

# Gender Stereotype Awareness and Prejudice: Effects on Female Career Advancement in the Media Industry

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## ABSTRACT

This study examines the relationship between Gender Stereotype Awareness and Prejudice and Female Career Advancement in the Vietnamese media industry. Using a linear regression model, the study investigates the impact of various factors such as Physical characteristics, Work-family conflict, Psychological barriers, Gender stereotypes – Job knowledge & skills, and Gender stereotypes – Job qualities on Female Career Advancement. Additionally, the moderating role of the family life cycle is explored through hierarchical multiple regression analysis. The findings underscore the importance of addressing gender biases to promote equity in the Vietnamese media sector. Furthermore, the study suggests avenues for future research to delve deeper and comprehensively explore the influence of Gender Stereotype Awareness and Prejudice on Female Career Advancement.

## KEYWORDS

Gender prejudice; Gender stereotypes; Female career advancement; Media industry; Vietnam

## 1. Introduction

Nowadays, there are various perspectives on gender, viewed from the broadest standpoint, gender is closely linked to sex, wherein gender is understood as “the social and power relations between boys and girls, between women and men, formed and varied within a culture or between cultures, and changing over time. These differences are clearly perceived in the roles, responsibilities, needs, challenges, and advantages of the genders” (International Labour Organization - Project against trafficking of women and children in the Mekong sub-region). Gender factors are inherently tied to social relationships, hence there's consistency across cultures, ethnicities, and different time periods. However, perceptions of gender prejudice vary between different cultures and time frames. This discrepancy arises because gender prejudice is understood as everyone's perceptions regarding what men and women can do and what their functional roles are. Therefore, Vietnam's Gender Equality Law of 2006 defines gender prejudice as “biased, negative perceptions, attitudes, and evaluations of the characteristics, positions, roles, and capacities of men or women”. Originating from such gender biases, in most traditional Asian countries, including Vietnam, societal expectations have persisted across generations regarding women's roles primarily in family caregiving. Conversely, men are viewed as strong, suitable for leadership, management roles, and participating in social activities, seemingly regarded as privileges for men. These misconceptions about gender have led to varying perspectives on gender equality.

Several studies have highlighted the prevailing gender dominance in occupying management positions (Chartered Management Institute, 2014). Numerous forms of discrimination against women

across various fields, including leadership and management, have been documented (Sposito, 2013). Barriers for women in management roles persist globally (Schein, 2001; Ugwu et al., 2018). Due to its significant importance and potential profound impacts, the topic of women and advancement opportunities has become a major concern among researchers worldwide (Sposito, 2013). Within this overarching theme, the challenges and barriers facing women in management roles have garnered the most attention. Many research studies have found different challenges and hurdles such as role conflicts between work and family, societal stereotypes regarding gender roles, cultural norms imposed on women, as well as the structural characteristics of professions and organizations (Gutek, 2001; Vázquez-Carrasco et al., 2012; Sposito, 2013; Cho et al., 2015; Haile et al., 2016; Saadin et al., 2016; Ugwu et al., 2018; Hryniewicz & Vianna, 2018; Yusuf & Hasnidar, 2020; Tarimo, 2023).

In Vietnam, there's an increasing trend of women participating in the field of media. Despite remarkable progress, even though women possess the capabilities and are willing to take risks to advance in their careers, women working in media still struggle to attain high positions. Not all women have equal opportunities for employment in the media industry. Although the research topic of gender inequality and women's career advancement has gained attention from many researchers worldwide, there has been no study conducted on this issue in Vietnam in general, and the Mekong Delta region in particular, to date. This study aims to provide valuable insights to address gender equality goals in the media sector. To achieve this goal, the research focuses on elucidating the impact of Gender Stereotype Awareness and Prejudice on women's career advancement opportunities in the media industry in the Mekong Delta region, based on the perspectives of laborers. The aim is to provide a scientific basis for improving women's career advancement opportunities in the media sector and contribute to promoting sustainable gender-responsive labor structures as per SDG5 - Gender Equality.

