

Women's Participations in the Digital Economy *Perspectives in China*



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Agenda

1. **Introduction and Current Situation**
2. ICT Occupation for Women
3. Women Enterprises and e-Biz in APEC
4. Inspirational and Promotional Programs

Introduction

- ICT market in China is huge. Female consumer's growth rate is faster than male's in recent years.
- Great opportunities as well as challenges for women's occupation in ICT
- Gender inequality does not take first priority to economic issues in China
- Women in China are undergoing a period of transformation

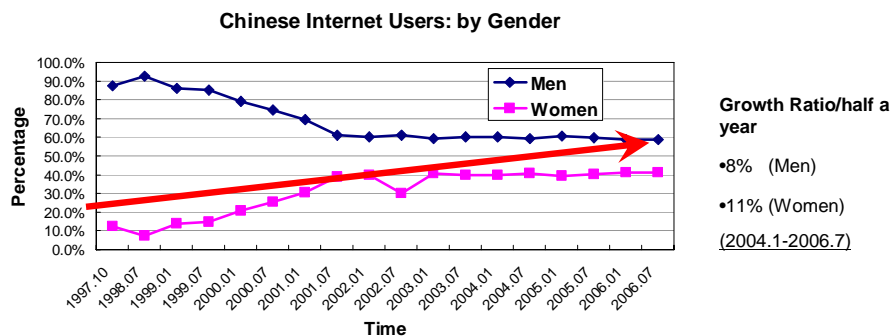
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Current Situation

- Internet Usage: women higher growth rate than men (11% vs. 8% in year 2006)



- **Source:** CNNIC (China Internet Network Information Center), 9 years (one time in half a year) continued research on Chinese Internet Status

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Current Situation (continued)

- Characteristics of Chinese women internet users
 - Young: 86% 15-25 years old
 - Concentrated in developed regions, e.g. Beijing, Shanghai, Guangdong, Jiangsu, Zhejiang...
 - Typically 87% hold In service jobs with monthly income 1500RMB

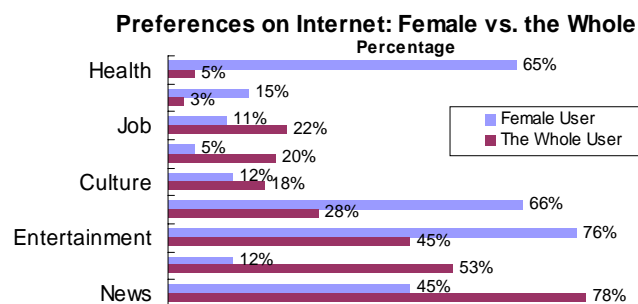
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Current Situation (continued)

- Different preferences on Internet and e-commerce from men
 - women are more interested in medical health, entertainment news, life services, and networking
 - Men are more interested in news, computer hardware and entertainment



■ **Source:** Alibaba Network Lab 2004

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Current Gaps

Information and Communication Technology

Research Category	Education	Application	Occupation And Career
Gender	Improving but Major differences between boys and girls	Higher growth rate for women (CNNIC)	Major gaps existing
Geographic	Major differences between city and rural area	Differences exists for rural vs metropolitan, tier 1 vs tier 2 cities	Tier 1 cities female professionals gets higher salary
Age	Younger generation gets better education	Younger generation more involved in ICT	Younger generation more involved in ICT

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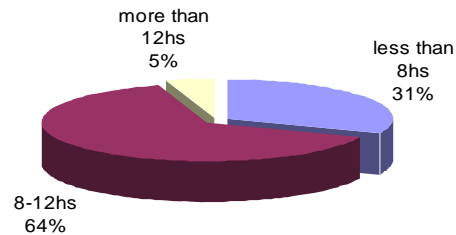
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Higher Salary, Longer Work Hrs

- Averagely 5-15% higher than other professions
- Foreign companies and JV 20%-60% higher than averages plus much better benefits and career trainings
- No significant difference in salary with men in similar position
- 68.52% ICT women work more than 8 hours a day
- 4.63% work more than 12 hrs a day: 7-11 or six-midnight

