

Abstract


We investigate the gendered nature of financial advice through in-depth qualitative interviews with financial advisers and clients. Using the framework of organisational structures, advisers' preferences and stereotypical discrimination, we identify barriers for women and the adaptive strategies they employ to overcome them. Findings show that sales-based structures, servicing client needs, difficulties networking, a dominant masculine management culture and the gendered nature of flexible work inhibit women's careers in financial advice. Strategies to overcome these barriers are finding the 'right' manager, receiving mentoring, selective networking and establishing a partnership arrangement with another adviser.

JEL Classification: **M12, M14**



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