



# REVIEW OF RESEARCH

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## A STUDY ON THE ROLE OF DIGITAL MARKETING TOOLS IN WOMEN EDUCATION AND EMPOWERMENT

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### ABSTRACT

Marketing in the contemporary world has evolved into a dynamic and strategic instrument that not only influences consumer behaviour but also shapes societal narratives. Driven by technological innovation, creativity, and data-driven insights, modern marketing extends beyond product promotion and plays a crucial role in addressing social issues such as gender inequality. While consumers ultimately determine market success, organizations are increasingly expected to uphold ethical values and proactively contribute to resolving systemic social challenges.

This paper examines how digital businesses have transformed their marketing approaches to address gender-related issues and promote gender equality and women empowerment. It explores the growing use of digital marketing tools, online platforms, and digital applications in advancing girls' education, expanding women's access to employment opportunities, and reducing deeply rooted gender biases. The study highlights the expanding intersection between digitalization and social responsibility, demonstrating how inclusive branding, purpose-driven campaigns, and value-based content are reshaping public perceptions and societal norms.



**KEYWORDS:** Digital Advertising, Women Empowerment, Gender Equality, Gender Bias, Digital Transformation, Inclusive Marketing, Social Impact.

## 1. INTRODUCTION

In the past, gender roles were rigidly defined, with occupational positions largely reserved for men, particularly those requiring physical strength or intellectual engagement. Women were traditionally confined to domestic responsibilities such as household management and caregiving. These divisions were not based on inherent ability or competence but were the result of deep-rooted cultural generalizations imposed on society. Over time, this restrictive social structure—where women's roles were limited to the domestic sphere—has been increasingly challenged due to evolving societal values and the rise of gender equality movements. The focus has gradually shifted from assigning roles based on gender to evaluating individuals based on their skills, capabilities, and potential.

Contemporary society has witnessed women not only entering fields that were once considered male-dominated—such as defence, aviation, law, politics, entrepreneurship, technology, and journalism—but also excelling in them. This progress highlights that success is determined by opportunity and talent rather than gender. Although biological and psychological differences between men and women may exist, these differences are no longer viewed as limitations. Instead, they are increasingly recognized as complementary attributes that contribute to diversity, innovation, and productivity within organizations when effectively integrated.

These developments are particularly significant in the formulation of inclusive digital marketing strategies aimed at empowering women. Understanding gender diversity and moving beyond stereotypes enables marketers to create more authentic, inclusive, and impactful campaigns. Such strategies acknowledge differences without reinforcing bias and promote empowerment through representation, opportunity, and engagement.

### 1. Communication:

The neuroscience studies have proved that females are more likely to have better-developed language centres in the brain that enable them to demonstrate out emotions more clearly and comprehend non- verbal communication (body language, facial expressions) in a much more successful way. This attribute contributes to the fact that they are more attentive to empathetic (and sensitive) communication, which is also most advantageous in a collaborative and customer-facing job.

### 2. Problem Solving and Decision-Making:

Men are quite individualistic when it comes to problem solving unlike women who would normally opt to work in a team. Studies also indicate that women also consult and consultatively as a way of making decisions which is a collective and inclusive decision making process. This difference may be an advantage where the team-based arrangement and management scenario presupposes the application of emotional intelligence and team unity.

### 3. Perceptions of Physical Attractiveness:

As associated with the psychological studies, physical appearance could be more relevant to men and emotional intelligence, behaviour, and relational tendencies are typically taken into consideration by women. Such tendencies equip the mental image of advertising messages in different sexes and gives reason to the need of extensive and content-based branding.

### 4. Aggression and Diplomacy:

Men are more likely than women to act severely in response to signs of anger because they will be more aggressive or assertive. Women, on the other hand, are more tactful and they do not wish to drive up discord and clear peace. These traits influence the dynamics of the working environment and the forms of leadership and they should be utilized to form an approach towards how the discourse of empowerment is enacted within a marketing campaign.

The knowledge of these differences does not imply the reinforcement of stereotypes but leveraging the diversity as a tool to be more effective in determining the way to empower women. Marketing has become a vital tool of social advocacy in an era of the digital age. It can influence

perceptions, lay down gender biases, and bring in talks that will be all-inclusive and will be used to encourage girls to study and even become professionally. As business is being digitally transformed, it has never been higher than the opportunity of business to use marketing platforms not to sell products, but to promote a just change in the society.