## **2. Theoretical background & Research model**

### **2.1 Career advancement**

A career is defined as a series of progressive work experiences over time (Arthur et al., 1989). Brown and Brooks (1990) described a career as the culmination of all work experiences throughout one's lifetime, acquired from one or multiple jobs in one or multiple organizations. Traditionally, a person's career involves development and progression. Career advancement is considered a crucial factor influencing career choices and individual career development efforts. Bal et al. (2013) defined career advancement as achieving high positions within a specific company through a series of stages. In simpler terms, it involves gaining expertise in various professional fields to enhance one's personal career. This is perhaps the simplest and most understandable explanation of career progression. Regardless of the method and effort, the ultimate result is that workers gradually achieve their career development goals in their respective fields, reflected in higher positions of responsibility and expertise.

### **2.2 The relationship between gender stereotype awareness and prejudice and female career advancement**

According to women's studies, stereotypes regarding women in leadership roles stem from societal expectations and norms. Two researchers proposed the "role congruity theory" (Eagly & Karau, 2002), suggesting that societal stereotypes exist for both genders. These stereotypes not only dictate ethical criteria, personality traits, or behaviors associated with each gender but also influence assessments of competence and behavior. According to Eagly and Karau (2002), these stereotypes not only affect career orientation by gender but also create prejudices against women when they occupy leadership positions. These leadership stereotypes are formed differently for each gender. Female leadership is often associated with gentleness, warmth, and flexibility, while male leadership is associated with strength, competitive competence, and decisiveness in tasks. However, generally, the qualities considered necessary for good leadership align with societal norms traditionally attributed to men (Rosette & Tost, 2010).

Ugwu et al. (2018) and Yusuf and Hasnidar (2020) have shown that work-family conflict also

significantly impacts the career advancement of females. Women are still primarily associated with or responsible for household chores, childcare, and other family members. When faced with a large volume of household chores and family care responsibilities, women have less time and energy, creating additional challenges and barriers to completing tasks in the workplace. In other words, the burden of family responsibilities has become a challenge and obstacle for women striving for higher positions in the workforce.

In addition to work-family conflict, Tarimo (2023) has also demonstrated that culture and gender, role models, and self-confidence are also barriers to female career advancement. Gender stereotypes virtually exist worldwide and in all aspects of life, not just employment. The research findings of Martin (2011) have also affirmed that gender stereotypes persist to a relatively common extent in the workplace. In-depth interview cases in this study also acknowledged the existence of gender-biased beliefs regarding management positions in their workplaces. Due to gender stereotypes about professions and competence, society tends to view managerial positions as requiring decisiveness, strength, confidence, and willingness to take risks - qualities traditionally associated with men. Therefore, managerial positions are perceived as more suitable for men, and they are expected to perform better than women. Such societal gender biases remain a significant obstacle to women's career development (Denmark & Paludi, 2018).

Furthermore, psychological barriers, such as lack of confidence, also pose significant obstacles to women's career development. Women themselves, as members of society, are also influenced by common societal beliefs. Thus, they may believe that household chores are their responsibility or that men are better suited for higher positions due to better conditions and capabilities, thereby creating psychological barriers that discourage them from accepting leadership positions. Hryniewicz and Vianna (2018) noted that the absence of women in leadership positions can be attributed to their attitudes and choices. Many women hesitate to express their desire to become managers because they fear opposition or failure (Hryniewicz & Vianna, 2018).

