

Public Abstract

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Title:Gender Dynamics in the Advertising Industry: The Interplay of Workplace Culture and Career Advancement

This thesis addresses a central research problem related to gender in the advertising industry. It outlines existing literature from various scholarly traditions, including gender studies, consumer behavior, evolutionary psychology and sociology fields. This report bridges theories ranging from feminist literary theory to tokenism, gender-role congruence, situated learning and homophily theories. It further summarizes a qualitative methodological research approach consisting of in-depth interviews with 15 female executives in the advertising industry. The study concludes with an examination of factors that contribute to, or hinder female career advancement to executive positions in the advertising industry. It further offers critical determinants that influence women to remain in the industry when others leave for client-side or other opportunities.