



2. A Study On Women Entrepreneurs Challenges in Digital Marketing Technology

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ABSTRACT

Women entrepreneurship is flourishing and individuals which is mainly points to the challenges that face in establishing and running a own business, with a particular focus on access to information. They play a vital role in the economy, Job creation and driving innovation in the finance and networks. Unpredictably, tiny is known on the role played by digital technologies in driving changes in female entrepreneurship.

While the current research is to analyse the role, that digital technologies play in entrepreneurial ecosystems, the female perspective remains largely unexplored. In this present paper, we give a skeleton contribution that intend to expand and condense our understanding of female entrepreneur's leverage in new digital technologies.

In order to analyse how the women entrepreneurs to creation and conduct of new ventures in order to overcome the hurdles they face. For this we conclude with a promising contour of research to our understanding of whether and to what extent new digital technologies provide an opportunity space in the creation and conduct of new ventures for women.

KEYWORDS

Digital marketing, Women Entrepreneurship

1. Introduction:

In recent year, Males have long dominated the entrepreneurial sector. Women have fought against the "glass ceiling" for years in order to start their own businesses or hold the highest positions in organisations. But there is still a disparity in favour of males, and it is wider in entrepreneurship than it is in the overall labour market. According to recent studies, women continue to be underrepresented at the top of companies and continually have a lower likelihood of becoming entrepreneurs than men [1-2]. But internationally, female entrepreneurship has showed a consistent upward trend throughout time [3]. According to GEM, there were an estimated 163 million women establishing or leading new firms in 74 different economies in 2016 while 111 million held executive positions in well-established companies [4]. In particular, the gender gap narrowed and the total entrepreneurial activity (TEA) among women climbed by 10% narrowed over the previous two years by 5%. According to the Centre for Women's Business, "If U.S.-based women-owned businesses were their own country, they would have the 5th largest GDP in the world, trailing closely behind Germany, and ahead of countries including France, United Kingdom, and Italy [5]

Women in business are unquestionably a significant phenomenon. Female entrepreneurship is even more important in nations where the culture of equal opportunity is less deeply ingrained, such as in Mediterranean nations like Italy, helping to increase female participation in the labour market [6]. Numerous studies have supported the positive effects of having more women in business. Results demonstrate that women are more likely to contribute novel ideas [7], be cooperative [8], and perform better while searching for and analysing information [9], all of which contribute to better decision-making [10]. However, it is still unclear what impacts, if any, increased female leadership engagement may have on business success. While many studies have indicated a beneficial effect of having more women in senior management on business performance, the research is still far from settling on this conclusion [11]. Why is gender equality in entrepreneurship so indefinable? culture, particularly in less developed. Communities where women and men have equal rights frequently display bias. Stereotypes against women, which Lee and James define as "social judgements of individual group members that lead people to judge group members consistently, and in an exaggerated way, with group expectations," are difficult to avoid and frequently arise unintentionally in the male community [12]. Males generally tend to view women as less competent than males, more unpredictable, and less authoritative when they interact and judge them [13-14]. For example, in male-dominated settings like as compared to men in creating companies that attract venture capitalists [13]. In addition, only a small number investing business activity is dominated by women. According to Audretsch et al. women believe they lack or are born with fewer skills and abilities to start a business than men, which leads to a gender gap in entrepreneurship. According to Ardagna and Lusardi and Gneezy et al. women have historically been slower to acquire the traits that are frequently needed to succeed in the corporate world [14-15]. These traits include self-assurance and a competitive mindset and these ideas' basic tenets—that women expect unfavourable outcomes and lack of financial literacy are to networks, finances, and information [16]. For this present work, we take survey, and the collection of studies has

explored the causes of the gender gap in entrepreneurship and attempted to come up with solutions. Surprisingly, little is known about how digital technologies have changed the landscape of female business. While academic research has begun to examine the part that digital technologies play in entrepreneurial ecosystems in recent years [17- 18], the gender viewpoint has largely gone untouched. Are women falling behind because they are less plugged into digitalization in a society that is getting more technologically and digitally driven? Or does digitization actually create more equal opportunities? So that the present work is intending to significantly enlarge and thicken our understanding of whether and how women entrepreneurs influence new digital technologies in the creation and conduct of new schemes in order to overcome the hurdles they face. It also aims at detecting how the cyberspace may act as an emancipatory tool for women engaging in entrepreneurship and in which direction digitalization is shaping women's attitude in starting and doing business.

2. Digital Marketing Technology:

New technology and applications brought about by digital breakthroughs are reshaping the entrepreneurial scene increasing the possibilities available to new businesses and would-be entrepreneurs [19]. Given their disruptive ability to operate as "external enablers" in the creation of new businesses, digital technologies are in fact posed as a key source of alteration of the entrepreneurial environment [20-21]. New digital paradigms have altered how individuals interact and work, which has affected how businesses operate [22-23].

