



Research Article

OPPORTUNITIES AND CHALLENGES FOR WOMEN IN THE DIGITAL AGE

Journal Website:
<https://frontlinejournal.s.org/journals/index.php/fsshj>

Copyright: Original content from this work may be used under the terms of the creative commons attributes 4.0 licence.

Submission Date: May 14, 2024, **Accepted Date:** May 19, 2024,

Published Date: May 24, 2024

Crossref doi: <https://doi.org/10.37547/social-fsshj-04-05-05>

Narkabilova Gulnoza Pulatovna

Teacher, Fergana State University, Uzbekistan

ABSTRACT

This article examines the main opportunities and challenges faced by women in the digital age, including access to education, entrepreneurship, flexible working conditions, labor market participation, as well as social and cultural barriers, technological constraints, and lack of education and skills.

KEYWORDS

Digitalization, gender inequality, women entrepreneurship, access to education, flexible working conditions, labor market participation, technological barriers.

INTRODUCTION

In modern Uzbekistan, women play a significant role in all spheres of life. Their participation and influence are noticeably increasing thanks to reforms and support from the state and various organizations. In Uzbekistan, women's

participation in medicine accounts for 77% of workers, in education 74% of jobs, and in the economy and industry 46% of those employed.

In the era of digitalization, women face unique opportunities and challenges. Technological

development opens new horizons for economic and social progress, providing women with new ways of self-realization, professional growth, and participation in the global economy. However, alongside this, challenges arise related to gender stereotypes and inequality, which may limit women's access to these opportunities. Let us consider the main opportunities and challenges that women face in the digital age.

Digital technologies facilitate women's access to educational resources and acquiring knowledge, allowing them to develop skills and build careers that were previously limited to them (Bush & West-Burnham, 1995). Digitalization provides women with more opportunities for creating and developing businesses. Studies show that the use of digital platforms and social networks promotes the growth of female entrepreneurship, improving access to markets and customers (Hazudin et al., 2021). Uzbek female entrepreneurs receive assistance not only from the state but also from organizations such as the Business Women's Association "Tadbikor ayol". The association provides support to both aspiring and established female entrepreneurs. Women can use digital tools to promote their products and services, allowing them to interact more

effectively with customers and expand their audience. This is especially important in the context of globalization, where access to international markets becomes critical for business success. The digital age has fostered the growth of remote work and flexible working conditions, which can greatly help women. These conditions allow women to more effectively balance between work and personal responsibilities, especially in traditional gender roles, where women often bear the main responsibility for childcare (Vaska et al., 2021).

Digitalization can also reduce the gender employment gap, providing opportunities for remote work and flexible schedules, allowing women to participate in the workforce on their own terms and overcome barriers such as the need for daily commutes to work. Digitalization has the potential to increase women's participation in the workforce. By providing flexible working conditions and opportunities for remote work, digitalization allows women to overcome barriers such as the need for daily commutes to work and childcare responsibilities. This also gives women access to jobs that may be unavailable in their local area, expanding their employment opportunities. Digital technologies

contribute to increasing women's employment, as they are less susceptible to automation compared to men. Women's social skills, combined with a high level of education and digital literacy, give them a competitive advantage in the labor market (Krieger-Boden & Sorgner, 2018). For example, women often occupy positions that require high communication skills and emotional intelligence, which are difficult to automate.

Digitalization also improves processes and financial stability for women. Digital technologies help female entrepreneurs improve business processes, reduce costs, and achieve financial independence, which is especially important for balancing work and family responsibilities. The use of mobile technologies and online platforms allows women to more flexibly manage their time and resources, as well as improve interactions with clients and suppliers (Komunte, 2015). Digitalization opens opportunities for women for global business expansion. Using digital platforms and tools, women can reach a broader audience beyond their local markets. This allows them to overcome geographical limitations and enter international markets. Social networks and online platforms allow women to enter global markets, which contributes to increased income and

business reputation (Wally & Koshy, 2014). Despite the opportunities, women face gender barriers in access to technology and digital resources.

Sociocultural norms and stereotypes limit their full use of digital technologies (Antonio & Tuffley, 2014). Women often lack the support and resources necessary to master new technologies, creating additional obstacles to their successful integration into the digital economy. Low levels of education and digital literacy among women limit their ability to use the opportunities provided by digital technologies. This is particularly relevant in developing countries, where access to quality education and technical skills remains limited (Fauziah et al., 2022). Without the necessary knowledge and skills, women cannot fully take advantage of digitalization. In some regions, women face limited access to the internet and digital devices, which hinders their participation in the digital economy (Teyeb, 2022). A lack of infrastructure and high prices for digital devices create serious obstacles for women's inclusion in the digital economy.

Traditional gender roles and societal expectations can hinder active participation of women in the digital economy and

entrepreneurship (Wilfred et al., 2023). These barriers may include biased attitudes towards women in business and limited opportunities for their career growth. The era of digitalization offers significant opportunities for personal and professional growth for women. However, to fully utilize these, overcoming many challenges related to gender inequality and access to digital resources is necessary. Support from governmental and international organizations, as well as improving education and digital literacy for women, are key factors for the successful integration of women into the digital economy. A comprehensive approach to addressing these issues will create conditions for equal participation of women in the digital world and achieving sustainable economic growth.

REFERENCES

1. Decree of the President of the Republic of Uzbekistan No. PP-401 "On additional measures to strengthen the family and increase the activity of women" dated 21.12.2023.
2. Antonio, A., & Tuffley, D. (2014). Gender and the digital divide in developing countries. *Consilience: The Journal of Sustainable Development*, 13(1), 145-153.
3. Bush, T., & West-Burnham, J. (1995). The principles of educational management. *Journal of Education Policy*, 11(3), 343-345.
4. Fauziah, W., Mohamad, Z., & Osman, A. (2022). Women's role between opportunities and challenges in business. *International Journal of Academic Research in Business and Social Sciences*, 12(3), 1152-1165.
5. Hazudin, S. F., Kader, R. A., Tarmuji, N. H., Ishak, M. Z., & Ali, R. M. (2021). Empowering women-owned businesses through digital platforms. *Journal of Business and Social Development*, 9(1), 1-10.
6. Komunte, M. M. (2015). The impact of mobile technology on SMEs' performance in Uganda. *Global Journal of Business Research*, 9(1), 89-99.

Ссылка

-
7. Krieger-Boden, C., & Sorgner, A. (2018).
Labor market opportunities for women
in the digital age. *Journal of Economics
and Statistics*, 238(1), 57-89.