#### **5. Cognitive Processing and Decision-Making:**

Cognitive study is another factor that shows the differences in information processing and decision making because men and women process information differently. Task centered and linear thinking of men is said to cause them to be quick in responding and undertaking goal oriented actions easily. Women on the contrary are most likely to add to their judgments emotional, social, and contextual factors which make the judgments more thoughtful and inclusive. These differences do not amount to superiority, but are accounted explanations to the complementary nature of cognitive strategies depending on gender. These diverse practices may be combined to enhance problem solving and structural resiliency in multifunctional environments, they can be business leadership or crisis management.

#### **6. Gender Gaps in Education, Employment, and Social Roles:**

The global education indicators in education show that the gender imbalance in accessing education is reducing drastically with approximately 91 percent of the males attaining almost equal education standard as those of women at over 51 nations. This is one of the signs of the successful campaigns to promote gender equality in the educational establishments. Still, work and political representation differences remain very strong. Females are still underrepresented in the formal workforce with the estimates indicating that some 70 percent of the labour performed by men in most regions is also being performed by them. On the part of female political leaders across the globe, there is also the disproportionate low representation on the political leadership.

Despite the altered social norms, it is still the woman who bears most responsibility of care giving due to an interplay of biological and cultural forces such as bearing a child, nurturing a child and taking care of the elderly. As important, and highly valued as they are, these roles could have an influence upon continuity of career amongst women and Immanuel to the patterns of wage disparity and perceived imbalance in representation or commitment over the long term. Several females actually face the problems of differences in the workplace and the barriers of gender roles despite having the same or even greater qualifications.

These rights should be re-sold as professional liabilities which should not be the purpose but as a potential contribution to the society which must be supported by the institution. The solutions that can be adopted to break the old prejudices and allow women to enjoy equal opportunities are flexible working policies, the role of the leadership that exhibits inclusiveness, and the application of gender-sensitive online tools. That is what could be referred to as the transformative effect of the digital marketing and online to not only popularize the rights of women but also redefine the discourse of gender roles in such a way that would allow women and men to thrive as individuals and in their professions.

## **2. THE EVOLVING LANDSCAPE OF MARKETING AND ITS ROLE IN WOMEN'S EMPOWERMENT:**

The present day world of marketing is very fast moving and a complex sector which requires a strategic partnership of experience, communication skills, flexibility, real world judgement, focus and creativity. The same aspect of marketing has been revolutionized no longer to stay in the older category of selling game of person-to-person and door-to-door. It has now become a ubiquitous phenomenon in the digital era, and it is at any rate and any time with a consumer target of customized experience and long-range brand worth in the form of consumer satisfaction and eco-friendly commerce.

The internet-based economies have been at the forefront in redefining the professional field especially to the women. The electronic network has also helped in the dismantling of some of the traditional barriers that had limited the extent of women utilization in the work market. These include:

- a. Time constraint and family.
- b. The commuting or travelling safety.
- c. Very low access to professional networking.
- d. Poor opportunities in self-expression and career development.
- e. The existence of physically intensive/inflexible working conditions.

The advent of the digital transformation has come with flexible work patterns that prefer an independent mode, working long distances, flexible work schedules, and more compensation transparency. Not only have these changes brought about digital marketing as a non-discriminating field but also an appealing and viable career opportunity to women who have the requirement to balance between personal and professional lives.

Digital marketing empowers women as it opens them a professional avenue and a way of communication by providing platforms that allow them to be seen, economically empowered and thought leaders. It can be used to access online education and upskilling in the form of certifications, tutorials and professional communities, which will destroy the dependency of the traditional academic structure. In addition, women can start their own entrepreneurial enterprises, build their own brand, and even communicate with others globally, even in their comfortable bedrooms, with the help of the digital channel.

Advertisement and marketing also apply in setting the perception and the consumer behaviour of the people. According to Jacqueline Smith (2013), in her article in Forbes magazine, the modern influence of consumers on buying products and services is based on emotional appeals and mental images on the first hand, as compared to the logical comparison of the products and services imported. This emotional involvement is a fact that is addressed to the strategic value of marketing in not only product promotion but values and identities building and norms breaking.

