

# Evaluating the effectiveness of Corporate Social Responsibility programs in promoting gender equality and women empowerment at JP Morgan & Chase Co.

Saanvi Mantha

saanvi.mantha@gmail.com

*Student at Chirec International School, India*

---

## Abstract

In today's fast-paced and dynamic landscape, diversity and inclusion are not just ethical imperatives, but significant drivers of business success. This research delves into the intricate world of Corporate Social Responsibility (CSR) and its potential to unlock substantial business value through promoting gender equality and women empowerment within corporate companies on a global scale. The contents of this research will include quite a few factors. For starters, shifting the narrative from CSR as a cost center to a strategic investment driver demonstrates the substantial ROI of promoting gender equality in the corporate landscape. It will also give more insight into equipping businesses with data-driven insights and best practices to design and implement impactful CSR programs that yield tangible bottom-line results. Lastly, it will highlight the significance of challenging traditional corporate mindsets by showcasing the competitive advantage gained through fostering a diverse and inclusive work environment.

*Keywords: Corporate Social Responsibility, Initiatives, Employee Morale, Gender Diversity, Growth, Success, Gender Parity, Global Gender Equity*

---

## 1. Introduction

The key objectives of this paper are to analyze the impact of CSR programs on advancing career growth for women, providing employee satisfaction, and benefiting local communities overall. JP Morgan and Chase, a leading global financial services firm, offers a range of services including banking, asset management, and investment banking. With a history dating back over 200 years, it's renowned for its role in shaping modern finance and its vast network spanning the globe. It was ranked as the No. 1 Bank for small businesses in the United States, the No 1. Bank

for Retail Deposit Market Share in the United States and the NO 1. Digital Banking Platform as of 2022. With society stepping up and realizing how the social patriarchy should cease to exist, the company has come up with a new mission: To fuel female ambition and advance financial equity

