

# LUISS



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**Navigating the Modern Career Landscape: A  
Comparative Analysis of Olivia Rodrigo's Career  
Trajectory and the Protean and Boundaryless Career  
Models**

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## **ABSTRACT**

This thesis explores the protean and boundaryless career concepts in the context of contemporary entertainment industries, with a particular focus on the career trajectory of Olivia Rodrigo. The first section highlights the qualities and importance of protean and boundaryless careers in the modern work environment by delving into their dynamic notions. This section offers helpful insights into how people negotiate and shape their careers in an era characterized by fast change and unheard-of chances by drawing on pertinent literature and empirical research. Within the other main section of the thesis our focus shifts to Olivia Rodrigo, who is a well-known name in the entertainment sector. We will take a look at Olivia Rodrigo's professional history to determine which contemporary career path she exemplifies. Thus, by analyzing her career, we aim to elucidate the strategies and dynamics that enable individuals to thrive in these rapidly evolving career paradigms. The goal of the study is to ascertain whether her career more closely resembles the protean or boundaryless career or if it might be both models by examining her path from its beginning to her current standing as a well-known artist. This section tries to provide a practical demonstration of how these current career paradigms emerge in the professional life of a contemporary artist by a thorough examination of her career choices, achievements, and public pronouncements and how they may serve as a blueprint for aspiring artists and professionals in similar domains. A real-world case study and theoretical foundations are combined in this thesis to provide a richer understanding of the constantly changing nature of career trajectories in the twenty-first century. It gives insightful understandings into how people, like Olivia Rodrigo, an emerging and well-known artist, successfully negotiate and thrive in this challenging professional environment.

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## 1. Introduction

The landscape of vocations and professional pathways has changed dramatically in a time of unheard-of cultural, technical, and economic change. Modern career routes have emerged as a result of this transformation, which is symbolic of the dynamic interaction between people and their professional objectives within a changing global setting. As we dive into the complexities of modern professional paradigms, it becomes clear that these fresh routes have an intriguing connection to Olivia Rodrigo's career trajectory, one of the most recognizable and iconic young artists of our day. The swiftness of change in the modern period is unparalleled. A more flexible, adaptable, and individually driven strategy has replaced traditional career patterns that are typified by linear progressions and long-term employment security within a single company or industry. Modern professional routes are a manifestation of this shift. The ideals of adaptation, human agency, and the pursuit of values-based goals are celebrated by these new professional paradigms. They have a flexible character that enables people to adapt their professional identities to match changing interests, beliefs, and skills. In this context, Olivia Rodrigo's quick ascent to recognition and artistic achievement serves as an instructive case study. Her path serves as both a showcase for her extraordinary musical abilities and a testament to the values that guide modern management ideas. Her professional path is a reflection of contemporary career paths, emphasizing individual autonomy, flexibility, and the accomplishment of values-based goals. Olivia Rodrigo's incredible success story exemplifies how anyone, no matter their job choice, may embrace and use the concepts of modern career development to accomplish outstanding results. This thesis begins a thorough investigation of the diverse world of contemporary professional pathways. Our goal is to shed light on the complex elements underlying this paradigm shift in career development and to reveal the fundamental ideas that underpin the phenomena of protean and boundaryless careers. Our inquiry includes a thorough analysis of how these ideas appear in the context of Olivia Rodrigo's professional development. We attempt to provide insightful comparisons and differences through a thorough study, clarifying how closely her journey relates to larger patterns in contemporary professional growth. The study we undertake will use a comprehensive approach to reach its objectives. This strategy includes in-depth literature readings, qualitative examinations of Olivia Rodrigo's career turning points, consultations with subject matter specialists, and rigorous comparisons of her career decisions with current management ideals. Our main goal is to present a comprehensive and nuanced grasp of the

contemporary professional landscape. The exceptional career trajectory of Olivia Rodrigo serves as an insightful and motivational prism through which to examine these notions as we also strive to investigate the application and relevance of these modern career paradigms in other professional fields. As we set out on this intellectual journey, we have high hopes that the conclusions drawn from this thesis will significantly advance our understanding of contemporary professional trajectories. Following Olivia Rodrigo's incredible path in the music and entertainment industries, we want to spark a greater understanding of how people from many fields may use these ideas to navigate their own career trajectories.

## **2. Types of Careers**

### **2.1 Traditional Career**

The typical professional route, which was previously common, is now becoming more and more elusive and uncommon. The fundamental cause of this change in career dynamics may be clearly stated by Douglas T. Hall in his landmark essay, “The Career is Dead - Long Live the Career,” whereby he emphatically declared that “the bureaucratic career is dead” (Hall, 1996, p. 8). This audacious claim by Hall offers crucial insight into the striking contrast between the contemporary job landscape and the outmoded career paradigms of the past. However, Hall’s thundering proclamation that the bureaucratic career path is dead is illustrative of the profound changes taking place in the modern workplace. The perceived stability and predictability of the conventional model has diminished in light of the fast growth of technology, globalization, and changing workplace dynamics. As a result, modern job seekers must navigate a drastically changed environment that is defined by increased job mobility, shorter employment relationships, and a diversity of career paths. As they adjust to the constantly shifting needs of the global economy, people today are more likely to pursue a variety of professional choices, frequently spanning various industries and occupations. The gig economy and freelance employment are two examples of how the idea of steadfast allegiance to one employer has given way to the pursuit of personal and professional improvement through a variety of experiences.

The conventional career path, in a sense, is a former structure that had determined the course of many people’s professional growth for years. For the most part, it included devoting significant amounts of their working life to a single business or profession. The main goal of taking this traditional path was to go up the organizational or professional ladder and gradually assume more responsibility and authority. The traditional career path was grounded in a feeling of devotion and stability as people committed their time, effort, and abilities to building long-lasting connections with their preferred employers. These long-term commitments frequently resulted in a logical, planned development up the organizational ladder or in the professional world. The career ladder would be steadily climbed, with little promotions and pay raises acting as visible indicators of an employee's commitment and skill.

There was a predominate dependence on a set of core principles, each of which contributed to the perception of stability and predictability of the path, to fulfill this purpose within the traditional professional framework:

1. Long-term stability: people desired work security and anticipated further honing their abilities over time.
2. Advancement and promotions: outstanding work performance and dedication to one's chosen career may result in recognition and awards from the hiring firm.
3. Specialization: the conventional professional path frequently required the development of specialized knowledge and abilities, which helped people become authorities in their chosen fields.
4. Hierarchical structure: a hierarchical organizational structure was adopted by many businesses that supported this career path, with each tier signifying a different level of responsibility and importance within the corporate hierarchy.
5. Limited flexibility: although stability was a defining feature of the conventional profession, it frequently came at the expense of a lack of flexibility in terms of employment types and sectors.

It is important to recognize that people are increasingly considering alternate career paths, signaling a noticeable break from these old paradigms in the modern job scene. The study of unorthodox career trajectories, such as protean, boundaryless, migratory, and kaleidoscopic professions, has therefore drawn increased scholarly interest. The typical professional route, which is strict and structured, is in sharp contrast to these emerging job patterns. The investigation of two important modern career typologies, the protean and the boundaryless careers, will be the central emphasis of this thesis. These contemporary career paradigms capture the spirit of professional fluidity, flexibility, and versatility that resonates with the altering requirements of the international work world. The conventional career route may be lost to history, but the pliable and limitless careers represent the flexible and varied character of modern professional paths. They serve as prime examples of how important it is for people to navigate a constantly changing employment landscape where flexibility and initiative are critical to finding both personal and professional success.

## 2.2 The Modern Career Paths

In recent years, a wide range of people, from young professionals to academics, have shown a great deal of interest and attention in the concept of protean and boundaryless professions. This increased curiosity can be linked to career paths evolving as a consequence to the dynamic changes taking place in the modern workplace. The emergence of these cutting-edge career paradigms reflects a fundamental change in the dynamic between organizations and their workforce, emphasizing worker empowerment and autonomy more strongly. The flexibility that people have in designing and managing their professional lives, as well as the values they uphold and seek while starting a contemporary career path, are highlighted by this shift in career dynamics.

A significant shift from the traditional, linear career path that had long been the standard is represented by the protean career, which was initially envisioned by Douglas T. Hall in the late 1970s. Instead, it supports the notion that people are the designers of their own professions, with the freedom to reshape and redefine their professional objectives and goals in line with their changing interests, beliefs, and abilities. A career trajectory that is extremely flexible and sensitive to the changing needs of the modern workplace results from people being able to adjust to changing circumstances and personal growth. Similar to this, the notion of professional fluidity and flexibility is expanded by the concept of the boundaryless career, which was coined by Michael Arthur and Denise Rousseau in the early 1990s. It makes the claim that conventional organizational boundaries, such hierarchical hierarchies and geographic restrictions, are becoming more permeable and less rigid. Individuals are encouraged to explore possibilities outside the walls of a particular firm, partaking in a variety of experiences, and networking across several industries and sectors under this boundaryless paradigm. This flexible method of professional development encourages the development of a wider range of skills and knowledge, as well as a greater comprehension of the interdependence of the modern, multinational economy. Importantly, both boundary-less and prodigious occupations emphasize the importance of personal ideals and principles. People are urged to consider and express their fundamental values as they move along these non-traditional career routes since these values operate as the foundation for all of their professional decisions and activities. This focus on values alignment helps create more meaningful and purposeful professional journeys while also improving job happiness and personal fulfillment. Likewise, the boundaryless and adaptable professional paradigms offer a



persuasive shift from the established career patterns of the past. In pursuing a contemporary career path, they highlight the significance of personal agency, flexibility, and values alignment and show a dynamic reaction to the changing nature of work.

These ideas are becoming more prevalent and important in the modern workplace, providing individuals with insightful information and chances to design professions that are not only personally gratifying but also adaptable to the constantly evolving demands of the workplace.

### **2.2.1 Protean Career**

The examination of these modern career models has shown their importance today in the rapidly changing workplace. The flexible, adaptable, and self-driven growth of the protean career indicates a significant break from the conventional professional path. In recent years, protean careers have become the preeminent professional paradigm, and this trend is expected to continue. It emphasizes how crucial self-awareness, accountability, and the pursuit of psychological achievement are. The protean career has redefined success by emphasizing unique ideals and various skills, providing a more individualized and varied approach to professional growth.

The term “protean” derives from “Proteus,” a Greek sea deity famed for his amazing capacity to transform himself into a variety of forms or substances at command (Hall, 1976). Protean people prioritize their own autonomy and personal growth, and they gauge their professional performance using psychological indicators like job satisfaction, self-actualization, personal accomplishment, and a deep feeling of fulfillment (Hall & Chandler, 2005). Similar to this, Briscoe and Hall (2006) explain that a career that is dynamic incorporates two crucial aspects: one based on values and the other on self-direction. As previously stated, the dynamic and complex structure of the modern corporate world, which is characterized by pervasive ambiguity and competing career signals, as outlined by Douglas T. Hall in 1996 (p. 8), is the primary force behind this transition. The protean career concept's core emphasizes the proactive management of one's own career trajectory, wherein the protean careerist engages in continual learning and foresees obstacles along their chosen career route (Briscoe & Hall, 2006). The constant and significant changes in the economic, social, and technical spheres have caused instability in the workplace, which has spread to many industries. In turn, this has

impacted how businesses and employers view the world and how they behave. According to Park and Rothwell (2009), when it comes to career decisions, the protean career is of utmost importance for those seeking subjective professional success, wherein job titles and pay are subordinate to one's own sense of pride and achievement. Also revealed by their research is the correlation between proactive people who take the initiative to build their own professional pathways and better levels of work satisfaction.

The idea of protean careers was first put out by Douglas T. Hall in 1976, and it was further developed upon in 2002 in response to the ongoing changes in the workplace. Protean occupations provide people increased flexibility, ongoing advancement, and increased self-autonomy. This paradigm, as stated by D.T. Hall in 2004 (p. 1), puts the individual in charge of career decisions rather than the organization, led by their fundamental beliefs, with subjective, psychological success serving as the key success criteria. As a result, it provides a fresh way for people to manage their careers in today's chaotic workplace. A value-driven mindset and self-directed career management are two essential qualities that are embodied by the protean career. The former emphasizes how a person's own ideas and values influence their career path while also acting as a yardstick for measuring success along the way. The latter value places a strong emphasis on flexibility in the workplace, which contrasts sharply with the conventional career trajectory where an employer traditionally oversaw an employee's career. This method enables people to be flexible in response to performance and learning needs, as explained by Briscoe and Hall in 2006 (p. 8). Additionally, it is crucial to understand that the protean career model marks a shift from conventional career paradigms, in which an employer frequently exercised considerable control. Instead, it encourages a career philosophy that gives people the authority to control their professional destinies, letting their basic beliefs guide them and encouraging adaptation as a way to thrive in the modern, constantly changing workplace.

The protean career model's correlation with career success is another interesting aspect, which begs the question of whether or not it can be used as a trustworthy predictor of success. As a result, many academics have started and are still conducting major study projects to determine whether there is already a link between these two characteristics. People continually push themselves to succeed within the diverse professional trajectory, which has severe psychological implications. As a result, careful investigation of these psychological characteristics is necessary. A visible and favorable association between the values upheld by

the proliferating career model and subjective career success markers, such as career satisfaction and job satisfaction, has been found by empirical investigations. As a result, the fluid career path becomes a reliable indicator of subjective career success, highlighting its relevance in the modern job market. The flexible career path, which is mostly self-managed and departs significantly from the conventional career trajectory in which corporations have traditionally played a prominent role in professional advancement, unquestionably calls for a higher level of self-awareness and personal responsibility. In this situation, achieving psychological success, characterized by a deep sense of pride and personal accomplishment, is the main goal of the prodigious career. This type of achievement can be attained in a variety of ways and is not limited by a single, predetermined pathway. Contrastingly, the “traditional career path” followed a vertical paradigm in which professional progression was largely attained by commitment to a single organization over an extended period of time and the ongoing acquisition of expertise in a particular field. Step-by-step rise up the corporate ladder, which symbolized success within the traditional professional structure, was the defining feature of this trajectory. Contemporary professional dynamics, however, have brought about a transition and given people a variety of other paths to the top in their fields of endeavor. This changing paradigm has been replaced by what Herb Shepard rightly described as “the path to the top has been replaced by the path with a heart.” stressing the development and usage of one's most treasured qualities as the driving factor behind professional advancement. Therefore, the protean career presents a more flexible and individualized approach, one that recognizes and respects individuals' many abilities and passions as they travel their distinct pathways to job fulfillment.

According to Hall's assertion, in 1996, this paradigm emphasizes how crucial it is for people to have a strong internal compass, as well as the necessary abilities and resources, in order to take control of their professional paths. The focus on the individual and their job, where people are prone to create their own professional goals and develop standards for personal career success, are characteristics of the protean career. The long-standing psychological contract between employers and workers has been replaced by this metamorphosis, which has changed it from a long-term commitment to a shorter-term, transactional arrangement. The focus on loyalty and devotion to organizations has been diminished in favor of possibilities for ongoing learning, self-awareness, and personal liberty. Employees are expected to seek occupations that are connected with their own interests given that corporations want to have more transactional ties with their workforces (Maguire, 2002). Accordingly, the protean

career concept emphasizes psychological mobility across multiple work positions and organizational boundaries. People with ephemeral careers frequently make autonomous, self-directed decisions and may cross organizational boundaries in order to achieve their professional goals.

The sections that follow will give details on how several researchers operationalized the idea of a protean career in their own studies. The creation of the protean career idea and the history of career paradigms offer important new perspectives on the shifting dynamics of work and career growth across time. This section examines how career philosophies have changed from the 1950s to the present, identifying the key elements that have shaped the development of the pliable career.