Gender stereotypes not only define the characteristics associated with each gender but also indicate how they should behave. Although individuals may not recognize the existence of gender stereotypes in many cases, it clearly influences the decision-making process or choices. Some researchers have highlighted the negative or extreme effects of gender stereotypes. Thus, gender stereotypes intervene in pursuing careers or planning life goals for both males and females (Office of the High Commissioner for Human Rights, 2014). Moreover, gender stereotypes can lead to unfair treatment based on someone's gender. Like other stereotypes, gender stereotypes are maintained through the socialization process (Miller & Budd, 1999, cited in Gupta et al., 2009). Ideologically, Confucianism has a significant influence on Vietnamese culture, especially in family life cycle differentiation. While men at any stage of family life have been expected to excel on the battlefield or shoulder positions in society throughout thousands of years of history, Vietnamese women get married and have children must follow certain patterns, especially focusing on household chores and are prohibited from working or participating in social activities. These models have framed the secondary role of Vietnamese women throughout centuries, requiring married women to depend on men (Rowley & Yukongdi, 2008). However, the changes brought about by the revolution in the early 20th century have led to significant transformations in political and social life, bringing positive advancements in women's liberation. Besides their roles in the family, women are now participating in social work and employment. The models for women have also changed, although many criteria and expectations for gender roles are still influenced by Confucianism, such as caring for the family and children. Many old-fashioned stereotypes are still prevalent. Moreover, in the modern era, women are expected to meet new standards. These new standards require women not only to fulfill their "traditional" roles in the family but also to excel in their social roles (Vietnam Academy of Social Sciences, 2016). These gender biases have diverse impacts on perceptions of women's roles in society in general and the career advancement of women in particular.

In this study, the family life cycle is included in the research model as a moderating variable due to its role in influencing the strength or direction of this relationship. Unlike a mediating variable, which would directly explain the mechanism by which gender stereotypes and prejudices affect women's career advancement, the family life cycle acts as a moderator by shaping individuals' responses based on factors such as family responsibilities, life stage, and cultural norms. It does not serve as an intermediary that explains the relationship between gender stereotypes, prejudices, and career advancement; rather, it adjusts how these factors impact women's career trajectories based on their unique family circumstances and personal experiences.

### 2.3 The research model

Based on theoretical foundations and empirical explorations, the authors propose the following research hypotheses:

H1: Physical characteristics have a negative impact on Female Career Advancement in the Media Industry.

H2: Work-family conflict has a negative impact on Female Career Advancement in the Media Industry.

H3: Psychological barriers have a negative impact on Female Career Advancement in the Media Industry.

H4: Gender stereotypes regarding job knowledge and skills have a negative impact on Female Career Advancement in the Media Industry.

H5: Gender stereotypes regarding job qualities have a negative impact on Female Career Advancement in the Media Industry.

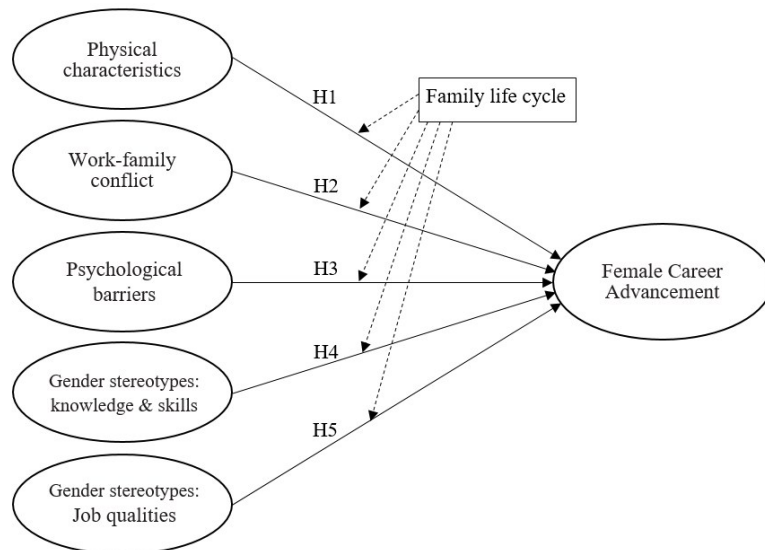


Figure 1 Research framework

### 3. Research methods

To investigate the impact of Gender Stereotype Awareness and Prejudice on Female Career Advancement in the Media Industry, this study employed a direct survey method using questionnaires with 176 employees and managers from 11 media, event, and press companies in the areas of Can Tho and Hau Giang. The survey sample was selected using a limited sample method to ensure a sufficiently large sample size for 4 target groups (Employees, junior level managers, middle level managers, Senior

