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Gender and Employee Experience: Uncovering the Factors that Matter Most

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ABSTRACT

Understanding the factors that drive employee experience is crucial for fostering a productive and inclusive work environment. In an era where employee experience is a critical determinant of organizational success, understanding how gender impacts this experience is essential. This article aims to study the gender differences in factors influencing employee experience, utilizing data collected from a structured questionnaire administered to a diverse workforce. By examining variations in responses across different gender groups, the study identifies significant patterns and disparities in how employees perceive and interact with their work environments. The findings underscore the importance of tailoring organizational practices to address gender-based needs and preferences, thereby fostering a more inclusive and supportive work environment. This research offers valuable recommendations for organizations seeking to enhance employee engagement and satisfaction through gender-sensitive approaches.

Keywords: employee experience, gender, factors, Republic of North Macedonia.

INTRODUCTION

In a contemporary workplaces, the idea of employee experience goes beyond conventional measures of job satisfaction, employee engagement and productivity. It includes a thorough understanding of how workers view and interact with their workplace, which is influenced by a range of organisational and interpersonal aspects. Gender characteristics have garnered significant attention as a crucial factor influencing the employee experience. The relationships between coworkers, prospects for career growth, and general job satisfaction within an organisation can all be strongly impacted by gender dynamics.

This paper explores the many ways that gender influences the work experience. It investigates the ways in which gender differences affect important factors like growth and development, work-life balance, strategic alignment, and respect. The analysis looks at how gender biases and stereotypes can cause differences in the opportunities and experiences that employees have. The paper also examines how gender-inclusive policies and practices might improve the overall work experience and lessen these inequities.

The goal is to offer actionable insights for organizations seeking to foster a more inclusive and supportive work environment, ultimately leading to improved employee satisfaction and organizational effectiveness.

LITERATURE REVIEW

Evolution of Employee Experience

A crucial and recently developed concept in organisational psychology literature is employee experience. It is emerging and evolving topic in the literature since far 1999. The customer experience management framework contributed to the rise in popularity of the employee experience idea in 2007. Customer experience management, a marketing term, gave rise to the concept of employee experience. Researchers examined internal marketing strategies that centre on staff members' experiences in generating client satisfaction (Harris, 2007). Customer experience is reliant on product experience, while employee experience affects multidisciplinary topics connected to customer experience. Employee experience was theorized based on customer experience management, which begins at the heart of an organization (Harris, 2007).

According to Maylett and Wride (2017, p. 9) "to create a sustainable, world-class customer experience, an organization must first create a sustainable, world-class employee experience." In addition, this was supported by Liley (2017), stating that customer experience is direct outcome of employee experience, since the positive customer experience is a reflection of positive employee experience (Pemberton, 2018). According to Rodenhuis (2019) and Grover and Chawla (2022) studies good employee experience results in customer satisfaction, profitability, productivity, work performance and worker retention. Therefore, the customer and employee experience are interwined and thay can be enhanced accordingly.

Conceptualization of Employee Experience

The definition of "employee experience" is more complicated than it first appears. This is a result of a lack of scholarly research because the idea of employee experience is still relatively new to academic discourse and has not yet established a strong foundation in the scientific literature. Yet, every definition concurs that the business comes second, when talking about the employee experience. Experiences are considered to be inherently personal, an outcome of one's feelings, belief, cognitive perception and emotions about inwardly directed external stimuli (Gardner, 1985; Hirschman & Holbrook, 1982; Zuckerman, 1971, Itam & Gosh, 2020). According to Morgan (2017) employee experience is "designing an organization where people want to show up focusing on the cultural, technological, and physical environments." He believed that the cultural environment, physical environment, flexible working arrangements, and technological environment are essential components of employee experience.

Caplan (2014) believed that retention, engagement and creativity are an organization's three main objectives and they can only be achived via employee expeirence. Employees' impressions of different surroundings will vary when they have a valid view about their organizations. Comapnies need to give workers a satisfying experience in this fiercely competitive global market. Enhancing employee engagement requires a positive employee experience (Uchil, 2018). In addition, IBM and Globoforce (2016, p. 3) defines the employee experience as "a set of perceptions that employees have about their experiences at work in response to their interactions with the organization." Bersin et al.(2017, p.60) sees employee experience as "a holistic view of life at work, requiring constant feedback, action, and monitoring."