1. The traditional career paradigm of the 1950s and 1960s: Hierarchical and rigid organizational structures defined the typical profession at this time. Climbing the organizational ladder inside strong frameworks was frequently seen as the key to career success. Employees frequently had clear career pathways that gave them a feeling of direction.
2. 1970s- Reorienting Focus: As baby boomers entered the workforce, societal ideals changed in the 1970s. Freedom, individuality, and self-expression become valued more highly by people in their employment. The growth of one's self-concept was stressed in career development concepts, which linked career decisions to one's values, interests, and goals. The protean career notion, first proposed by Hall in 1976, was built on the basis provided during this time.
3. Economic Difficulties and Globalization in the 1980s: Economic difficulties, were present in the 1980s. In order to increase operational effectiveness, globalization and technology improvements prompted corporate reorganization, downsizing, and delayering. These outside influences encouraged the emergence of fluid professions by encouraging people to attain greater levels of self-awareness, adaptability, and self-improvement.
4. 20th and 21st Centuries- Ongoing Restructuring: The 1990s and 2000s saw a continuation of the organizational restructuring movement, which was characterized by outsourcing and worker diversity. The employment connection and the psychological contract between employers and employees were further transformed as a result. Professional development techniques now place a strong emphasis on self-concepts, proactive professional self-management, and self-agency.

5. Recent Decade- Training and Skills: Employees have been developing and demonstrating employability skills for the previous ten years. Making career management decisions now plays a bigger role in helping people find work-life balance and personal fulfillment. Protean career development has developed into a vital professional orientation that aids people in reaching their individualized career goals.

Diverse interpretations have resulted from researchers' struggles to define and operationalize the idea of the protean career. Others stress personal initiative, self-efficacy, and value-driven features, while some concentrate on self-development elements like self-concept and self-awareness. Additionally, it is acknowledged that a crucial element of the career flexibility is the blending of professional and personal values. As a result of shifting cultural ideals, economic situations, and organizational dynamics, the protean career notion has developed. It illustrates how self-awareness, individual autonomy, and adaptability are becoming more important in job success. It continues to be a crucial paradigm for comprehending contemporary career development in a variety of environmental circumstances despite definitional difficulties.

To understand this phenomena, a complex framework has been developed. This approach aims to clarify the dynamic interactions between aspects that are personal, organizational, and work-related. It asserts that these elements, while also recognizing the impact of the corporate setting on career development, can function as a unit to mold and foster an employee's unpredictable career trajectory. This complex interplay has a domino effect, affecting several parts of the career path of the individual, such as the emergence of professional interests, the choice of professional objectives, proactive activities, and attitudinal reactions. The outcome of this interaction is the accomplishment of high performance and job satisfaction. Individual characteristics, organizational setting, and job-related features are crucially altering and impacting one another continuously in a reciprocal manner. To achieve what is known as a person-environment fit, as outlined by Lent et al. in 1994, the model acknowledges the reciprocal interplay between human traits and the organizational and job-related elements. Opportunities and support systems are available in both organizational and work-related situations, which can help people improve their behavior. This frame of view supports Pajares' (2002) claim that such dynamic interactions between people and their environment frequently lead to changes in behavior. We truly believe that this person-environment

interaction is crucial in shaping a person's fluid professional growth, encouraging skill acquisition, and influencing their work-related behaviors. An individual's abilities and behaviors are gradually reinforced by the reciprocal and continual operation of this process, until they are sufficiently refined to follow particular career paths. In therefore, the aforementioned theories and models: The Social Cognitive Career Theory (SCCT) and The Job Characteristics Model (JCM). The first theory, SCCT, aims to shed light on three interconnected aspects of career development: 1) the emergence of core academic and professional interests, 2) the process of selecting an educational path, and 3) the methods used to achieve academic and professional goals. These crucial facets of the professional development path are explored in depth by the Robert W. Lent and Steven D. Brown hypothesis. On the other hand, the Job Characteristics Model, creates a schematic and useful model, which is still commonly used today despite being rather ancient. The model outlines the circumstances under which workers are driven to do their jobs as well as they can. These provide a comprehensive and dynamic theoretical framework. This paradigm provides a thorough explanation of the phenomena of the protean career. Particularly when considering the fluid career, these theories emphasize the fundamental connectivity between human traits, organizational dynamics, and employment-related issues.

Overall, the adaptable, self-aware, and personal-responsibility-based protean career model is a revolutionary force in the contemporary workplace. It gives people the freedom to manage their career paths independently, in accordance with their beliefs and with the constantly shifting workplace environment. As we continue to follow this model, it redefines success by putting an emphasis on individual fulfillment, a variety of abilities, and a particular method of professional development in a time of unimaginable complexity and change.

### **2.2.2 BOUNDARYLESS CAREER**

The idea of the boundaryless career originated in reaction to altering market dynamics brought on by globalization, technology breakthroughs, and developing organizational structures. Scholars have put a lot of work into understanding the conception, drivers, and effects of boundaryless careers over the course of the years. Their goal has been to examine how these changing professional paradigms may affect how individuals grow their careers,

how organizations are managed, and how society as a whole advances. Their goal has been to examine how these changing professional paradigms may affect how individuals grow their careers, how organizations are managed, and how society as a whole advances. The influence of having a boundaryless career on career success, which is described as “the accomplishment of desirable work-related outcomes at any point in a person's work experiences over time” (Arthur, Khapova, & Wilderom, 2005, p. 179), is a key question within this subject. There has been a sizable body of empirical research from numerous fields, including psychology, management, economics, sociology, and others, all aimed at elucidating the complexities of this crucial question. However, there hasn't been a thorough and systematic comparison and synthesis of these findings. This shortcoming has slowed the expansion of our understanding in this area of study (Arthur, 2014; Khapova & Arthur, 2011). Notably, DeFillippi and Arthur established this paradigm in 1994. The boundaryless career is distinguished by a propensity for high mobility, in contrast to the typical career trajectory, when individuals advance inside a single business or industry throughout the course of their whole professional life. This mobility can appear in one or both of two basic ways: physically, referred to as organizational mobility, or psychologically, referred to as the boundaryless attitude, or perhaps both.

According to Sullivan and Arthur (2006), the idea of a boundaryless career encompasses a career trajectory that deftly negotiates the changing nature of work through the implementation of multiple degrees of physical and psychological mobility. The boundaryless career perspective centers around these two fundamental attitudes within this framework, namely:

1. **High Organizational Mobility:** A strong propensity for high organizational mobility is the focus of the first aspect of the boundaryless career orientation. This suggests that people are not limited to a certain organization or business but rather have a desire to move across other organizations and industries. It denotes an openness to investigate various professional settings and scenarios.
2. **Boundaryless mindset:** Possessing a boundaryless attitude is the second essential component of the boundaryless career. This way of thinking gives people the freedom and ability to move pro-actively and enthusiastically across organizational, industry, and even geographic barriers. It demands adaptation to changing conditions in one's field or profession as well as flexibility.

People who pursue a job without boundaries get fresh knowledge and experiences by holding the urge to navigate both physically and psychologically. These abilities might include the capacity for creativity, flexibility, problem-solving complexity, and successful stakeholder communication. Along with these qualities, social capital plays a crucial part in the boundaryless career scenario. The term “social capital” refers to the actual and potential assets that people build up as a result of growing their social networks. Building and maintaining a strong social network can give people access to opportunities, resources, and support that will improve their ability to thrive in and manage boundaryless employment.

Can the idea of a career without boundaries be used to measure a person's success? The characteristics frequently linked to pursuing a boundaryless profession show a favorable association with measurable success indicators like pay and self-efficacy. Indeed, Feldman suggested that mobility within this professional trajectory shows a favorable link with objective job success, largely for two key causes. First off, people are more likely to change jobs only when there is a clear advantage involved, such promotions or pay raises. Second, when people move through different positions, they get new skills and experiences, which strengthens their human capital. As a result, we may draw a link between particular elements of the boundaryless career paradigm and objective professional success. Because of the increased demands for autonomy and adaptability, the boundaryless professional path is unquestionably much more difficult. In contrast to the typical professional path, it unmistakably reflects a more dynamic and flexible trajectory. As a result, having a high degree of mobility becomes essential since it naturally leads to the creation and maintenance of more chances, which is made possible by the building of social capital. This in turn might be a key factor in determining job success.

In the field of career studies, the idea of boundaryless careers has become a significant and diverse phenomena. Boundaryless careers were first described by DeFillippi and Arthur in 1994, and their concept of “sequences of job opportunities that go beyond the boundaries of single employment settings” (DeFillippi & Arthur, 1994, p. 307) perfectly captures their essence. Boundaryless careers, however, have a variety of features and intricacies that affect their perception and ramifications. For example, Arthur and Rousseau (1996) defined "six meanings" of boundaryless professions, recognizing that pursuing one may require crossing many boundaries, including organizational, relational, hierarchical, work-life, and psychological ones. Despite these early realizations, the early research on boundaryless



careers lacked a comprehensive framework for explaining the composition and evaluation of this paradigmatic career. In order to address this requirement for clarification, Sullivan and Arthur (2006) highlighted a crucial difference between physical and psychological mobility within the framework of boundaryless professions. While the psychological mobility dimension deals with a person's psychological disposition and propensity to make these job adjustments, the physical mobility dimension deals with real career movements and transitions across physical boundaries. Generally speaking, physical mobility can take the form of different career transitions, such as lateral or hierarchical ones, movement between organizations, changes in jobs or industries, relocations, or even changes in employment patterns like unemployment, part-time work, full-time work, or self-employment. The boundaryless mindset, which refers to a general propensity to collaborate with people outside of one's current organization, and mobility preference, which reflects an individual's preference for transitioning across different employers, are two crucial dimensions of the boundaryless career orientation framework proposed by Briscoe and Hall (2006). It is crucial to recognize that career success is a complex concept with both objective and subjective components. A person's hierarchical status, the frequency of incentives, earnings, including compensation, and the development of professional competences are examples of objective career success markers. On the other hand, a person's perceptions of their achievements, work-life balance, health, and general well-being as they relate to their professional development path are indicative of subjective career success. By doing this, we want to further knowledge of how careers change in the contemporary complicated and boundaryless professional environment.

The understanding that individual and environmental variables interact to shape the results of boundaryless careers is a recurring theme in a variety of boundaryless career theories. When it comes to the chances, benefits, as well as the difficulties, expenses, dangers, and threats connected with boundaryless career transfers, these ideas disagree. Agentic viewpoints stress that the non-linear and interrupted career pathways typified by boundaryless careers provide significant potential for individuals. These perspectives are reflected by the boundaryless careers model (Arthur & Rousseau, 1996) and the sense-making and enacting model (Weick, 1996), respectively. These chances emerge from the desire to make sense of the many adjustments to jobs, identities, and working conditions that come along with career transitions. People have possibilities to learn, explore, improve their skills, create their identities, and create new social networks throughout such changes. Through improved

person-environment integration, these experiences eventually help people succeed in their careers. Notwithstanding the possible advantages, it's critical to understand that boundaryless occupations do not always mean a complete lack of limits. Boundaries in the labor markets are frequently encountered by people making boundaryless career moves. Changes in employment responsibilities, interpersonal relationships, working conditions, and personal life that come along with career transitions might have costs and hazards from the standpoint of stress. These might negatively affect job development and take up a person's time and resources. For example, it may be difficult to effortlessly transfer knowledge, abilities, and social connections from prior companies to new work environments, demanding additional efforts to solve these issues. As a result, career boundarylessness may have a cost in the form of transitional challenges, physical and emotional stress, work-life conflicts, and unforeseen events, all of which can have a detrimental effect on career success. Numerous career theories have emphasized particular elements that amplify the beneficial effects of professional boundarylessness and lessen their detrimental consequences on career success. In addition to psychological resources like flexibility and self-awareness, these elements also include competences in the social environment. Thus, boundaryless jobs present an evolving and complex world in which people must negotiate both possibilities and obstacles. It is essential to comprehend how functional strategies, career skills, and resources interact in this setting in order to improve career success and minimize any possible disadvantages of boundaryless careers. The autonomous activities of people who willingly cross physical and psychological barriers to accomplish their job goals are heavily emphasized in the agentic perspective on boundaryless professions. However, it frequently minimizes the crucial part that contextual circumstances play in facilitating or impeding these career changes.

The structural perspective of boundaryless careers, on the other hand, argues that different structural elements continue to have an impact on career actors, notwithstanding their self-directedness. These factors include elements like demographic background, organizational policies, labor market segmentation, industrial characteristics, occupational barriers, social class, and governmental regulations. Additionally, structural inequities based on age, ethnic background, gender, and other criteria are present in many sectors and professions' labor markets, which adds to the difficulties and impediments faced by those looking to develop their careers (Forrier et al., 2009). Structural restrictions within the context of career transitions help to mitigate the favorable effects of boundaryless careers on professional success while amplifying their adverse effects. The correlation between career

boundarylessness and career success may not be simple, according to theoretical perspectives (Feldman & Ng, 2007; Greenhaus et al., 2008; Inkson et al., 2012). This is because of the various mechanisms shaping the impact of boundaryless careers on career success as well as the various contingency factors that may modulate these effects.

A few empirical studies have looked at the correlation between professional success and the general frequency of job mobility. The independent impacts of each form of mobility on career outcomes were not separated out in these research. Numerous studies have looked into how CEOs' job experiences and various results are related. The main conclusions from these investigations are summarized here:

1. Strategic Thinking and Career Variety (Dragon, Oh, Vankatwyk, & Tesluk, 2011): According to studies, leaders' capacity for strategic thought is positively correlated with the range of positions and responsibilities they have held in the past.
2. Executive Salary and Career Boundarylessness (Custodio, Ferreira, & Matos, 2013): A composite measure of career boundarylessness was found to positively predict executive income. This measurement takes into account things like the number of roles held, companies worked for, and sectors they have experience in.
3. Occupational Mobility and Health (Hougaard, Nygaard, Holm, Thielen, & Diderichsen, 2017): A correlation between occupational mobility and the prevalence of a number of health problems, including as heart disease, stroke, ulcers, anxiety/depression, and alcohol-related difficulties, was found in longitudinal data from Danish employees.

The intricate link between employment experiences and many outcomes, such as professional achievement, health, and well-being, is highlighted by these studies. Depending on the setting and the particular outcomes under investigation, the effect of career boundarylessness tends to differ. The most widely used measure, created by Briscoe and Hall (2006), has carefully distinguished between two different constructs: the boundaryless mindset, signifying a propensity to operate throughout boundaries within an organization, and mobility preference, signifying a propensity to transition across various employers. This distinction is important because research on the relationship between a boundaryless career orientation and career success has focused on the former. The six key research projects that explore the effects of the boundaryless mentality on diverse career-related areas are highlighted in this resume. The

boundaryless mindset has been a significant influence on determining professional success in terms of job happiness, employability, and career progression. Some elucidating studies are:

1. In their 2012 study, Briscoe, Henagan, Burton, and Murphy: The boundaryless mindset was found to be positively correlated with employees' satisfaction with career advancement.
2. According to McArdle, Waters, Briscoe, and Hall (2007): Boundarylessness has been shown to have positive impacts on unemployed people, including improved employability, self-esteem, job search behavior, and success in obtaining new employment.
3. Verbruggen in 2012: investigated how functional mobility could act as a mediation factor in the relationship between a boundaryless mindset and income/raises among a working population in Belgium with Belgian ancestry.
4. In 2011 Enache, Simo, Sallan, and Fernandez: Among 150 Spanish professionals, the association between the boundaryless attitude and job satisfaction was examined; nevertheless, they discovered little predictive value in this area.
5. Volmer and Spurk in 2011: A study of 116 German workers revealed a significant correlation between job development and a "no boundaries" mentality, with promotions being favorably correlated with this attitude.
6. Guest, Oliveira, Rodrigues, and Alfes (2015): Portuguese employees' organizational mobility preferences were investigated, and it was shown that these preferences had negative effects on their happiness at work, in their careers, and in general.