managers), with sample elements conveniently selected. Quantitative research methods included descriptive statistical methods, reliability testing of measurement scales, exploratory factor analysis, and linear regression models to explore the relationship between Gender Stereotype Awareness and Prejudice and Female Career Advancement in the Media Industry. Additionally, Hierarchical Multiple Regression Modelling was employed to examine the moderating effects of family life cycle on the relationships in the linear regression model.

#### 4. Research results

Analysis of the sample structure revealed that out of the total 176 respondents surveyed, there were 81 female workers (constituting 46% of the sample) and 95 male workers, making up 54%. The majority of workers were relatively young, with 126 respondents under the age of 40, accounting for nearly 72% of the survey sample. About 38% of the respondents had 5-10 years of experience in the media industry. This sample structure information accurately reflects the current workforce characteristics in the media industry in the Mekong Delta region in general, ensuring the representativeness of the research sample.

Table 1 Distribution of the sample by position, age, education level, family life cycle

Unit: %

Criteria	Employees		Junior level managers		Middle level managers		Senior managers	
	Male	Female	Male	Female	Male	Female	Male	Female
<b>Age</b>								
Under 25	58.0	42.0	52.7	47.3	0.0	0.0	0.0	0.0
25 – 30	54.8	45.2	38.6	61.4	72.1	27.9	78.4	21.6
30 – 35	45.7	54.3	49.3	50.7	67.2	32.8	76.3	23.7
35 – 40	40.6	59.4	50.2	49.8	60.9	39.1	84.5	15.5
Over 40	41.5	58.5	57.6	42.4	62.7	37.3	80.9	19.1
<b>Education level</b>								
High School	78.6	21.4	65.7	34.3	0.0	0.0	0.0	0.0
Intermediate, College	57.2	42.8	59.2	40.8	56.2	43.8	42.7	57.3
University	53.1	46.9	35.9	64.1	63.4	36.6	74.7	25.3
Postgraduate	35.8	64.2	43.2	56.8	31.3	68.7	37.8	62.2
<b>Family life cycle</b>								
Single	62.3	37.7	52.6	47.4	51.6	48.4	60.1	39.9
Married & childless	46.4	53.6	47.9	52.1	62.8	37.2	68.2	31.8
Married, have children	45.9	54.1	63.2	36.8	66.1	33.9	72.5	27.5

The components of Gender Stereotype Awareness and Prejudice and Female Career Advancement were assessed using a Likert 5-point scale. In this study, a multidimensional scale with 6 components totaling 21 variables was designed. To evaluate the reliability of this scale, Cronbach's Alpha coefficient analysis was conducted. Additionally, The study utilized a multidimensional scale, which will be subjected to factor analysis to reconfirm the components before conducting the regression analysis of variable relationships. Gender Stereotype Awareness and Prejudice consisted of 5 components: (i) Physical characteristics, measured by 3 observed variables; (ii) Work-family conflict, assessed by 4 observed variables; (iii) Psychological barriers, gauged by 3 observed variables; (iv) Gender stereotypes regarding job knowledge and skills, measured by 3 variables; and (v) Gender stereotypes regarding job qualities, evaluated by 4 observed variables. Female Career Advancement was measured using 4 observed variables.