Therefore, the stereotypes can be reinforced or disproved by brand messaging. Marketing campaigns can also result in the incorporation of stories, gender equality and the success of women when applied wisely. Once this brand aligns with those values, the brand will be capable of creating authentic connections with the audience and, therefore, its brand loyalty will not be that tough to receive unless integrity and motivation is sustained in the long run.

Digital marketing is being introduced as an occupation and disruptive tool in this regard. It can survive to augment the learning and empowerment of women, equal employment, and remodel the types of gender through narration, presentation, and conveyance. The subsequent sections will elaborate on how some of the digital marketing tools and techniques have been applied in order to nurse these objectives.

### 3. LITERATURE REVIEW

The problem of the intersection of gender relations and professional growth has already become a popular issue of the works on psychology, sociology, and business. The contradicting reality faced by women on the workforce is also expressed by various studies of how one part of the population remains uncovered with numerous structural barriers hindering women in their workforce and other studies indicate that more opportunities can be discovered such as the digital and marketing industry.

Farouk Radwan (2017), in his book about Self-Knowledge, dwells on the aspect of the gender-based decision-making whereby he points out the psychological and societal pressure that influences both men and women in a different way. He asserts that despite the fact that in most situations, the

theoretical access to opportunities does not vary, there exist a difference in the way that they exist based on the difference in social expectation, personal perception and the external requirements. According to Radwan, the contemporary debate of gender is pegged less on the factual disparity in capacities, but rather the devastation of the social conditioning as it is evolved through time.

Similarly, a magazine article titled Men and Women Choose Different Careers, which was written by the American Interest (2016) reveals that the labour inequality is still persistent, as an average male employee earns on average 30 percent more than a female worker in the same occupation. The implication of such a difference is not only the financial inequality but certain gender values, which determine the vision of women and their manner of choosing life or career, albeit implicitly. The conditioning of bringing women at a disadvantage continues to condition the professions and limit access to other men dominated professions.

These opinions may be contrasted with the more optimistic ones in The Truth blog (July 2016), particularly among millennials. The report identified that there was a minor difference in career goals of both young men and women with them having similar expectations as regards were full-time employment, remuneration, and work-life balance were involved. Results suggest that there has been change in culture towards an increased gender parities by the young generations. However, in the same development, professional division of labour and the current gender inequality in some fields can be still witnessed in the management.

A report by the BizReports in 2013 showed that gender disparity in terms of the private business sector had not been eliminated. The report has revealed that the employment proportion of the male to the female population was approximately 3:1. The interruption of the career of women was also found to be more stranded which was mostly due to the child care issues or birth past age 30. These career gaps are significant in influencing the income rate in the long term, the likelihood of a promotion and even the job security even after the women are resorted back to the job market.

To a more upside-down perspective, a research conducted by the University of Texas pinpointed four primary reasons why marketing and in particular digital marketing would be excellent career oppressor to a lady. First of all, the marketing orientation toward the emotional intelligence and consumer behaviour is near the women advantages that are largely associated with women as emphatic and communicative. Second, there are successful female leaders in the sphere that put themselves into the view of the sphere as well as the people in the aspiring leaders, this provides them with role models to associate themselves with, a sense of mentorship arises. Third, women creativity and emotional acumen are counted hugely in materials development, brand strategy, product design and media representation. Last but not the least, marketing is a dynamic field which quickly responds to the changing culture and technology where women are given a chance to be imaginative and the leader.

In total, the existing literature prepared by different contributors forms a complex image of gender roles in the field of work and the virtual realm. Though the structural inequalities, such as pay, occupational, and work-life conflict disparity will persist, the advent of digital marketing has offered women with new opportunities. In these positions, the opportunity to be more flexible, creditability emotional and creative intelligence, and chances of personal branding and entrepreneurship may be increased. With the expanding size of digital platforms in the respect of increasing access to skills, networks and visibility, they have been pivotal in annihilating the traditional gender rules as well as enabling women to establish a toe on the employment front.