Additional Information, according to certain research, professional satisfaction and the desire for organizational mobility are negatively correlated. The desire for organizational mobility among German employees showed a paradoxical trend in which it positively predicted salary levels, according to Volmer and Spurk (2011). Collectively, the research results show how the boundaryless mindset has a complex and multidimensional impact on career-related outcomes, providing insights into both its advantages and possible disadvantages in many social and professional situations. Therefore, the research suggests that having a boundaryless mentality is frequently linked to successful results across a variety of career-related aspects. However, given the mixed evidence for both positive and negative relationships across a range of circumstances, the consequences of mobility inclination on professional success seem to be more subtle.

### **2.3 IMPORTANCE OF THIS CASE STUDY:**

However, a relevant issue emerges in the context of two contemporary job models. Can an individual choose to follow and concurrently navigate both contemporary professional paths? Instead, are they forced to choose one model while ignoring the other? This inquiry explores the many intricacies of career management and explores if it is possible to combine aspects from both ideologies.

### **3. THE MUSIC INDUSTRY: Brief Introduction**

The "music industry" is a broad term for a business sector that includes the production, distribution, marketing, and commercialization of music in a variety of forms. This industry is notable for its intricate and dynamic makeup, which includes a wide range of stakeholders such as musicians, record labels, publishers, distributors, concert promoters, streaming platforms, music retailers, and other related organizations. Additionally, over the ages, the music business has experienced tremendous changes that are mostly due to technical improvements. In addition to these historical advancements, the industry has seen a number of changes recently.

As noted above, important figures in the music business include:

1. The artists, who are in charge of creating and performing musical works, are primarily the key players in this field.
2. Concurrently, there are corporate organizations in this sector whose main goal is to act as representatives by facilitating the recording of music and disseminating such music in order to promote the wide range of performers. Record labels are the name given to these organizations. The dominance of large corporations, particularly Universal Music Group, Sony Music Entertainment, and Warner Music Group, is what defines the music business as it is now. In 2023, according to a research by Abby McCain, "These three corporations stand as the world's largest record companies, amassing collectively 32.1%, 20.6%, and 15.9% of the global revenue generated from streaming and physical music sales in the year 2020."

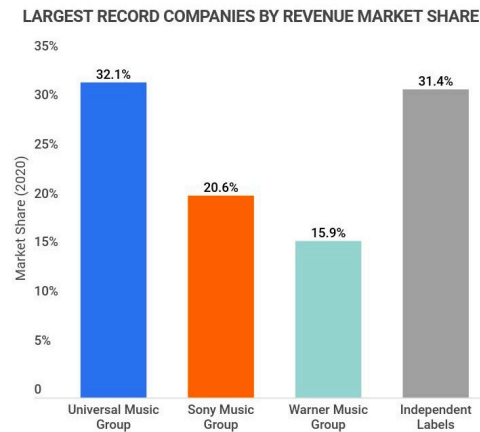


Figure 1: Largest record companies by revenue market share  
(Zippia. "30+ Harmonious Music Industry Statistics [2023]: Worth, Data, and Revenue" Jun. 20, 2023)

3. Utilizing radio stations is a crucial means of spreading musical content to the general public and debuting new musicians.
4. Additional essential actors that are essential for the launch of an artist's career are included in this area. Among them, music publishers play a crucial role, taking on several responsibilities including managing the royalties collection on behalf of songwriters and composers and working with them to market their creative production. The administration of rights and the licensing of music for a variety of uses, such as but not limited to its use in movies, television programs, or advertising, is another crucial duty.
5. Additionally, there are others who work closely with artists to create the audio components of a recording; these experts are known as producers.
6. Concert promoters' facilitation in the planning of live music events and concerts is another method for fostering a closer relationship between artists and their fan base. These people are in charge of bringing in money at the venues by selling tickets and items.
7. Physical distribution, which includes formats like vinyl records, CDs, and cassette tapes, and digital distribution via streaming services are the two main ways that artists make their music available to their audience members. As digital technology has developed, services like Spotify, Apple Music, and others have risen to prominence and are now the main ways to get instant access to music by one's favorite musicians. One of the most popular and lucrative methods of generating cash in the business is through music streaming. The music industry's distribution and retail sector is responsible for this position.

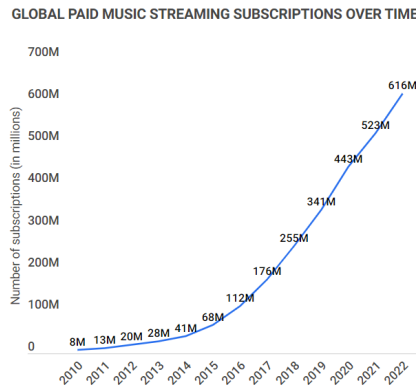


Figure 2: Global paid music streaming subscriptions over time (Zippia. "30+ Harmonious Music Industry Statistics [2023]: Worth, Data, and Revenue" Jun. 20, 2023)

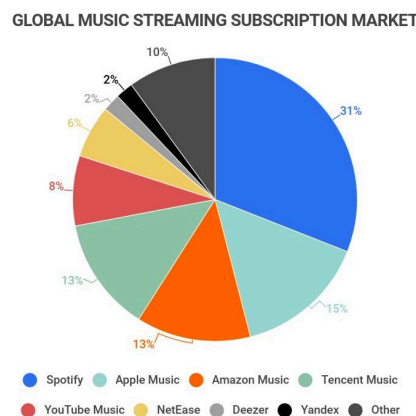


Figure 3: Global music streaming subscriptions market (Zippia. "30+ Harmonious Music Industry Statistics [2023]: Worth, Data, and Revenue" Jun. 20, 2023)

As can be seen from the statistics, there has been a significant increase in recent years in the digital distribution of music through internet channels. With a notable "31% share of the total subscribers in the music streaming market, which constitutes the largest portion among all streaming services," according to Abby McCain in 2023, Spotify emerges as the undisputed leader in the global music streaming scene. Tencent Music and Amazon Music each claim a 13% market share, with Apple Music coming in second with a 15% share.

Concurrently, the music business has experienced significant changes over time, mostly due to changes in consumer behavior and technological improvements. As already said, technical advancements and the spread of digitalization have made it possible to reach previously unexplored market niches and bring fresh ways to music composition. Despite the difficulties this business confronts, it continues to be a vital part of world entertainment and culture.

#### 4. OLIVIA RODRIGO: from Disney princess to pop queen



Olivia Isabel Rodrigo, an acclaimed American singer, songwriter, and actor, was born on February 20, 2003, in Murrieta, California. She was raised in Temecula, California, was characterized by a multicultural heritage, with her father hailing from Filipino roots and her mother possessing German and Irish roots.

Figure 4: Olivia Rodrigo. (@oliviatorodrigo via Instagram on March 19, 2022)

Olivia Rodrigo, hailed as America's leading up-and-coming pop sensation, becomes an American A-list celebrity due to both her noteworthy music industry debut and her remarkable acting accomplishments. Rodrigo's rise to fame has spanned two different entertainment industries, demonstrating her great talent and adaptability. Her successful acting career, in which her skills were featured in notable shows, served as the catalyst for her entry into the public eye. Olivia Rodrigo's on-screen work has brought her praise and fame, making her a strong force in the entertainment industry. Her ascent to A-list star status has been considerably aided by these successes. Olivia Rodrigo's artistic journey also included the field of music, which was a turning point in her professional life. Her entry into the music business, highlighted by the moving and number-one hit "drivers license," has received a great deal of praise and struck a chord with listeners all around the world. Her fast rise to pop prominence as a result of her move into music has further cemented her standing as an American A-list superstar. Rodrigo's combined talent for acting and music, together with her capacity to captivate audiences in many entertainment genres, emphasizes her extraordinary status in the world of stardom. Her accomplishments show a unique fusion of skill and drive, making her a star whose influence extends to both the music and cinematic industry.

Nevertheless, one might be wondering, who is Olivia Rodrigo truly, and what projects has she worked on since she began her professional journey?



#### **4.1. OLIVIA RODRIGO'S CAREER**

Olivia Rodrigo had professional training in both acting and singing at a young age, starting her road toward creative growth. The fact that she added piano lessons to her schedule a few years later further demonstrated her early dedication to improving her creative abilities.

Jennifer Dustman, renowned as Olivia Rodrigo's esteemed childhood vocal coach, occupies a pivotal and unique role in the trajectory of Olivia Rodrigo's burgeoning career. Jennifer, Olivia's first teacher in the music industry and mentor, was crucial in encouraging Olivia's extraordinary abilities and establishing her strong presence in the entertainment world. Mrs. Dustman graciously agreed to an exclusive interview and did so with the utmost kindness and provided the chance to explore the depths of Olivia Rodrigo's artistic development and the significant effect she herself had on this rising star. I had the honor of getting to know more about Olivia Rodrigo's formative years, tracing the evolution of her vocal talent and obtaining deep insight into the care and direction given by her vocal instructor during my informative chat with Jennifer Dustman. Jennifer gave us background information about her occupation as a voice coach, singing instructor, at the beginning of our discussion. She stated that she met Olivia Rodrigo in 2008, when Olivia was just five years old and they both lived in Temecula, and their professional journey began then. Sophia, Olivia's mother, entrusted Jennifer with her daughter's vocal development, consistently bringing Olivia to Jennifer's house every Friday. For around six to seven years, this arrangement was in place. Sophia's desire to harness and develop Olivia's natural vocal gift led her to sign her up for singing lessons, as she recognized Olivia's vocal talent. Jennifer observed that Olivia's performance, especially at such a young age, was nothing short of remarkable when she opted to sing a Carrie Underwood song. Jennifer claimed that Olivia shown not just a remarkable natural voice talent but also a remarkable commitment to her artistic endeavors. Olivia was regarded as one of Jennifer's most devoted students, showing a deep devotion to music. Olivia was described as a person of exceptional gentleness, timidity, and generosity. She was also very musically talented and frequently showed a desire to follow Jennifer's advice. Jennifer, who had a roster of talented students, discerned Olivia's potential in the realm of acting and guided her toward a career in that field. Olivia started studying acting and obtained representation through an agency. However, she had trouble finding early acting success. Moreover, Olivia wrote her first pop song when she was 10 years old. Her teacher was amazed by the song's prodigious talent. Jennifer remarked that she was proud of Olivia as a person in addition to

being amazed by her developing profession. Olivia, who was naturally introverted, discovered her voice via music, which Jennifer thought demonstrated her genuine calling.

Thus, Olivia showed a strong interest in the realm of music and performing from a young age. She avidly participated in school productions, hosted karaoke-themed birthday parties, and actively entered singing competitions.



Figure 5: Olivia Rodrigo at her karaoke themed birthday party. (@oliviatorodrigo via Instagram on April 13, 2022)

Her entry into the entertainment industry began with her first screen appearance in an Old Navy commercial. Even then, it was obvious that Olivia had a natural talent for the camera. A few years later, American Girl, a well known corporation for its adored “American dolls,” saw Olivia's emerging talent. American Girl is one of the most recognizable American brands. She was chosen to play the role of Gracie, the main character in the 2015 movie “Grace Stirs Up Success”. She was able to demonstrate her acting talent on a bigger screen thanks to this part, which was a key turning point in her career. Olivia's fame continued to soar in the following year, 2016, as she was cast in a crucial part in the Disney Channel show “Bizaardvark.” She played Paige Olvera, one of the main characters in the plot, in the television show. Her presence in the show lasted three seasons, ending in 2019, and her portrayal of Paige struck a chord with audiences. Her ability to hold viewers' attention on television was shown by this lengthy run. Olivia in 2017 had a guest appearance in an episode of the hit show “New Girl”, one of Olivia’s biggest dreams. The year 2019 marked a pivotal moment in Olivia's journey within the Disney Channel universe. For the Disney+ series “High School Musical: The Musical: The Series,” she was given the part of Nina Salazar-Roberts, best known as Nini. This groundbreaking show drew inspiration from the popular “High School Musical” film sequels and gave the well-worn plot a novel spin. Because of Olivia's depiction of Nini, she was able to use her musical abilities in an intriguing and novel setting, and the show developed a loyal fan base. Olivia's career path in the entertainment business has been characterized by a consistent evolution from her early days as a performer in school plays and singing competitions to her emergence as a well-known television personality, notably within the Disney Channel world. Her place as a rising star in the entertainment industry has been cemented by her wide range of roles and her capacity to engage viewers.

Olivia Rodrigo's crossover from the entertainment sector to the music industry was straightforward. Olivia has long had a deep love for both singing and writing, diligently channeling her creative energies through various social media platforms. She used social media platforms, like Instagram as her canvas, expressing her abilities by posting videos of her covers of well-known songs by musicians like Taylor Swift, who she regarded in the greatest esteem. Moreover, she often shared snippets of her original songs, revealing her natural talent for music. When Olivia was heavily involved in her part on the popular Disney+ television show “High School Musical: The Musical: The Series”, during a crucial point in her career, an unexpected turn of events occurred. Olivia, in one of her characteristic Instagram posts, unveiled a fragment of a song she had penned herself. This specific composition got the attention of a Disney+ executive who was so captivated by its charm that he promptly forwarded it to the show's producers. The executive was excited because he wanted to include a song for Olivia's character in the show that would match the sentimental tone of the song he had posted online. The show's creative team, under the direction of the showrunner, later decided that Olivia writing the song would be the most appropriate and authentic choice. Olivia Rodrigo used her creative talent to write “All I Want”, capturing not just the core of her character Nini's viewpoint but also her own feelings and experiences. She had a strong affinity with the character she played on the show and herself, which gave the song a strong feeling of relatability. A deeper level of realism and depth was added to the composition by using a dual viewpoint. On November 26, 2019, Walt Disney Records officially released “All I Want” as a promotional single from the album *High School Musical: The Musical: The Series: The Soundtrack*. Nina Salazar-Roberts, character played by Olivia, had the privilege of singing the song during episode four of the first season, which aired on November 29, 2019. Olivia Rodrigo's fortuitous journey from Instagram posts to a significant role in a beloved Disney+ series ended in the development and release of a moving and impactful musical work, establishing her presence in both the acting and music industries. Regardless of not being pushed as a radio single, “All I Want” was a small hit, debuting at number 90 on the Billboard Hot 100 in January 2020. On the social media network TikTok, it went popular as a soundtrack for several trends. Because of this, the Recording Industry Association of America awarded the single a Platinum certification. In order to ensure ownership of her own songs, she signed contracts with Interscope Records and Geffen Records in 2020 as a result of her growing fame.

Despite the enormous popularity that “All I Want” achieved, Olivia Rodrigo's official entry into the music business came with the release of her debut song, “drivers license”. On December 27, 2020, a snippet of her of the third verse of this single was posted on TikTok. However the official announcement was made by the singer herself on January 4, 2021, through her Instagram account.



*Figure 6: drivers license” Olivia Rodrigo’s debut single (@oliviarodrigo via Instagram on January 4, 2021)*

In this Instagram post, Olivia Rodrigo captioned, “my debut new single “drivers license” comes out this Friday. presave link in my bio. ahhhhhhh!!!”. The song was uploaded on all major music streaming services four days later, on January 8, 2021, propelling her to immediate and enormous stardom. Along with the song's release, Olivia Rodrigo launched “drivers license” related merchandise on her official website. The artist expressed gratitude on Instagram once again while celebrating her accomplishment. She stated, in a post, “drivers license is out everywhere now. I seriously cannot believe how lucky I am. Thank you to everyone at Interscope and Geffen for believing in me and my vision. Thank you to @dan\_nigro for not only being my favorite person to make music with but also for listening to me lament about boys incessantly in the studio lol. Thank you to @kristenrondell for being the best boss ass bitch manager ever and being the most caring person I’ve ever met. And most of all, thank you for listening. Still in disbelief that people care about what I have to say. Ahhhhh so many butterflies!!!! Thank you thank you thank you!!!!!!!”

