree with the

statement that "parents do not support their children's professional endeavors." The group with more than 10 years of experience has a higher mean rank (102.54), followed by the group with 5-10 years of experience (94.38).

Table 1: Absence of Parental Encouragement of Career Development

Age (in years)	N/P	SD	D	N	A	SA	Total	Mean Rank
21-30	N	16	20	15	2	3	56	98.49
	P	8.0	10.0	7.5	1.0	1.5	28.0	
31-40	N	20	40	21	12	1	94	104.95
	P	10.0	20.0	10.5	6.0	.5	47.0	
41-50	N	0	20	3	0	0	23	99.52
	P	.0	10.0	1.5	.0	.0	11.5	
More than 50	N	0	27	0	0	0	27	90.00
	P	.0	13.5	.0	.0	.0	13.5	
Income (Rs. in lakhs)								
Less than 5	N	14	22	14	3	1	54	97.93
	P	7.0	11.0	7.0	1.5	.5	27.0	
5-10	N	22	46	23	11	3	105	104.53
	P	11.0	23.0	11.5	5.5	1.5	52.5	
Above 10	N	0	39	2	0	0	41	93.56
	P	.0	19.5	1.0	.0	.0	20.5	

Marital Status	N/P	SD	D	N	A	SA	Total	Mean Rank
Married	N	20	73	10	2	0	105	85.23
	P	10.0	36.5	5.0	1.0	.0	52.5	
Unmarried	N	16	34	29	12	4	95	117.38
	P	8.0	17.0	14.5	6.0	2.0	47.5	
Experience (in years)								
5-10	N	36	60	36	14	4	150	102.54
	P	18.0	30.0	18.0	7.0	2.0	75.0	
More than 10	N	0	47	3	0	0	50	94.38
	P	.0	23.5	1.5	.0	.0	25.0	
Total	N	36	107	39	14	4	200	
	P	18.0	53.5	19.5	7.0	2.0	100.0	

Career is not fit with Family Traditions

- **Age-wise Analysis**

Of all respondents, those between the ages of 31 and 40 make up the largest percentage (45, or 22.5%), while those between the ages of 21 and 30 make up the largest percentage of those who think that work life does not mesh well with family values (22, or 11.0%). The 31-40 age bracket has the highest mean rank

(121.04), followed by the 21-30 bracket (121.02), the 41-50 bracket (52.37), and the 50+ bracket (53.04). (27.43).

- **Income-wise Analysis**

According to the examination of respondents' perspectives based on income, 42 (21.0%) of those in the income bracket of 5-10 lakhs and 25 (12.5%) of those in the income bracket of less than 5 lakhs believe that working outside the home does not mesh well with family values.
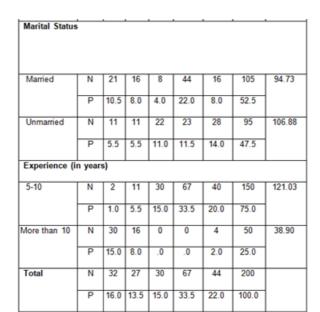
- **Marital Status-wise Analysis**

Analysis of respondents' marital status showed that 22.0% of married respondents and 11.5% of single respondents think that profession is not compatible with family values.

- **Experience-wise Analysis**

67 (33.5%) of respondents with more than 10 years of experience believe that a profession is not a good match for family values, according to an examination of respondents' perspectives based on level of experience.

Table 2: Career is not fit with Family Traditions

Age (in years)	N/P	SD	D	N	A	SA	Total	Mean Rank
21-30	N	2	4	11	22	17	56	121.02
	P	1.0	2.0	5.5	11.0	8.5	28.0	
31-40	N	0	7	19	45	23	94	121.04
	P	.0	3.5	9.5	22.5	11.5	47.0	
41-50	N	13	6	0	0	4	23	52.37
	P	6.5	3.0	.0	.0	2.0	11.5	
More than 50	N	17	10	0	0	0	27	27.43
	P	8.5	5.0	.0	.0	.0	13.5	
Income (Rs. in lakhs)								
Less than 5	N	0	4	9	25	16	54	125.66
	P	.0	2.0	4.5	12.5	8.0	27.0	
5-10	N	7	10	21	42	25	105	112.08
	P	3.5	5.0	10.5	21.0	12.5	52.5	
Above 10	N	25	13	0	0	3	41	37.71
	P	12.5	6.5	.0	.0	1.5	20.5	

