ESSEC students, staff and faculty attended the Celebrating Gender Research event at ESSEC today at lunchtime which was organized by the Leadership and Diversity Chair and facilitated by Professor Junko Takagi. This event is organized annually in March to honor International Women’s Day and showcases the wealth of research on gender-related issues carried out by ESSEC faculty from diverse academic disciplines. Today, Professor Radu Vranceanu from the Economics department and Professor François Longin from the Finance department shared their research based on data gathered from ESSEC students.

Professor François Longin presented his research, co-authored with Professor Estefania Santacreu-Vasut, on gender homophily and market reactions to CEO nominations at the Celebrating Gender Research at ESSEC event. Their findings from an experimental simulation show that while there are no significant differences in participants’ reactions to male or female CEO appointments, when they differentiate for participant gender, male participants are more likely to buy stocks for male CEO appointments and sell for female CEO appointments while female participants do the opposite. Professors Santacreu-Vasut and Longin suggest a market bias against female CEOs which may be overcome by increasing the gender diversity in the finance industry.

Professor Radu Vranceanu presented his research, co-authored with Professor Karine Lamiraud, on the impact of the gender composition of business teams on their competitive performance at the Celebrating Gender Research at ESSEC event. They found that teams composed of four women and one man outperformed all other 5-person team gender compositions including all male and all female teams. This finding was correlated with more risk taking behaviors such as launching new products and investing in R&D.