The song quickly garnered enormous popularity and success after its release, especially among younger listeners. Setting a number of records along the way, it shot to the top of the music charts, became a cultural phenomenon, and accomplished the amazing accomplishment of debuting at number one just one week after its release. Her name and music permeated

diverse platforms, from television news reports to esteemed magazines and newspapers across the world. For instance, *The New York Times* described it as “The debut single from the 17-year-old Disney actress became a TikTok smash, broke Spotify records and topped the Billboard chart thanks to a “perfect storm” of quality, gossip and marketing” (Joe Coscarelli, *The New York Time*, 2021). The song was praised for being “The music industry's first runaway hit single of the year is at once a time-tested model — a Disney actress pivoting to pop with a catchy and confessional breakup ballad — and also an unprecedented TikTok-era smash by a teenager” as eloquently put by Joe Coscarelli in 2021. Overall, Olivia Rodrigo’s entry into the music business with “drivers license” signaled a remarkable and meteoric rise, establishing her status as a significant figure in modern music. Her debut song was received with widespread acclaim and fervent admiration, solidifying her position as a key player in the music industry. Olivia’s debut song had a phenomenal first week of popularity across a variety of streaming services, including well-known ones like Spotify and Amazon Music. This triumphant ascent culminated in the song securing the coveted number 1 position on the esteemed Billboard Hot 100 singles chart.

In this song, Olivia Rodrigo poetically articulates the narrative of getting her driver's license, infusing this personal milestone with the emotional backdrop of teenage heartbreak. Unexpectedly, the deep reflection embodied in such songs sparked a great deal of curiosity and rumor in the public domain, especially among the artist’s fervent supporters. These listeners were determined to discover any possible relationship ties between Olivia Rodrigo and Joshua Bassett, who played her co-star in “High School Musical: The Musical: The Series,” in real life. The subsequent drama also involved Sabrina Carpenter, another well-known Disney Channel star, in what seemed to be a intricate love triangle. The evocative storytelling of the song and the speculations that followed surrounding the lyrical inspiration added drama and mystery to the artist’s public character, highlighting the power of music to spark both intense speculation and emotional resonance in the world of celebrity culture.

Olivia Rodrigo, fondly referred to as a “swiftie,” is a devoted fan of Taylor Swift. For Rodrigo, Taylor Swift is a major source of inspiration because of her adoration for the legendary musician. The profound respect and admiration she holds for Taylor Swift, which was further emphasized when she was shocked to discover her song next to Taylor Swift’s on the US iTunes chart. In response to Olivia Rodrigo’s adoration, Taylor Swift recognized it and sent a message of encouragement on social media. Swift commented under Olivia’s

post,“I say that’s my baby, and I’m really proud”. This heartfelt acknowledgment from her idol surely marked a significant and motivating turning point in Olivia Rodrigo’s budding career.

A mere three days following its release, “drivers license” achieved a remarkable milestone by breaking a Spotify daily streaming record for global streams. Given that it was a song that was not holiday-related, this accomplishment was all the more impressive. The song continued to break its own record the next day, underscoring its unmatched appeal and resonant impact. The song gained more notoriety when, in the amazingly brief span of just one week, it was nominated as the most-streamed tune internationally. These distinctions confirm the song’s reputation as a cultural and musical phenomenon and attest to its unique appeal and wide appeal. “drivers license” reached the coveted number one spot on the Apple Music platform in an astounding 48 different countries. In response to this remarkable achievement, the artist conveyed her heartfelt gratitude to her fans through a caption, exclaiming, “uhhhhhh so drivers license is the number one song in the world rn. never in my wildest dreams did I expect this. thank u guys so much for listening. I can’t believe this is real life”. Her record label proudly announced that Olivia’s debut single reached number one in 31 countries on Spotify and 14 on YouTube. According to Billboard’s evaluation the song “drivers license” had significant commercial success in the United States. In particular, it recorded sales of 38,000 downloads, showing how strongly fans found the song appealing. The song’s astounding 8.1 million radio airplay audience impressions also show how widely it was heard and appreciated by American radio listeners. The co-head of music at Spotify, Jeremy Erlich, provided his perspective on the matter and said that “We definitely had no idea how big it was going to be” and “It just ballooned into this monster, unlike anything I’ve ever seen before. And I think unlike anything anyone’s seen before.”

P	P+	Song	Points	Sales	Streams	Airplay	Sale	Strm	Air
1	NEW	Drivers License	680	45.0k	78.6m	3.0m	13%	86%	1%
2	-1	Mood	257	6.1k	16.0m	81.3m	5%	42%	53%
3	-1	Positions	215	2.6k	11.4m	78.1m	2%	37%	60%
4	-1	Blinding Lights	205	14.0k	12.6m	54.6m	14%	42%	44%
5	=	Go Crazy	199	1.4k	8.5m	83.3m	1%	29%	70%
6	+1	Levitating	186	7.7k	11.3m	54.0m	8%	43%	48%
7	-3	Holy	183	4.6k	7.3m	74.2m	5%	28%	67%
8	+1	Bang!	164	8.4k	8.3m	54.5m	10%	34%	55%
9	-1	Laugh Now Cry Later	162	1.2k	10.1m	54.6m	2%	42%	56%
10	+3	34+35	155	1.9k	12.6m	37.2m	2%	58%	40%

Figure 7: Billboard Hot 100 Mid-Week Predictions (@talkofthecharts via Twitter on Jan. 23, 2021)

The corresponding pictures and the following caption were later posted on Olivia’s Instagram account, “my first song drivers license came out about a week ago. never in my wildest dreams did i expect all of this support. this morning the billboard charts came out and drivers license debuted as number one in the world! it broke all these records too! so grateful for @dan\_nigro and everyone who has supported me in this crazy adventure. thank u guys endlessly for listening. y’all have managed to turn one of the scariest most painful moments of my life into something so positive and powerful. sad girl shit forever 💜”

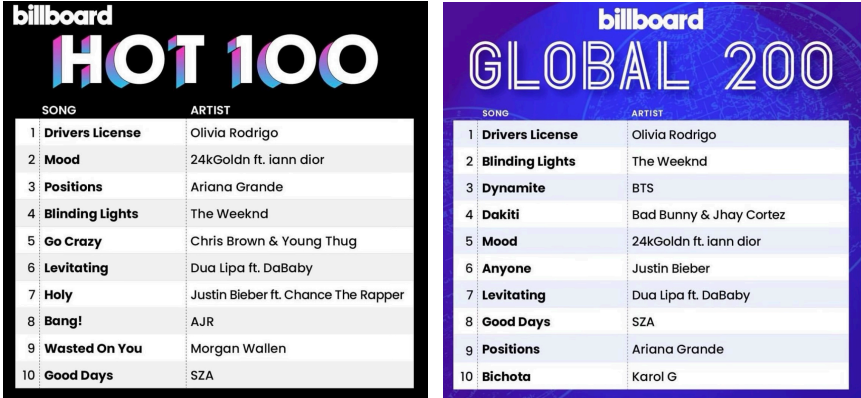


Figure 8,9: Billboard Hot 100 and Global 200 chart dated January 23, 2021 ( Billboard.com, 2021 )

 **Amazon Music**  @amazonmusic

Congrats to @Olivia\_Rodrigo!  
"drivers license" broke the record for the most requested song ever in one day on Alexa globally + the biggest first week streaming debut ever globally on Amazon Music 🎉🚗

Listen now 🎧: [amzn.to/3idwiFk](https://amzn.to/3idwiFk)

 **Spotify**  @Spotify

.@Olivia\_Rodrigo's "drivers license" now has the record for most streams for a song in a week on Spotify 💜📈

 **Spotify**  @Spotify · 5d

On Jan. 11, "drivers license" by @Olivia\_Rodrigo set the Spotify record for most streams in a day for a non-holiday song.

On Jan. 12, the song continued to beat its o...

Figure 10,11: @amazonmusic and @Spotify via Twitter

The artist subsequently seized the chance to perform her debut single on some of the most prominent and important stages and television shows, making notable stops at the BRIT Awards (2021), Saturday Night Live (2021), Tonight's Show (2021), MTV Push (2021), Austin City Limits (2021), Tiny Desk Concert (2021), and the 64th Grammy Awards in 2022.

Olivia Rodrigo teased her audience with the upcoming revelation of her second single before the end of March 2021, once again using the platform of Instagram, as a result of the unforeseen success garnered by her debut single. The song in question, “deja vu,” was a collaboration between Olivia Rodrigo and her producer, Dan Nigro.



Figure 12: “deja vu” single artwork (@oliviarodrigo via Instagram on March 29, 2021)

Surprisingly, “deja vu’s” origins can be traced back to August 2020, when Olivia Rodrigo and Dan Nigro wrote the song together when Olivia was staying in Salt Lake City and involved in the production of “High School Musical: The Musical: The Series”. Curiously, even though the song’s composition was finished at that point, it was kept a secret until April 1 of the following year. The song and its accompanying music video, which was expertly directed by Allie Avital and was shot in the scenic surroundings of Malibu, California, were included in a YouTube live event Olivia held to celebrate the single’s debut. In a number of interviews, Olivia explained the origins of “deja vu,” admitting that around a month after writing her first big success, “drivers license,” she set out to create another melancholy song. This artistic endeavor, however, took an exciting turn when Olivia looked through the notes on her phone and found a wealth of poems and song ideas. Among them, she alighted upon the evocative hook line, “when she’s with you, do you get deja vu,” which would become the nucleus of her sophomore single from her debut album. In fact, Olivia stated in a *Rolling Stone* interview that not only had she previously prepared her choice for the second single, but she and her creative team had also made the decision to aggressively move clear of the melancholy balladry that characterized “drivers license.” Olivia was determined to showcase her versatility as both a songwriter and a singer by delving into an entirely distinct genre,



namely alternative pop. Olivia Rodrigo spoke on her creative approach to American Songwriter, “I really like descriptive, narrative-based songwriting, so we tried to do that in the verses and paint pictures of all the specific things that you do in a relationship.” In addition, Olivia elaborated on the idea of “deja vu,” talking about her propensity for having such experiences and the intellectual curiosity this phenomena had for her. She explained how she came up with the idea for her second single, saying, “I thought it’d be interesting to write a song, using deja vu, about how sometimes when somebody moves on in a relationship and they get with a new partner, you watch it and you’re like, ‘oh my gosh, that was all of the stuff that I did.’ I think that’s a really relatable, universal thing.” In this way, “deja vu” highlights Olivia Rodrigo’s capacity to create meaningful and accessible storylines through her music while also serving as a key turning point in her artistic development.

Once more, Olivia Rodrigo’s musical project accomplished a spectacular success by making its US Billboard Hot 100 chart debut at the notable position of number eight. Her career was further cemented by this achievement, which also cemented her place in music history as the first artist to have both of their first tracks debut inside the coveted top 10 spots of this esteemed chart. Then, “deja vu” kept growing, eventually reaching the respected third position on the list, attesting to its broad praise and appeal. Beyond its enormous success in the US, “deja vu” demonstrated its universal appeal by being among the top 10 in a number of other nations. Portugal, the United Kingdom, Ireland, New Zealand, Australia, Canada, the Czech Republic, Malaysia, Singapore, and Latvia are notable examples of these nations. This worldwide acclaim highlights Olivia Rodrigo’s music’s broad appeal and confirms her standing as a well-known musician with a sizable and varied fan following.

SONG	ARTIST
1 Leave The Door Open	Silk Sonic (Bruno Mars & Anderson .Paak)
2 Montero (Call Me By Your Name)	Lil Nas X
3 Peaches	Justin Bieber ft. Daniel Caesar & Giveon
4 Up	Cardi B
5 Drivers License	Olivia Rodrigo
6 Save Your Tears	The Weeknd
7 Levitating	Dua Lipa ft. DaBaby
8 Deja Vu	Olivia Rodrigo
9 Blinding Lights	The Weeknd
10 Astronaut In The Ocean	Masked Wolf

Instagram post by the artist with the following caption, “screaming!!!! two songs on the top ten!!!! thank you guys so much for listening!!! 🦋🦋🦋”

Figure 13: Figure 9: Billboard HOT 100 top 10 songs chart, dated April 17, 2021 ( [Billboard.com](https://www.billboard.com) )

A month later, more precisely, on May 14, 2021, Olivia Rodrigo released her third song, “good 4 u,” along with a music video. She collaborated on the song for this release with Alexander 23 and Dan Nigro.



Figure 14: “good 4 u” single artwork (@oliviatorodrigo via Instagram on May 10, 2021)

Notably, Petra Collins served as the creative director of the “good 4 u” music video. This highly anticipated debut album from Olivia, *SOUR*, was set to be released a week when this pop-punk hit made its debut. In her own words, Olivia said she always looked up to girls who rock out and wrote songs that were brutally honest, so she was really proud of the fact that she could maybe be that person for some girls. She said how cool it was for her to write this snarky, angry rock song, and for it to be received so well. The song itself became well-known due to its memorable melody and contrasting lyrics that expressed a clear sense of annoyance and anger resulting from a past relationship. Olivia Rodrigo’s song “good 4 u” quickly rose through the ranks of many music charts, becoming an instant success and solidifying her position as a musical phenomenon. Due to its emotional sincerity and relatability, Olivia Rodrigo’s music has continuously found an audience, and “good 4 u” is no exception to this rule. The song “good 4 u” made its live debut on May 15, 2021, during Olivia’s appearance on Saturday Night Live, when she also sang her debut hit, “drivers license.” The song was also performed live on stage at the 2021 MTV Video Music Awards, further enhancing its stature in the music industry.