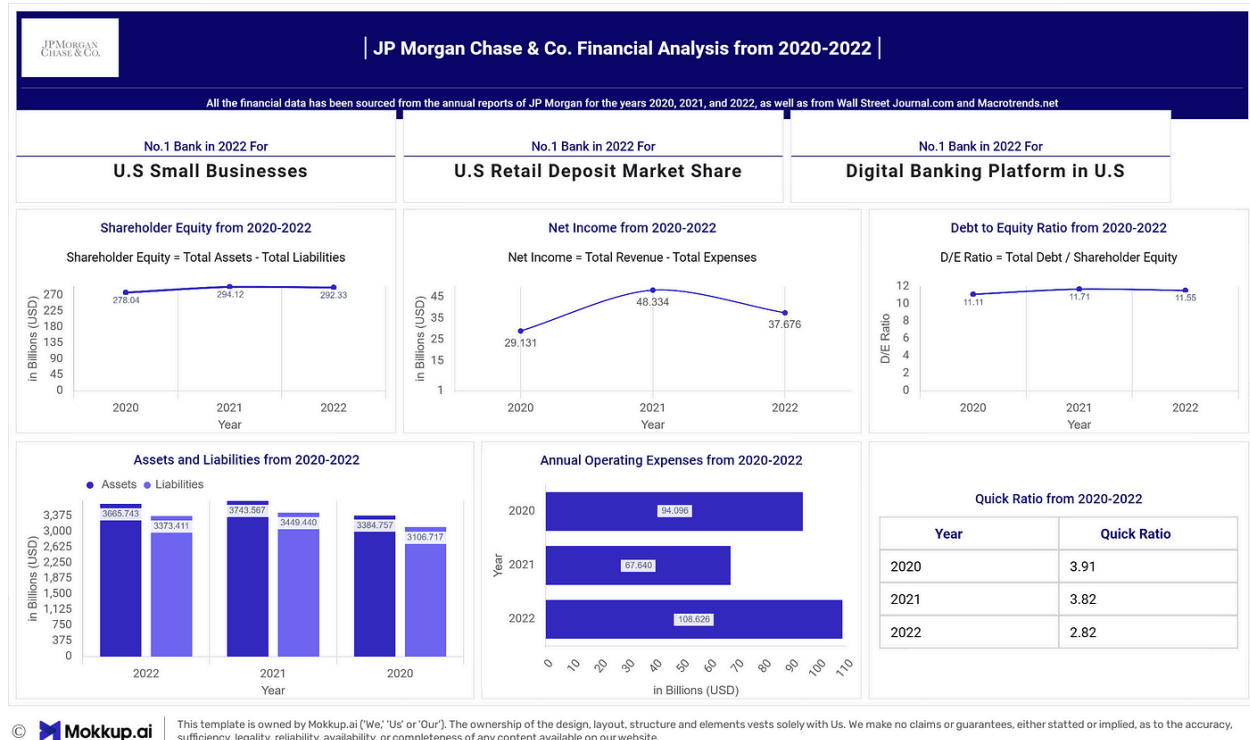


Figure 1:JP Morgan Chase& Co Financial Analysis from 2020-2022

In the last couple of years, my paper hypothesizes that corporate social responsibility programs have made advancements for women in JP Morgan and Chase Co: A more friendly work environment with better-suited conditions improving employee morale, and reducing labor turnover in the women's workforce. By bridging the gap between social responsibility and corporate profitability, this research aims to empower businesses to champion gender equality not just as an ethical obligation, but as a sound strategic investment with the potential to unlock significant financial and societal value.

## 2. Advancements in the workforce

In 1948, a century after the Seneca Falls Convention that marked the beginning of the women's rights movement, the U.S. Department of Labor reported that 71 percent of the U.S. workforce was male. Now, over 70 years later, women make up nearly half of the American workforce. These statistics clearly state that advancements in gender equality have been made in addition to changes in societal norms and the recognition of women's rights, opening up more opportunities for women in various fields. Women are now actively pursuing careers in traditionally

male-dominated sectors such as technology, engineering, finance, and politics. Additionally, there's a growing awareness of the importance of diversity and inclusion in the workplace, leading to more efforts to create environments where women can thrive professionally

There's still a long way to go to achieve gender parity in the workplace but it is clearly evident that progress has been made. According to the company website, there are more than 290,000 employees- almost 50% of whom are women.

### **3. JP Morgan&Chase Co. Corporate Social Responsibility Initiatives**

This demonstrates quite plainly that progress has been made. According to a new McKinsey & Co. and LeanIn.org research titled "Women in the Workplace," women are still underrepresented in corporate America at all levels. The survey claims that women have a worse chance than males of being hired for entry-level positions and rising to senior leadership positions in the business. The results show that only 79 women are given the same opportunity to advance to a manager-level job for every 100 males who are. That being said, women only occupy 38% of management roles in today's workforce.

This opinion is supported by data from a 2019 JP Morgan& Chase report on gender diversity in the workplace. "Progress on female representation at the executive level stalled in 2018," the study says, despite mounting pressure on businesses to prioritize gender equality in senior leadership and recruiting. These figures show that enacting meaningful change requires more than just well-intentioned efforts. Companies that are demonstrating a commitment to gender equity typically adopt a two-pronged strategy: they provide funds for diversity programs that benefit the entire organization and they create more immediate, practical projects in which all staff members may take part.

JPMorgan & Chase created Women on the Move, a global initiative that invests in the advancement of women. In addition to fostering an inclusive culture for women at the company, the program helps female employees, clients, and customers expand their businesses, improve their financial health, and empower their career growth. When these three focus areas work together, they are poised to drive meaningful change both inside and outside of the organization.

"We attract and develop great talent and know that women can succeed at JPMorgan Chase, however, there's still more to be done," said Samantha Saperstein, head of Women on the Move. "We are strengthening our organization by providing women with more tools and information, but also training managers on unconscious biases. By tackling gender issues together, especially around talent development and promotions, we offer to give women more opportunities."

