

Enhancing ICT capacity in women entrepreneurs

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SMEs and Women Owners

- SMEs 99% of businesses
- Women-owned <50%
- Majority of women-owned business in service sector

APWINC Survey

Women-Owned SMEs and e-Biz

11 APEC economies

- Australia
- Canada
- Chile
- China
- Hong Kong
- Indonesia
- Japan
- Korea
- Philippines
- USA
- Vietnam

Survey Responses

Economy	Total	Women	Men	Non-ident
Australia	183	55	121	7
Canada	159	105	38	16
Chile	42	24	18	0
China	129	60	69	0
HK	63	32	30	1
Japan	50	19	26	5
Korea	111	52	57	2
Indonesia	83	40	43	0
Philippines	105	65	39	1
USA	103	79	16	8
Vietnam	100	84	16	0

Use of the Internet (Women)

Economy	% using computers	% with internet	% internet for business	% with website
Australia	98	91	94	60
Canada	100	100	96	69
Chile	100	100	96	75
China	97	100	72	50
HK	97	97	97	76
Japan	89	79	82	71
Korea	90	92	96	77
Indonesia	80	94	68	36
Philippines	75	82	84	46
USA	100	100	96	94
Vietnam	98	89	94	52

Use of the Internet (Women)

Economy	Email	Web Search	Firm Website	Buy On-line	Sell On-line	Other
Australia	96	75	54	38	15	21
Canada	98	94	66	47	28	29
Chile	100	79	71	52	25	42
China	98	98	67	14	14	33
HK	100	97	69	24	31	14
Japan	88	81	69	19	31	0
Korea	67	85	54	21	31	13
Indonesia	96	88	32	0	4	0
Philippines	91	74	43	19	29	0
USA	98	95	87	66	37	18
Vietnam	94	84	45	9	15	5

Use of the Internet (Women)

- Overall
 - Email
- With Customers
 - Customer service and support
- With Suppliers
 - On-line ordering and quoting
- With Third Parties
 - E-Banking

Intentions

- Majority
 - Grow by at least 10%
 - No international plans
 - Do more with the internet
 - Spend little on technology

Obstacles

- Lack technical skills
- Not utilizing full advantage of internet
- Not interested internationally

Needs

- Technical training
- Up-grade websites
- Strategic thinking
- International interest
- Proper infrastructure
- Good regulations

Technical training

- Using office programs
- Designing and developing websites
- Getting on-line
- Troubleshooting
- Etc.

Up-grading Websites

- Making them interactive
- Enabling on-line ordering
- Keeping them up-to-date
- Linking to Google
- Linking to business processes

Strategic thinking

- Articulate goals
- Develop business plan
- Budget to reach goals/implement plan

International interest

- Needed to grow
- Government information and programs
- Networking (WLN, etc.)

Conclusion

- Women entrepreneurs have enormous potential
- In some areas of ICT use women business owners outperform men
- Need to work on the areas where they lag men
- Need to develop strategic thinking as well as operational

Conclusion

- ICT use can
 - Help entrepreneurs grow
 - Decrease cost
 - Increase efficiency
 - Bring needed information to entrepreneurs in isolated areas
 - Provide a network for home-based entrepreneurs.