

Influence of Technology in women Entrepreneurship  
Dr.N.Ravichandran, M.A, M.Phil, PGDBA, PGDCA, PhD  
Indian Maritime University, Visakhapatnam  
Email: [ravichan8@gmail.com](mailto:ravichan8@gmail.com)

Introduction:

Entrepreneurship is the capacity and willingness to develop and manages business venture. It is an age old saying that no society can progress without the active participation of women in all spheres of life. Poverty reduction can be achieved with the full economic participation of both men and women. This paper presents how the technology is influencing in women entrepreneurship. In recent years women entrepreneurs have gained traction and prominence as a means to create jobs and boost productivity at the international level. Technology is not just changing the way we work and communicate, it's completely transforming the way we think and solve problems. Technology means the ideas; innovations and jobs that are generated by entrepreneurs have a global impact.

Objective of the study:

In today's world, technology plays a centre stage in the entire field. Technology Entrepreneurship is a stylish way of leadership based on the process of identifying high potential and decision making skills. We talk about women empowerment but even today women face a number of challenges. In the 21<sup>st</sup> century women owned businesses make up more than nine million firms and they employ over 7 million people and as of 2015 have generated more than \$ one trillion in sales. Women face challenges attempting to break in certain fields and particularly women have more difficult time getting into carrier in STEM (Science, Technology, Engineering and Math) fields. The primary objective of the study is How technology and Social Media influencing women entrepreneurs and motivate them venturing into entrepreneurship by setting up of their own business to support themselves to improve their economic status.

1. To assess how the Women entrepreneurs are effectively using the technology to develop the business
2. To examine how the modern women entrepreneurs inclined towards social media to the advantage of their ventures.

### Material used for the study:

Empirical based evidence from various sources are used in this study. Figures obtained from different sources is used for the study.

### Review of Literature:

Women in the world today are as equal as men, whether it is in schools, professional education, colleges whether it be access to capital or whether it be the ability to move to start up friendly cities, One common belief amongst everyone is that technology is probable the best suited for further impelling women entrepreneurs in India and also globally. It is evident that the impact of technology on our day to day lives has grown exponentially over the past decade. Whether it be laptops or cell phones, technology helps us connected with the world around us and acts as a portal to vast amounts of knowledge which can be accessed with ease. However, many new entrepreneurs do not utilize technology to its full extent to propel themselves to new heights. Through the help of technology, women entrepreneurs can also learn a particular skill set and apply the technique to their firm.

Without technological progress, there would be no economic development. It is a well known fact that human progress cannot occur without technological innovation and diffusion, it is unlikely that technology affects all groups and individuals equally. Twenty first century has been recognised as the women century, as women are now beginning to take prime position in business. According to the former Secretary General of the United Nations, Kofi Annan (cited in the International Centre for Research on Women (ICRW), 2012:25),. “There is no tool for development more effective than the empowerment of women and endeavours (that help) create intelligent gender-based perceptions about Information, Communication, and Technology does play important roles to speed up developmental goals”. In particular internet connectivity and cell phones are also contributing to women entrepreneurship. In any business, the key to succeeding is to get repeat customers, the more the repeat customers, and better is the future prospect of your business, as is commonly accepted, the major requirement for getting repeat customers is to have a pretty potent customer connect strategy. Be it offering after sales services, be it taking consistent feedback from customers about the quality of the good and service being offered or be it telling existing customers about new offers, technology can help women entrepreneurs stay in touch with their customers 24/7. This also ensures consistent increase in the recall value of the brand, an essential for all businesses today.

Documentation of and concern regarding women's under participation in the process of developing technology, including women's under representation in the science and technology (notably engineering) professions (Fox et al.2006, Kietu 2008). If women are unable to access various technologies due to cultural or patriarchal standards then growth in income will not lead to take-up rates that one would expect based on income growth. The new trend no doubt has enabled women entrepreneurship to change the way they work, and interact with their networks (Komunte, Rwashana & Nabukenya, 2012:74). The correct technology when introduced and embraced by women entrepreneurs cedes positive economic and social remuneration for their immediate family community and nation. Women's financial progression and entrepreneurial activity is supported through information and communication technologies (ICTs) which include mobiles, computer devices and the Internet, which enable women entrepreneurs to experience advanced business practices, and serving gender barriers imposed due to tradition in both the social and economic spaces. The current situation of female entrepreneurs in the European Union (EU) Women constitute 52 percent of the total European population but only 34.4 percent of the EU self-employed and 30 percent of start up entrepreneurs.

