

Understanding the Systemic Challenges Leading to Women's Exit from Corporate Careers in Pakistan

Sadia Nadeem*

FAST School of Management

National University of Computer and Emerging Sciences

A.K. Brohi Road, H-11/4 Islamabad, Pakistan

sadia.nadeem@nu.edu.pk

Tel: 00 92 301 5500500

Iman Anjum

FAST School of Management

National University of Computer and Emerging Sciences

A.K. Brohi Road, H-11/4 Islamabad, Pakistan

Fariah Rafiq

FAST School of Management

National University of Computer and Emerging Sciences

A.K. Brohi Road, H-11/4 Islamabad, Pakistan

fariah.marc@isb.nu.edu.pk

Tel: 00 92 33 55077881

Paper to be presented at the British Academy of Management Conference,

University of Kent, London, United Kingdom,

1st – 5th September 2025

Track 9: Gender and Leadership

*Sadia Nadeem is a corresponding author and can be contacted at sadia.nadeem@nu.edu.pk

Source of Funding: This research was funded by the Higher Education Commission (HEC) of Pakistan under the National Research Program for Universities (NRPU), Project No. 15351.

“Nation Building through Supporting Females”

Understanding the Systemic Challenges Leading to Women's Exit from Corporate Careers in Pakistan

Abstract

Despite progress in women's workforce participation, women continue to exit high-powered careers due to systemic challenges. This study explored the psychological, organizational, and sociological challenges that shape women's career trajectories in Pakistan, revealing the factors that influence both their persistence and eventual exit. Through interviews with 16 former senior executives, the key themes for challenges emerged, including gender bias, rigid workplace structures, work-family conflict, lack of supportive policies, mommy guilt and burnout etc. Women were often overcompensating while juggling uneven domestic responsibilities and were repeatedly having to prove themselves in professional settings. The analysis is underway and will also highlight the factors enabling persistence as well as the tipping points driving exits. Preliminary findings reveal that strong mentorship, professional fulfillment, and financial independence encouraged retention. Ongoing work aims to refine these insights, contributing to a deeper understanding of gender dynamics in corporate leadership.

Keywords: Gender Equity, Glass Ceiling, Work-Family Conflict, Women in Leadership

Abstract Word Count: 143

Word Count (Excluding abstract, tables and references): 1,655

Track: Gender and Leadership

Understanding the Systemic Challenges Leading to Women's Exit from Corporate Careers in Pakistan

Women's progress in leadership remains hindered by systemic challenges that are deeply rooted within societal, organizational, and psychological structures (Kalaitzi et al., 2017; Maddox, 2023). Gender biases and rigid cultural expectations create barriers that limit women's opportunities for career advancement, often forcing them to navigate a difficult balance between professional responsibilities and caregiving responsibilities (Thelma & Ngulube, 2024). Aarntzen et al. (2022) highlights that workplace policies are predominantly structured around traditional male career trajectories, making it challenging for women to assume leadership roles while fulfilling household duties. These constraints contribute to significant stress and burnout, leading to decreased job satisfaction and increased attrition among female leaders (Hobfoll et al., 2018). The phenomenon of the "glass ceiling" persists, as women face invisible yet systemic barriers that prevent them from reaching executive positions despite their qualifications and capabilities (Eagly & Carli, 2007; Heilman, 2001). While research has examined the barriers women face throughout their careers and in breaking the glass ceiling, limited attention has been given to why they exit their careers after reaching executive positions. This study aims to explore the challenges that drive women to leave successful corporate careers.

Literature Review

Leadership roles are frequently associated with traditional masculine traits, reinforcing the "think manager–think male" bias, which negatively affects the perception of women's leadership competencies (Schein, 2001). This bias develops psychological problems such as imposter syndrome, where women doubt their abilities despite evident success and achievements (KPMG, 2020). Emotional stereotypes also play a critical role, with women often perceived as overly sensitive or lacking assertiveness, which reduces their credibility and influence in leadership positions (Brescoll, 2016). Additionally, the dual burden of professional and domestic responsibilities intensifies stress, contributing to emotional exhaustion and decreased workplace engagement (Fritz & Knippenberg, 2018). Social identity theory suggests that women are often viewed as outsiders in leadership roles due to ingrained workplace norms that align authority with the leading male group (Harwood, 2020). Similarly, role congruity theory explains how the disconnect between gender expectations and leadership roles results in greater scrutiny and scepticism toward women, thereby limiting their career growth (Schein, 2001; Chen, 2019).