The song “good 4 u” by Olivia Rodrigo was a spectacular hit on the international music charts and received appreciation from numerous countries. Notably, it achieved the top spot

on the music charts in a number of countries, ensuring its reputation as a global sensation. “good 4 u” had an astounding debut at number one on the esteemed Billboard Hot 100 list in the United States, making it the third time Olivia Rodrigo’s songs have been on this illustrious chart. A number of other nations, including the UK, Australia, Canada, Austria, Belgium, Denmark, Germany, Ireland, Norway, New Zealand, Netherlands, Portugal, Czech Republic, Singapore, Slovakia, South Africa, Switzerland, and Hungary, also ranked “good 4 u” at the top of their respective music charts. This broad awareness highlights the song’s all-encompassing appeal and enduring appeal. In conclusion, “good 4 u” became a huge hit on a global scale, dominating charts in several countries and keeping its prominence for a long time. The world was enthralled by Olivia Rodrigo's musical talent, which cemented her position as a transcendent artist in the global music scene. In order to demonstrate her thanks and her sincere appreciation to her colleagues, producer Dan Nigro and Alexander23, who were instrumental in the production of her third single, the artist posted the charts below on Instagram. The following caption appears with these charts: “GOOD 4 U IS NUMBER ONE!!!!!!!!!! IM SO HAPPY AHHHHHH!!!!!! ily @dan\_nigro @alexander23”

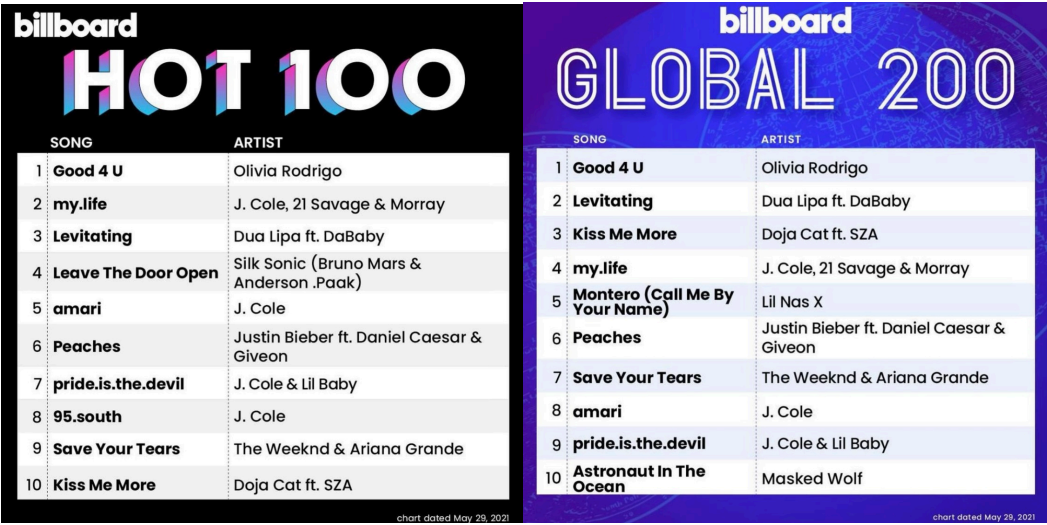


Figure 15, 16: Billboard Hot 100 and Global 200 chart, dated May 29 2021 ( [Billboard.com](https://www.billboard.com) )

Consequently, to the release of her three debut singles, “drivers license”, “deja vu” and “good 4 u”, on April 13th, 2021, Rodrigo announced that her debut album *SOUR* would have been released. On the 21st of May in the year 2021, Olivia Rodrigo's debut album, *SOUR*, made its official debut, becoming accessible to the masses through a variety of distribution channels, including standard physical retailers, online music stores, and numerous streaming services.



Figure 17, 18: *SOUR* album and official track list ( @OliviaRodrigo via Instagram on April 13, 2021)

In addition, Rodrigo expanded the accessibility of her music to her own website, giving her admirers another way to interact with her work. On August 20 of the same year, vinyl LP editions of *SOUR* were subsequently produced to satisfy the preferences of music lovers and collectors. Each individual edition of these vinyl albums was only made available through a few carefully chosen retail locations, including Rodrigo’s web store, Urban Outfitters, Target, Walmart, and Amazon.com. Fans were able to purchase unique physical versions of the album thanks to this well-planned strategy, adding to the appeal of their music collections. Moreover, in conjunction with the musical release, Olivia Rodrigo ventured into the world of merchandise. She sold a variety of apparel items among her offers.

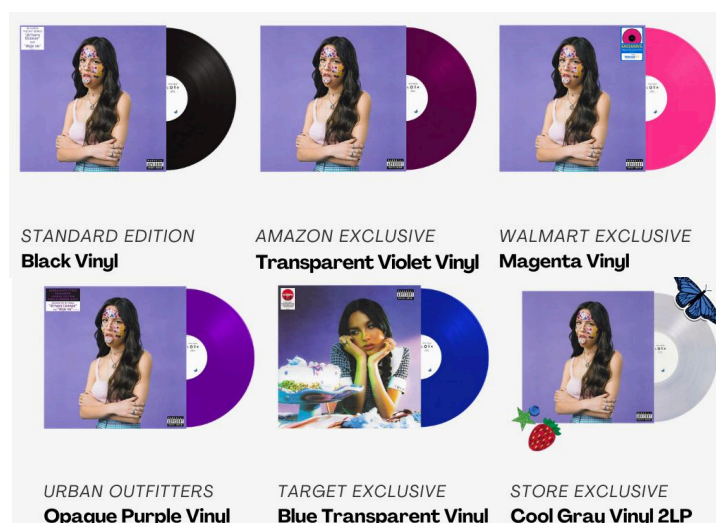


Figure 19: Olivia Rodrigo *SOUR* Vinyls ( DaFont; xTeamAngelina; August 20 2021 )

Nonetheless, Olivia Rodrigo strongly engaged with the media and her fan base to coincide with the release of her album and merchandising. She took part in interviews and appeared on the covers of a number of illustrious publications, such as *Billboard*, *Interview*, *Elle*, *The Face*, *NME*, *Nylon*, and *Variety*. She was able to interact with a large and broad audience thanks to her comprehensive engagement strategy, further establishing her standing in the music and entertainment sectors.



Figure 20, 21, 22: Olivia Rodrigo on the cover of Billboard, NME and Variety (2021)


( billboard.com ) ( nme.com ) ( variety.com )



Figure 23, 24, 25: Cover of Nylon, Elle, The Face (2021)

( elle.com ) ( seventeen.com ) ( theface.com )

The critically praised *SOUR*, Olivia Rodrigo's debut studio album, delves into a tapestry of profound themes, weaving a narrative of heartbreak, self-discovery, as well as the turbulent emotional journey that not only Olivia but many teenagers experience. Rodrigo offers an intimate glimpse at her own experiences as well as the common struggles of adolescence in this musical masterpiece. This album is a compelling combination that successfully combines pop, alternative rock, and pop-punk tonalities with heartfelt and melancholic ballads. The artist's ability to traverse this sonic spectrum with finesse underscores her remarkable versatility and artistic prowess. *SOUR*'s unwavering dedication to emotional sincerity is one of its distinctive characteristics. By using this strategy, Olivia Rodrigo establishes a strong connection with her audience. Each track on the album becomes a vessel through which the artist communicates her raw emotions and innermost feelings. She creates a sense of relatability with the teenage experiences she has gone through by doing so, inviting her audience to share in a highly personal and resonant journey. Each of these compositions contributes to the album's rich and emotionally charged landscape, further solidifying Olivia Rodrigo's place as a formidable talent within the contemporary music scene.

Olivia Rodrigo expressed her sincere appreciation to everyone who helped create her debut album on Instagram on the day it was released, as is usual. She wrote the following as the post's caption: "my first album SOUR is out everywhere now. every song is so personal and close to my heart. getting to share them with people is the most special thing I've ever done in my life. thank u to everyone who made this album happen. thank you to my manager, Kristen Smith, for believing in me and supporting me with absolutely everything in her. thank you to Christiana Divona, Marissa Ramirez, Kirsten Stubbs and Michelle An for bringing SOUR to life visually and being the most caring ppl in the world. thank you to Matt Morris, Emerson Redd, John Janick, and Sam Ribak at interscope for being so supportive and tender with my vision. thank you to Casey Smith for writing jealousy, jealousy with me and Alexander 23 for coproducing good 4 u. lastly thank you to Dan Nigro for making this entire body of work with me in his garage lol. his undeniable talent and undying belief in me has forever changed me as an artist and a person. whatever happens with the album I'm just so grateful I got to work with all these incredible people. And I'm so lucky songwriting and music exists. I hope you guys enjoy the 34 minutes and 46 seconds of me spilling my guts out that is called sour. thank you for helping me turn all my unhappy feelings into one of the best moments of my life 

The album received overwhelmingly positive reviews from music critics for its vast emotional range, timely lyrical themes, and the allure of Olivia Rodrigo’s voice. Notably, *SOUR* made history by being the first debut album to ever have two of its singles reach the top of the charts. The second tune on the album, “traitor”, also garnered a respectable placement on the Billboard Hot 100, coming in at number nine. By having the biggest opening week for a female artist’s album on Spotify, Olivia Rodrigo’s album *SOUR* broke records and further demonstrated its importance to culture and global appeal. The album became one of the best-selling albums of 2021 and peaked at the top of the charts in a number of nations, including the prestigious US Billboard 200 list. When it was first released, *SOUR* was widely praised by music reviewers. The album was praised for its unadulterated and truthful lyrical storytelling, as well as for its capacity to connect with listeners across generations and genres. Notably, *SOUR* was placed first on the year-end rankings of both *Billboard* and *Rolling Stone*, and it was named one of the best albums of 2021 by several other magazines. In conclusion, *SOUR* was a great debut for Olivia Rodrigo, receiving praise for its poetic integrity, singing power, and cultural significance. With her extraordinary chart successes and critical praise, Olivia Rodrigo cemented her place as a rising star in the music business.

SONG	ARTIST
1 <b>Butter</b>	BTS
2 <b>good 4 u</b>	Olivia Rodrigo
3 <b>deja vu</b>	Olivia Rodrigo
4 <b>Levitating</b>	Dua Lipa ft. DaBaby
5 <b>Leave The Door Open</b>	Silk Sonic (Bruno Mars & Anderson .Paak)
6 <b>Peaches</b>	Justin Bieber ft. Daniel Caesar & Giveon
7 <b>Save Your Tears</b>	The Weeknd & Ariana Grande
8 <b>Kiss Me More</b>	Doja Cat ft. SZA
9 <b>traitor</b>	Olivia Rodrigo
10 <b>Astronaut In The Ocean</b>	Masked Wolf

Figure 26: Billboard HOT 100 chart, dated June 5 2021 ( Billboard.com )

The most remarkable American business magazine, *Forbes*, described Olivia’s massive and instant success as “Looking at how successful she is on this week’s *Billboard* charts, it’s difficult to believe that Olivia Rodrigo officially launched her career as a solo musician less than six months ago. The 18-year-old singer-songwriter owns more than 10% of the Hot 100 this week, with all 11 songs featured on her debut album *Sour* (itself a No. 1 on the Billboard 200) landing not just on the 100-rung tally, but inside the top 30. That’s an incredible showing

that very few musicians in history have managed, and it's just one more sign that a real star has arrived and she is doing it like nobody else in the business.” ( Hugh McIntyre, 2021 ). *Forbes* also pointed out that “According to *Billboard*, Rodrigo is the fourth musician and the first female artist in history to occupy 11 spaces inside the top 30 on the Hot 100” ( Hugh McIntyre, 2021 ).

Olivia Rodrigo's debut album, *SOUR*, has once more reached astounding heights in the music business, setting a number of important benchmarks:

1. Triumph in the UK Charts: *SOUR* made a statement by making its debut at the top of the UK charts. Notably, it earned the distinction of having the greatest first-week streaming figures in history for a debut album. Additionally, Olivia Rodrigo's song "good 4 u" became her second number-one hit of 2021 as it simultaneously jumped to the top of the singles list. The song's outstanding sales success increased its notoriety and cemented its position as a significant chart-topper.
2. Spotify History: Olivia Rodrigo's *SOUR* made history by becoming the first album by a female artist to have the biggest opening week on the service, which has become the standard for how people listen to music today.
3. Spotify Streaming Milestone: The album also made history by becoming the first album by a female artist to reach 10 billion streams in less time than any other album in Spotify's storied history. This outstanding accomplishment demonstrates the enormous appeal and ongoing appeal of Olivia Rodrigo's first album.

Therefore, Olivia Rodrigo's *SOUR* not only ruled the charts but also permanently changed the streaming scene and established new benchmarks and milestones for the music business. These achievements attest to the album's broad praise and Olivia Rodrigo's rising stardom in the music industry.





Figure 27,28,29: @Pop Base and @chartdata tweets posts related to “SOUR” by Olivia Rodrigo success, via Twitter (2021)

Numerous tracks from Olivia Rodrigo’s album were included in numerous television programs and motion pictures as a result of the album's extraordinary level of recognition. For instance, “brutal” was featured in *The Summer I Turned Pretty* (season 1, episode 1); *One of Us is Lying* (s1e5); *Gossip Girl: Gossip Gone, Girl* (s1e12); *Super Pumped* (s1e5); *The Power* (s1e1); *Do Revenge* (2022); *The School for Good and Evil* (2022). “drivers license” was included in *The Summer I Turned Pretty* (s2e1), “good 4 u” featured on *One of Us is Lying* (s1e6) and *Devil in Ohio* (s1e1), “deja vu” was featured in *The Summer I Turned Pretty* (s2e2), “traitor” in *Gossip Girl: Gossip Gone, Girl* (s1e9) and *You Are So Not Invited to My Bat Mitzvah* (2023) “1 step forward, 3 steps back” in *The Summer I Turned Pretty* (s1e1). Henceforth, it is imperative to acknowledge that Olivia Rodrigo's debut album manifested as a resounding triumph within the music industry, elevating her to the echelons of musicians with extraordinary promise. The album received excellent feedback from eminent reviewers, experienced exceptional economic success, and was notably included in several film and television projects. The widespread impact of *SOUR* subsequently cemented her status as a significant luminary within the current popular music environment. Additionally, Olivia’s lyrically forthright and emotionally resonant renditions forged an intimate connection with her audience.

Given the difficult conditions brought on by the Coronavirus pandemic, Olivia and her team launched an innovative and varied advertising strategy for her debut album, realizing that COVID-19 regulations prevented typical concert events. Spotify was a key component of the multiple marketing campaigns that were run to coincide with the release of her album. In order to interact with her devoted fan base, Olivia Rodrigo and Spotify planned a special celebration in Los Feliz, California: a *SOUR* car wash. The noteworthy event, happened on

Saturday, May 22, 2021, and it served as a unique and secure opportunity for her to engage with her fans and celebrate the release of her first album amidst the ongoing pandemic issues. Moreover, fans were pleased with a selection of food from Olivia's favorite restaurant, Taco Bell. Additionally, merchandise was given to supporters and Sour Patch Kids x Olivia Rodrigo was given out. The collaboration between Olivia Rodrigo and Sour Patch Kids, which resulted in the development of a unique product offering. This unusual collaboration first began as a joke among Olivia's followers on Twitter. However, it rapidly materialized into reality, resulting in the creation and marketing of Sour Patch Kids x Olivia Rodrigo. All available units at the Sour Patch shop in New York were quickly sold out due to the tremendous level of demand for this limited-edition product. Amazingly, this first-ever partnership between Olivia Rodrigo and Sour Patch Kids enthralled both customers and admirers, resulting in the product's complete exhaustion in just four hours. This unique combination of personal touches, limited edition goods, and unforeseen partnerships gave the event a special depth that gave fans a remarkable experience and highlighted the ongoing relationship between Olivia Rodrigo and her devoted fans.



Figure 30, 31: SOUR car wash event, on May 22 2021, (derekwright.nyc and @LiviesHQ on Twitter)



Figure 32: SOUR PATCH KIDS X OLIVIA RODRIGO (@cowboyinwoods13 via Twitter)

Olivia started her career in the music business while still a high school student. In reality, she successfully finished high school in June 2021. Unfortunately, she never got the chance to go to a typical high school prom because of the obligations of her burgeoning career. She openly shared in interviews how finishing her statistics homework coincided with her ascent to becoming one of pop’s top performers. She had a unique set of circumstances compared to the average high school senior because she was homeschooled and working on the Disney+ series “High School Musical: The Musical: The Series” at the same time as her music career was taking off. Her working condition prevented her from participating in the typical high school senior experience, much to how the epidemic had limited graduation ceremonies.



Figure 33,34: Olivia’s high school graduation posted by @oliviarodrigo via Instagram, on June 20, 2021

Olivia made the decision to arrange an event so that her followers and admirers could join her. “*SOUR* Prom”, an alternate event to promote Olivia’s debut album, *SOUR* was organized.