##### 4.1 Results of testing scale reliability

The reliability assessment results are presented in Table 2. The reliability coefficients for the components range from 0.618 to 0.843, all exceeding 0.6, indicating satisfactory reliability of the scale

(Nunnally & Brunstein, 1994). The total inter-item correlations for the measured variables also exceed 0.3, ranging from 0.407 to 0.745. Consequently, no variables are excluded from the model. The Cronbach's Alpha coefficients for all six components of the scale are above 0.6, indicating good reliability. Thus, the scale designed for this study is statistically meaningful and achieves the necessary reliability coefficient, warranting its inclusion in the Exploratory Factor Analysis.

Table 2 Results of testing scale reliability

Factor	Number of variables	Corrected Item - Total Correlation	Cronbach's Alpha
Physical characteristics	3	0.449 – 0.663	0.618
Work-family conflict	4	0.437 – 0.738	0.813
Psychological barriers	3	0.582 – 0.764	0.821
Gender stereotypes –Job knowledge & skills	3	0.509 – 0.719	0.758
Gender stereotypes –Job qualities	4	0.421 – 0.722	0.811
Female Career advancement	4	0.585 – 0.873	0.843

#### 4.2 Results of exploratory factor analysis

The Exploratory Factor analysis method was used to validate the scale, which included 21 observed variables designed for the study. After assessing the reliability using Cronbach's Alpha coefficient, none of the variables were excluded. The study employed exploratory factor analysis to confirm the appropriateness of the scale with the 21 observed variables. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) was used to analyze the suitability of the factors, where a KMO value greater than 0.5 indicates the factors are suitable for use. According to Hair et al. (1998), factor loadings greater than 0.3 are considered minimum, greater than 0.4 are important, and greater than 0.5 are practically significant. A factor loading greater than 0.3 is acceptable for a sample size of at least 350, while a loading greater than 0.5 is preferred for a sample size of around 100, and a loading greater than 0.75 for a sample size of around 50. In this study, with a sample size of 176, factor loadings in the Rotated Component Matrix table were accepted at the 0.5 level for the variables.

The Exploratory Factor analysis with the 5 components of the Gender Stereotype Awareness and Prejudice scale tested the null hypothesis (H<sub>0</sub>) that there is no correlation among the observed variables. The KMO and Bartlett's tests in the Exploratory Factor analysis factor analysis rejected the null hypothesis with a P value of 0.000 and a KMO value of 0.846 (> 0.5). The Exploratory Factor analysis results revealed 5 components at Eigenvalues of 1.163, explaining 63.873% of the variance, indicating that these 5 components accounted for 63.873% of the data variability. Based on these findings, the study concluded that the scale was acceptable, and the observed variables within the 5 components were correlated with each other in the overall survey sample. Therefore, the Gender Stereotype Awareness and Prejudice scale was deemed valid based on the exploratory factor analysis results.

Exploratory Factor Analysis was conducted to examine the Female Career Advancement component. From this analysis, we identified one significant factor with an Eigenvalue of 1.489. The Kaiser-Meyer-Olkin (KMO) test yielded a value of 0.838, which surpasses the acceptable threshold of 0.5, with a significance level of  $P = 0.000 < 0.05$ . All variables had factor loadings greater than 0.5, forming a single factor group. The variance explained by this factor amounted to 562.485%.

Thus, the initial research model, supported by the results of Cronbach's Alpha analysis and exploratory factor analysis, indicates that the five components comprising Gender Stereotype Awareness and Prejudice, along with the Female Career Advancement factor, meet the criteria and hold statistical significance in the research model.

#### 4.3 Results of the linear regression model

The linear regression model was constructed using factors extracted from the exploratory factor

analysis, comprising 5 independent variables: Physical characteristics, Work-family conflict, Psychological barriers, Gender stereotypes – Job knowledge & skills, and Gender stereotypes – Job qualities, with Female Career Advancement as the dependent variable.

