

Abstract

Topic: Understanding the impact of the #MeToo movement on leadership and corporate culture, with regards to female inclusion and value of voices

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Content: The 2017 #MeToo movement opened up the world's eyes to a problem society has long ignored – sexual harassment. This systemic problem fueled by gender roles and power imparities, impacting safety, equality, and profitability has been overlooked for decades and was radically highlighted overnight. This thesis aims to identify the potential shift of businesses' leadership style and corporate culture in order to meet the new need, brought on after the #MeToo movement.

The thesis was conducted through detailed literature research, followed by qualitative research. This qualitative research was conducted through interviews with employees of the global packaging and paper company Mondi Group located in Vienna, Austria.

After conducting the research, four main findings were identified. First, while the movement liberated women to speak up on their sexual harassment experiences, the deeply rooted stigma around victim shaming still prevails. Moreover, male survivors were not equally impacted by this liberation. Secondly, the main challenges for women in business are the gender roles of domesticity and motherhood, which impact women's voices, inclusion and leadership. Thirdly, social media as a medium impacted the outcome of the movements positively, through rapid, uncensored, extensive and personal information flow, however negatively, through the short-lived nature of online trends threatening to reduce the movements possibility of implementing tangible policies for change. Lastly, while the #MeToo movement did not impact companies' structures directly, the movement did impact its stakeholders which then impacted the companies and their structures.

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