“Technologies are rules and ideas that direct the way goods and services are produced” The relationship between technological innovation, entrepreneurship and development. Technological inventions are new rules and ideas about what to produce and how to do it. Globally the strong representation of women on the upstart 25 lists reflects the growth of female entrepreneurship both at home and abroad. Women now make up 40 percent of new entrepreneurs in the United States – the highest percentage since 1996, according to the 2016 Kauffman index of start-up activity. Meanwhile, in the 40 economies participating in the sweeping Global Entrepreneurship Monitor (GEM) survey in both 2011 and 2016, women's entrepreneurship rates rose by 13 percent on average, while male rates increased by 5 percent, according to lead author Donna Kelly. Despite the success of the women entrepreneurs many women still can't find the funding they need, More than 72 percent of women entrepreneurs said lack of access to capital was a challenge in one recent survey by the Kauffman Foundation. Most of the recent research into women's participation in technology and entrepreneurship and connects it to the literature on social reproduction in order to paint a more complex picture of the social and environmental factors that influence women's career choices. Begin teaching girls about science, technology and entrepreneurship earlier in life. Many North American high school curricula have finally begun teaching business studies

over the past few years, and independent organizations exist to support youth in pursuing entrepreneurship. Tailor individual programs or events to increase girls' interest and provide them with the additional social and intellectual skills they need to be successful in male dominated areas. Government of India has defined women entrepreneur is "an enterprise owned and controlled by a women having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women". Women entrepreneurs constitute 10 percent of the number of entrepreneurs in our country. "All over the world there is a realization that the best way to tackle poverty and enable the community to improve its quality of life is through social mobilization of poor, especially women into self help groups. Despite the rapid growth of women in professional and managerial jobs, the gender gap in entrepreneurship remains significant. Women are still less likely to start new businesses than men, although the discrepancy seems to be declining. Both male and female entrepreneurs rely on social networks for access to resources within the community or industry.

#### How women entrepreneurs are using technology effectively to develop their business?

The number of women owned businesses in all over the world has been steadily increasing. They concentrate in the service oriented sectors such as health care information, arts, entertainment, recreation and retail field. Women have great struggle to access and use the technology, networks and knowledge they need to start to develop their business. Adoption technology is linked to core business processes that are supported by a clear digital strategy. Women entrepreneurs need advisers who not only understand technology but the entrepreneur's strategic business goals and how the business functions. There is substantial evidence that successful entrepreneurs leverage technology in order to achieve their business objectives. Especially mobile phones, computers and the internet have become important tools for business operation and competitiveness among the women entrepreneurs. In advanced countries like the USA and Canada, well-developed policy and institutional support through government and public/private partnership does facilitate to some extent access to capital and business networks to women entrepreneurs. 77 percent of women entrepreneurs in Azerbaijan use the internet and 50 percent use their mobile phones use for their business needs respectively. High internet connectivity was also found in the research carried out by Canadian Federation of Independent Business (CFIB, 2011) that reported 89 percent of SME's have an internet connection. In one study finding in South Africa revealed, we might expect electricity to have perhaps a more significant effect on women's market.

Electrification associated with women spending more time in market work and having increased earnings. Innovative use ICT can facilitate the women entrepreneurs to expand their businesses and hence develop the economy. Since women play a pivotal role in the country's development by participating in various activities, their participation can be expanded if provided with modern information communication technology. With proper access to information communication technology, training and the market at large, women will do excellent work in the society. It is a well established fact that enterprising women have amazing ability to work hard and develop innovative ideas towards building an economically sound and healthy society.