Hall (2017) defines employee expeirence as "a collection of expectations employees have about their work experience in response to their organizational experiences." For a brief while, employees concentrate on perks, benefits, and pay; eventually, they search for life-enriching experiences gained during their job adventure (Obedgiu, 2017). Employee behaviour and organisational culture are influenced by their experiences before hiring, during the hiring process, and after leaving the company (Saks, 2006). This statement was confirmed by Yohn (2018) believing that employee expeirence is sum of exerything from the first to the last interaction with the organization.

According to the 2020 Brandon Hall Group Research, an employee's daily interactions, conversations, assignments, touchpoints, successes, and failures are all considered to be part of their employee experience. Additionally, rich interventions are an investment made by employee experience qualities. Examples include continuous onboarding, giving workers of all levels important work to do, cultivating a growth mentality, forging strong bonds between managers and staff as well as between peers, ensuring safe and secure work environments, and expanding the workforce's diversity (Tanner, 2020). A culture of cooperation is necessary to strengthen the human experience, and HR is essential to this (Liley, 2017). The digitalisation of HR procedures and technology, as well as an emphasis on values rather than needs, are the characteristics that Gartner (2020) is focussing on when it comes to employee experience.

Morgan (2017) in his framework identifies three workplace environments Physical, Technological, Cultural which shape the employee experience, through 17 attributes that are abbreviated as ACE technology, COOL physical spaces, and a CELEBRATED culture. Maylett and Wridge (2017), in their model, found three components of a revolutionary and exceptional employee experience: expectation alignment (Fairness, clarity, empathy, predictability, transparency, and accountability are all desirable qualities), the three contracts (Brand Contract Transactional Contract Psychological Contract), and trust are the three components of a revolutionary and exceptional employee experience.

Bersin (2017) introduced the "Simply Irresistible Organization Model" which includes five significant elements such as purposeful job, growth opportunity, organizational support, trust in leadership and positive workplace culture. IBM's (2016) Framework measures five components of employee experience: belonging, goal, accomplishment, happiness and energy.

The importance of researching the concept within the framework of organizational psychology builds on the suggestion of numerous studies that a good employee experience impacts

employee satisfaction, employee retention, employee commitment, employee performance, employee happiness, employee attitude, work effectiveness and employee engagement (Buys et al., 2019; Chen & Fulmer, 2018; Gartner, 2020; IBM, 2017; King et al., 2018; Lee et al., 2018; Maryniak, 2017; Ronnberg, 2018; Saini & Jawahar, 2019; Sinha et al., 2019; Yohn, 2016). From this point of view employee experience can be defined as – the feelings, perceptions and emotions that an employee experiences through their involvement in work and within the organisational environment, which provides them positive reinforcement to develop, contribute, engage and retain within the organization for good.

Gender and Employee Experience

Throughout history, women have faced social injustices that have made it impossible for them to compete with men for occupations, let alone work in the same fields. In addition, they have experienced limitations based on their gender regarding opportunities, promotions, compensation, and benefits. Over the past several decades, the feminist movement has achieved many victories and nowhere is this more apparent than in the business sector, where female involvement has actually become essential. Yet, despite the efforts for gender equality, men and women's work experiences are different; men showed more positive work experience. This may be because 68% of the men feel engaged, while only 66% of women do. In comparison with women, men are likely to stay at the company over three years and they feel more included and state they have a better well-being. Achieving career goals and having good learning opportunities are two things that women consider to be positive work experiences. But more often than not, men's desires are satisfied. Thus, they typically have superior work experiences (Qualtrics, 2022).

In their research, Bruce Temkin and Cecelia Herbert (2022), study the gender and race gaps across employee experience. They found that generally, men score higher when it comes to feeling of accomplishment and motivation. Most of them agree that they receive a sense of belonginess and energy, as well as they are more encouraged to come up with better ways of doing things and believe they are paid fairly for a work they do.