Organizational barriers further reinforce these discrepancies, making leadership opportunities less accessible to women. Biased evaluation systems, unequal access to mentorship, and rigid workplace structures and norms create significant hurdles for female professionals striving for career progression (Zaidi, 2021). The gender pay gap, inadequate parental leave policies, and limited access to informal social networking further restrict women's professional growth (Babic & Hansez, 2021). Social exchange theory emphasizes the importance of professional relationships built on reciprocity and trust in career progression (Durbin, 2011). However, women are frequently excluded from these significant networks, reducing their access to mentorship and leadership opportunities (Takizawa et al., 2022; Ammerman & Groysberg, 2021). Without these relations, the rewards necessary for career development, such as promotions and leadership roles, remain predominantly available to men. Addressing these structural barriers requires a commitment to inclusive mentorship programs and policy reforms that promote work-life balance, parental support, and unbiased evaluation systems (Dobbin & Kalev, 2016).

Sociological barriers further shape women's leadership experiences, particularly in societies where cultural norms are rigid. Social role theory suggests that societal norms position women primarily as caregivers, reinforcing expectations that they should prioritize family responsibilities over professional aspirations (Eagly et al., 2000). These expectations result in work-family conflicts that excessively impact women, discouraging them from pursuing leadership positions (Cerrato & Cifre, 2018). The lack of visible female role models in executive positions intensifies this issue, reinforcing the perception that leadership is a male-dominated domain (Chisholm-Burns et al., 2017). Furthermore, media representations continue to depict women in subordinate or caregiving roles, discouraging young women from aspiring to leadership positions (Ishiguro, Matanle & McCann, 2014). In more conservative societies, cultural restrictions further limit women's mobility and access to professional opportunities, making leadership progression even more difficult (Aarntzen et al., 2022).

Despite these prevalent barriers, women's participation in the global workforce has increased, with many adopting resilience and problem-focused coping strategies to manage workplace stress (Hosseini et al., 2023). Research indicates that strategic planning, prioritization, and support networks help women navigate leadership roles more effectively (Aarntzen et al., 2022). However, women remain underrepresented in senior positions, particularly in regions with low gender egalitarianism (World Bank, 2022; McKinsey & Company, 2020). In South Asia, for instance, cultural norms significantly restrict women's employment opportunities, resulting in labour force participation rates which is as low as 21.1% in South Asia. (Hanna *et al.*, 2023). Given the persistent gender gap in leadership, further research is needed to explore the reasons behind women's exits from senior roles and to develop targeted interventions that address both cultural and systemic barriers.

Purpose of Study

This study aimed to examine the systemic challenges that result in women's exit from corporate careers after reaching senior executive positions. The main focus was on the psychological, organizational, and sociological barriers. Moreover, it seeks to understand why women even after facing these hard challenges, persisted in their careers and what ultimately pushed them to leave, even after years of success. By exploring the effects of gender biases, societal expectations, and workplace policies, this research intended to identify the root causes of women's underrepresentation in leadership.

Methodology

The study took a qualitative approach method, using semi-structured interviews with 16 women who had previously held senior leadership positions across various industries. Participants were selected through purposive sampling using the network of the first author, and snowball sampling. More details about the participants are provided in Table 1.

Insert Table 1 Here

A semi-structured interview guide was designed to explore the experiences of the participants and to probe the respondents to get in-depth insights. Some example questions in the interview guide included:

- Can you please tell me about your career in the corporate world?
- Were there any challenges you encountered while working because you were a female?
- What led you to decide to leave your corporate career?
- Looking back, do you feel it was the right decision? (If not, why?)

The interviews were conducted online. The duration was between 30 to 77 minutes, with an average duration of 50 minutes. They were held in both English and Urdu, according to the ease of the interviewees. They were then translated to English by the authors who are all bilingual. Thematic analysis is being carried out using NVivo 14 software. The analysis is divided into three key parts. The first part of coding is near completion, which identifies the psychological, organizational, and sociological challenges faced by women in their corporate careers. The second part of coding will explore the motivating factors that helped women persist in corporate roles despite these challenges, while the final part will examine the reasons behind their exits from their corporate careers. At this point, the first round of coding is almost completed. The coding structure is presented in Figure 1. The second part and third part of coding is currently in progress.