Every entrepreneur faces issues such as the products and services being offered by him/her having a nice market but it's far away from where the entrepreneur is based. This is where technology helps, as it gives women entrepreneurs access to markets where their products or services might have a prospective user base. Every business has to deal with innumerable logistical issues such as stock control & record keeping. Innumerable technological tools are available to handle logistical issues. Effective use of Information Technology (IT) helps in assimilating information about variety and quality of products, and marketing of products and services. Technology can be used to strengthen and develop Small and Medium Enterprise sector (SMES) in developing countries and contribute to poverty reduction. There is substantial evidence that successful entrepreneurs leverage technology in order to achieve their business objectives. The feasibility and effectiveness of using technology and social business tools depends on the ICT infrastructure of a country. Sophisticated entrepreneurship and its sustainability depend on technology. As the International Labour Organization confirms, the numbers are staggering – 586 million women globally were self-employed in 2015, with 42% of women in sub-Saharan Africa and 48% of working women in South Asia classified as 'own account workers'. One solution proposed by the UN high level panel is to improve women's access to technologies. As their report highlights, mobile phones and digital platforms are already benefitting female entrepreneurs connecting them to markets, providing multilingual training, and facilitating their collective action. For example, in India the self-employed women's association supports women's networking and access to market information on their mobile phones. Notwithstanding the size of an enterprise, technology has both tangible and intangible benefits that help women entrepreneurs (WE) to make money and produce results and meet customer's demand. Technology can give affordability of a higher standard of life and an

entrepreneur can bring efficiency in production line by using selected demand-oriented technology. Women are contributing to outsourcing on receiving freelance training on making software, electrical and electronics products, light engineering, etc. Effective use of Information Technology (IT) helps in assimilating information about variety and quality of products, and marketing of products and services. Women entrepreneurs should have knowledge about new technology so that they could handle various machineries and functioning of different process.

Digital technology is playing a key role in enhanced growth in different sector of work, social, education, business, cultural and other related areas. There is an optimistic and opportunity for women owned businesses in both the United States and India, and looked at indicators of business confidence, financing options, motivation and sources of support. There are some key findings of differences and similarities between women entrepreneurs in India and the US

- Indian female Indian entrepreneurs, 98% believes it is important that their businesses have a positive social impact.
- 86 percent of US women entrepreneurs cite this opinion.
- Women started their companies, while maintaining their current day job shows 90 percent in India and 68 Percent in the US.

Women entrepreneurs are offered new opportunities by Information, Communication, and Technology (ICT) to start and grow businesses. Through new as well as traditional forms of ICTs women entrepreneurs are reaching out to customers, becoming more efficient and building their businesses in ways they could not do before. The range of potential benefits ICTs offer is extensive, including better access to crucial information in areas such as business development, market and pricing information, production technologies, compliance, forecast and training. There is increasing evidence that more and more women are becoming interested in small business ownership and actually starting up in business. In US 6.4 million self employed women provide employment for 9.2 million people and create significant sales. When technology is used by women, African women entrepreneurs wider markets can easily and readily be accessed.

How modern women entrepreneurs inclined towards social media to the advantage of their ventures?

A good communication is necessary to allow efficient flow of information in a business. Technology provides multiple channels for businesses among modern women entrepreneurs to communicate both internally and externally. Social media or social businesses broadly include activities that use social media (e.g Facebook, LinkedIn, Twitter), Social software (e.g. instant messaging, wikis, blogs, enterprise collaboration platforms), and technology-based social networks (employee and community forums) to enable connections between people, information and assets. Whether it's setting up virtual workspaces where employees can interact and develop ideas, or connecting to international businesses through the use of video conferencing, technology can be used as an outlet which allows businesses to collect feedback from their customers, which can be used to improve or alter a product to suit the needs of the customers better. Now days, there are more start-ups with women entrepreneurs coming up all around the world. Women entrepreneurs are involved in Product manufacturing, selling, service, customer feedbacks and financial services. Women entrepreneurs facing few challenges such as

- access to information
- training
- access to networks for business purposes
- Reconciling business and family concerns.