Marital Status								
Married	N	21	16	8	44	16	105	94.73
	P	10.5	8.0	4.0	22.0	8.0	52.5	
Unmarried	N	11	11	22	23	28	95	106.88
	P	5.5	5.5	11.0	11.5	14.0	47.5	
Experience (in years)								
5-10	N	2	11	30	67	40	150	121.03
	P	1.0	5.5	15.0	33.5	20.0	75.0	
More than 10	N	30	16	0	0	4	50	38.90
	P	15.0	8.0	.0	.0	2.0	25.0	
Total	N	32	27	30	67	44	200	
	P	16.0	13.5	15.0	33.5	22.0	100.0	

Lack of Support from Friends regarding Career Decisions

- **Age-wise Analysis**

According to the responses broken down by age, the largest group of respondents is comprised of those between the ages of 31 and 40 (19.0 percent), followed by those over the age of 50 (13.5 percent), those between the ages of 41 and 50 (11.5 percent), and those between the ages of 21 and 30 (11.0 percent).

- **Income-wise Analysis**

The study of respondents' perspectives by income shows that the largest percentage of respondents, 45 (22.5%), are in the income group of 5-10 lakhs, while 41 (20.5%) are in the income group of more than 10 lakhs, and 24 (12.0%) are in the income group of less than 5 lakhs.

- **Marital Status-wise Analysis**

Comparing responses based on respondents' marital status reveals that 74 married respondents (37%) and 36 single respondents (18%) are in disagreement with the absence of social support for professional pursuits.

Table 3: Lack of Support from Friends regarding Career Decisions

Age (in years)	N/P	SD	D	N	A	SA	Total	Mean Rank
21-30	N	16	22	5	9	4	56	99.98
	P	8.0	11.0	2.5	4.5	2.0	28.0	
31-40	N	22	38	17	15	2	94	104.53
	P	11.0	19.0	8.5	7.5	1.0	47.0	
41-50	N	0	23	0	0	0	23	93.50
	P	.0	11.5	.0	.0	.0	11.5	
More than 50	N	0	27	0	0	0	27	93.50
	P	.0	13.5	.0	.0	.0	13.5	
Income (Rs. in lakhs)								
Less than 5	N	15	24	6	9	0	54	95.11
	P	7.5	12.0	3.0	4.5	.0	27.0	
5-10	N	23	45	16	15	6	105	106.00
	P	11.5	22.5	8.0	7.5	3.0	52.5	
Above 10	N	0	41	0	0	0	41	93.50
	P	.0	20.5	.0	.0	.0	20.5	

Marital Status	N/P	SD	D	N	A	SA	Total	Mean Rank
Married	N	11	74	8	10	2	105	101.23
	P	5.5	37.0	4.0	5.0	1.0	52.5	
Unmarried	N	27	36	14	14	4	95	99.69
	P	13.5	18.0	7.0	7.0	2.0	47.5	
Experience (in years)								
5-10	N	38	60	22	24	6	150	102.83
	P	19.0	30.0	11.0	12.0	3.0	75.0	
More than 10	N	0	50	0	0	0	50	93.50
	P	.0	25.0	.0	.0	.0	25.0	
Total	N	38	110	22	24	6	200	
	P	19.0	55.0	11.0	12.0	3.0	100.0	

CONCLUSION

Overall, women in the airline industry experience more dependence on others and a lack of assistance to perform night hours. But, women's lack of understanding of organizational politics and their prioritization on family over careers were impediments that they themselves created. Although long hours and the widespread perception that men would never accept a woman as their superior are cultural obstacles at

work. Moreover, women face significant challenges in the workplace owing to factors such as a lack of risk-taking and a culture that favors males. Loss of professional networks, loss of wage income, loss of leadership and economic potential owing to lack of mobility are only some of the primary implications of these restrictions on women's career advancement.

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