

EFFECTIVE USE OF INFORMATION TECHNOLOGY IN BUSINESS

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Social norms have defined the kind of activities women can engage in. Culture has traditionally viewed the boy child as of more importance than a girl and thus preventing the girl child from learning more on entrepreneurship which can empower them to start and run successful businesses (Kelley et al., 2011). In some countries: the culture of that place doesn't allow women to own property, which could serve as collateral and with women being the main providers of household duties and child care due to customs and habits making them have less time available for other tasks. The gender division of labor and their intra-house low bargaining positions make women have much less control over their earnings and this has been reported in developing nations such as Malawi, Democratic Republic of Congo and India (UN, 2015 Quinones, 2016).

Traditional gender roles lead women to self-restrict in their businesses and entrepreneurship activities to feminine-based professions and norms about how each gender should behave restricts women's access to human, financial and social capital. The norm that a man is the ideal entrepreneur continues to be encouraged on social media, in education and even in policies in most countries (OECD, 2017).

Uzbekistan's constitution prohibits all forms of discrimination but after the dissolution of the Soviet Union; the country began bringing socio-cultural changes in the status of women which brought about a decline in the women's position in the society (Ajay, 1999).

2.6.4 Legal Restrictions Legislation is key in creating an enabling environment for women's empowerment. Tax policies favorable for dual earning are likely to accommodate labor market participation and business activities by women (OECD, 2017). Public policy support for women's entrepreneurship has its roots in the 1970's as a response to the influx of the number of women entering the labor market. Entrepreneurship policies and programs have since become common in both developed and underdeveloped countries although women still continue to face barriers (OECD, 2017).

Business regulations negatively affect female entrepreneurs. These regulations include; entry into the product markets, contract enforcement and labor market regulations. The Global Entrepreneurship Monitor (GEM) data from 37 countries showed that such regulations play a key role in the individual decision in starting a new business especially for those whose mission is to pursue a business opportunity (Ardagna and Lusardi, 2010).

There are restrictions on the places and types of unsuitable jobs that women can do; linked to the regulations forged in the Soviet Era which has contributed to the reduction of the potential earning capacity of the women of the Central Asian region (World Bank, 2016). The rule of law on women's rights and its implementation of policy contradict each other on the ground (UNDP, 2017). These low levels of gender parity are associated with more income inequality and less prosperity globally and 128 out of 143 countries have legal differences based on gender (Quinones, 2016).

Multiple studies have shown that women have limited access to information and communication technology (ICT) compared to men. The access to and usage of ICT is remarkably higher in men over women in the Central Asian region and at the global perspective; 21% less women possess a phone than men with some of the explanatory factors being lower skill levels, time constraints and family responsibilities as well as traditional socio-cultural norms, potential ICT training and lower levels of income which limit access to these devices (Broadband Commission, 2013, World Bank, 2016).

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In Uzbekistan, access to the internet is particularly low in rural areas and both horizontal and vertical segregation across sectors is still there with women being represented in traditional sectors (sewing, knitting, beauty salons and bakeries) which require low technological adoptions and the returns are also low (UNDP, 2017).

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