Web based advertising is one of the most beneficial use of technology is advertising to millions of people around the world by just clicking a button. This consists of websites and social media. Unlike websites, social media accounts are very easy to build for business and provide exposure on a wide variety of platforms such as Facebook, YouTube and Twitter. Intel's women and the web study-which surveyed 2,200 women from India, Egypt, Mexico and Uganda reports that 77 percent of the women surveyed used the internet to further their education. Among other examples, 54 percent of women surveyed in India used the internet for financial services and banking and 68 percent of women surveyed in Egypt reported that they felt access to the internet gave them greater freedom. According to global information, internet penetration of Bangladesh is 14 per cent (2016), while it was 10 per cent in 2015. In China internet penetration is 50 per cent (2016) and in India it is 26 per cent. Importantly, the ability to understand and use technologies can have a positive impact on women's freedom of expression, education and employment opportunities. By better understanding and integrating women's needs into product development, marketing, and distribution, information and

**International Seminar on Women Entrepreneurship and Globalization: Issues and Challenges ISEWG 2018, 2<sup>nd</sup> – 4<sup>th</sup> February 2018**

communications technology companies can develop profitable new markets while supporting social progress for women. In India and the US, the biggest technology needs are 24/7 support, data security, cutting costs, improving relationships with vendors and compatibility with existing software systems in use. .

Online presence in social media is providing women with new freedom, independence and control, liberty, and empowerment like never before. Social networking offers more opportunity to network and get to know people and places. Social media answers every question that could raise and suggests solutions for every search of a women entrepreneur. In high income countries, the percentage of women in public and private managerial positions is positively correlated to opportunity entrepreneurship. The strong positive correlation between female opportunity entrepreneurship and women in services, on the other hand, suggests that service sector may be the source of entrepreneurial opportunities for women. Female entrepreneurs are reported to be growing at a faster rate than the economy as a whole in several countries with the help of technology. (2-85-1-PB P-39). Women entrepreneurs start their own business from rural areas with the help of social media and establish their product. Women entrepreneurs felt that great attention should be paid to technology up gradation and modern manufacturing practices. Researchers have discovered that the usage of mobile phones is a good example of mobile technologies and use in developing countries (Mbarika et al, 2002) because their accessibility and affordability (Anneelee et al., 2008 Donner et al, 2005). Using mobile phones, electronic platforms, radio, TV, blogs and the internet, women entrepreneurs are reaching out to customers and building their businesses in ways they could not do before. Technology is also linked with level of education of the women entrepreneurship. For women in remote locations, technology can limit isolation and promote sharing. Sheroes online women community data shows that as many as 2 million women homemakers are reselling lifestyle and clothing products using just WhatsApp and Facebook. Social media compliments marketing efforts; for example, Twitter is great for ‘trial and error’ in the social media world. Whatever you put up there only lasts about 15 min, so you can test things out without worrying that it will remain in cyberspace to haunt you. Kooh CEO of the tech start-up Afrik Digital Marketplace uses its Twitter page to send out clients messages and to get feedback from entrepreneurs, influencers and investors around the world. The more women use social media, the more she will benefit from it as well. It helps women to master with friends, followers and connections all over the country or even the world. She may start to like, tweet, share, follow, and be linked to a new sort of technological



empowerment and dynamism. The social media is a resource that could be tapped and made the optimum use out of it.

### Conclusion

Women owned businesses tend to be smaller and to grow slowly than those owned by men and the distribution of female employment across sectors and the participation of women in managerial positions are also correlated to the level of female entrepreneurship. Women entrepreneurship has a tremendous potential in empowering women. The pace of technological change has changed the way entrepreneurs operate and they need to be able to adapt quickly in order to survive and be successful in this global business world. If women are unable to access various technologies due to cultural considerations or patriarchal standards, then growth in income will not lead to take up rates that one would expect based on income growth predictions. ICTs including e-mail, websites, mobile phones and TV should be used to promote export opportunities to women-owned enterprises, such as actively seeking participation in government sponsored trade missions and fairs. According to 2016 figures, 14 percent of Indian businesses are run by women entrepreneurs, with the figure turning out to be over eight million. The highest numbers of women entrepreneurs are from the state of Tamil Nadu. Technology is playing a vital role to support the women entrepreneurs for pricing, service support, feedbacks from customers and finance related issues. Social media plays the significant role in creating opportunities. Social media plays an effective role to find the solution instantly for the problem pertaining to their products and services through globally. The growth of female owned businesses is growing along with increase in their standard of living, motivation, attitude and self-confidence, and ensures independence. Needless to say, that Technology is influencing in all fields and becomes inseparable in today's life.