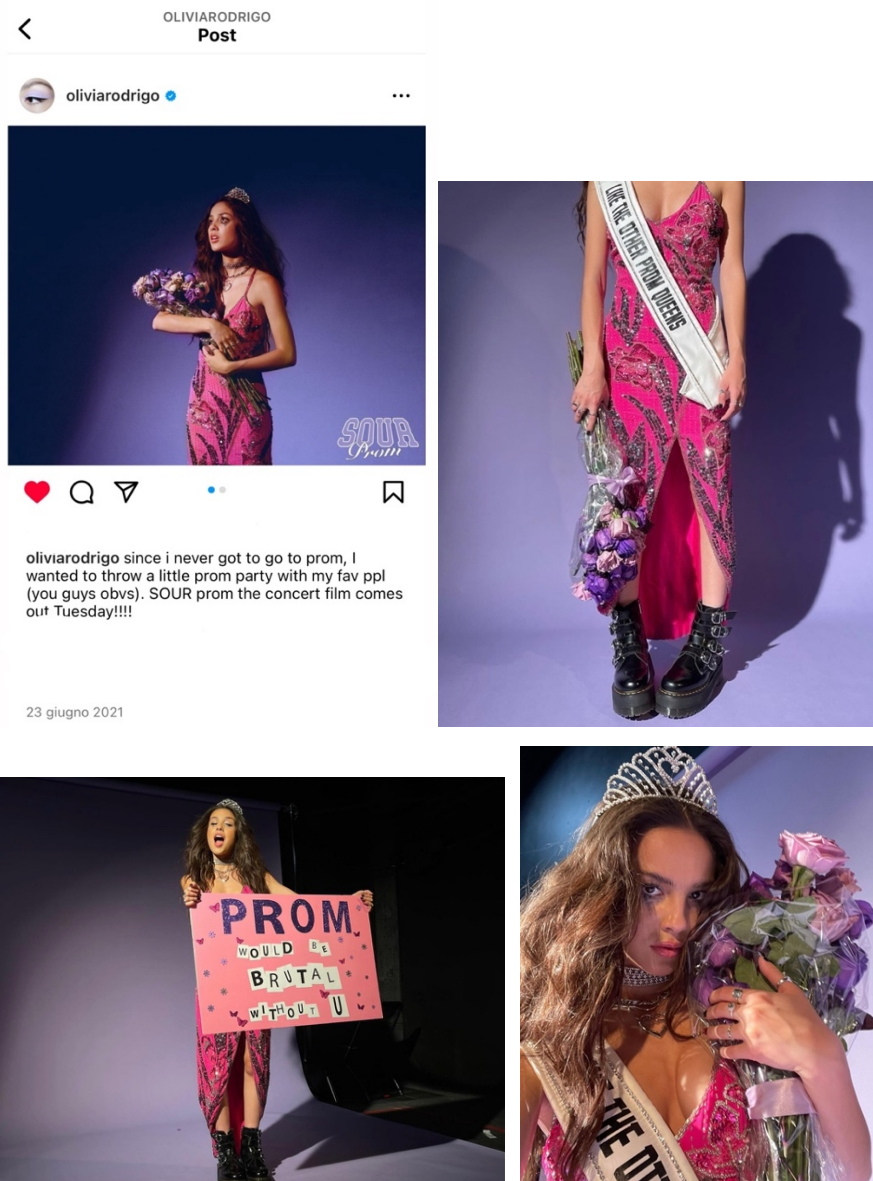


Figure 35, 36, 37, 38: “*SOUR* Prom” promotion pictures uploaded by @oliviardrigo via Instagram, on 23 June 2021

The idea behind the “*SOUR* Prom” was to organize a live online performance of Olivia’s songs for her fans. In addition to extending the themes of her album, “*SOUR* Prom” attempted to replicate the welcoming atmosphere of a high school prom, which struck a chord with viewers. Kimberly Stuckwisch and TobyL created this 27-minute live concert video, which included performances of six complete songs and a mashup from Olivia Rodrigo's platinum-certified debut album, *SOUR*. The video quickly surpassed 10 million views after its June 29 YouTube debut. Olivia’s rise to fame followed a special route. The premiere for this event

was held in Los Angeles and a few fans were invited to participate. The secret had to be kept up until the June 23 public announcement by Olivia. With the production firm Up The Game, “*SOUR* Prom” was still going through post-production procedures at that time. A project that would ordinarily take 8 to 10 weeks to complete was given a strict 7-day deadline by Olivia’s creative team, who toiled assiduously to accomplish it.



Figure 39, 40: “*SOUR* Prom” concert film release uploaded by @oliviardrigo via Instagram, on June 30 2021

As Olivia’s notoriety grew, she was given the opportunity to visit the White House and speak with Joe Biden, the president of the United States, about the crucial need of getting vaccinated against COVID-19. To show her respect and gratitude to the President, the Vice President, and everyone who helped make this incredible visit possible, the artist posted a picture on social media with the caption: “had the absolute honor of visiting the White House today and chatting with @potus about the importance of getting vaccinated! even if you are young and not immunocompromised, getting your covid vaccination is the best thing you can do for your health and your loved ones’ health. YOU have the power to save lives. check out vaccines.gov to learn more about vaccinations and to find a vaccination center near you (it’s free and super easy.) thank you to everyone who has done their part in helping end this pandemic and thank you to President Biden, Vice President Harris, Dr. Fauci, and everyone at the White House for having me. EVERYONE GET VAXED IT’S SO IMPORTANT💕”



*Figure 41: Olivia Rodrigo and President Joe Biden together at the White House, posted by @oliviatorodrigo via Instagram, on July 15 2021*



*Figure 42: Olivia Rodrigo Heads to the White House in a Vintage Chanel Suit, (vogue.com) (July 14 2021)*

The Olivia Rodrigo supporters saw a huge announcement on December 6, 2021. Olivia Rodrigo and her devoted team, who manage Livies HQ, the official fan account, released an interesting video that showed the artist taking part in a TikTok trend the “pen challenge”. The aim of this trend is to say a sentence before attempting to place a pen into a predetermined cup. Before throwing the pen into her cup, Rodrigo declared, “If I get this in... I'm going on tour,” effectively confirming her decision to go on a tour in support of her debut record. This was an intriguing turn of events. Later that day, she made public the much awaited *SOUR* tour via Instagram.



Figure 43: SOUR TOUR announcement via @oliviardrigo Instagram, on December 6 2021

The ticket sale was set for December 10, 2021. Her debut studio album, who immediately won the hearts of music lovers everywhere, was the focus of the tour. The tour was slated to begin on April 5, 2022, in Portland, Oregon, and had a lengthy itinerary that included both North America and Europe, with a spectacular conclusion on July 7 in London. The “*Sour* Tour” had an astonishing 49 performances in all. To put it mildly, there was a colossal demand for tickets to Olivia Rodrigo's debut tour.

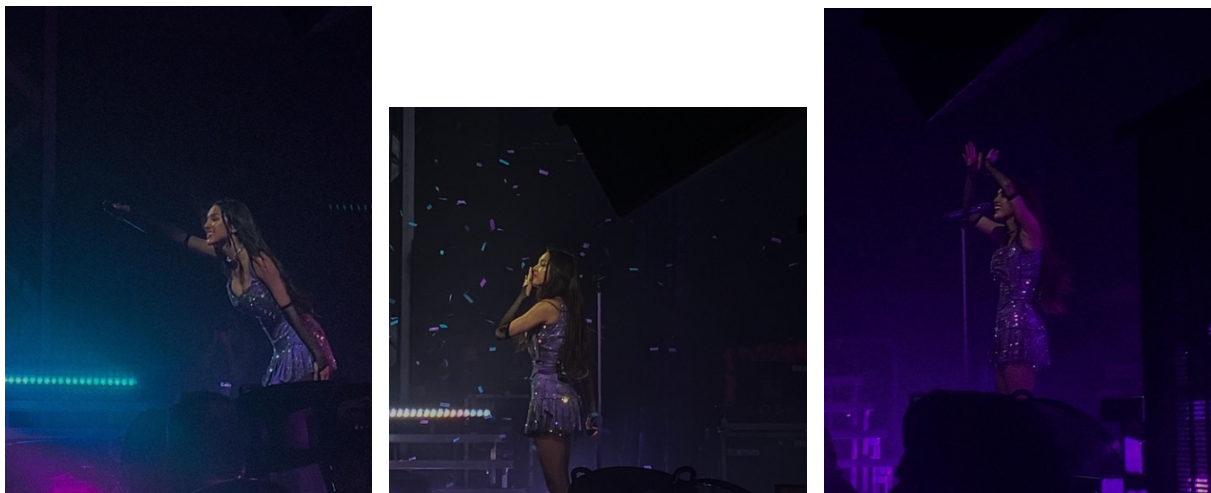


Figure 44, 45, 46: SOUR tour in Milan on June 16, 2022 (taken by Lorenza Sofrá)

Due to the overwhelming number of fans anxious to reserve their seats, Ticketmaster, a well-known ticketing service, experienced website problems. The “*Sour* Tour” eventually pulled off the amazing accomplishment of officially selling out. Olivia Rodrigo used her Instagram platform to express her sincere appreciation to her committed fan base in response to this amazing support. It’s noteworthy that Olivia Rodrigo purposefully opted to play smaller

venues on the “*Sour* Tour” despite the enormous demand and her ability to fill larger venues. This choice highlighted the sincerity and individualized connection she aimed to forge with her followers during this incredible musical journey, reflecting her goal for a more intimate and connected experience with her audience. The well chosen lineup for Olivia Rodrigo’s “*Sour* Tour” displayed her musical talent and alluring repertory. Her set list featured a masterful fusion of her original songs, career-defining hits, and two outstanding cover versions. In addition to showcasing the breadth and range of Olivia Rodrigo’s musical abilities, her well planned setlist gave her audience a memorable and emotionally stirring concert experience. Every song, whether a number-one original or a well-chosen cover, added to the performance’s overall story and made an effect on everyone in the audience. In order to create outstanding on-stage performances, Olivia Rodrigo gladly extended invites to other renowned performers on a few of her tour dates. On her tour, renowned musicians including Conan Gray, Avril Lavigne, and Natalie Imbruglia joined Olivia Rodrigo. The performance experience was enhanced by these collaboration moments, which gave audiences a special and thrilling musical fusion. Additionally, Olivia Rodrigo’s tour included a noteworthy stop on the European leg where she graced one of the most prominent festivals in the United Kingdom, the legendary Glastonbury Festival. She had the rare pleasure of performing on stage alongside famed musician Lily Allen. Olivia Rodrigo further demonstrated her rising importance and impact on the global music scene and cemented her reputation as an alluring and in-demand performer. Furthermore, after her tour was over Olivia performed "deja vu" at the Madison Square Garden during Billy Joel's last concert, as well as "uptown girl" with him, as she alludes to Billy Joel and his song "uptown girl" in her second single.



*Figure 47: Olivia Rodrigo and Billy Joel during his concert in NYC, August 24 2022 (pitchfork.com)*

Olivia Rodrigo continued to use her Instagram account to post announcements on March 17, 2022, as she had done in the past. On this occasion, she announced the upcoming release of



“driving home 2 u, a SOUR film” a movie based on her debut album. The Disney+ streaming service would be the only place where this movie offering will be available after its March 25, 2022, premiere date.



Figure 48: “Olivia Rodrigo: driving home 2 u, a SOUR film” (press.disneyplus.com)

From Salt Lake City, where the idea for her debut album, *SOUR*, first emerged, to her current location in Los Angeles, Olivia Rodrigo sets off on a moving trip. Rodrigo uses this journey as a means of revisiting the experiences connected to the making of her groundbreaking debut album, giving listeners a window into the emotional landscape of a young lady traversing a particular stage in her life. The story of “OLIVIA RODRIGO: driving home 2 u” is told through fresh live performances of her songs, frank interviews, and previously unpublished production-related film. Viewers will get the chance to journey with Olivia Rodrigo on this cinematic trip as she deeply examines the story that drives *SOUR*. “OLIVIA RODRIGO: driving home 2 u” is a Disney+ original film produced by Disney Branded Television and directed by the experienced Stacey Lee. The cooperation between Interscope Films and Supper Club strengthens the production even more, and the result is an engrossing cinematic experience that explores Olivia Rodrigo’s artistic development. A restricted number of the artist’s devoted followers attended the film’s premiere event, which was held by the artist in Los Angeles.



Figure 49: Olivia Rodrigo at the premiere event of the “DH2U” film (March 25, 2023) (via @tehehrry Pinterest)

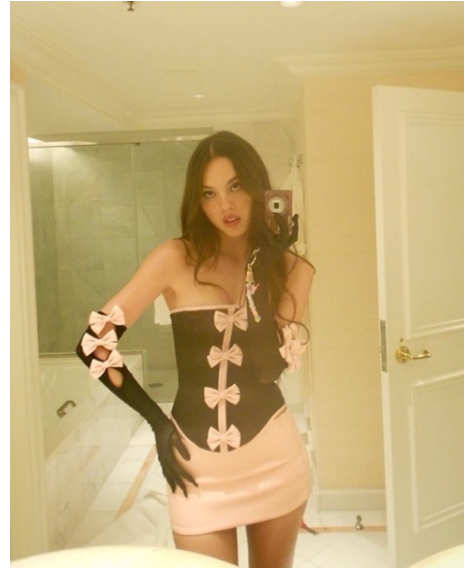


Figure 50: Olivia Rodrigo at the premiere event of the “DH2U” film (March 25, 2023) ( via @oliviarodrigo Instagram )

Besides, Olivia Rodrigo collaboration with Sour Patch Kids, she has worked with Casetify to create customized phone covers. Additionally, her cooperation with Glossier symbolizes a big foray into the beauty and cosmetics sector, linking her creative vision with the company and giving exclusive products to her devoted following. These partnerships highlight Olivia Rodrigo’s capacity to interact with her audience across a variety of platforms, further establishing her status as a versatile and significant artist in the entertainment and lifestyle industries. Olivia Rodrigo serves as an ambassador for the company in addition to curating product launches by contributing her creative ideas to the business’s next projects. This collaborative engagement includes a broad range of projects, from the planning of creative marketing campaigns to the creation of interesting social media content. It’s important to note that Rodrigo worked with Glossier before formally announcing her partnership with the company. She did so on well-known platforms like Vogue Beauty Secrets and entrusted the company with designing her red carpet looks for prestigious occasions like the American Music Awards (AMAs) and the Grammy Awards. Olivia Rodrigo serves as an ambassador for the company in addition to curating product launches by contributing her creative ideas to the business’s next projects. This collaborative engagement includes a broad range of projects, from the planning of creative marketing campaigns to the creation of interesting social media content. An intimate meet and greet event was held at the Los Angeles Glossier shop by Olivia Rodrigo and her team as evidence of the excitement around this collaboration. Notably, the first 100 people in line had the rare chance to interact with the artist in person, forging a closer relationship between the singer and her loyal fans.

Olivia Rodrigo used the occasion of the two-year anniversary of her debut album *Sour*, which was on May 21, to communicate with her fan base through a newsletter. In her statement, she expressed thanks for the extraordinary journey that has occurred since the publication of *Sour* and her excitement for what lies ahead. Following a series of clever clues and teases that Rodrigo carefully publicized on her social media networks, this much anticipated reveal finally came. Particularly, on May 27, 2023, she posted a photo in the mirror with a marked calendar bearing the date June 30 accompanied by a heart. Fans curiosity was piqued by this cryptic message and a countdown was prominently posted on the top of Rodrigo’s official website as June got underway, mercilessly counting down the seconds until the eagerly awaited day, June 30.



*Figure 51: Mirror picture with eater egg in the calendar hinting a new release on June 30, posted by @oliviardrigo Instagram, on May 21, 2023*

Rodrigo without hesitation, went to Instagram to reassure that “The new stuff is so so so close to being done, I pinky promise.” The official announcement came via Olivia’s Instagram on June 1, 2023. Geffen Records carried out Olivia Rodrigo’s promise on June 30, 2023, by releasing “vampire” as the lead single from her second studio album.



