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ASSOCIATION FRANÇAISE DE SUPPLY CHAIN MANAGEMENT

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Gender studies in the serious game The Fresh Connection:

Impact of team gender on performance

**THE FRESH CONNECTION**  
the ultimate value chain experience

2016 with partner

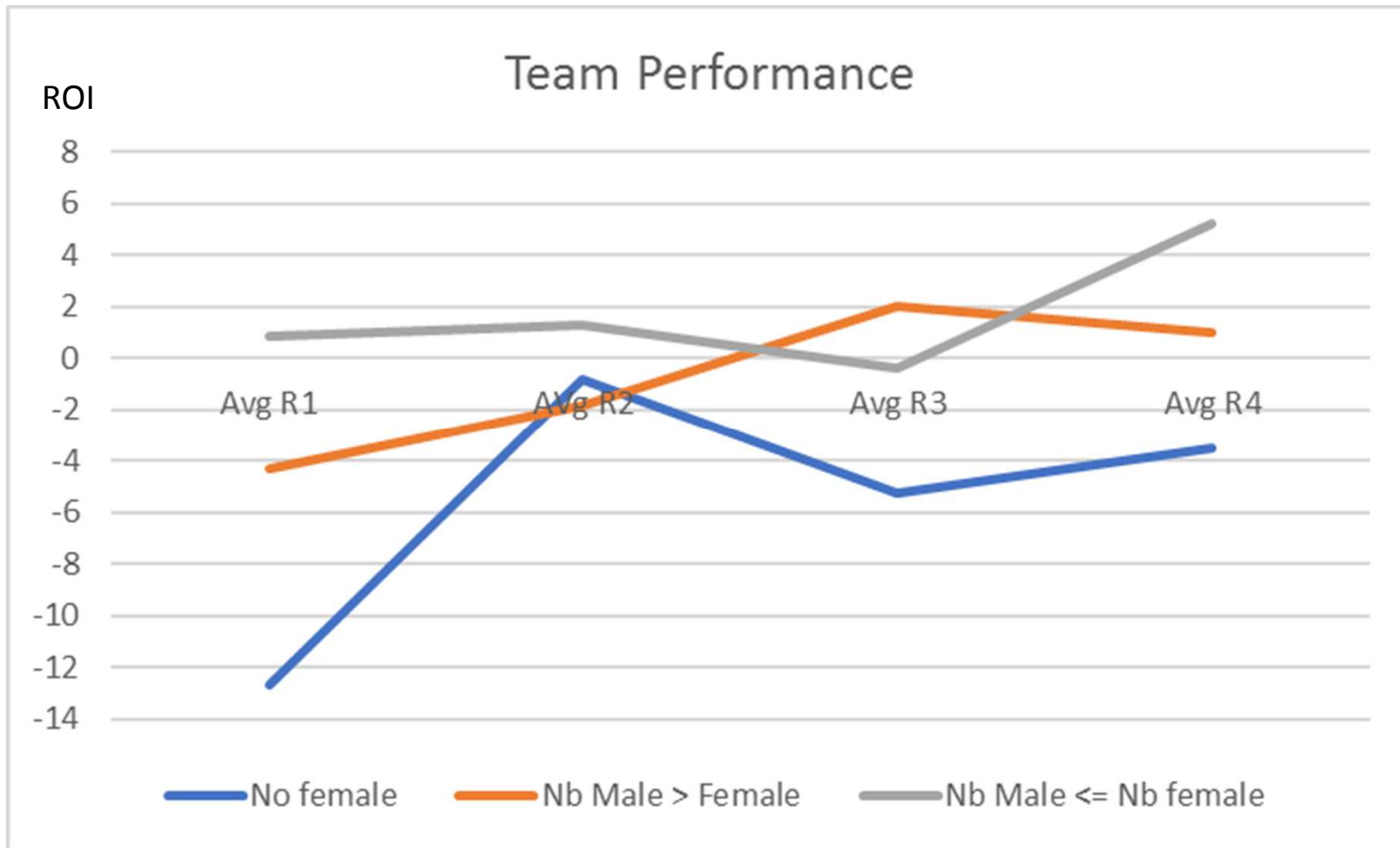
**BFC**  
Business Flow Consulting

# Sample and study:



- 18 challenges of 4 rounds (ie . 72 rounds – 288 players)
- Correlations of gender ratio (i.e number of male/female members in the team) and ROI (Return of Investment)

# Gender vs ROI



# Conclusions

- A male team can very unlikely beat a gender mixed team.
- There is a slight advantage if the team is a female team but , this case is rare and need more documentation.
- The success of mix gender teams can be seen as avoiding losses.
- A 50-50 mixed team is the best combination.