### Suggestions

1. A women entrepreneur is to adapt fast in the evolution of social networks as it changes with the times.
2. Today entrepreneurs have to know how to sell and cultivate the best practices by using technology.
3. Organise women entrepreneur festival at national and international level.

4. Government should support women entrepreneurs that how to use the technology effectively.
5. The need of the hour is to educate women to cope and equip with the cyber world so as to revolutionize economic empowerment.

### BIBLIOGRAPHY

Bulsara.P, Hemantkumar, Jyoti Chandwani, Shailesh Gandhi-Women entrepreneurship and innovations in India: An exploratory study.

Burns, H. Goffee, R., and Scase, R. 1985. Women in Charge. London: Allen & Unwin. Rosa, P., Hamilton D., and Carter, N., 1994. - The Impact of Gender on Small Business Management. International Small Business Journal 12(3): 25-52.

Chandrika Mohan H.S, S.Mohan Kumar, Vijaya C and Lokeshwari N-The role of women entrepreneurship in modern world- - International journal of current engineering and technology, ISSN 2277- 4106.

David Gardner -Start-up Vs Start-up India: The stats for female entrepreneurs-

Ferdous Ara Begum (2017) -Access to technology vital for women entrepreneurship development.

Irene Kamberidou -Journal of Innovation and Entrepreneurship- Women entrepreneurs: We cannot have change unless we have men in the room”

Jacobsen, Joyce (2011) - The Role of Technological change in increasing gender equity, with a focus on information and communications technology.

Jacinta Munanie Nzyoki - Factors influencing women involvement in Entrepreneurship: The case of women entrepreneurs in Matinyani Sub-county, Kitui County, Kenya

Mary-Komunte - Usage of Mobile Technology in Women Entrepreneurs: A Case study of Uganda- Volume 7/Issue 3 Article 3

Maria Minniti, Pia Arennius-Women in Entrepreneurship-First Annual Global Entrepreneurship symposium-

Qursum Qasim & Xavier Cirera-Supporting Growth-oriented Women Entrepreneurs: A Review of the Evidence and Key Challenges-

International Seminar on Women Entrepreneurship and Globalization: Issues and Challenges ISEWG 2018, 2<sup>nd</sup> – 4<sup>th</sup> February 2018

Dr.Samina, M.Saifuddin - Women entrepreneurs' adoption and use of technology

Shanmuga Priya S, Dr.Sakthi – Social media a tool for economic empowerment of women –  
International Journal of Applied Research 2015; 1 (5): 157-160

Tess Jewell (July 2011) - Redefining “Women’s Work”: Tensions between technology,  
Entrepreneurship, and Social Reproduction,

Innovation, Technology & Entrepreneurship, (September 2014) - A Review of the evidences  
and key challenges, Number 5

Information and communication Technologies for women entrepreneurs- Prospects and  
potential in Azerbaijan, Kazakhstan, the Kyrgyz Republic and Uzbekistan

The Relevance of Modern Technology usage on the business ventures of Kenyan women  
entrepreneurs (June 2014) - Mediterranean journal of social sciences.

Empowering women entrepreneurs through information and communication technologies, A  
practical Guide-United Nations-United nations conference on Trade and Development

#### WEBLIOGRAPHY

<http://ec.europa.eu/growth/smes/promoting-entrepreneurship/we-work-for/women/>

<http://www.europeanbusinessreview.com/technological-innovation-entrepreneurship-and-development/>

<https://www.cnbc.com/2017/02/28/why-women-entrepreneurs-will-be-economic-force-to-reckon-with-in-2017.html>

[https://www.cisco.com/c/dam/m/en\\_ca/offers/wec/pdfs/women-entrepreneurs-adoption-and-use-of-technology.pdf](https://www.cisco.com/c/dam/m/en_ca/offers/wec/pdfs/women-entrepreneurs-adoption-and-use-of-technology.pdf)

[http://www.value-chains.org/dyn/bds/docs/904/AsDB\\_icts\\_women\\_entrepreneurs.pdf](http://www.value-chains.org/dyn/bds/docs/904/AsDB_icts_women_entrepreneurs.pdf)

\*\*\*\*\*