

A Cross-lagged Study of Gender Discrimination in Entry-level Jobs in the Malaysian Retail Sector: A Vulnerability Theory Perspective

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ABSTRACT

Several studies have examined gender discrimination in Malaysia and have found Malaysian retail sector is plagued with discriminatory practices. Research has shown that many discriminatory practices are based on established perceptions that make women vulnerable to discrimination. This study aimed to analyze the drivers of gender discrimination in entry-level jobs in the Malaysian retail sector. The study unpacks the drivers that make women vulnerable due to preconceived notions leading to gender discrimination and investigates causal, reversed causal, and reciprocal relationships.

Keywords: Gender discrimination, perception, vulnerability, Malaysia, retail sector.