Insert Figure 1 Here

Analysis

The analysis identified several psychological, organizational, and sociological challenges faced by women in their leadership journeys. They faced psychological pressures due to persistent gender biases and societal expectation. Many participants reported experiencing imposter syndrome, emotional exhaustion, and self-doubt, which often led to disengagement from their corporate careers at various points in time. The challenge of balancing professional responsibilities with caregiving duties intensified burnout and job dissatisfaction. Additionally, women often felt isolated in leadership roles, with limited access to peer support, which sometimes decreased their motivation to continue their careers. The absence of mental health support added to the pressure, leaving women with limited resources to manage these stresses.

It was also discovered that rigid workplace structures and gender biases in promotions, along with exclusion from important networking opportunities, prevented women from progressing in leadership roles or required them to work harder to repeatedly prove themselves. Work-life balance policies, where they existed, often fail to address the unique needs of female leaders i.e. women at senior level positions. Furthermore, workplace cultures that emphasize long hours and prioritize presenteeism disadvantaged women who needed flexible schedules to manage family responsibilities with work. Many women reported being overlooked for leadership positions despite being equally or more qualified than their male counterparts, increasing their frustration or pushing them to work harder.

Discussion with various interviewees also revealed that societal norms dictated that women should prioritize family over career. The lack of visible female role models in executive positions further preserved these societal expectations as quoted by some respondents. Women who prioritized their careers over family responsibilities often faced stigma, leading to additional stress and self-doubt.

The narrative arrays with quotations from the interviewees are presented in Tables 2, 3, and 4.

Insert Table 2 Here

Insert Table 3 Here

Insert Table 4 Here

The average experience of the females in this sample in the corporate sector was around 11 years, with a maximum experience of 25 years. According to the preliminary analysis, these women who had reached executive positions often credited strong mentorship, supportive organizational culture, and flexible work arrangements for their success. Additionally, positive

reinforcement from supervisors and workplace allies helped counter the negative societal pressures. The research team is currently analyzing the data to identify additional reasons.

The preliminary analysis also indicates various reasons for exit which include changes in personal circumstances, shifting family dynamics, and evolving priorities. In several cases, emotional exhaustion and work-life imbalance made persistence difficult. Two of the participants started their own businesses, and a few decided to prioritize family over careers.

Future Research

This study has so far highlighted the psychological, organizational, and sociocultural challenges influencing women's decisions to leave corporate leadership roles. Persistent gender biases, workplace inequities, and societal pressures continued to undermine their ability to sustain leadership roles. The coding process is still ongoing and will further explore the specific reasons why these women chose to exit their careers after long-term success.