In terms of gender differences, Silverstein and Sayre (2009) and Wittenberg-Cox and Maitland, (2008) studies argued that women are now earning more money and acquiring considerable purchasing power. As well, according to Eagly and Carli (2007) women bring considerable benefits to their professional and managerial jobs such as different perspectives and experiences while demonstrating leadership skills as successfully as men do.

METHODOLOGY

Research Design

Thought the literature authors identified multiple factors related with employee experience. (Morgan, 2017; Yohn,2018; Tanner, 2020; Liley, 2017). This section explores gender differences in 17 identified factors influencing employee experience. Drawing from a sample of 162 employees across diverse industries, this study examines gender differences in factors of employee experience such as cooperation, communication, collective social responsibility etc. The detailed list of the factors as well as the questions related to each factor are presented in Table 1.

Data was collected through a structured survey that was online distributed to 200 people, employed in private companies in different industries (finance and insurance, sales, food and restaurants, education, IT and telecommunications, construction, energy, healthcare, public administration, media, NGO and manufacturing) across Republic of North Macedonia. Out of those, 161 responded to the survey (80,5% of response rate). The questionnaire used in this research is presented in Table 1. Responses were analyzed using statistical techniques to identify potential gender-based disparities. This approach ensures a comprehensive understanding of how gender impacts employee experiences, enabling a more targeted analysis of factors that contribute to workplace equity and employee well-being across genders.

Table 1: Factors related to employee experience used in the research

| Table 1: Fact | ors related to employee experience used in the research | | | | |
|---|---|--|--|--|--|
| | 1. The people I work with in the organization collaborate to get the work | | | | |
| | done. | | | | |
| T . 4 | 2. There is effective collaboration between teams in this organization. | | | | |
| Factor 1: | 3. After successfully completing work (a project), we celebrate the | | | | |
| Collaboration | teamwork. | | | | |
| | 4. My manager is a role model for effective collaboration with other teams. | | | | |
| | 5. My team is efficient in decision-making. | | | | |
| | 1. There is open and honest communication in this organization. | | | | |
| Factor 2: | 2. Senior leadership responds to employee feedback. | | | | |
| Communication | 3. I receive the information I need to do my job efficiently. | | | | |
| | 4. My manager is an effective listener. | | | | |
| Ft 2 Ct- | 1. I am proud of the organization's efforts to positively impact society. | | | | |
| Factor 3: Corporate Social Responsibility | 2. This organization takes actions to be socially responsible. | | | | |
| Social Responsibility | 3. This organization fosters environmentally friendly practices. | | | | |
| | 1. The organization demonstrates a commitment to ethical care and | | | | |
| | professional behavior. | | | | |
| n | 2. I can report unethical practices without fear of retaliation. | | | | |
| Factor 4: Ethics | 3. Everyone in this organization is held to the same ethical standards. | | | | |
| | 4. My manager exhibits ethical behavior. | | | | |
| | 5. I know how to report suspicious unethical practices. | | | | |
| | 1. Overall, I feel that my career goals can be achieved within this | | | | |
| n . # 0 .1 1 | organization. | | | | |
| Factor 5: Growth and | 2. I have meaningful discussions with my manager about career | | | | |
| Development | development. | | | | |
| | 3. I have good opportunities to learn and grow in this organization. | | | | |
| | 1. I am free to change traditional ways of working when doing my job. | | | | |
| | 2. I am encouraged to find better ways of doing things. | | | | |
| Factor 6: Innovation | 3. My manager rewards taking risks to bring innovation to the work. | | | | |
| | 4. I can try new things and approaches, even if my efforts might fail. | | | | |
| | 1. I believe in the values of the organization. | | | | |
| Factor 7: Living the | 2. My manager's behavior aligns with the organization's values. | | | | |
| Values | 3. I understand the values of the organization. | | | | |
| | 1. I feel supported in my efforts to adapt to organizational changes. | | | | |
| Factor 8: Change | 2. This organization helps me understand how changes will affect my | | | | |
| Management | work. | | | | |
| | I manage | | | | |