The results presented in Table 3 indicate an adjusted R-squared value of 0.629, meaning that 62.9% of the variance in Female Career Advancement can be explained by the variability of the independent variables in the model. The Durbin-Watson coefficient of 1.849 falls within the range of 1.5 to 2.5, indicating no first-order autocorrelation (Qiao, 2011). Furthermore, the ANOVA variance analysis results show a significant F-test with a P-value of 0.000 ( $< 0.05$ ), indicating that the linear regression model fits the population. Among the 5 independent variables included in the research model, 4 variables demonstrate statistical significance, namely Physical characteristics, Work-family conflict, Psychological barriers, and Gender stereotypes – Job qualities. However, Gender stereotypes – Job knowledge & skills is found to be statistically insignificant.

Table 3 Results of the linear regression model

Factor	Hypotheses	Coefficients	P values	Results
Physical characteristics	H1	-0.164	0.000	Accepted
Work-family conflict	H2	-0.189	0.001	Accepted
Psychological barriers	H3	-0.216	0.000	Accepted
Gender stereotypes – Job knowledge & skills	H4	-0.203	0.068	Rejected
Gender stereotypes – Job qualities	H5	-0.271	0.001	Accepted
Adjusted R-squared				0.629
P-Value				0.000
Durbin-Watson				1.849

The discovery that while gender stereotypes related to job knowledge and skills don't significantly influence female career advancement in the media industry, but gender stereotypes associated with job qualities do, presents an insight into the gender biases within this field. While competencies and skills might not be a barrier to advancement for women, perceptions regarding job qualities might still play a pivotal role in shaping career trajectories.

This result underscores the complexity of gender biases, indicating that while some aspects might not hinder career progression, others could still pose challenges. The discovery that gender stereotypes related to job qualities, such as being decisive, strong, capable of working under high pressure, and adaptable to irregular work hours and frequent business trips, significantly impact female career advancement in the media industry, sheds light on the entrenched biases that women face in the workplace. These job qualities, often associated with leadership and high-performance roles, reflect traditional masculine ideals that may inadvertently disadvantage women in their career progression. Women might face unfair expectations or scrutiny when it comes to exhibiting these qualities, leading to overlooked opportunities for advancement or barriers to accessing leadership positions.

Work-family conflict emerges as a crucial factor affecting Female Career Advancement in the Media Industry, echoing findings from previous studies by Ugwu et al. (2018), Yusuf and Hasnidar (2020), and Tarimo (2023). This highlights the ongoing struggle many women face in juggling their professional commitments alongside family responsibilities. In the fast-paced and demanding environment of the media industry, balancing work and family life can be especially daunting for female professionals. The inability to reconcile these conflicting demands may impede their career progression, as it can influence perceptions of their dedication and availability. Consequently, addressing work-family conflict is vital for promoting gender equality and ensuring the advancement of women in media careers.

The regression analysis reveals that psychological barriers significantly impact Female Career Advancement within the Media Industry, consistent with the findings of prior research conducted by Hryniewicz and Vianna (2018) and Tarimo (2023). These barriers encompass various internal

challenges, such as self-doubt, fear of encountering detractors and fear of failure, which can hinder women's professional growth and advancement. In the competitive landscape of the media industry, where confidence and assertiveness are valued traits, these psychological barriers may pose substantial obstacles for women seeking to progress in their careers. Overcoming these barriers requires concerted efforts to foster a supportive and inclusive work environment, providing women with the resources and encouragement needed to overcome self-limiting beliefs and thrive in their roles. By addressing psychological barriers, organizations can create pathways for female employees to realize their full potential and contribute meaningfully to the media industry's success.

The regression analysis results also demonstrate the significant impact of physical characteristics on Female Career Advancement in the Media Industry, corroborating earlier research by Denmark and Paludi (2018) and Tamiro (2023). This finding underscores the influence of gender norms and societal expectations on professional opportunities, particularly for women. In today's media landscape, where image and appearance often take precedence, women are frequently subjected to unrealistic beauty standards and expectations of femininity. These expectations can overshadow their professional qualifications and achievements, perpetuating a cycle of gender-based discrimination and bias in the workplace.