Although the Internet is a tremendous tool for launching new businesses and improving operational effectiveness, study on entrepreneurship has only recently begun. Literature review reveals that how digital technologies affect entrepreneurial ecosystems, and a key [24-25]. There is still a research space in the study of how to start and conduct company in the digital modern era. In addition, gender-related issues have received less attention in this field of study. There is currently discussion over whether women and men have different access to the conditions necessary for a business to succeed and how digitalization can ease current restrictions. The potential for women's empowerment offered by digital technologies is another area that requires more research [26]. Are the lines between the existing power hierarchies shrinking as technology advances? Are new methods and opportunities for "destabilising conventional gender differences" being offered by the use of digital technologies? The key to understanding the complicated interplay between financial literacy and digital skills in female entrepreneurship [27-28]. How well-equipped are women financially to level the playing field when it comes to business attitudes, and how does the digital channel strengthen the influence of financial education on selecting entrepreneurship as a career? It is obvious that if some factors that encourage entrepreneurship are restricted for women due to their cultural and institutional makeup, then other factors, like financial education, cannot be a training barrier. The authors examine variations between men and women in a representative sample of Indian households to determine how financial literacy and digital abilities are related to the likelihood of being an entrepreneur. For this issue to investigate the subject of how much women in economically affluent situations with constrictive social and cultural norms might benefit from meritocratic and secure spaces offered by digital innovations. With a focus on entrepreneurship liberation and a focus on cyber activist research, the authors examine the possibilities of digital entrepreneurship for women in India.

Their findings show that Indian women use digital entrepreneurship to alter their lived realities and embodied selves. The final part in the issue discusses gender-related barriers to accessing capital with an emphasis on sources of money that are technologically enabled. Entrepreneurs must interface with the digital infrastructure and a thriving digital financial and business market more frequently.

It is believed that the Internet's abundance of knowledge and the lowering of entry hurdles in the business world will benefit women who have traditionally been excluded from male-dominated entrepreneurial environments. The entrepreneurial environment is anticipated to change as a result of the digital transformation of the economy and society, giving rise to alternative sources of finance based on Internet-based platforms (such as crowdfunding and peer-to-peer lending) and expanding market opportunities for aspiring business owners, including women. In the last 10 years, scholarly research has improved our comprehension of the barriers that prevent women from starting their own businesses. In summary, these papers offer a deep theoretical and empirical understanding of the role of women entrepreneurs in the digital era, based on different analytical approaches and on a variety of research methodologies applied to different geographical and institutional scenarios.

3. Conclusion:

Entrepreneurs are increasingly required to interact with the digital infrastructure and with a lively digital business and financial marketplace. The lowering of the barriers to entry in entrepreneurship and the availability of abundant information that the Internet allows are posited to provide nontrivial benefits to women that have been traditionally excluded from male-dominated entrepreneurial contexts. The digital transformation of the economy and society is expected to change the entrepreneurial environment, providing a more prominent role to alternative sources of finance based on Internet-based platforms (e.g., crowdfunding, peer-to-peer lending) and offering rising market opportunities for prospective entrepreneurs, including women. Over the past decade, scholarly attention has advanced our understanding of the hurdles that limit the access to entrepreneurship for women. While many interventions have been implemented to lower the gap in terms of individual skills between men and women, few policy initiatives have been targeted at addressing structural or institutional impediments.

- A. The centrality of digitalization in entrepreneurship implies the need to reconsider and revisit current policies targeted at supporting women-owned start-ups and growth-oriented businesses.
- B. Initiatives aimed at addressing gender-related constraints that do not take into account the potential of digital tools and technologies as a means to empower women will not probably display the forecasted effects.
- C. The challenges ahead are significant, and we suggest policymakers to adopt new approaches to stimulate female entrepreneurship that endorse a thorough consideration of digital aspects.
- D. Policy initiatives require consideration of the social, economic, and cultural context in which female entrepreneurship intersects with digital engagement.
- E. Advances in information and communication technologies are posited to provide unexpected and egalitarian opportunities for discriminated groups such as women when boundary conditions do not limit their impact.

- F. In order to fully estimate the impact of policies in support of women entrepreneurs, greater attention needs to be paid to how digital technology's transformational potential is enacted in different political, economic, and cultural contexts.

In this paper, we have provided preliminary evidence of how gender and entrepreneurship intersect with digital advances, looking at the roleplayed by social ascriptions, network structure, and institutional frameworks. While we present a small and highly selective segment of the broad emerging field on female entrepreneurship and digitalization, we acknowledge that additional research is needed.

- A. This domain of studies leaves ample room for further research and insightful debates on whether and to what extent new digital technologies provide an opportunity space in the creation and conduct of new ventures for women.
- B. This is a field of scientific interest that may potentially benefit from the design and adoption of innovative (quantitative and/or qualitative) methodologies and that displays great research potential.
- C. One set of questions that might be addressed by future studies is as follows: What digital levers can women exploit to overcome the gender disparity in entrepreneurship? How do digital advancements impact on the selection into entrepreneurship for women? What mechanisms can firm design and put into play to contrast gender stereotypes in entrepreneurship and what is the role played by digitalization? Another stream of research could examine contextual aspects and their effects on entrepreneurial outcomes of women-led businesses: What are the environments that facilitate the enactment of digital entrepreneurship for women? How is the digital transition facilitating female entrepreneurship across different geographic areas?

Finding answers to these questions rests in the focus of entrepreneurship research and allows to explore aspects that have been almost neglected in the past literature.

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