| | 3. This organization clearly communicates the reasons for change implementation. | | | | | | |
|----------------------|--|--|--|--|--|--|--|
| | 4. The organization informs us about upcoming changes in time to | | | | | | |
| | prepare. | | | | | | |
| Factor 9: | 1. I am fairly paid for the work I do. | | | | | | |
| Compensation and | 2. My pay is clearly linked to my job performance. | | | | | | |
| Benefits | 3. The benefits package provided by the organization meets my needs. | | | | | | |
| | 1. I have a clear understanding of what is expected of me. | | | | | | |
| Factor 10: | 2. I receive feedback that helps me improve my performance. | | | | | | |
| Performance and | 3. I have regular discussions with my manager about my work. | | | | | | |
| Accountability | 4. My work performance is evaluated fairly. | | | | | | |
| | 1. I can openly share my opinions without fear of retaliation. | | | | | | |
| | 2. My manager values my perspective, even if it differs from theirs. | | | | | | |
| Factor 11: | 3. Leadership values different perspectives, even if they differ from their | | | | | | |
| Psychological Safety | own. | | | | | | |
| | 4. In my team, it feels safe to take social risks. | | | | | | |
| | 1. I have access to the resources I need to do my job efficiently. | | | | | | |
| Factor 12: Resources | 2. My physical workspace allows me to be productive. | | | | | | |
| | 1. All employees in this organization are treated with respect. | | | | | | |
| Factor 13: Respect | 2. Even when we disagree, colleagues treat each other with respect. | | | | | | |
| ractor 13. Respect | 3. My manager/team leader treats me with respect. | | | | | | |
| | I believe this organization has an excellent future. | | | | | | |
| | 2. I can see a clear connection between my work and the organization's | | | | | | |
| Factor 14: Strategic | strategic goals. | | | | | | |
| Alignment | 3. Managers and leaders provide a clear picture of the direction the | | | | | | |
| | organization is heading. | | | | | | |
| | 1. I trust my manager. | | | | | | |
| Factor 15: Trust in | 2. My manager keeps their promises (i.e., does what they say they will do). | | | | | | |
| Management | 3. My manager cares about my well-being. | | | | | | |
| _ | 4. My manager treats people fairly. | | | | | | |
| | 1. The work processes in this organization are designed to enable | | | | | | |
| | employees to be as productive as possible. | | | | | | |
| Factor 16: Work | 2. My manager helps remove barriers/difficulties in completing my work. | | | | | | |
| Process | 3. This organization continuously improves the way work is done. | | | | | | |
| | 4. My manager helps my team prioritize our work. | | | | | | |
| | 5. We learn from our mistakes in this organization. | | | | | | |
| | 1. I manage my work responsibilities in a way that allows for a healthy | | | | | | |
| Factor 17: Work-Life | work-life balance. | | | | | | |
| Balance | 2. This organization supports my efforts to balance work and personal life. | | | | | | |
| | | | | | | | |
| | 3. My workload is manageable | | | | | | |

Source: authors'compilation

For each question, the scale of possible answers is as follows:

- 1. Strongly disagree
- 2. Disagree

- 3. Neutral
- 4. Agree
- 5. Strongly agree

Research Sample

The data indicates that the sample consists of 38.5% males and 61.5% females (see figure 1). Age distribution shows that 28.6% of the participants are between 18-25 years, 31.1% are aged 26-35, 25.5% are in the 36-50 age group, and 14.9% fall between 51-64 years. This breakdown provides a clear view of the gender and age composition within the sample.

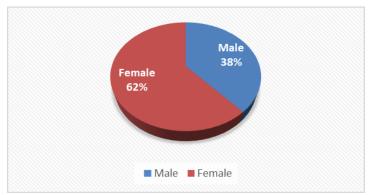


Figure 1: Gender distribution of the participants
Source: authors'compilation

The Table 2 presents the distribution of various industries as a percentage of the total sample. The Finance and Insurance sector has the largest representation at 24.2%, indicating its significant presence in the dataset. This is followed by Sales at 12.4% and Food and Restaurants at 10.6%. IT and Telecommunications and Education also have notable shares, with 9.9% and 9.3%, respectively. Other industries like Construction, Healthcare, and Public Administration have smaller but still relevant percentages, ranging from 3.1% to 6.8%. The NGO sector has the smallest representation at 2.5%.