JPMorgan Chase started the 30-5-1 campaign to internally transform Women on the Move's lofty goals into action. Thirty-five minutes a week for coffee with a rising female colleague, five

minutes to congratulate a female colleague on a recent achievement, and one minute to promote that colleague to other employees is what 30-5-1 urges employees to do. These conversations foster open communication at all levels and improve effective communication, in addition to inspiring men and women to assist in the professional development of their female colleagues. Although 36 minutes may not seem like much in a 40-hour work week, these kinds of talks may foster change, enhance confidence, and eventually lead to more women in senior management roles.

Although these smaller, actionable efforts should incorporate professionals at every level, they must be driven. "Increasing gender diversity takes conscientious planning and support at every level, but it especially has to start at the top," says Shavon Lindley, CEO of Mentoring Method, an enterprise learning and mentoring technology company.

These initiatives clearly show the results the company was able to bring out, with a more diversified workforce and a team representative of both men and women. The numbers clearly show an improvement in the number of women entering the workforce and are almost equal to the number of men, which is a huge step moving forward.

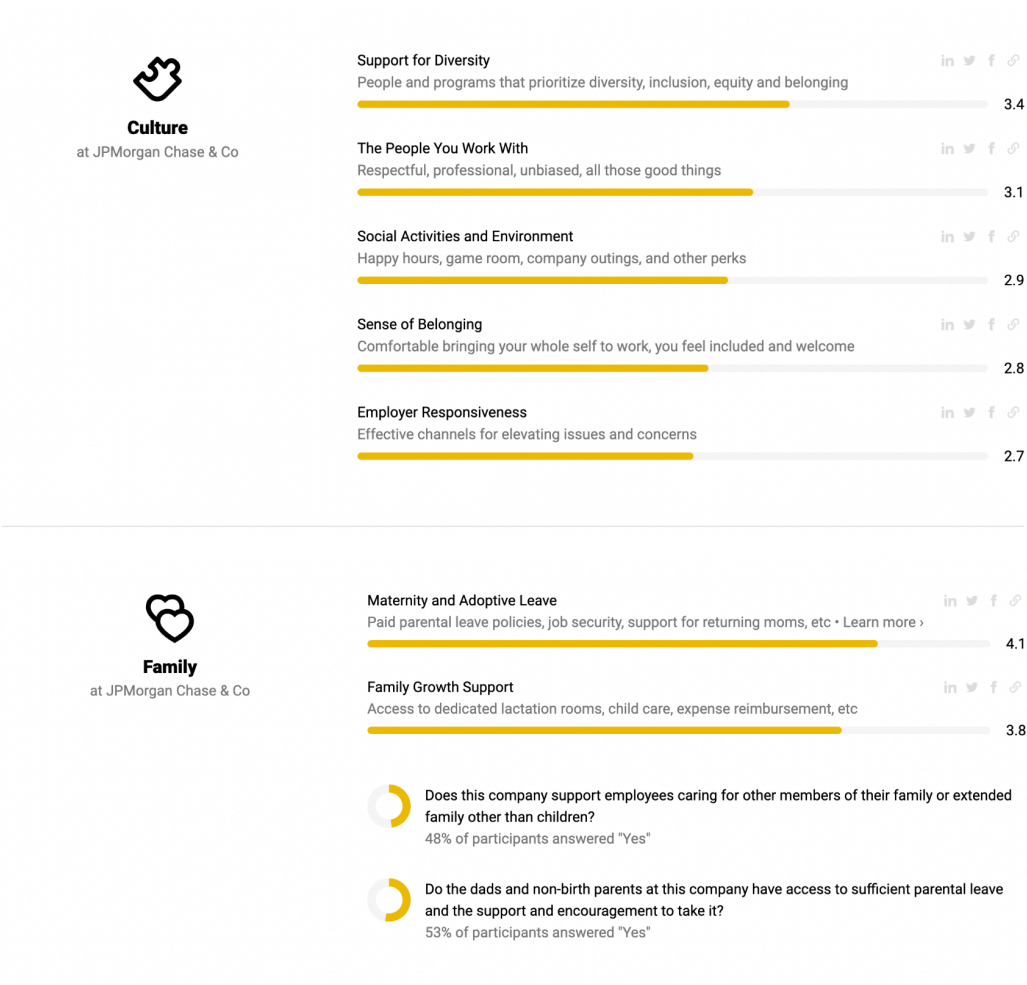
JPMorgan Chase & Co.'s dedication to women's CSR programs has driven the company's success while empowering women. Through these initiatives, JPMorgan Chase has expanded opportunities for female employees and fostered a culture of inclusion and innovation. The company has unlocked its full potential by providing resources and platforms for women to excel, resulting in enhanced productivity, improved decision-making processes, and a more dynamic work environment. Moreover, by valuing diversity and inclusivity, the company has strengthened its reputation as a forward-thinking and socially responsible corporation, attracting top talent and fostering greater employee engagement and retention. As a result, the company has not only achieved significant financial success but has also made meaningful strides toward gender equality and empowerment, setting a precedent for the industry at large.