Conversely, men are often expected to embody traits such as height, muscularity, and robust health, which are perceived as indicators of competence and capability in high-pressure work environments. This disparity in expectations not only reinforces traditional gender roles but also reinforces unequal power dynamics, further hindering efforts to achieve gender equality.

In the media industry, where image play a central role in shaping public perception, these biases can have far-reaching consequences. Not only do they influence hiring and promotion decisions, but they also affect the portrayal of women in media content, perpetuating harmful stereotypes. As such, addressing the impact of physical characteristics on career advancement requires a multifaceted approach that challenges ingrained gender norms, promotes diversity and inclusion, and cultivates workplaces where individuals are valued for their contributions.

#### **4.4 Results of hierarchical multiple regression**

The Hierarchical Multiple Regression model was employed, with the control variable being Family life cycle (Single; Married & childless; Married, have children). The results revealed that Family life cycle significantly moderates the relationships between Work-Family conflict, Psychological barriers, Gender stereotypes – Job qualities, and Female Career Advancement in the Media Industry. Specifically, the impact coefficients of Family life cycle on these relationships were all positive, indicating a general trend. This suggests that when women enter marriage and parenthood, the influence of Gender Stereotype Awareness and Prejudice on Female Career Advancement in the Media Industry becomes more pronounced.

The moderating role of the family life cycle in the relationship between Gender Stereotype Awareness and Prejudice and Female Career Advancement in the Media Industry highlights the intricate interplay between personal life stages and professional trajectories. As women progress through different stages of the family life cycle, including marriage and parenthood, they often face unique challenges that intersect with gender stereotypes and biases in the workplace. For married women or those with children, the impact of Gender Stereotype Awareness and Prejudice on Female Career Advancement becomes particularly pronounced.

The responsibilities of managing both work and family commitments can exacerbate the effects of gender stereotypes, creating additional barriers to career progression. Furthermore, the accelerated Work-family conflict experienced by married women or mothers can significantly impede their ability to advance in their careers within the media industry. Balancing the demands of professional responsibilities with caregiving duties can lead to increased stress and reduced opportunities for career development. Additionally, psychological barriers stemming from societal expectations and traditional

Table 4 Results of the hierarchical multiple regression

Factor	Coefficients	P values
Physical characteristics	-0.265	0.000
Family life cycle	0.121	0.002
Physical characteristics * Family life cycle	0.153	0.036
Work-family conflict	-0.276	0.002
Family life cycle	0.098	0.000
Work-family conflict * Family life cycle	0.126	0.000
Psychological barriers	-0.342	0.000
Family life cycle	0.191	0.005
Psychological barriers * Family life cycle	0.183	0.011
Gender stereotypes – Job knowledge & skills	-0.310	0.062
Family life cycle	0.215	0.168
Gender stereotypes – Job knowledge & skills* Family life cycle	0.167	0.173
Gender stereotypes – Job qualities	-0.358	0.001
Family life cycle	0.239	0.006
Gender stereotypes – Job qualities * Family life cycle	0.152	0.004