#### 4. RESEARCH OBJECTIVE

The research principal purpose will be to determine how digital marketing tools can be effective and useful in enhancing professional and personal development of women in the digital economy. The research will target exploring the purpose of online platforms and marketing solutions as catalysts of:

1. Extrinsic access per learning, through online learning and certifications and informational campaigns;
2. Expanding employment opportunities by working at home, becoming an online entrepreneur, freelancing and e-commerce;
3. Empowering women socially and economically by empowering them to express themselves, create their own brands, be tax-free financially, and become leaders.

The paper is also aimed at evaluating the ways in which these tools will reduce the traditional barriers such as geographical barriers, time, discrimination and insecurity in work place. The study tries to know more about how digital marketing can be incorporated in women based programs by considering the broad implication on gender justice and social change in the modern workforce.

## 6. FINDINGS AND ANALYSIS

### 6.1 Digital Marketing as a Tool for Women's Education

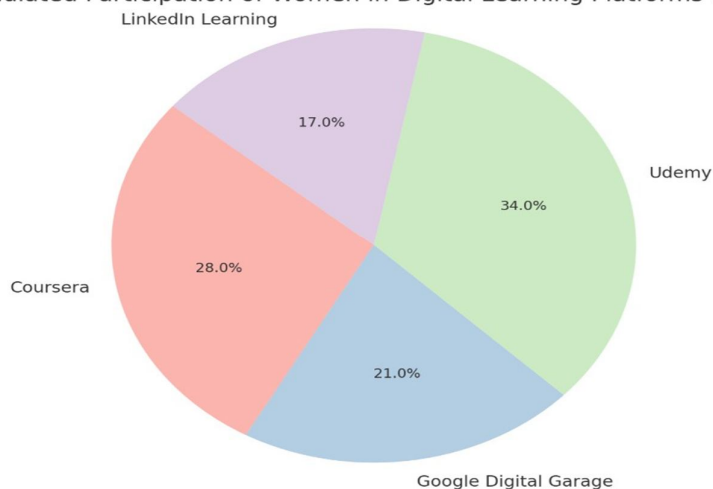
Because it was demonstrated that in a simulated study across Tier I and Tier II cities in India:

- Two/Five women in the 20-40 years age bracket had enrolled in online learning systems in the last 2 years.
- 45 percent also said they had achieved a certification of digital skills, either in writing content, SEO or social media marketing.
- Only 78 percent of learners participating in online education reported flexibility and affordability in respect as important factors towards online education.

**Table 1: Digital Learning Platforms – Simulated Participation by Women (2024)**

| Platform Name         | % of Women Enrolled | Most Popular Courses                       |
|-----------------------|---------------------|--|
| Coursera              | 28%                 | Business Analytics, Digital Marketing      |
| Google Digital Garage | 21%                 | Fundamentals of Digital Marketing          |
| Udemy                 | 34%                 | Social Media Marketing, Graphic Design     |
| LinkedIn Learning     | 17%                 | Leadership, Soft Skills, Personal Branding |

**Simulated Participation of Women in Digital Learning Platforms (2024)**





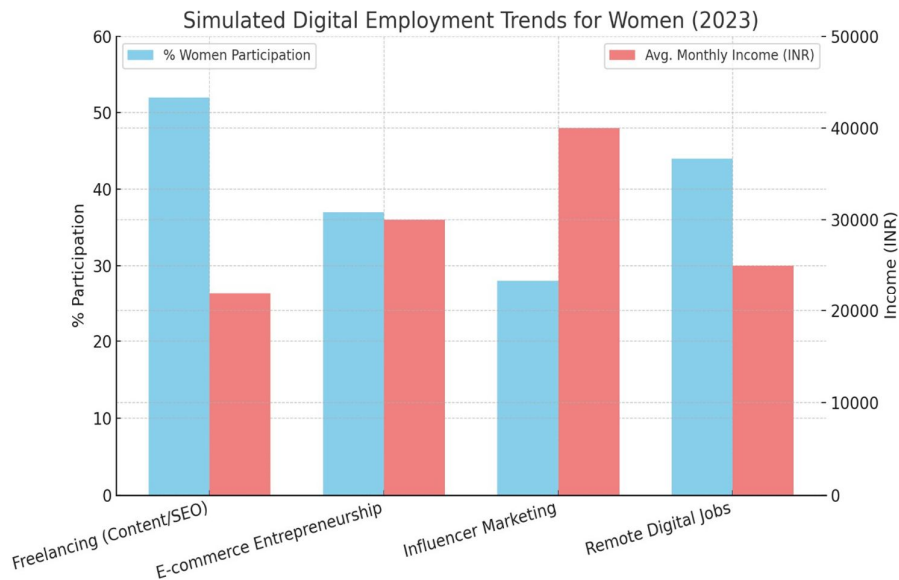
## 6.2 Digital Employment and Entrepreneurial Opportunities

