ABSTRACT

The purpose of this research is to understand; (1) the characteristic of fashion industry and gender bias within the industry, (2) the gendered leadership and management control system in the industry. This research using the qualitative approach, with a triangulation method. The data obtained from the interview, observation and documentation from fashion industry players, customers, the industry observer and also practitioner.

This research found that (1) in the fashion industry which identic with the women's world, gender bias still exists. (2) the masculine character inherent in men is considered as a character that makes men superior as leaders. (3) the gender leadership style of the leader is influenced by the cultural condition which is embodied by how the parent raised their children, apart from that it's also influenced by how the society see the leadership itself. (4) gendered leadership will result in a gendered management control system which is translated into the cultural control of the organization which shapes the process and result control.

Keywords: Fashion industry, Gender, Leadership, Management Control System