Table 2: Distribution of various industries of the participants

| Industry | % |
|--------------------------|------|
| Construction | 6.8 |
| Energy | 3.1 |
| Healthcare | 4.3 |
| IT and telecommunication | 9.9 |
| Public administration | 4.3 |
| Media | 4.3 |
| NGO | 2.5 |
| Education | 9.3 |
| Sales | 12.4 |
| Manufacturing | 8.1 |
| Finance and insurance | 24.2 |
| Food and restaurants | 10.6 |

Source: authors' compilation



Figure 2: Distribution of the employee experience

Source: authors'compilation

Figure 2 presents the percentage distribution of employees based on their years of experience. It indicates that the largest group of employees (34.2%) are relatively new, with 0 to 3 years of experience. The proportion of employees decreases as experience increases, with the smallest group (11.8%) having 11 to 15 years of experience. Fourteen percent of the respondents have more than 16 years of experience.

Table 2: Percentage distribution of the employee experience with respect to gender

| | | Experi | ence (in | years) | | |
|--------|--------|--------|----------|---------|----------|---------------|
| | | 0 to 3 | 4 to 6 | 7 to 10 | 11 to 15 | over 16 years |
| Gender | Female | 23 | 13 | 9 | 9 | 9 |
| | Male | 11 | 9 | 9 | 4 | 4 |

Source: authors'compilation

Table 2 presents the percentage distribution of employees by gender across different experience ranges. It shows that for 0 to 3 years of experience, 23% of females and 11% of males fall into this category, indicating a higher proportion of females. Similar, 13% of females and 9% of males fall into category from 4 to 6 years of experience. For 7 to 10 years of experience, both genders are represented equally at 9%. For 11 to 15 years of experience, the percentage of females (9%) is higher than that of males (4%) which is identical for the category for over 16 years of experience. This distribution suggests that females are more represented in the almost all employee experience categories.

Research Hypothesis

In order to meet the aims of the paper, a general hypothesis is stated:

- ➤ H0: There is no difference in factors related to employee experience with respect to gender.
- ➤ H1: There is difference in factors related to employee experience with respect to gender.

A t-test will be conducted in order to accept the null hypothesis or to reject the null hypotheses and accept the alternative hypothesis for each factor included in the research.

RESEARCH RESULTS

Table 3 presents the summarized results from the t test. Detailed results from SPSS are presented in Appendix A. An independent samples t-test was conducted to compare the responses of females (Group 1) and males (Group 2) across 17 employee experience factors. These factors include aspects like collaboration, corporate social responsibility, compensation and benefits, work-life balance etc.

Table 3: Results from the t-test

| Factor | Levene's Test (Sig.) | Equal Variances Assumed | t- value | Sig. (2-tailed) | Mean Difference | Interpretation |
|-------------------------------------|-------------------------|-------------------------------|-------------|-----------------|--------------------|---------------------------|
| F1: Collaboration | 0.354 | Yes | -0.011 | 0.991 | -0.0015 | No significant difference |
| F2: Communication | 0.369 | Yes | -1.566 | 0.119 | -0.2258 | No significant difference |
| F3: Corporate social responsibility | 0.866 | Yes | -1.991 | 0.048 | -0.3039 | Significant difference |
| F4: Ethics | 0.213 | Yes | -0.666 | 0.506 | -0.0965 | No significant difference |
| F5: Growth and development | 0.237 | Yes | -1.813 | 0.072 | -0.2785 | No significant difference |
| F6: Innovation | 0.698 | Yes | -1.013 | 0.312 | -0.1749 | No significant difference |
| F7: Living the values | 0.104 | Yes | -0.668 | 0.505 | -0.0995 | No significant difference |
| F8: Change management | 0.451 | Yes | -0.486 | 0.628 | -0.0746 | No significant difference |
| F9: Compensation and benefits | 0.112 | Yes | -2.087 | 0.039 | -0.3959 | Significant difference |
| F10: Performance and accountability | 0.407 | Yes | -0.753 | 0.453 | -0.1184 | No significant difference |
| F11: Psychological safety | 0.904 | Yes | -0.656 | 0.513 | -0.1018 | No significant difference |
| F12: Resources | 0.191 | Yes | -1.514 | 0.132 | -0.2432 | No significant difference |
| F13: Respect | 0.612 | Yes | -1.197 | 0.233 | -0.1776 | No significant difference |
| F14: Strategic alignments | 0.350 | Yes | -1.367 | 0.174 | -0.2347 | No significant difference |
| F15: Trust in management | 0.207 | Yes | -1.369 | 0.173 | -0.2397 | No significant difference |
| F16: Work process | 0.388 | Yes | -1.754 | 0.081 | -0.2556 | No significant difference |
| F17: Work-life balance | 0.965 | Yes | -3.479 | 0.001 | -0.4963 | Significant difference |

