 Published in Big Ideas



Texas McCombs

Sep 21 · 2 min read ·  Listen



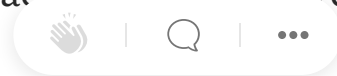
Female Execs Hone Customer Strategy

Women in leadership boost customer satisfaction and financials — especially in certain environments.

Based on the research of Chandra Srivastava and Vijay Mahajan



Women in the C-suite are more likely than men to focus on customer relationships, leading certain types of companies to greater long-term financial performance, according to new research from Texas McCombs.



Resume Membership

 Search




Texas McCombs

2.6K Followers

News, business research, and ideas from the McCombs School of Business at The University of Texas at Austin. Learn more at www.mcombs.utexas.edu


Edit profile

More from Medium

 Tracey Liv.Lit! C...

You Must Know Your 'Why' in Times of Crisis



 Piyus... in ILLU...

Manufacturing: An Underrated Field



 4everMotivation

How does optimal thinking help in the growth of a...



 Mark J. McGrath

On A



Key Takeaways:

- **Unequal Benefit:** In a study of 389 Fortune 500 organizations over six years, researchers found female leaders are most valuable to customer strategy in companies where:

 - The industry environment is relatively stable.

 - The C-suite has strong control.

 - The board of directors includes a relatively high number of women and people with marketing backgrounds.

- **Pivot:** “In less regulated industries, where there is more strategic and tactical freedom, the inclusion of female executives may provide a ‘turnaround’ strategy for these companies,” says [Chandra Srivastava](#), St. Edward’s University assistant professor of marketing and McCombs marketing lecturer.

- **Calculated Risks:** They may be risk-averse in some business contexts, but female executives are willing to take risks when it means satisfying customers, according to co-author Saim Kashmiri of the University of Mississippi.

- **No Panacea:** An entirely female top management team is just as prone to groupthink as an all-male team.

- **Balance:** “Even if there are only a few female executives on the top management team, companies can strengthen the relationship between these female executives and customer orientation by adding female directors and marketing-experienced board members,” says [Vijay Mahajan](#), McCombs professor of marketing.

The study, "*Customer Orientation and Financial Performance: Women in Top Management Teams Matter!*" is forthcoming, online in advance in the Journal of Marketing.

Some rights reserved 