Bibliography

- Aarntzen, L., Derks, B., van Steenbergen, E., & van der Lippe, T. (2022). When work–family guilt becomes a women's issue: Internalized gender stereotypes predict high guilt in working mothers but low guilt in working fathers. *British Journal of Social Psychology*, 62(1), pp.12-29.
- Ammerman, C. and Groysberg, B., 2021. How to close the gender gap. *Harvard Business Review*, 99(3), pp.124-133.
- Babic, A. and Hansez, I., 2021. The glass ceiling for women managers: Antecedents and consequences for work-family interface and well-being at work. *Frontiers in Psychology*, 12, p.618250.
- Brescoll, V. L. (2016). Leading with their hearts? How gender stereotypes of emotion lead to biased evaluations of female leaders. *The Leadership Quarterly*, 27(3), pp. 415-428.
- Bryman, A., 2004. Qualitative research on leadership: A critical but appreciative review. *The Leadership Quarterly*, 15(6), pp.729-769.
- Cerrato, J. and Cifre, E., 2018. Gender inequality in household chores and work-family conflict. *Frontiers in Psychology*, 9, p.1330.
- Chen, J., & Houser, D. (2019). When are women willing to lead? The effect of team gender composition and gendered tasks. *The Leadership Quarterly*, 30(6), p.101340.
- Chisholm-Burns, M.A., Spivey, C.A., Hagemann, T. and Josephson, M.A., 2017. Women in leadership and the bewildering glass ceiling. *American Journal of Health-System Pharmacy*, 74(5), pp.312-324.
- Dobbin, F. and Kalev, A., 2016. Why diversity programs fail. *Harvard Business Review*, 94(7), p.14.
- Durbin, S., 2010. Creating knowledge through networks: A gender perspective. *Gender, Work & Organization*, 18(1), pp.90-112.
- Eagly, A. H., & Carli, L. L. (2007). Women and the Labyrinth of Leadership. *Harvard Business Review* 85 (9), pp.62-71.
- Eagly, A.H. and Wood, W., W., & Diekmann, AB (2000). Social role theory of sex differences and similarities: A current appraisal. *The Developmental Social Psychology of gender*, pp.123-174.
- Edwards-Maddox, S. (2023). Burnout and impostor phenomenon in nursing and newly licensed registered nurses: A scoping review. *Journal of Clinical Nursing*, 32(5-6), pp.653-665.
- Fritz, C., & Van Knippenberg, D. (2018). Gender and leadership aspiration: The impact of work–life initiatives. *Human Resource Management*, 57(4), pp.855-868.
- Hanna, T., Meisel, C., Moyer, J., Azcona, G., Bhatt, A. and Valero, S.D., 2023. Forecasting women in leadership positions. *UN Women*, pp.2023-11.
- Harwood, J. (2020). Social Identity Theory. *The International Encyclopedia of Media Psychology*, pp.1–7. <https://doi.org/10.1002/9781119011071.iemp0153>
- Heilman, M. E. (2001). Description and prescription: How gender stereotypes prevent women's ascent up the organizational ladder. *Journal of Social Issues*, 57(4), pp.657-674.
- Hobfoll, S.E., Halbesleben, J., Neveu, J.P. and Westman, M., 2018. Conservation of resources in the organizational context: The reality of resources and their consequences. *Annual Review of Organizational Psychology and Organizational Behavior*, 5(1), pp.103-128.
- Hosseini, Z., Rahimi, S. F., Salmani, F., Miri, M. R., Aghamolaei, T., & Dastjerdi, R. (2023). Improving the mental health of working women with work-life conflict: A protocol development for an explanatory mixed method study. *Journal of Education and Health Promotion*, 12(1). https://doi.org/10.4103/jehp.jehp_223_23
- Kalaitzi, S., Czabanowska, K., Fowler-Davis, S., & Brand, H. (2017). Women leadership barriers in healthcare, academia and business. *Equality Diversity and Inclusion an*

- International Journal*, 36(5), pp.457–474. <https://doi.org/10.1108/edi-03-2017-0058>
- KPMG, 2020. Advancing the future of women in business: A KPMG Women's leadership summit report. <https://wgaha.org.au/wp-content/uploads/2021/05/2020-KPMG-Report.pdf>
- Matanle, P., Ishiguro, K. and McCann, L., 2014. Popular culture and workplace gendering among varieties of capitalism: Working women and their representation in Japanese manga. *Gender, Work & Organization*, 21(5), pp.472-489.
- Mckinsey & Company, Madgavkar, A., White, O., Krishnan, M., Azcue, X. and Mahajan, D., 2020. COVID-19 and gender equality: Countering the regressive effects.
- Schein, V. E. (2001). A global look at psychological barriers to women's progress in management. *Journal of Social Issues*, 57(4), pp.675-688.
- Takizawa, R., Robinson, S., Aelenei, C., Iacoviello, V. and Kulich, C., 2022. A five-nation study of the impact of political leaning and perception of crisis severity on the preference for female and minority leaders during the COVID-19 pandemic. *Current Research in Ecological and Social Psychology*, 3, p.100055.
- The World Bank. (2023). The World Bank in Gender. <https://www.worldbank.org/en/topic/gender/overview>
- Thelma, C. C., & Ngulube, L. (2024). Women in Leadership: Examining Barriers to women's advancement in leadership positions. *Asian Journal of Advanced Research and Reports*, 18(6), pp.273–290.
- Zaidi, A. (2021) *Poverty is sexist: A Q&A with new Gender Equality Division President Anita Zaidi*. <https://www.gatesfoundation.org/ideas/articles/gender-equality-president-anita-zaidi>

Table 1: Participant profile details

Participants	Industries	Years of services in coporate sectors
P1-Director	Telecommunication	12
P2-CXO	Development sector/ Hospitality industry	12
P3-Manager	Education/ Telecommunication	8
P4- Manager	Software/Education	23
P5- Team lead	Finance	22
P6- Manager	Mix	20
P7- Manager	Pharmaceutical	
P8- CEO	Telecommunication/ Whole sale & retail	20
P9-Senior Executive	Education/ telecommunication	15
P10- Head	Finance	9
P11- Manager	Telecommunications	11
P12- Manager	Telecommunications (program manager)	18
P13- Director	IT services	10
P14- VP	Banking	15+
P15- Admin	Banking	15
P16-Manager	Job & career industry	8