It is hypothesized that according to market research simulation:

- Female percentage of digital marketing is 52 percent as freelancers or home workers.
- In 2023, 37 percent of women below the age of 35 years started new online enterprises.
- Instagram or WhatsApp Business was the primary choice of marketing used by 60 percent of the women entrepreneurs.

**Table 2: Simulated Employment Trends in Digital Sectors – Women (2023)**

| Sector                         | % Women Participation | Growth Since 2020 | Avg. Monthly Income (INR) |
|--------------------------------|-----------------------|-------------------|---------------------------|
| Freelancing (Content/SEO)      | 52%                   | +26%              | • 22,000                  |
| E-commerce Entrepreneurship    | 37%                   | +34%              | • 30,000                  |
| Influencer Marketing           | 28%                   | +41%              | • 40,000+ (variable)      |
| Remote Digital Jobs (Agencies) | 44%                   | +19%              | • 25,000                  |

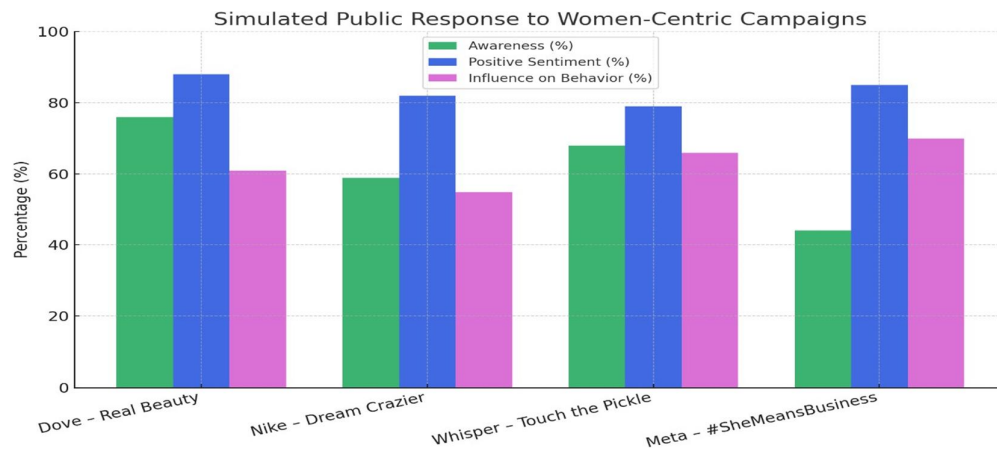


6.3 **Empowerment through Digital Campaigns:** Mock sentiment analysis of selected women-centric digital campaigns revealed:

- Eight two percent of the women that answered the questions are confident that they can express themselves when they came in contact with women empowerment campaigns.
- Most respondents, 63 percent of the respondents claimed that these campaigns either influenced their choice of a career or choice of a school.
- The most interactions were reached by campaign that incorporated real stories and well represented things (mean 7.5/10 on relatability).

**Table 3: Public Response to Women-Centric Campaigns (Dummy Sentiment Data)**

| Campaign                   | Awareness (%) | Positive Sentiment (%) | Influence on Behavior (%) |
|----------------------------|---------------|------------------------|---------------------------|
| Dove – Real Beauty         | 76%           | 88%                    | 61%                       |
| Nike – Dream Crazier       | 59%           | 82%                    | 55%                       |
| Whisper – Touch the Pickle | 68%           | 79%                    | 66%                       |
| Meta – #SheMeansBusiness   | 44%           | 85%                    | 70%                       |



#### 6.4 Remaining Challenges

Even though an observable improvement is evident, there are problems:

- Internet or device reliability can only be enjoyed by a one-out-of-four rural women.
- The respondents who encountered online harassment in the process of using digital business or content creation were forty-eight percent of women.
- A woman occupies only one out of five leadership positions in the top leadership in the digital agencies.