Moreover, by fostering a culture of inclusivity and empowerment, JPMorgan Chase has witnessed improvements in employee morale, satisfaction, and retention rates. Women within the organization feel valued, supported, and encouraged to reach their full potential, leading to a more engaged and motivated workforce. This has enhanced collaboration, creativity, and productivity across all levels of the company.

#### **4. Impact of the CSR Initiatives**

Beyond internal benefits, JPMorgan Chase's commitment to women's CSR programs has enhanced its reputation as a socially responsible corporation, attracting investors, customers, and partners who align with its values. The company's emphasis on gender diversity has also positioned it as a leader in the financial industry, setting a precedent for other organizations to

follow suit. CEO Jamie Dimon points out that his bank is focused on progressing toward diversity, equity, and inclusion (DEI). Women represent 49% of the firm’s total workforce according to Forbes(Georgescu, 2023). JPMorgan Chase has won a Handshake Early Talent Award for being one of the best companies for today’s youth. The firm also received a special designation as a Tech Transformer for the second year in a row, for being a great place to launch a career in tech. Fortune has placed JPMorgan Chase in the top five of its “World’s Most Admired Companies” list, ranking #5 in 2024 for the second year. The company is also recognized as one of the most attractive employers in the United States, ranking #2 among the Most Attractive Employers in the country and the #1 banking institution, clearly underscoring the reputable and responsible company