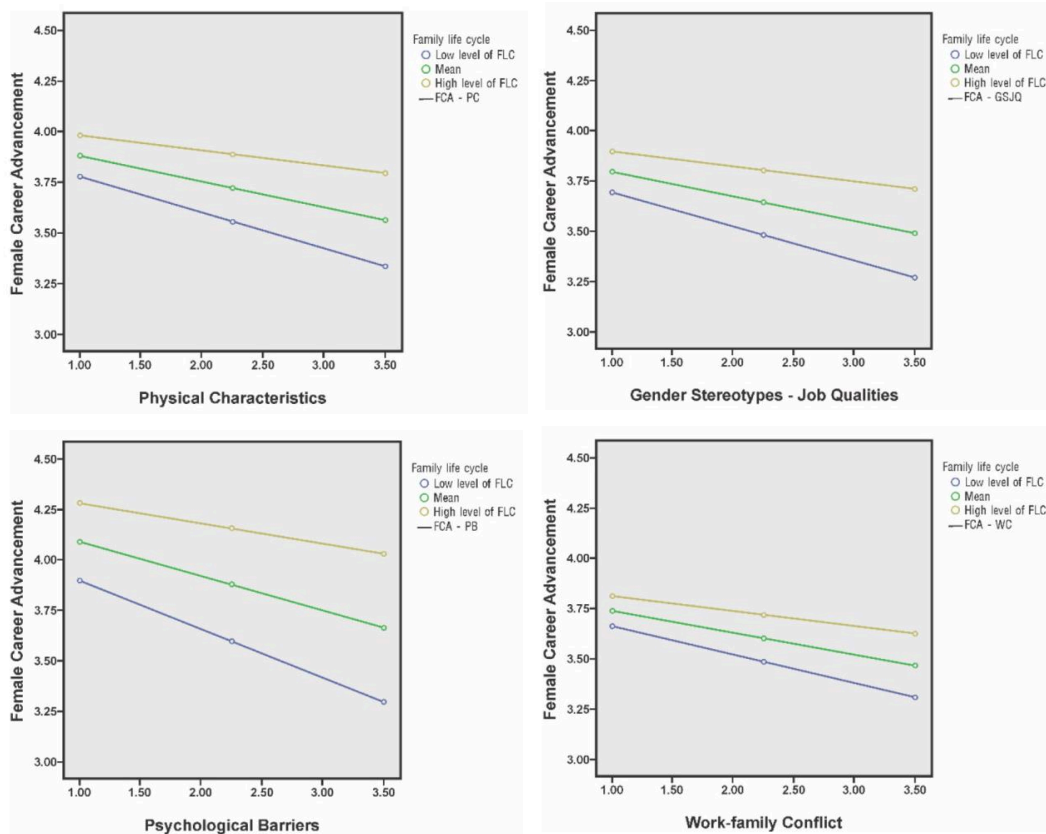


Figure 2 Diagrams illustrating the moderating effect of the family life cycle

gender roles may further hinder women's confidence and assertiveness in pursuing career advancement opportunities.

Overall, the family life cycle serves as a crucial moderator in shaping women's experiences of career advancement in the media industry. Recognizing the unique challenges faced by women at different

stages of their personal and professional lives is essential for developing targeted attacks and support mechanisms. By addressing the intersecting influences of gender stereotypes, family responsibilities, and other factors, organizations can foster a more inclusive and supportive environment for women to thrive in their careers.

## 5. Conclusion

In summary, this study sheds light on the intricate interplay between gender stereotype awareness and prejudice and female career advancement in the Vietnamese media industry. It elucidates how factors such as physical characteristics, work-family conflict, psychological barriers, and gender stereotypes – job qualities influence women's professional trajectories. Additionally, the analysis reveals the moderating role of the family life cycle in shaping these relationships. The findings underscore the significance of these factors in shaping the career progression of women in the Vietnamese media sector. They highlight the need for targeted interventions to address gender biases and promote equity. In Vietnam, as in many other countries, traditional gender norms and societal expectations often dictate perceptions of women's roles and capabilities, particularly in male-dominated industries such as media.

However, the study does have certain limitations. The use of a non-probability sampling method and the focus on specific provinces in the Mekong Delta may limit the generalizability of the findings to the broader Vietnamese media landscape. Future research should aim to overcome these limitations by employing more diverse and representative samples that capture the full spectrum of experiences within the Vietnamese media industry. Additionally, further investigation into the cultural factors that shape gender dynamics and career advancement in Vietnam is warranted to inform more targeted interventions and policies aimed at promoting gender equity in the Vietnamese media sector.

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