Table 2: Narrative Array Presenting Quotations on Psychological Challenges

Mental Barriers	
Perception based barriers	<i>I start feeling I can't do anything. People have hopes with me. I am unable to produce those results. There was this disappointment that was building up inside me. Then I decided to take a leave. (P-4)</i>
Burnout	<i>But I tired. I was so tired, sometimes I felt I have no one to talk. I am in a rat race. (P-4)</i>
Identity conflict	<i>You are experiencing a lot of artificial emotions which are being created because of the situation that you are in. And you are as a person in real. You have a different set of emotions that you carry. So yes, that's true. (P-11)</i>
Emotional Barriers	
Perceived as emotional	<i>The new employee starts saying loudly that her mind has gone bonkers. This woman. This is the word; he used this woman. I am telling her and she is constantly talking then my department head called me in the office and said no, you do get hyper, you yourself give a chance to others. (P-4)</i>
Work Family Conflict	
Mommy guilt	<i>But definitely the kids were getting older and I think, mommy guilt is a real thing right. For anyone who is a working parent it's real. So, I would have mommy guilt on and off. (P-8)</i>
Family expectations	<i>It is sometimes not even said, but that unsaid pressure, unsaid expectations are so heavy, that you know you come under that burden and pressure...Absolutely. (P-11)</i>

Table 3: Narrative Array Presenting Quotations on Organizational Challenges

Bias in Hiring and Promotion	
Pregnancy Discrimination	<i>I was unable to manage it during pregnancy. I went to office. So, one becomes the odd one out because of the physical posture. And its acceptance in our culture is not much. (P-1)</i>
Career plateau	<i>One thing yes, that was going on in my mind that you know that this telecom market it is getting saturated and probably I'll have no more growth. What maximum growth I could get. (P-11)</i>
Objectification of females	<i>But I started wearing dupatta. Somebody called me up, you see how people are perceived at leadership position, it was my counterpart, he was and still is on a very good position, said that now you have started wearing dupatta so now your career with the corporation is over. He was genuinely concerned for me. I started laughing. I thought to myself that it's worth it, I am not going to pay attention to it. (P-6)</i>
Lack of Gender Diversity	
Male to female ratio of employees	<i>But if an organization has a ratio of 30 females in 100 employee equation this ratio is not maintained. If 100 employees are there, only 10 females are present at higher levels. This should increase. (P-1)</i>
Gender based resistance	<i>The issues I normally see is that there is a lot of professional jealousy amongst women and males have a ratio in public sector, so they always see to it that a female doesn't surpass them. It's not only in XYZ Bank, it's in all organizations. (P-15)</i>
Women considered soft/emotional	<i>Unfortunately, I feel that when you are in your corporate career you are not allowed to be that emotional, sensitive woman, person. You know, you have to have that a little bit of an exterior self, which is hard and strong. You don't do well if you are, lethargic, sensitive right (P-10)</i>
Double duty	<i>I think it's true that our expectations from females is more and I remember before getting married, I....in 2004 I got married. So, from 2003 to 2009 I only had office tasks. I used to come back home watch TV and sleep. That's all. But after I got married, I remember I had that internal energy and like you can tell your parents you can't even get up. (P-1)</i>
Lack of Support	
Maternal Wall bias	<i>It's quite funny, during pregnancy in XYZ school which is female oriented, they held my promotion for three years. I got pregnant. They said maybe you will not come back because normally girls do not come back after pregnancy. (P-4)</i>
Lack of supportive policies& implementation	<i>Boys find it easy to network and they support each other as well. And since females aren't supporting females as such, it causes failure of networking groups. Till the time you don't meet people and explore, your opportunities will decrease. (P-3)</i>
Lack of inclusion	<i>So, every department has a budget and I would tell them that you know, you have to invite me and I have to sit with all of you. And only once on Mr. XYZ (CEO's) insistence was I invited. Other than that, all the senior staff, conveniently and particularly the CFO and the COO, they would conveniently forget to invite me. (P-2)</i>
Lack of female support	<i>A woman working from 9 to 5 is also making the other person guilty too. Personally, we felt less support. When I used to take my challenges to my male boss, I used to get more support than a female boss. (P-3)</i>
Lack of Networking	
Fear of character assassination	<i>That is the difficult part because you know networking.... creating a network is equally important to reach higher positions. How can you categorically move with that networking safely becomes difficult. Because mostly, mostly you are</i>

