

# 16<sup>th</sup> INSYMA



## *Certificate of Appreciation*

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**PAPER PRESENTER**

in the International Annual Symposium of Management

**RE-DRAWING YOUR FUTURE**

The Existing of Dynamic Capabilities to Energize  
the Firm's Competitive Advantage in Hyper Competition

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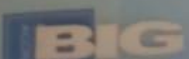
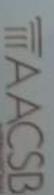
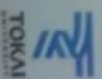
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## Cinderella complex on working women

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**ABSTRACT:** The goal of this research is to explore the Cinderella complex phenomenon on working women. Women with Cinderella complex tendency can feel that they are in an unrescueable condition, need men to save them, and ultimately limit their potential. The questions from this research are (1) why does the Cinderella Complex exist among married-working women and unmarried-working women? (2) How does Cinderella Complex appear on married-working women and unmarried-working women? (3) How does the effect of Cinderella Complex on married-working women and unmarried-working women work? The findings from this research cover (1) Relationship with their closest tends to become the cause of Cinderella Complex on participant (2) The forms of Cinderella Complex that appear are the fear for success and excessive worshipping of men (3) The effect that can be felt covers neurotic addiction and the helplessness feeling that makes women helpless and dependent on men.

*Keywords:* cinderella complex, working women, married women, unmarried women.