

## THE IMPORTANCE OF SOCIAL RESPONSIBILITY AND ETHICS OF BUSINESS: DO PREGNANT WOMEN AND WOMEN WITH CHILDREN ARE EQUAL TO OTHER MEMBERS OF THE WORKFORCE?

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### Abstract

**Purpose** – to disclose the importance of social responsibility and ethics of business regarding gender.

**Design/methodology/approach** – analysis and synthesis of scientific literature and legal documents, analysis of statistical data, interview.

**Finding** – the interview results had exposed that women in society are still recognized as those who are concerned with family issues more than their job position. As a result, women face a "glass-ceiling" while seeking a career, as women are still seen as unequal workers, especially young (recognized as future moms), pregnant women, and women with small children. This stereotype is hard to change.

**Research limitations/implications** – the interview was organized with women only from Lithuania. The study could be broadened in the future, interviewing business representatives.

**Practical implications** – the "glass-ceiling" while aiming at a successful career is faced not only by pregnant women and women with children, but even by future moms (as every young woman is seen as potentially getting pregnant and having children which are "always sick").

**Originality/Value** – the main goal of this study is to try to reduce gender inequality in career pursuits.

**Keywords:** corporate social responsibility, business ethics, maternity/motherhood, gender equity.

**Research type:** general review.