



INFORMATION AND COMMUNICATION TECHNOLOGY IN SOLUTION PROBLEMS OF WOMEN'S ENTREPRENEURSHIP

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Article history:	Abstract:
Received: 26 th February 2023 Accepted: 26 th March 2023 Published: 28 th April 2023	The article deals with the problems of education and use of information and communication technologies in development women's entrepreneurship in developing countries and in countries with emerging market economy. Empowerment women in the field of vocational education and skills to use ICT is essential to enable women to meaningfully participate in economy of the country, as well as so that they can perceive entrepreneurship as a realistic career option.

Keywords: entrepreneurship, information and communication technologies, potential, business, financial resources, Internet.

Women's entrepreneurship is a driving force behind positive social change. Today, both experienced and budding women entrepreneurs. On the one hand, they have some general characteristics, on the other hand, problems that are specific to the region, area and environment and require some unique qualities of women entrepreneurs to solve relevant problems. Speaking about the need to strengthen the role of women in society, the President Republic of Uzbekistan Sh.M. Mirziyoyev in his Message to the Oliy Majlis noted: "Our duty is to do everything possible to create decent living conditions for more than 17 million women living in the country - our daughters, mothers, grandmothers. To support women's business projects and to address identified on the local level of women's problems from the budget 1 trillion soums. To this end, the People's Bank will introduce a new system training women in entrepreneurship, developing standard business plans for them and providing practical assistance in obtaining loans" [1].

Most women entrepreneurs are committed to innovation, resolutely ready to overcome any obstacles and open to lifelong learning. Their success gives rise to a peculiar wave effect: from the growth of savings of the population and investments in health care and education of children before stimulating the creation of new jobs and significant growth in national GDP. Women entrepreneurs are at different levels of competence and have different specific business needs, which determines the demand for training of established women entrepreneurs [2]. AT developing countries and emerging market economies women entrepreneurs have less access to higher education,

professional training and professional experience. In many cases entrepreneurship development programs provided by public or private organizations are too general and ignore gender-specific needs in the context of the process learning. As part of creating an enabling environment for developing the potential of women entrepreneurs, the education strategy should aim to develop entrepreneurial skills and competencies of women at an early stage of their life (for example, in schools and vocational institutions). Information and communication technologies, which are necessary tool for business and development of competitiveness, can significantly affect the strengthening of the position of entrepreneurship in country. Some of the benefits of using ICT for business are saving time, overcoming distance, providing access to new information and markets, the ability to communicate remotely and reduce operating costs, which can change and strengthen existing economic opportunities for women. Women in developing countries have lower levels of skills and less access to training that allows one to master and fully use ICT. Family responsibilities also leave them less time to learn new ICT- related skills and to work with ICT. Women are often in a weaker financial position compared to men; their average income is lower, they face barriers to financial resources. They are less likely to be able to afford use, rent or buy new technologies. ICT can help women entrepreneurs overcome some from problems. They may also be particularly effective in terms of reducing the barriers that prevent women entrepreneurs from developing their business. Information and communication, technology-based enterprises have been pioneers in



creating new business models and innovations in the field of entrepreneurship. According to the latest report on women's entrepreneurship and ICT commissioned by the World Bank, ICT enterprises are divided into three groups [3]:

- companies engaged in the production of technical support (equipment), software and telecommunications products;
- ICT-based enterprises using ICT to provide services such as data entry, business services, software products and e-learning;
- ICT related support services such as computer courses and consulting.

ICT solutions in general work as a tool that enhances opportunities for women entrepreneurs, regardless of their education. However, in cases where more sophisticated ICT applications are required (e.g. custom mobile application development and online inventory management), a minimum level of user readiness. Particularly for women who are not literate or poorly educated, this requirement can complicate their work. In addition, the lack of proper education, especially in the field of science, technology, engineering and mathematics, continues to be one of the the main problems preventing women from working in the ICT business. According to these reasons, especially at a time when ideas and investments are being proposed for women's entrepreneurship using ICT, it is necessary to promote the development of skills and abilities that will help women make full use of the potential of ICT [4].

Among the many tools and solutions based on ICT, mobile phones are recognized as the most popular among female users, especially entrepreneurs. In a world of women using mobile phone, more than using the fixed Internet.

The use of mobile phones in professional activities helps women entrepreneurs to make their services more interactive and their business strategies - fast and responsive. Mobile telephony and internet connection helps women entrepreneurs more effectively develop their social capital, professional abilities and skills through the Internet, social networks, business hotlines and other collaborative platforms that offer information sharing, mentoring and networking opportunities.

To solve the problem of business development through the Internet, both public and private sector stakeholders should work together to improve the ICT infrastructure and make Internet accessible to everyone. Despite the abundance of inexpensive mobile phones and smartphones, without ubiquitous Internet access or extensive Wi-Fi networks, ICT-related businesses will be limited. It is essential to have a policy-

friendly and regulation of the domestic environment in order to ensure sustainable the growth of women's entrepreneurship using ICT. So comfortable and a coherent structure should cover issues related to privacy, employment law, copyright, business registration, property and inheritance rights.

Thus, at a new stage of economic development of Uzbekistan of particular importance is the implementation of deep reforms aimed at providing quality education that can help women succeed in your professional life, especially as a entrepreneurs. In order to guarantee the fairness of the mechanism quality education for all, the following measures:

- in the educational policy of the country, priorities should be given to providing better access to quality education for the most vulnerable and marginalized populations. Government interested in development of women's entrepreneurship, should create an appropriate learning environment;
- entrepreneurship should be part of regular training programs with opportunities for practical learning for students. An industry-academy-community partnership is needed to make such efforts successful;
- in-depth ICT training for women entrepreneurs will increase business productivity as a whole, and increase economic growth. In this digital age, ICT is essential for women entrepreneurship, which will help to think about creating a favorable the environment that ICTs can create for entrepreneurship and diverse use of ICT in their country.

More active involvement of women in economic activities will activate the economy, which, in turn, will help the economic development of the country. The fact that women are still untapped market opportunity for the private sector opens up wide opportunities for the development of sustainable initiatives and services.

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