Source: authors'compilation

According to the Results from Table 3:

- Corporate Social Responsibility (F3):
 - There was a statistically significant difference between females and males in terms of corporate social responsibility (p = 0.048).

- o The mean score for females was 0.3039 points lower than for males, suggesting that males perceive corporate social responsibility more positively than females.
- Compensation and Benefits (F9):
 - \circ A significant difference was also found for compensation and benefits (p = 0.039).
 - Females rated compensation and benefits 0.3959 points lower than males, indicating males have a more favorable perception of their compensation and benefits.
- Work-life Balance (F17):
 - \circ The most significant difference was observed for work-life balance (p = 0.001).
 - Females rated work-life balance 0.4963 points lower than males, showing that males feel their work-life balance is better than females.

For the remaining factors, no significant differences were found between females and males, with p-values greater than 0.05. These include: Collaboration (F1), Communication (F2), Ethics (F4), Growth and Development (F5), Innovation (F6), Living the Values (F7), Change Management (F8), Performance and Accountability (F10), Psychological Safety (F11), Resources (F12), Respect (F13), Strategic Alignments (F14), Trust in Management (F15), and Work Process (F16).

DISCUSSION

Recognizing the factors that shape the way we experience work is of exceptional importance in modern management and for developing workplaces where everyone will thrive, have progress and be productive. Men, compared to women, have better experiences when it comes to wanting to stay, to be more valued and to be happy. Among the many factors identified as drivers of employee experience is gender. Namely, the research finding has shown that from the list of 17th considerable factors for employee experience, there were statistically significant difference between females and males in terms of three factors such as CSR, compensation and benefits and Work-life balance.

In view of the gender differences toward CSR the Friedman (1987) notion that men and women have different approach to moralizing have to be taken in consideration. Based on this point, the differences in their ethical values are evident. There is insufficient evidence in the literature for this difference between men and women. According to Panwar et al (2010) males and females differ in terms of their perception of the social responsibilities. Numerous empirical findings present confusing and often contradictory findings about the influence of gender on ethical views. Hatch and Stephen (2015) in their study investigated the impact of gender on CSR perception and found a direct relationship between gender and the effective CSR implementation of a company. Kahreh et al. (2014) demonstrated that the orientation and intentions of women is a little more than men, but there was not significance and meaningful differences between male and female in the CSR. Lamsa et al., (2007), Luthar et al., (1997) and Lu et al., (2020) revealed that women were more ethical in general, compared to their male colleagues. Series of studies (Burton and Hegarty, 1999; Smith et al., 2001; Marz et al., 2003,) indicates that females are more likely to rate higher on scales of ethics and social responsibility than males.

Unequal chances for career growth often is based on the gender perception of compensation and benefits. Organizations must follow the new trends and make workplaces fair and welcoming for all. It means going beyond just male and female. Gender disparities in compensation and benefits significantly affect the employee experience. Working women in the EU earn on average 12.7% less per hour than men (Europian Parlament, 2023). Among the most commonly cited causes of gender differences in compensation and benefits are structural causes related to local economies, differences in employment and labor relations systems, education levels and employee work experience. For example, In the third quarter of 2023 almost one-third of women (28%) work part-time, while only 8% of men work part-time. When both unpaid and paid work are considered, women work more hours per week than men (EP Report, 2023). The gap is closely related with some career choices made by female workers which are influenced by care and family responsibilities. Perception of the gap can be explained by an overrepresentation of women in relatively low-paying sectors (care, health or education). The number of women in science, technology and engineering has increased in the years after COVID 19. Another significant factor that affects the perception of this gap relate to the woman representation of managerial position and the level of earned compensation less per hour than male managers.