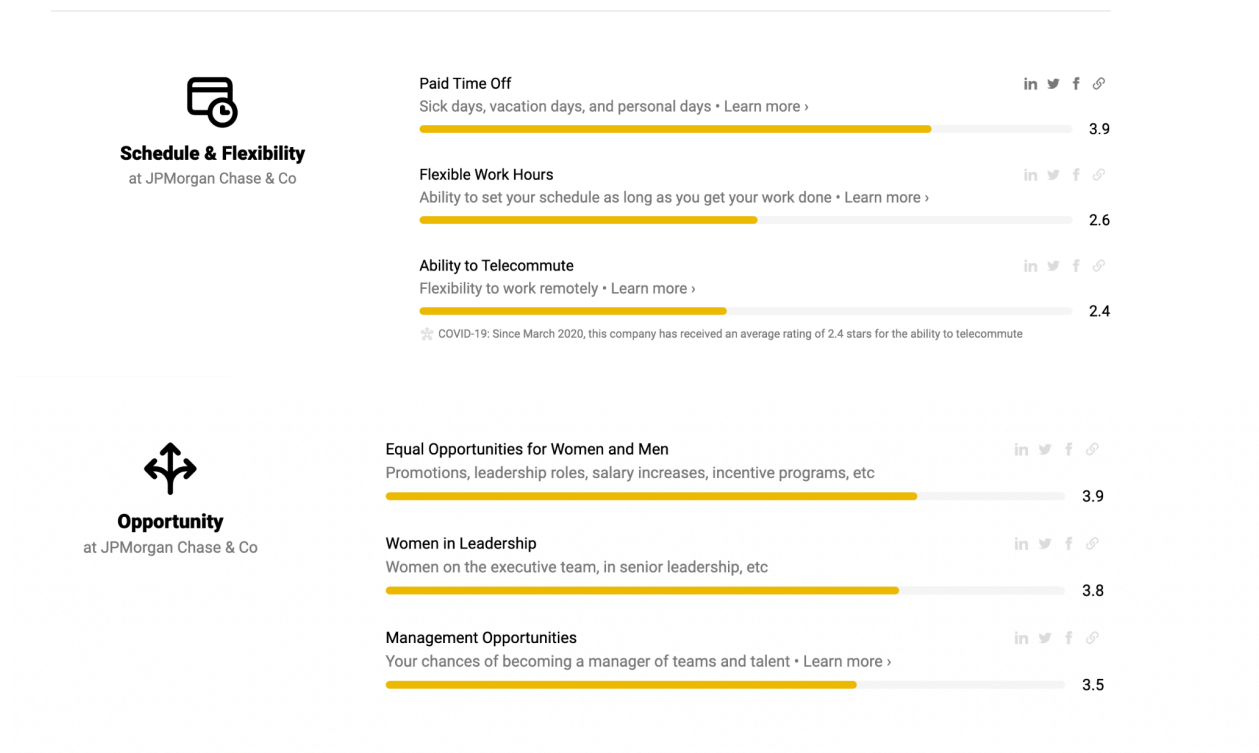


Figure 2: JPMorgan Chase &amp; Co Reviews from Women / Innersight

According to Figure 2, over 10,000 women employees of the company were asked to carry out a survey their responses corresponded with the initiatives carried out by JP Morgan&Chase and their necessity to ensure that women feel valued, safe, secure, and satisfied at their workplaces. Furthermore, the feedback highlights the significance of listening to the voices of women in the workplace and tailoring strategies to address their unique needs and concerns



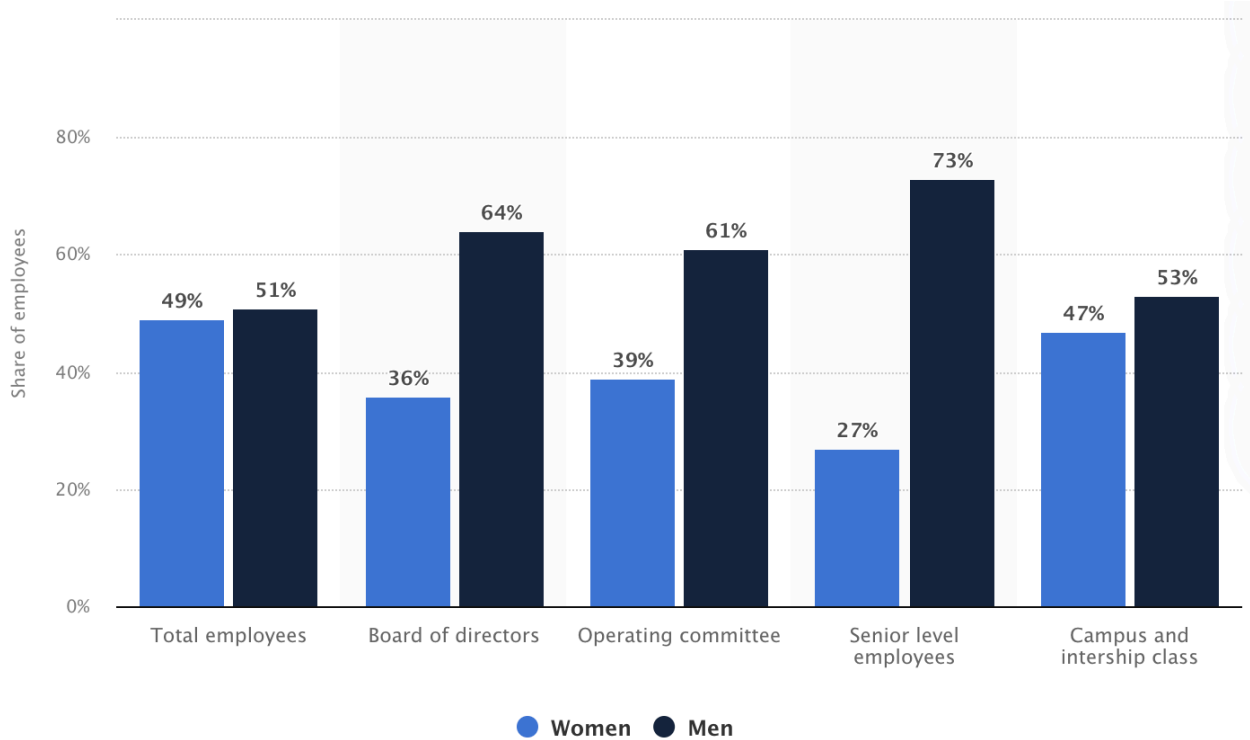
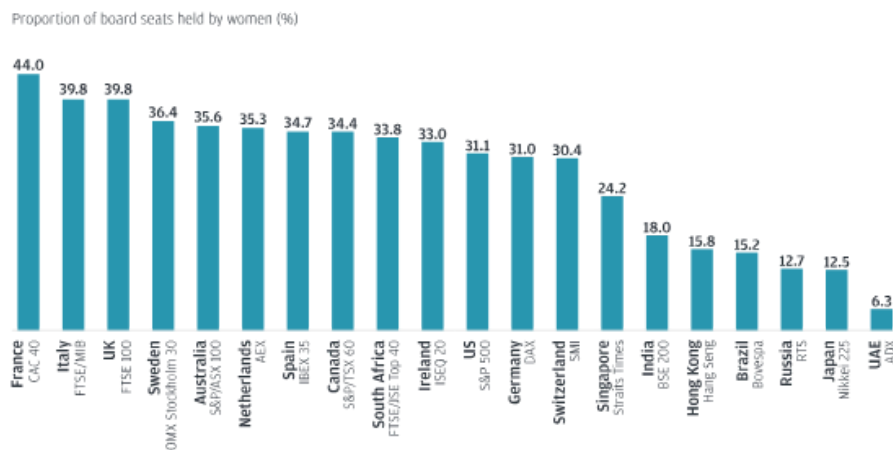