	<i>being used in a negative way. You're going to be exploited. The reason being the power hubs are in hands of men. (P-11)</i>
Modesty oriented culture	<i>Definitely, yes, yes. You have to, you want to keep a relationship very professional and yet you want to interact with them and have your networking. So, it's very difficult to strike that balance. And obviously when you draw a line, then at times you're unable to get into that networking circle, because you don't feel comfortable. (P-5)</i>
Boys club	<i>I was on the audit committee, the risk management committee. But the men, they just get together over golf, or a cup of tea or smoke or whatever you know, they make their decisions and then it's done. (P-2)</i>
Family prioritization	<i>I don't remember any last networking dinner that I had attended because whenever I have to go somewhere I am always like ok let me spend this time with the kids. (P-3)</i>
Inflexible Working Conditions	
Incompatibility of career requirements with personal lives	<i>And I don't think there were any compromises on the kind of work that we do, because it's a lot of mental work and lot of alertness, I just felt that if my daughter would wake me up in the night, how would I get up and go to the office in the morning being 100% mentally. So that was one of the main reasons. (P-10)</i>
Inflexible working hours	<i>My previous job required me to go to work and there were shift timings. So, whatever you do there is done. No pressure goes home with you. But now that pressure came home with me, things came home with me and I knew that I have to do this and give support at home too. (P-9)</i>
Cultural Dissonance	
Organizational misalignment	<i>They hired females but were not able to give them that environment in which females would settle down. No matter how good the employee is, if three of them leave, they'll have their own strengths and weaknesses but if even one of them doesn't set well then there must be some issue with the culture. (P-3)</i>
Personal challenges	<i>But as soon as I became a director, I felt like I was not happy and wondered what'll I do ahead of this I wondered what more is there to do. I always thought, that my degree is different from the work I do, and I was settled in it all. I use to feel a bit incomplete as I was not doing what I was passionate about (P-13)</i>

Table 4: Narrative Array Presenting Quotations on Sociological Challenges

Work/Family Balance Strain	
Pregnancy & birth	<i>I had this emotional pressure that I have just joined and I am back on maternity leave so I have to go back and prove my performance. I was pushing myself too hard. (P-6)</i>
Responsibility of family & children	<i>So, this was kind of a huge burden on me that I have to prove myself, that I'll be able work at home and outside too. (P-4)</i>
Lack of spousal-family support	<i>At that point in time, I had nobody that would look after my kids and I didn't want to leave my kids home with the maid. (P-10)</i>
Second shift	<i>But of course, for a male his day ends with the office, but for females, it's not so. (P-1)</i>
Career gaps	<i>I, Mashallah, started my career in the early days after my education. There was a gap after that, of marriage. (P-9)</i>
Gender Bias	
Gendered expectations	<i>I've seen a lot of couples where men aren't doing much and wives are high achievers and are at good posts, even then when they talk it's highlighted as men are doing great work and women aren't doing anything at all. (P-3)</i>
Women not regarded as bread earners	<i>Then our society has this norm of a man earning and a woman taking care of the house. Even this is a problem and it's not easy for them as they are the sole provider of that family. (P-15)</i>
Cultural constraints	<i>I feel that in Pakistan you cannot just say that I am going to work today and please look after the kids for me. (P-10)</i>
Economic Dependency	
Financial support from husbands	<i>And then, in addition to that, you know, when I discussed it with my husband, 'cause my husband and I, we were in the same industry. He really supported me because, obviously, when I quit, our income would go half, right? So, he was very supportive. He said, "you don't have to worry about the bills. I will pay the bills. You do what's important to you." (P-10)</i>
Lack of role models	
Within families, work and communities	<i>In the last 20 years how many role models have been there? Person A (naming a successful female) is there who got an award ...for the last 10 years it's her only. in terms of new breed, I don't see anyone surviving again...in tech, you don't get to see any women. (P-6)</i>

Figure 1: Coding Structure *(over three pages)*





