



University of Mumbai's  
Alkesh Dinesh Mody Institute for Financial and Management Studies

# Socio-Economic Impact of Covid-19 on Global Business Practices



*Chief Editors -*  
Prof. Smita Shukla  
Prof. Aruna Deshpande



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## Changing Role of Women in Advertising with Effect to Covid : A Case Study & Review

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### ABSTRACT

Women has emerged as a leader in all fields of life. They have stood hand in hand to face the enormous crisis that COVID has created. Working as a housewife or a professional person she has supported her family and society physically and mentally to think rationally and face this situation. The role of women has been changing over the years in various fields around the world like advertising, academics, politics, etc. Today 30% of employees in the software industry are women. They are also distinguishing themselves as professionals in different walks of life. But has the representation of women advertising changed over a period of time in advertisements? Or does it confirm to some of the traditional notions about women and their role in society. That is the question we wish to deal with in this paper. The first section gives a review of literature on gender role portrayals in advertising. The second section discusses the various hypotheses of the study and the theoretical foundation for the same. The third section discusses the methodology of the study and a detailed analysis of the results. The last section contains general discussion, implications of the study, scope for further research and conclusion.

**Keywords:** Women, Television, Advertisements, Society

### INTRODUCTION

The coronavirus (COVID-19) global pandemic has resulted in changes to advertising, marketing, promotional and media spends, forcing businesses and brands to reevaluate their thinking about current and future advertising and marketing campaigns to maintain a steady stream of income.

While brands currently seek to strike the right tone during a global health emergency, the future portends market alteration, increased competition and a demand







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## CERTIFICATE

This is to certify that Dr./ Mrs./ Ms. Rupa Shah from Ghanshyamdas Saraf College has participated/ presented paper on Changing Role of Women in Advertising with Effect to Covid : A Case Study & Review at the International Management Research Conference on 'Socio-Economic Impact of COVID-19 on Global Business Practices', held on 3rd & 4th September, 2021.

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