Figure 3: JPMorgan Chase workforce composition by gender 2021 | Statista

The workforce is almost equally representative of both men and women, clearly showing the advancements made. Women are also able to get senior-level positions and board of director positions. Forbes stated “JP Morgan&Chase Co does well by doing good”



Source: BoardEx Q1 2022. Note: Country names are accompanied by their respective major index used for this report's analysis.

Figure 4: The state of global gender equity | J.P. Morgan Research

This chart clearly shows that advancements have not just been made for employees in the United States, but worldwide. With countries like France, Italy, the UK, Sweden, etc stepping up and implementing CSR policies for women, it is contributing to global gender equity and a more

reputable company overall by realizing the utmost importance of these CSR initiatives. In fact, developing countries such as India and South Africa are also beginning to step up and contribute to global gender equity

### **5. Plan of Action**

To genuinely bring about long-lasting change, businesses must make sure that large-scale gender diversity initiatives are supported by smaller, more manageable programs. This includes leading the charge on large-scale initiatives and offering training materials and resources to help women succeed in the workplace. J.P. Morgan's initiatives such as "Women on the Move" demonstrate the company's commitment to promoting gender equality, diversity, and inclusion in the workplace. J.P. Morgan empowers its female workers and enhances its corporate culture and performance by offering them specialized assistance, resources, and chances for growth. These are indicative of a wider dedication to establishing settings in which every person may flourish, provide their viewpoints, and stimulate creativity and achievement. Women continue to make strides in the workforce, it is crucial that other companies undertake these measures and step up, while playing a vital role in ensuring equal opportunities and representation at all levels of the organization. Companies must adopt these actions and lead the way as women continue to achieve great success in the workforce. They also have a critical role to play in guaranteeing equal opportunities and representation for women at all organizational levels.

However, to further improve its women-focused corporate social responsibility (CSR) initiatives, JP Morgan Chase could use a multimodal strategy that tackles several facets of gender parity and empowerment.