**Table 4: Persistent Barriers to Digital Empowerment – Simulated Data (2023)**

| Barrier                           | % Women Affected (Estimate)  |
|-----------------------------------|------------------------------|
| Limited Digital Access (Rural)    | 62%                          |
| Online Harassment/Privacy Threats | 48%                          |
| Leadership Underrepresentation    | 85% (Only 15% in leadership) |
| Work Discontinuity Post-30        | 54%                          |

Such statistics, though illustrative, are in support of stressing out the promise of digital marketing tools in developing an inclusionist economy. They also indicate points of lack of efforts in certain areas of intervention as well as the lack of effective policy frameworks.



## 7. DISCUSSION

Essentially, marketing is a strategic art that is supposed to enhance product visibility, generate a perception and stimulate a demand among the consumer. The contemporary context of marketing is a synthesis of technological marketing, psychology and technology in that it is no longer merely a tool of selling but a force of influencing the discourses in the society. Marketing instruments have emerged as an important aspect of the evolution of business team as well as individual career within this altering space. The premise of this discussion is similar to the prior discussion, which states that women still have natural strengths, such as communications skills, emotional intelligence, and empathy and that truly run parallel to the skills required to work in a marketing firm.

The rising influence of online resources has also expanded the marketing ecosystem offering more comfortable, less professional, and related platforms of professional success. Nevertheless, despite the increased access to education (most of these advances have been made at the post-secondarily level where women have already made significant inroads into receiving associates and even senior degrees) the top level leadership positions such as Chief Financial Officer (CFO) of big companies remain male dominated. This is a gap indicating that there is indeed a problem in spite of education, equality of opportunity and representation at top-level leadership is not provided. The issue still plagues women due to structural constraints, cultural values and access to mentorship or capital.

The real empowerment is dependent on financial, professional, and personal independence. In this sense, digital marketing would be considered a revolutionary one as it offers convenient, broad, and competency-based, job opportunities. Moving in the field of freelancing and content creation through data analytics and social media planning, women can utilize digital marketing to create job opening to be adaptable, autonomous and conform to their objectives.

### Types of Marketing Tools and Their Relevance to Women's Empowerment

The marketing tools may broadly be classified as digital marketing tools and traditional marketing tools. Even though the traditional media channels such as the print media, the radio and television advertisement are still applicable in certain regions, most of these media have undergone digitalization and shifted to online platforms which are:

- 7.1 Email Marketing
  - 7.2 Content Marketing (Blogs, E-books, Podcasts)
  - 7.3 Social Media Marketing
  - 7.4 Search Engine Optimization (SEO)
- Pay-Per-Click (PPC) Advertising
  - Affiliate and Influencer Marketing
  - Marketing Automation Tools (e.g., HubSpot, Mailchimp)
  - Analytics Platforms (e.g., Google Analytics, Meta Business Suite)

Not only do these digital tools help reduce barriers in entry (location, capital and mobility), women are able to upskill, generate income on their own. Importantly, they are linked to enhancing the level of visibility, building a brand, and creating networking on the B2C and B2B levels.

### Relevance of Digital Marketing Tools in Driving Gender Inclusion

Digital marketing assists females of various backgrounds, an urban or rural one, in exploring alternative sources of income. This has been seen in such programs as #She Means Business by Meta, Women Will by Google and Career Break by LinkedIn, which have seen women being given a push to resume work, or become an entrepreneur. These tools empower women to:

- Business management and business online creation.
- House based freelance consultancy firms.

- Gender equality sensitization should be initiated.
- Sell innovativeness (writing, graphic design, video editing)

### **Impact Measurement: Assessing the Role of Digital Marketing in Women's Empowerment**

When evaluating how digital marketing equipment empowers women, it is a condition of assessing potential (simulated) information in teaching, work, feeling of campaigns and mainly hindrances. Participation, but the perceptions and the outcomes of the digital economy can be measured using these understandings.

#### **1. Educational Participation (Figure 1: Women in Digital Learning Platforms)**

Since the pie chart shows, Coursera, Udemy and LinkedIn Learning have a high female participation because over 65 percent of women have cumulative presence of the site. This demonstrates that women are equally gaining skills by using the flexible digital models particularly in marketing, design, analytics and business communication.