A significant factor shaping the employee experience is work-life balance. The factor which, according to positive psychology, is considered a determinant of employees' happiness and their commitment to work. A number of empirical findings point to a gender difference in establishing work-life balance. Certain difficulties are recorded among women and they fight a constant battle to find a good balance between work and life. This struggle contributes to women being less happy and engaged in the workplace. The organization of work in the form of part-time work or work outside the office (hybrid work) is also a potential cause of a disturbed balance between work and life. Women worry that asking for work flexibility might hurt their chances of getting promoted. This worry can stop them from asking for the flexibility they need. In addition to this is the greater danger for women of stress and burnout at the workplace. As well, another significant argument in line of gender differences for work-life balance is the fact that male employees working very long hours in paid work across OECD countries which is almost 14%, compared with about 6% for women (OECD, n.d.).

CONCLUSION

The results indicate that male employees tend to perceive certain workplace factors—corporate social responsibility, compensation and benefits, and work-life balance—more positively than female employees. No significant differences were found between the genders in areas like collaboration, communication, or psychological safety.

These insights could inform targeted interventions to address disparities in perceptions of compensation, corporate responsibility, and work-life balance between female and male employees. Addressing these differences may help create a more balanced and equitable work environment. In the end, encouraging an inclusive culture that is sensitive to these differences can boost worker happiness and contribute to the success of the company as a whole. Companies may foster a more equal workplace where all employees feel appreciated and supported by giving priority to these focused activities.

LIMITATIONS

We acknowledge the limitations of this research. One could contend that the potential for social desirability bias is one of the study's main flaws. Even in situations where the responses are anonymous, the level of candour provided on organizational perspective and sentiment cannot be taken for granted. Another issue is self-selection bias, which is the inability to ascertain whether the responses are typical of all those working in a given industry.

The last restriction is determined by the respondents' demographic location. Given that the Republic of North Macedonia was the sole focus of this study, additional research should provide a more comprehensible analysis of these characteristics.

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Appendix A

| | | | | | | enaix A | | | | |
|----|-----------------------------------|----------------------------------|---------|--------|--------------|---------------------|--------------------|--------------------------|---|----------|
| | | | m . c | | ndepende | | Test | | | |
| | | Levene's Equality Variance | of s | | r Equality o | | | | | |
| | | F | Sig. | t | df | Sig. (2- tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| F1 | Equal variances assumed | ,864 | ,354 | -,011 | 159 | ,991 | -,0015 | ,1369 | -,2720 | ,2689 |
| | Equal variances not assumed | | | -,011 | 136,588 | ,991 | -,0015 | ,1347 | -,2679 | ,2649 |
| F2 | Equal variances assumed | ,812 | ,369 | -1,566 | 159 | ,119 | -0,225793 | 0,144156 | -0,5105 | 0,058915 |
| | Equal variances not assumed | | | -1,587 | 135,135 | ,115 | -0,225793 | 0,142299 | -0,5072 | 0,055628 |
| F3 | Equal variances assumed | ,029 | ,866 | -1,991 | 159 | ,048 | -0,303899 | 0,152618 | -0,6053 | -0,00247 |
| | Equal variances not assumed | | | -1,977 | 126,555 | ,050 | -0,303899 | 0,153745 | -0,6081 | 0,00034 |
| F4 | Equal variances assumed | 1,561 | ,213 | -,666 | 159 | ,506 | -,0965 | ,1449 | -,3827 | ,1897 |
| | Equal variances not assumed | | | -,673 | 133,973 | ,502 | -,0965 | ,1434 | -,3802 | ,1872 |
| F5 | Equal variances assumed | 1,407 | ,237 | -1,813 | 159 | ,072 | -0,27848 | 0,15358 | -0,58180 | 0,02483 |
| | Equal variances not assumed | | | -1,762 | 117,637 | ,081 | -0,27848 | 0,15805 | -0,59147 | 0,03450 |
| F6 | Equal variances assumed | ,151 | ,698 | -1,013 | 159 | ,312 | -,17489 | ,17261 | -,51580 | ,16601 |
| | Equal variances not assumed | | | -1,006 | 126,532 | ,316 | -,17489 | ,17390 | -,51902 | ,16923 |
| F7 | Equal variances assumed | 2,672 | ,104 | -,668 | 159 | ,505 | -0,09954 | 0,14902 | -0,39387 | 0,19478 |