First off, JP Morgan Chase may implement strong internal policies and procedures that support gender diversity and inclusion. This may entail establishing specific goals for gender representation at all organizational levels, putting in place programs to train employees about bias in hiring and promotion procedures, and developing welcoming work environments that consider the needs of working mothers, including flexible scheduling and family-friendly regulations. Additionally, the business can fund projects and programs made expressly to aid in female staff members' progress and professional development. This might involve networking events where women can meet peers and business leaders, mentoring programs linking senior female executives with junior employees and leadership development courses concentrating on public speaking and negotiating techniques. Externally, JP Morgan Chase may assist programs that empower women in the larger society by utilizing its resources and influence. This could entail funding programs that encourage financial literacy and economic independence, collaborating with nonprofit organizations that offer women opportunities for education and training, and endorsing efforts that tackle structural obstacles to gender equality, like access to healthcare and reproductive rights. Externally, JP Morgan Chase can leverage its resources and influence to support initiatives that empower women in the broader community. This may



involve partnering with non-profit organizations and community groups that provide education and training opportunities for women, funding initiatives that promote financial literacy and economic independence, and supporting initiatives aimed at addressing systemic barriers to gender equality, such as access to healthcare and reproductive rights.

To monitor the impact of its CSR activities on women's empowerment, JP Morgan Chase may also prioritize data gathering and analysis. This will help to ensure the efficacy of its efforts. Tracking measures like the proportion of women in leadership roles, satisfaction and retention rates of female employees, and the results of the company's community programs might all be part of this.

## 6. Conclusion

Overall, the company's current strategies remain at the forefront of protecting women and ensuring a safe and equitable workplace for all. The journey towards gender equality in the workplace is ongoing, marked by both progress and persistent challenges. While this is a good step moving forward, further strategies can tackle this significant issue even further. Initiatives demonstrate significant commitment and tangible action towards fostering diversity and inclusion, but there's still much work to be done. Corporate Social Responsibility (CSR) programs, particularly those focused on promoting gender equality and women's empowerment, have shown promise in not only improving workplace conditions but also in driving bottom-line results. However, the effectiveness of these programs ultimately hinges on their integration into core business strategies, ongoing evaluation, and steadfast support from senior leadership. As companies like J.P. Morgan continue to lead by example, it's imperative for businesses across all industries to prioritize diversity, inclusion, and gender equity, not just as moral imperatives, but as essential components of sustainable business success. By championing a culture of equality, companies not only empower their employees but also pave the way for innovation, growth, and a more equitable future for all.

## References

Georgescu, Peter. "JP Morgan Chase Does Well by Doing Good." Forbes, [www.forbes.com/sites/justcapital/2023/09/08/jp-morgan-chase-does-well-by-doing-good/](https://www.forbes.com/sites/justcapital/2023/09/08/jp-morgan-chase-does-well-by-doing-good/).

"Corporate Responsibility." *Www.jpmorgan.com*, [www.jpmorgan.com/insights/corporate-responsibility](https://www.jpmorgan.com/insights/corporate-responsibility).

Women on the Move | JPMorganChase.” *W*[www.jpmorganchase.com](http://www.jpmorganchase.com),  
[www.jpmorganchase.com/impact/diversity-equity-and-inclusion/women-on-the-move](http://www.jpmorganchase.com/impact/diversity-equity-and-inclusion/women-on-the-move).

“The State of Global Gender Equity | J.P. Morgan Research.” *W*[www.jpmorgan.com](http://www.jpmorgan.com),  
[www.jpmorgan.com/insights/global-research/esg/gender-equity](http://www.jpmorgan.com/insights/global-research/esg/gender-equity).

“JPMorgan Chase Workforce Composition by Gender 2021.” *Statista*,  
[www.statista.com/statistics/1315363/jpmorgan-chase-workforce-composition-by-gender/](http://www.statista.com/statistics/1315363/jpmorgan-chase-workforce-composition-by-gender/).

“JPMorgan Chase & Co Reviews from Women.” *InHerSight*,  
[www.inhersight.com/company/jp-morgan/ratings](http://www.inhersight.com/company/jp-morgan/ratings).