Figure 52: “vampire” cover posted by @oliviatorodrigo via Instagram, on June 13, 2023

Producer Dan Nigro and the artist worked together to write the song, “vampire”, her new pop rock single. On June 30, 2023 the song and its accompanying music video, which was directed by Petra Collins, were both released. Olivia Rodrigo debuted the video during an exclusive gathering at the YouTube Space in Playa Vista, Los Angeles, as part of a special pre-release event with a few fans who got the chance to attend this exclusive event.

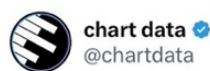


Figure 53: “vampire” music video, on July 4, 2023 (vogue.it)

Figure 54: Olivia Rodrigo at the “vampire” pre-release event in Los Angeles on June 29, 2023 (billboard.com) (June 30, 2023)

With the coveted number one spot in Australia, Canada, Ireland, New Zealand, the United Kingdom, and the United States, “vampire”, quickly rose to the top of music charts all around the world. This feat was impressive because it was Rodrigo’s third number-one single in each of these six nations. The most recent song by Olivia Rodrigo, “vampire”, had a remarkable debut by taking the top spot on the music charts at No. 1. After the achievements of “drivers license” and “good 4 u” in 2021, both of which both had their debuts at No. 1, this

accomplishment represents her third straight chart-topper. Interestingly, “vampire”, is the first single off Olivia Rodrigo’s eagerly awaited sophomore album, which follows the ground-breaking release of “drivers license”, which served as the lead single for her first LP, *Sour*. Olivia Rodrigo is the only artist in history to premiere the lead songs from two first albums at No. 1 on the Hot 100 list, which creates a precedent in the music business. The Geffen/Interscope Records single “vampire”, which has amassed an astonishing 35.5 million streaming and 26.3 million radio broadcast audience impressions, has attracted a lot of attention. Additionally, the song made significant sales, selling 26,000 units in its first week. The 17,000 units sold in the form of vinyl albums and each CDs are included in these sales figures. Furthermore, 9,000 extra units were sold through digital downloads. According to Luminate, this outstanding performance was captured the week of July 6 after the single’s release on June 30. The song also became well-known by making the top 10 of music charts in a number of countries, including Austria, Germany, Greece, Iceland, Latvia, Luxembourg, Malaysia, the Netherlands, Norway, the Philippines, Singapore, and Vietnam.



.@oliviarodrigo's "vampire" debuts at #1 on the global Spotify chart with 9.79 million streams. Her biggest debut of all-time.



billboard  
**HOT 100**

SONG	ARTIST
1 Vampire	Olivia Rodrigo
2 Last Night	Morgan Wallen
3 Fast Car	Luke Combs
4 Calm Down	Rema & Selena Gomez
5 Flowers	Miley Cyrus
6 All My Life	Lil Durk ft. J. Cole
7 Cruel Summer	Taylor Swift
8 Fukumean	Gunna
9 Karma	Taylor Swift ft. Ice Spice
10 Favorite Song	Toosii

chart dated July 15, 2023

Figure 55, 56: “vampire” number of streams by @chartdata and Billboard Hot 100 chart dated July 15, 2023 (pictures posted by @oliviarodrigo via Instagram)

Olivia Rodrigo made an important statement on August 7, 2023, announcing the impending release of her second single from her much awaited album, *GUTS*. On August 11, 2023, the song with the working title “bad idea right?,” was published.

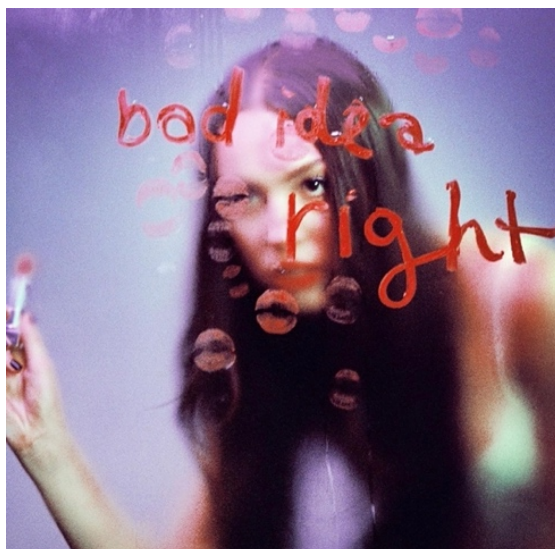


Figure 57: "bad idea right?" single, posted by @oliviarodrigo via Instagram on August 7, 2023

Once more working with producer Dan Nigro, Rodrigo co-wrote this powerful song. A music video created by Petra Collins to go along with the single's release was also scheduled to air on August 11 and provide a visual story to go along with the audio experience. Four days before to the song's release, Rodrigo gave some background on "bad idea right?" in an email to her devoted fan base. According to what she said, this specific song will show a different side of her album *GUTS* than its predecessor, "vampire". Rodrigo highlighted her excitement for sharing this new musical dimension with her audience by calling it pretty different from "vampire" and stressing its more animated. Iris Apatow, Madison Hu- Rodrigo's co-star from the television series "Bizaardvark"- and fellow musician Tate McRae, whom Rodrigo jokingly referred to as "my favorite girlz", all had prominent cameos in the music video for "bad idea right?".

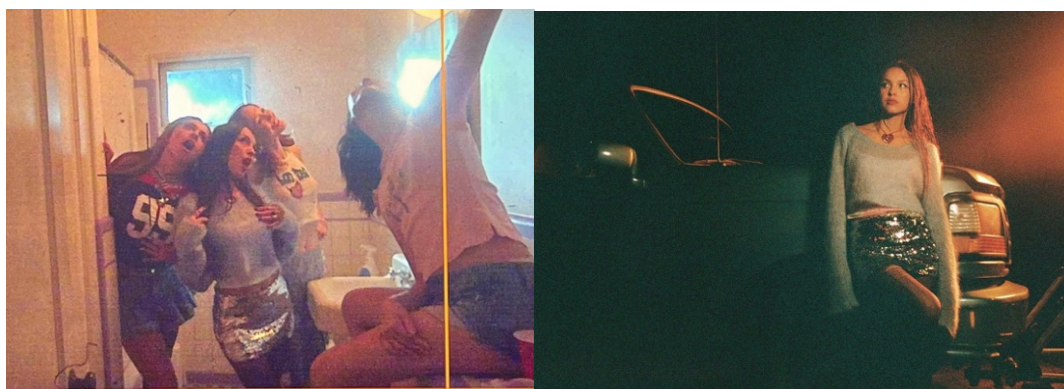


Figure 58, 59: "bad idea right?" behind the scenes posted by @oliviarodrigo via Instagram, on August 20, 2023

Olivia Rodrigo further proved her undying devotion to her loyal fan base by throwing two private fan events in honor of her song "bad idea right?". Her international reach and

popularity are demonstrated by the fact that these events were conducted in two important European locations, namely London and Berlin. These fan events provide a special chance for Olivia Rodrigo’s followers to get to know the artist better. Such fan gatherings not only strengthened the bonds amongst Rodrigo’s fans but also demonstrated her commitment to providing unforgettable experiences for her wide audience.

“bad idea right?” had a strong commercial performance, placing in the top 10 of music charts in Australia, Ireland, New Zealand, the United Kingdom, and the United States. This accomplishment enhanced the song's influence and appeal on a global level.



Figure 60, 61: Billboard Hot 100 and Global 200 charts dated August 26, 2023 (@statsrodrigo via Twitter) (August 21, 2023) (mb.com.ph) (August 22, 2023)

On June 26, 2023, Olivia Rodrigo released a key detail about her impending sophomore album, revealing its title to be *GUTS*. The release date for this eagerly awaited album was set for September 8, 2023. The artist continued to tease her fans strategically, building on the mystery and excitement around her record. Olivia posted the cover for her album via Instagram, as per usual, with the following caption: “my sophomore album *GUTS* comes out september 8th. i am so proud of this record and I can’t wait to share it with you all! u can presave it now! xoxoxoxo 🍷💜🍷🖤”



Figure 62: *GUTS* posted by @oliviarodrigo via Instagram, on June 26, 2023

Olivia Rodrigo teased her fan base on July 31, 2023, by revealing a preview of the album's track list. She did, however, decide to hold off on releasing the full track list until the next day, August 1, 2023, when it was formally launched.



Figure 63: *GUTS* track list posted by @oliviarodrigo via Instagram, on August 1, 2023

Dan Nigro, a longtime partner of Olivia Rodrigo's, and their big musical collaboration *GUTS* reunited their creative synergy. All 12 of the songs on this album have Rodrigo's name as a composer, and Nigro is given credit as the album's producer. Rodrigo and Nigro's prior spectacular success with the album *SOUR* served as the cornerstone for their ongoing collaboration. *GUTS* focuses on the traumatic periods of Rodrigo's life when she was nineteen and discusses the numerous difficulties she faced at that time. These formative events combine to create the spirit of *GUTS*, Olivia Rodrigo lovingly shared a handwritten



statement with her devoted fan base in which she gave a more detailed explanation of how her album *GUTS* came to be. She stated in her direct message, “I made the bulk of this album during my 19th year on this earth, a year that for me, was filled with lots of confusion, mistakes, awkwardness and good old fashioned teen angst.” The core of *GUTS* is shaped by these formative experiences. *GUTS* defies simple classification musically, fusing elements of pop, indie rock, pop-punk, new wave, and indie folk. The record highlights Rodrigo’s exceptional artistic flexibility and confirms her status as a leading voice of the 2020s. The lyrics by Rodrigo are notable for their realism and ability to capture the speech patterns and feelings of her generation. The album’s recurring themes of love, heartache, and self-discovery make it extremely relevant to a broad audience. On September 7, 2023, Rodrigo released a trailer for *GUTS* that was narrated by Mort Crim and had the look and feel of an infomercial. The video also revealed the existence of four more tracks, dropping hints that *GUTS* will be released in a deluxe version. On September 8, 2023, the album was formally launched and made accessible on different streaming services, CDs, and cassettes. Exclusively available through Rodrigo’s webstore as well as retail locations including Urban Outfitters, Walmart, Amazon, and HMV were exclusive vinyl LPs in various colored versions. Upon the album’s release, a Target-only version of *GUTS* with a different cover was also made available. Additionally, to coincide with the album’s release more merch related to the new album was released.



Figure 64: *GUTS* vinyls ( [recordstore.co.uk](http://recordstore.co.uk) )



Figure 65: *GUTS* vinyl alternative cover ( [bhifi.com.au](http://bhifi.com.au) )

When *GUTS* was released, music reviewers praised it largely. According to the combined Metacritic review ratings, the album received very positive reviews from critics. Notably,

some reviews praised the album's humor-infused lyrics. Others emphasized Rodrigo's songwriting's astounding intricacy and depth. Overall, *GUTS* received positive reviews upon its debut, with some praising Olivia Rodrigo's aesthetic development and lyrical skill while others pointing out similarities to her earlier work.

In order to celebrate the release of her second studio album, singer-songwriter Olivia Rodrigo has partnered with American Express and Spotify to create a carefully planned pop-up experience in New York City. Loyal fans were given the opportunity to attend a special opening of the "*GUTS* Gallery" on September 7, an institution that subsequently opened its doors to the public beginning on September 8. In addition to immersive theme activations, limited-edition products inspired by *GUTS*, a lot of themed spots to take pictures, and an interesting chat with Olivia Rodrigo herself, this private event offered participants a variety of distinctive options. Eva Chen, a respected fashion writer, handled the conversation with care. Just hours before her album's formal release in the United States, she was kind enough to provide her fans early access to four of its tracks. The debut of *GUTS* was made much more exciting and anticipated by this unique and personal contact between the artist and her devoted fans.



Figure 66, 67: Olivia Rodrigo at the "Guts Gallery" on September 7, 2023 (teenvogue.com) (September 8, 2023)

On September 8, Olivia Rodrigo gave a special performance on the famous Today's Citi Concert stage in Rockefeller Plaza to celebrate the release of her second studio album. This

significant event commemorated the album’s debut and offered the artist a chance to exhibit her musical prowess in a prominent and well-known setting.



Figure 68: Olivia Rodrigo performing at the Today’s Show on September 8, 2023 ( via @jizellemaia on Instagram )

The importance and significance of Olivia Rodrigo have also grown through time. She has frequently been highlighted in prestigious magazines, demonstrating her ongoing influence on the culture and fashion scene. These renowned periodicals include *Rolling Stone*, *Time*, *The Envelope*, *GQ*, *Clash*, *Vogue Singapore*, *Teen Vogue*, and *Interview*. Her constant inclusion in these prestigious periodicals attests to her prominence and relevance in the fields of entertainment, fashion, and music. Nevertheless, Olivia Rodrigo was present at important occasions like the Met Gala, which she had the honor of attending three times.

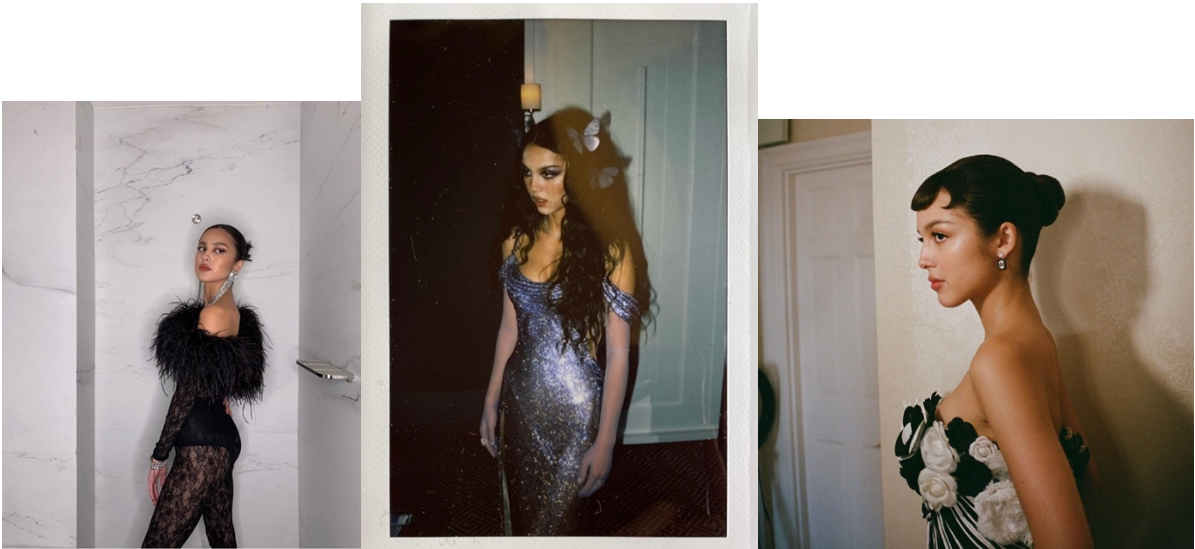


Figure 69, 70, 71: Olivia Rodrigo at the Met Gala posted by @oliviarodrigo via Instagram on September 14 2021, May 3 2022 and May 2, 2023, respectively

Olivia Rodrigo, singer-songwriter and actress, has won several important awards and acclaim over the course of her budding career. She has won three Grammy Awards, seven Billboard Music Awards, three MTV Video Music Awards, four iHeartRadio Music Awards, and two People's Choice Awards, among other prestigious honors. She has also received recognition from the American Music Award, the Brit Award, and the Juno Award, demonstrating the breadth of her musical talent. Olivia Rodrigo was famously selected "Entertainer of the Year" by *Time* magazine in 2021 in recognition of her extraordinary achievements to the entertainment sector, this honor cemented her position as a significant player in the music and entertainment industries. She was included on Time's esteemed "100 Next" list, demonstrating her influence on the cultural scene. In addition, Music Week awarded her the "Artist of the Year" title during the same fruitful year, acknowledging her remarkable musical accomplishments and industry efforts. Olivia Rodrigo was recognized by Billboard in 2022 as the "Woman of the Year," which is evidence of her enormous influence and contribution to the music business. The Ivors Academy, which recognized her as the world's top songwriter in 2021, also praised her songwriting abilities. Olivia Rodrigo was named "Songwriter of the Year" by the American Society of Composers, Authors, and Publishers (ASCAP) at the 2022 ASCAP Pop Music Awards, a distinction that highlights her exceptional songwriting skills. She was recognized as a significant player in the world of songwriting by Variety magazine. Along with her musical talents, Olivia Rodrigo has been recognized for her popularity and impact on a number of high-profile lists. She has been listed in the *Billboard* 21 Under 21, Forbes 30 Under 30, Fortune 40 Under 40, Bloomberg 50, and Elle 100, solidifying her position as one of the most significant figures in the world of international business and entertainment. The astounding list of accolades Olivia Rodrigo has received is proof of her outstanding skill, devotion, and long-lasting influence on the music and entertainment sectors.

