

**THE IMPACT OF GENDER BASED HUMAN RESOURCE
MANAGEMENT PRACTICES ON EMPLOYEE PERFORMANCE**



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ABSTRACT

This study investigates the impact of gender-based human resource (HR) practices on employee performance in the apparel industry in the Marawila area, using a sample size of 150 employees. The research specifically examines recruitment, training and development, provision of goods and facilities, retention, and promotion to assess their relationship with employee performance. The findings reveal that female employees generally perceive HR practices more positively than male employees, particularly in areas such as training and development, retention, and promotion. This indicates the importance of organizational support and gender-sensitive HR initiatives in enhancing employee engagement and performance outcomes.

The correlation and regression analyses demonstrate that recruitment, provision of goods and facilities, retention, and promotion significantly influence employee performance, while training and development show no statistically significant impact. Interestingly, promotion emerged as the strongest predictor of performance for male employees, whereas retention was the most influential factor for female employees. These findings highlight gender-specific priorities, with men valuing career advancement and job security, while women place higher emphasis on supportive work environments, stability, and equitable HR policies. Such variations underscore the need for differentiated HR strategies that align with the distinct motivators of male and female employees.

Overall, the study confirms that gender-responsive HR practices are critical in fostering employee performance in the apparel sector. By addressing the unique expectations of male and female employees through fair recruitment, structured promotion pathways, effective retention strategies, and adequate workplace facilities, organizations can enhance productivity, satisfaction, and competitiveness. The findings also suggest that training programs in the Marawila apparel industry may require redesign to improve relevance and inclusivity. This research contributes to the literature on HR management in gender-sensitive contexts and provides practical insights for apparel industry employers seeking to maximize workforce performance through strategic HR interventions.

Key words: *Gender, HRM Practices, Employee Performance, Job satisfaction, Organizational Performance*

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