This Estrogen Edition celebrates International Women’s Day, March 8, 2015

Gender diversity and corporate performance
This 2012 report from Crédit Suisse’s Research Institute provides data and analysis on the performance of companies that include women as well as men on their boards.
The group analyzed the academic literature, interviewed experts, and tested the performance of 2,360 companies globally over the previous six years. Their analysis shows that it would on average have been better to have invested in corporates with women on their management boards than in those without. Companies with one or more women on the board have delivered higher average returns on equity, and they’ve shown better average growth.

Marketing to the other half of the population
GoldieBlox busted the commercial glass ceiling on toys for girls, and Lego’s building on the principles.

Entrepreneurs describe keys to success
Last year, UN Development Programme Asia-Pacific, with Australia’s Department of Foreign Affairs and Trade, organized the Indian Ocean Rim Dialogue on women’s economic empowerment.
Here are five three-minute videos of entrepreneurs at the dialogue describing what it takes for women to succeed in business in the region.
The short videos might make great starting points for classroom discussions on any number of topics.

Does having women managers lead to increased gender equality practices in corporate social responsibility?
This paper in Business Ethics: A European Review in January 2015 examines how the presence of women on corporate boards, in top and middle management and as heads of CSR departments, influences gender equality practices in the field of CSR. Using information collected from companies that have signed up to Women’s Empowerment Principles in Spain, the authors show that the presence of women in those posts has a positive impact on CSR activities with gender equality objectives. Their findings support the value of incorporating women into all management positions and provide a look at how gender equality can be included in the broader framework of CSR.

How do you get a kid to study? Tempt her with a bike!
Haifaa Al-Mansour can’t drive or vote in her home country, Saudi Arabia, but this first-time filmmaker made the first all-Saudi movie and Wadjda is getting kudos as one of the best films of the year.
Religion is part and parcel of 10-year-old Wadjda's daily life, but she's learned to use the system to get what she wants. A Qur'an reading competition at school offers her the chance to win the money for a bike, so she acts the model student and gets her head in the book.

The Canadian Federation of University Women Victoria has organized a screening at Cinecenta on March 5 (today!) at 7 pm. Proceeds go to Canadian Women for Women in Afghanistan and Victoria Women’s Transition House.