On September 12, 2023, a succession of extraordinary and unanticipated things happened in Olivia's professional life. Olivia first collaborated with Apple on a special music video for her song "get him back", which was published. Notably, the film was created entirely with the state-of-the-art iPhone 15 Pro, acting as both a promotional tool and an example of technological advancement.

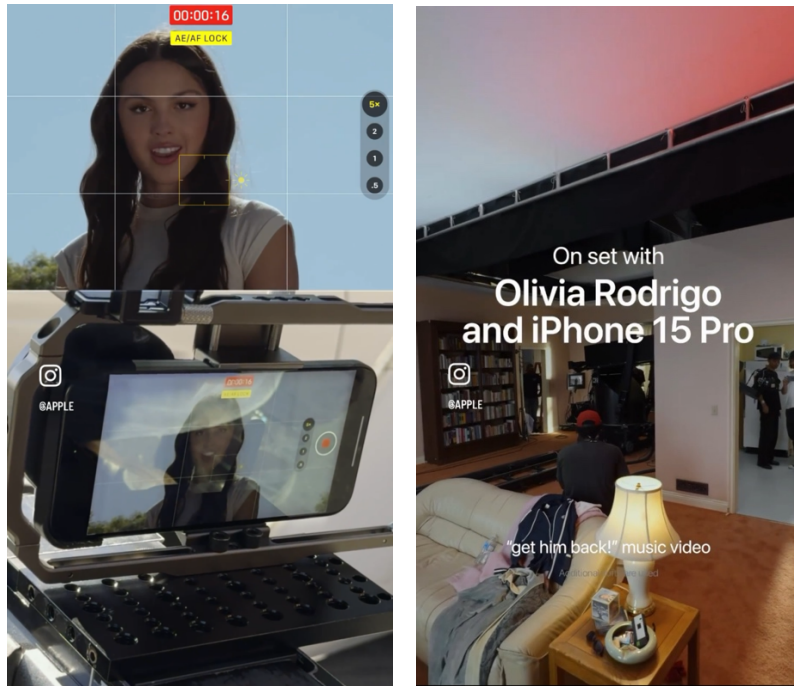


Figure 72, 73: “get him back” behind the scenes posted by @Apple on the September 12, 2023

Another noteworthy accomplishment for Olivia was that she was chosen to grace the cover of the esteemed *Rolling Stone* magazine, an indication of her rising fame in the music business.



Figure 74, 75: Olivia Rodrigo in the cover of *Rolling Stone* posted by @oliviatorodrigo via Instagram on September 12, 2023

She also performed beautifully at the VMAs, mesmerizing the crowd with renditions of “vampire” and “get him back”. She received recognition for her excellent work in the domain of music videos when she won the Best Editing award for her music video “vampire”.

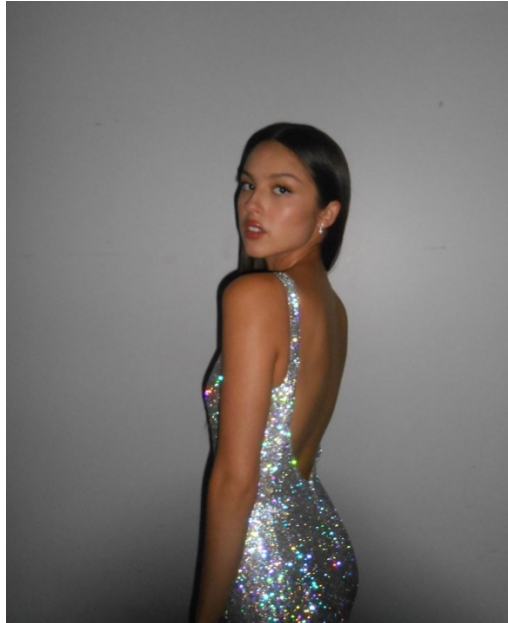


Figure 76: Olivia Rodrigo VMA's posted by @oliviatorodrigo via Instagram on September 12, 2023

While this was going on, venues all around the world used social media to actively communicate with fans and raise anticipation for Olivia's impending tour, which heightened fan excitement. The next day, September 13, 2023, Olivia delivered a significant news. She announced the “GUTS World Tour”, which will start in 2024 and have its first leg in the United States. This tour schedule includes 57 performances spread all throughout Europe, with the promise of further tour dates that have not yet been made public. With this news, Olivia's career enters a new phase, offering her fans a thrilling and unique musical trip.



Figure 77: GUTS World Tour posted by @oliviatorodrigo via Instagram on September 15, 2023

Through constant and varied involvement with her followers, Olivia's crew, known as LiviesHQ, has significantly shaped Olivia's reputation and public image. One of Livieshq's major occupation is the organization of a number of special events and the selection of a group of devoted fans which are given the rare opportunity to see Olivia in person. Along with their regular and engaging connection with fans across several social media platforms, Livieshq has also freely given away product bundles to fans on numerous occasions. These coordinated efforts have all helped to strengthen Olivia's reputation as an artist who has a strong bond with her fans.

#### **4.2 What Kind Of Career Path Has Olivia Rodrigo Been Pursuing?**

The professional path of Olivia Rodrigo serves as a case study for the modern career paradigms discussed in this thesis. Olivia exemplifies the spirit of the versatile and limitless career choices as an artist who shot to stardom quickly thanks to her musical abilities and genuine self-expression. Olivia Rodrigo has experienced an outstanding journey throughout the course of her brilliant career that has been marked by changes in sectors and frequently traversing many domains at once. As previously mentioned, Olivia has consistently pursued her goals and ambitions throughout her life, from her early years to her current status as a rising star in the music industry. Olivia Rodrigo engaged herself in the world of entertainment from a young age, developing her abilities. She also fostered her enthusiasm for music and singing, which would later play a major part in her professional development. Her journey was distinguished by her parallel pursuit of disparate interests while deftly negotiating the intersections of many sectors. It is possible to identify both protean and boundaryless career orientations while analyzing Olivia's career trajectory.

Her success has been fueled by her ability to use her fundamental beliefs and special abilities, and she has demonstrated the benefits of boundaryless professions by navigating the always changing landscape of the entertainment industry. Her career spans a comprehensive strategy that mixes composing, singing, acting, showcasing her flexibility and skill in the always changing entertainment industry. Her smooth shifts across industries highlight the boundaryless career dimension. Through the use of social media and digital platforms, she has broken free from the restrictions of traditional industry gatekeepers and developed close

relationships with her audience. Her ascent to fame has been accelerated by this clever use of technology and online platforms, which has also given her the kind of creative freedom and control that would have been difficult for her to obtain through more conventional methods. Boundaryless careers emphasize the concept that people should actively seek possibilities outside the confines of their existing organizations or professions. This strategy is demonstrated by Olivia Rodrigo throughout her career. Olivia's talent for building different relationships across industry borders and her ability to swift from one industry to another with ease are examples of her boundaryless attitude in action. This capacity for adaptation has been crucial to her quick rise to fame and cemented her place among the leading lights of the modern music industry. She hasn't restricted herself to a certain position inside the business, rather, she has investigated several areas within the entertainment industry. Furthermore, Rodrigo's career has no boundaries and goes beyond the conventional bounds of the music business. Her impact extends beyond the worlds of acting, fashion, and social action, demonstrating her aptitude for juggling several spheres and diversifying her business ventures. Olivia's career is a testament to the importance of eschewing the limitations of a particular business or function in today's linked world, when personal branding and multifaceted skills are highly sought. The path of Rodrigo also serves as a reminder of the value of true connection and sincerity in the boundaryless professional paradigm. Her direct communication with followers on social media, shared experiences, and sincere and relatable songs have helped her build a devoted and enthusiastic fanbase. This level of personal involvement not only strengthens her standing in the field but also offers her useful feedback and insights, enabling her to keep developing throughout her career. Moreover, her professional path serves as an example for people who want to succeed in today's dynamic and ever-evolving workplace, where flexibility, independence, and a limitless attitude are critical for long-term success.

Olivia Rodrigo's career remarkable journey through the entertainment industry simultaneously reflects traits typical of a protean career, which encourages people to actively manage their career development, pursue self-fulfillment, and gracefully adapt to the constantly changing terrain of their career paths. Her work path, which spans changes from an early acting job to her current position as a well-known singer-songwriter, offers as a moving example of the idea of a protean career. Similar to a protean career, Olivia Rodrigo's career has been marked by her natural ability to change jobs and industries with ease. This capacity has been fostered by her persistent commitment to her passions and the development of her



special abilities. Rodrigo has designed her work path in reaction to her changing interests and creative tendencies, which is in sharp contrast to standard, linear career paths. Her transformational path, which began on the Disney Channel and resulted in chart-topping triumph with her debut album *SOUR*, represents her unflinching devotion to artistic self-discovery and personal progress. In essence, the versatile career promotes adaptation and a willingness to accept change. The accomplishments of Olivia Rodrigo serve as an example of these ideas. Despite significant changes in her professional identity, she transitioned from acting to music, demonstrating her ability to change course and open up new opportunities. This flexibility in her profession not only highlights her incredible adaptability but also shows her commitment to staying loyal to her artistic purpose. Furthermore, protean occupations also place a strong emphasis on finding one's own sense of fulfillment and matching one's employment to their beliefs and interests. The rapid growth of Rodrigo as a singer-songwriter is evidence of her unwavering quest for artistic and emotional satisfaction. Her listener can feel the honesty and sincerity of her songs, which are firmly founded in personal experiences and unrefined emotions. Her professional life serves as a clear illustration of the protean ideal, in which the journey itself is just as gratifying as the final goal. Additionally, This professional perspective, which is based on self-direction and the quest of personal fulfillment, is consistent with Olivia's unrelenting desire to realize her aspirations. She may not have expected her spectacular ascent to popularity, but there is no denying that it helped her achieve her goals. Olivia's personal description of her journey is provided during a station head devoted to her fans. She acknowledged keeping a manifestation notebook in which she wrote down her greatest ambitions. Surprisingly, she has already accomplished a few of her goals, including being on the cover of *Rolling Stone*, perform at the Radio City Music Hall in New York City, and dreaming of the Grammy's ever since she was a child. Olivia's experience serves as a poignant example of how tenacity and constant concentration can help make dreams come true.

When considering the concept of modern careers, Olivia Rodrigo offers a striking example of someone who is concurrently pursuing various professional trajectories. Her professional experience serves as a reminder of the opportunities available to people who are willing to follow their passions and accept the fluidity of contemporary job growth. Olivia's career is proof of the limitless potential that may be awakened when one listens to their heart and works assiduously to achieve their goals

## 5. CONCLUSION

The career path of Olivia Rodrigo is an interesting case study of how modern jobs are dynamic and changing, especially in the music business. The notions of protean and boundaryless careers have been examined in this thesis because they are becoming more and more pertinent in the quickly evolving workplace of today. By looking at Olivia Rodrigo's career, it is clear that she exemplifies both boundary-pushing and protean career traits, demonstrating the flexibility and adaptation required by the contemporary creative world.

Individuals with protean careers take charge of their professional growth, look for personal fulfillment, and adjust to changes in their work pathways. The protean career idea is best shown by Olivia Rodrigo's path from her early acting profession to her breakthrough success as a singer-songwriter. She has shown a remarkable capacity to change positions, guided more by her passions and skills than by conventional career pathways. Her progression from being a Disney princess to being a pop queen dominating the charts with her debut album *SOUR* and her sophomore album, *GUTS* illustrates her dedication to artistic and personal development. Moreover, her willingness to achieve her goals is another important characteristic of this modern career path.

Contrarily, boundaryless jobs place a strong emphasis on breaking down conventional career barriers and pursuing possibilities independent of organizational or sectoral limitations. Olivia Rodrigo's versatility in the music business, which includes songwriting, producing, and singing, exemplifies how limitless her career is. She has overcome conventional industry gatekeepers by utilizing the strength of digital platforms and social media to engage with her audience directly. Her rise has been expedited by this boundary-less strategy, which has also given her more freedom to express herself and exercise creative authority.

The fluid and unrestricted career of Olivia Rodrigo serves as a metaphor for more general changes in the music business and creative fields as a whole. Individuals like Olivia have flourished at a time when technology breakthroughs and shifting consumer tastes have disrupted conventional career routes by embracing flexibility, ongoing learning, and a strong sense of purpose. Her accomplishment demonstrates the value of flexibility and independence in the pursuit of a fulfilling and long-lasting career in the twenty-first century. It is evident that these career paradigms are not academic creations but rather actual frameworks for

comprehending and managing the modern workplace as we wrap up our discussion of versatile and boundary-less jobs via the perspective of Olivia Rodrigo's incredible path. Her experience offers young professionals and artists motivation as they try to carve out their own niche in a world that is always changing. The multifaceted and limitless career of Olivia Rodrigo sheds light on the transformational power of self-determination, inventiveness, and adaptation in the quest of long-lasting professional success.

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Figure 55, 56: “vampire” number of streams by @chartdata and Billboard Hot 100 chart dated July 15, 2023 (pictures posted by @oliviarodrigo via Instagram)

Figure 57: “bad idea right?” single, posted by @oliviarodrigo via Instagram on August 7, 2023

Figure 58, 59: “bad idea right?” behind the scenes posted by @oliviarodrigo via Instagram, on August 20, 2023

Figure 60, 61: Billboard Hot 100 and Global 200 charts dated August 26, 2023 (@statsrodrigo via Twitter) (August 21, 2023) (mb.com.ph) (August 22, 2023)

Figure 60, 61: Billboard Hot 100 and Global 200 charts dated August 26, 2023 (@statsrodrigo via Twitter) (August 21, 2023) (mb.com.ph) (August 22, 2023)



Figure 63: GUTS track list posted by @oliviadrodrigo via Instagram, on August 1, 2023

Figure 64: GUTS vinyls ( recordstore.co.uk )

Figure 65: GUTS vinyl alternative cover ( bhifi.com.au )

Figure 66, 67: Olivia Rodrigo at the “Guts Gallery” on September 7, 2023 ( teenvogue.com ) ( September 8, 2023 )

Figure 68: Olivia Rodrigo performing at the Today’s Show on September 8, 2023 ( via @jizellemaia on Instagram )

Figure 69, 70, 71: Olivia Rodrigo at the Met Gala posted by @oliviadrodrigo via Instagram on September 14 2021, May 3 2022 and May 2, 2023, respectively

Figure 72, 73: “get him back” behind the scenes posted by @Apple on the September 12, 2023

Figure 74, 75: Olivia Rodrigo in the cover of Rolling Stone posted by @oliviadrodrigo via Instagram on September 12, 2023

Figure 76: Olivia Rodrigo VMA’s posted by @oliviadrodrigo via Instagram on September 12, 2023

Figure 77: GUTS World Tour posted by @oliviadrodrigo via Instagram on September 15, 2023