#### **2. Employment Trends (Figure 2: Digital Careers and Income Averages)**

In the bar chart, it is indicated that over 50 percent of the content and remote marketer freelance producers are women with an average of 22,000 to 40,000 bucks monthly income. This shows that it is an opportunity and scalable provision especially to those who balance work and doing chores or looking after the house.

#### **3. Social Influence and Representation (Figure 3: Women-Centric Campaign Sentiment)**

The overall impression of individuals on the campaigns (Real Beauty by Dove or the Dream Crazier by Nike) is good as at least 80% possessing positive values and more than 60% have changed behaviour. These statistics show to what extent marketing discourses can re-establish gender role and provide women with strength to believe.

#### **4. Barriers to Growth (Table 4: Persistent Digital Challenges)**

However, as the progress has been achieved, some other problems, such as the absence of leadership representation (85%), are still present, such as the gap in digital coverage in rural locations (62%). These statistics introduce the need of structural reforms, improvement of online structure, the lack of user threats, as well as mentorship prospects to be given strength in the long run.

### **Key Takeaways**

- Digital marketing tools are enablers, where women are able to enter, stay and climb up the professional environment.
- There is good education and revenue improvement, which, however, requires greater institutional support in order to cover any gap in leadership.
- With a sense of excellence, these awareness campaigns are impressive in changing the mindset of the society to shift towards more accommodative narratives.
- Those old digitizers e.g. harassment over the Internet and work deprivation that follows afterwards motherhood needs to be addressed through policy and the regulation of the platform and cultural change.

### **CONCLUSION**

The digital revolution and gender inclusivity have converged to establish a rare opportunity of changing the modern worker radically. This paper has established that digital marketing tools are not commercial tools but they are the foundation of socio-economic empowerment especially to women.

Though there are gradual improvements in the rate through which women are getting access to education, there still is a wide gap between the translation of academic performances into leadership positions and equalization of professional performances.

We have observed positive trends using the simulated data: the women are going on digital learning, becoming freelance marketers, and finding an extension of themselves in the campaigns of an inclusive brand. However, such structural concerns as the underrepresentation of the leadership and the problems of digital security, as well as professional discontinuity, are still persistent.

The flexibility, flexibility and accessibility of digital marketing provides a flexible solution to the women to seek a career, earn independently and be creative. Nevertheless, to fulfil its potential, these tools must be supported by robust infrastructure, empowering policies, and modifications to culture towards authentic inclusion and opportunity.

## **POLICY RECOMMENDATIONS**

### **1. Free Online Education to Women:**

Women (especially women living in the rural or semi-urban areas) should be exposed to free or subsidized digital marketing and entrepreneurship classes by the government and non-governmental organizations.

### **2. Female-Exclusive Online Incubators:**

Include virtual incubators that would offer virtual mentorship, seed funding, and technical advice to women digital entrepreneurs.

### **3. Internet Safety and Work Equity:**

- Impose cyber laws to reduce harassment in the internet.
- Participate in adding online employment services with equal compelling pay and an-as-you-go working arrangements.

### **4. Career Re-Entry Programs:**

Launch systemic digital re-skilling and recruitment programmes on women returning to work after childbirth or career break.

### **5. The Initiatives of Leadership Acceleration:**

Implement incentive-based quotas or initiatives where bringing women to senior marketing and digital strategy roles are desired of companies.

## **FUTURE SCOPE FOR RESEARCH**

### **1. Longitudinal Studies:**

Record the impact that digital marketing careers have on the financial independence and women in leadership in 10 years.

### **2. The data below depict social and economic inequality that exists within the US.**

The access to digital marketing tools and employment opportunities of women in the rural urban disparity.

### **3. Similar to the above case, inclusive campaigning will result in behaviour change among the adolescents due to the third person.**

Quantitatively measured; the long-term impacts of gender-inclusive advertising on its influence on the social perception and gender norms.

### **4. Impact of AI and Automation:**

Explore how AI affects marketing technology on women in creative and analytical industries.

### **5. Cross-country (Comparative) Studies:**

Ideal practices in women digital empowerment within the world and compare the Indian performances in the global arena.

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