

ABSTRACT

The participation of women in marketing Sector of Afghanistan is crucially low, in April 2020, The Human Rights Watch (HRW) has reported that in Afghanistan, women within Marketing Sector faces all forms of discriminations and sexual harassments. The report also detailed everyday barriers which women and girls face in one of the poorest countries in the world. The Discrimination in Afghanistan's marketing Sector index has shook up to 70% loss due to the limited participation of women in the Marketing, this is simply because of limited access of both genders to education, stereotyping, gender inequality, racism, religious barriers in a male dominant country like Afghanistan

This study aims to determine the managerial challenges facing women in marketing sector in a male dominant culture country like Afghanistan. In Afghanistan, men are more defensive and more patriarchal in nature when making organization decision and practice. This study aims to determine a real situations which makes male dominant culture as a managerial challenge facing women in Afghanistan. Moreover, the consequences of those patriarchal cultures cause works inferiority complex, bias, discrimination, inequality and work gender imbalance.

This study has employed qualitative method using phenomenological inquiry to unveil the life experiences of women in attaining top marketing and managerial positions, where by 30 informants who are practitioners in variety of marketing and other management positions were interviewed. Furthermore, the managerial and marketing works in Afghanistan are discriminative against women however, the current situation male dominance in high managerial authorities has changed even though men are still offering it a cold shoulder.

Keywords: Male dominant culture; Career challenges; Women Marketers; Leaders; Managers; Marketing; Afghanistan