| | Equal variances not assumed | | | -,681 | 137,561 | ,497 | -0,09954 | 0,14625 | -0,38872 | 0,18964 |
|-----|-----------------------------------|-------|------|--------|---------|------|----------|---------|----------|----------|
| F8 | Equal variances assumed | ,572 | ,451 | -,486 | 159 | ,628 | -0,07462 | 0,15365 | -0,37807 | 0,22884 |
| | Equal variances not assumed | | | -,492 | 135,192 | ,623 | -0,07462 | 0,15165 | -0,37453 | 0,22529 |
| F9 | Equal variances assumed | 2,552 | ,112 | -2,087 | 159 | ,039 | -0,39589 | 0,18972 | -0,77058 | -0,02120 |
| | Equal variances not assumed | | | -2,165 | 144,612 | ,032 | -0,39589 | 0,18289 | -0,75738 | -0,03441 |
| F10 | Equal variances assumed | ,690 | ,407 | -,753 | 159 | ,453 | -0,11836 | 0,15725 | -0,42893 | 0,19221 |
| | Equal variances not assumed | | | -,764 | 135,930 | ,446 | -0,11836 | 0,15493 | -0,42474 | 0,18802 |
| F11 | Equal variances assumed | ,015 | ,904 | -,656 | 159 | ,513 | -0,10182 | 0,15528 | -0,40851 | 0,20486 |
| | Equal variances not assumed | | | -,656 | 129,541 | ,513 | -0,10182 | 0,15533 | -0,40914 | 0,20549 |
| F12 | Equal variances assumed | 1,721 | ,191 | -1,514 | 159 | ,132 | -0,24324 | 0,16070 | -0,56062 | 0,07415 |
| | Equal variances not assumed | | | -1,551 | 139,850 | ,123 | -0,24324 | 0,15682 | -0,55328 | 0,06681 |
| F13 | Equal variances assumed | ,258 | ,612 | -1,197 | 159 | ,233 | -0,17758 | 0,14837 | -0,47061 | 0,11545 |
| | Equal variances not assumed | | | -1,208 | 133,484 | ,229 | -0,17758 | 0,14704 | -0,46840 | 0,11324 |
| F14 | Equal variances assumed | ,880 | ,350 | -1,367 | 159 | ,174 | -0,23466 | 0,17166 | -0,57368 | 0,10436 |
| | Equal variances not assumed | | | -1,379 | 133,468 | ,170 | -0,23466 | 0,17012 | -0,57114 | 0,10182 |
| F15 | Equal variances assumed | 1,607 | ,207 | -1,369 | 159 | ,173 | -0,23970 | 0,17503 | -0,58538 | 0,10599 |
| | Equal variances not assumed | | | -1,379 | 132,547 | ,170 | -0,23970 | 0,17385 | -0,58357 | 0,10418 |
| F16 | Equal variances assumed | ,751 | ,388 | -1,754 | 159 | ,081 | -0,25564 | 0,14574 | -0,54347 | 0,03219 |
| | Equal variances not assumed | | | -1,769 | 133,263 | ,079 | -0,25564 | 0,14450 | -0,54145 | 0,03018 |
| F17 | Equal variances assumed | ,002 | ,965 | -3,479 | 159 | ,001 | -0,49625 | 0,14264 | -0,77796 | -0,21455 |
| | Equal variances not assumed | | | -3,501 | 132,311 | ,001 | -0,49625 | 0,14175 | -0,77664 | -0,21587 |