Average Hours Worker

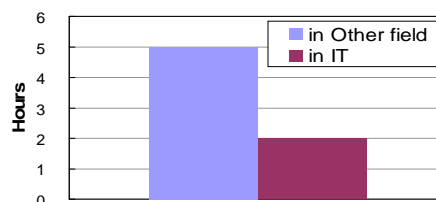


■ **Source:** www.ccidnet.com, Report: Survey of Chinese women in IT, 2004

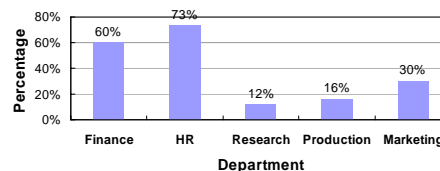
Challenges for Women in ICT

- Sacrifice more family and personal time: less than 2hrs for IT vs 5 hrs with other fields
- Only 16.86% women regard family, children and personal life as their first choice of life
- Foreign or JV companies even more sacrifice, single women in IT 4-6 times vs. other fields
- *Career Summit*. 40-year-old 10 years ahead of men in ICT and women of other fields

Family and Personal time

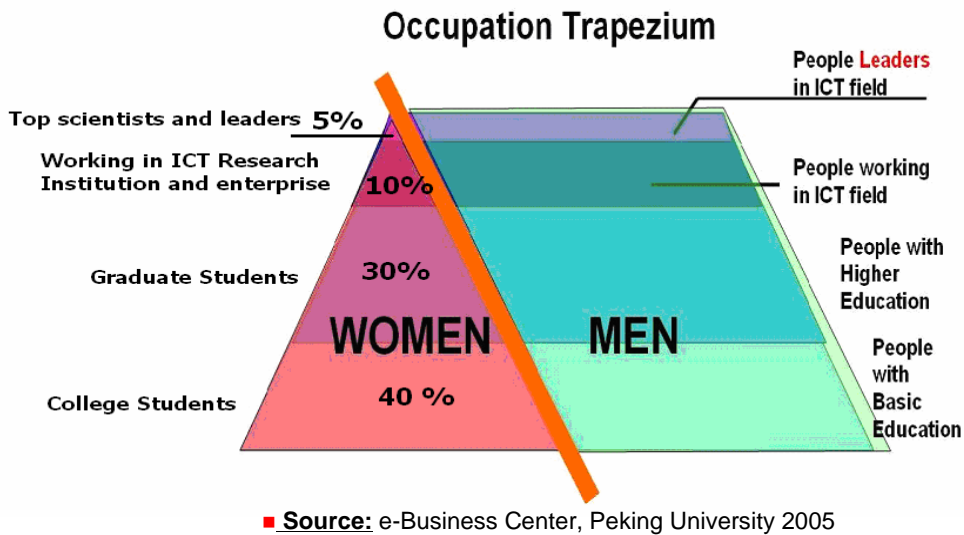


Percentage of Women in Each Department



■ **Source:** Guanghua Management School, Peking University 2004;

Trapezium: Framework



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Comparative Study

- Women Owned Enterprises and e-Business
 - In Asia-Pacific Economic Cooperation (APEC)
 - Led by APWINC (Asia Pacific Women's Information Network Center)
 - Within 16 Focal Point Countries/Regions
 - Research in *China Focal Point* was conducted by *eBusiness Center of Peking University*



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Women-Owned SMEs

	● Women-owned SMEs	● SMEs using Internet	● W-SMEs using Internet
■ China	20%	87%	n/a
■ Japan	6%	n/a	n/a
■ Korea	36%	68%	2%
■ Indonesia	38%	56%	13%
■ Vietnam	24%	2%	<1%
■ HongKong	15%	58%	n/a
■ Ch Taipei	34%	80%	n/a

■ **Source:** Director of APWINC: Lorna Wright's presentation on January, 2006 Workshop in China, Guanghua School of Management, PKU

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What Matters for Innovation & Leadership in Women eBusinesses?

- Survey for **China's eCommerce White Paper, 2004-2005**
Sponsored by Ministry of Commerce of the People's Republic of China
- Sampling by off-line method
- Valid responses:
612 enterprises : **502** men-led(82%), **110** women-led(18%)

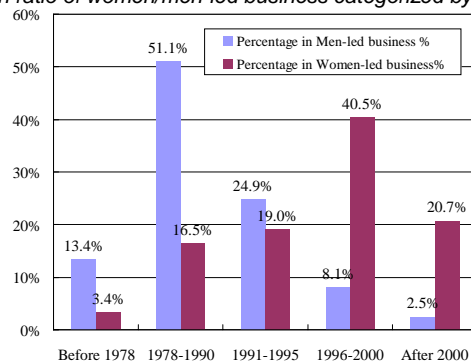
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General Situation of Women Business

- 20% in the total amount of Biz in China
- Mainly established in recent 10 years
 - *Distribution ratio of women/men-led business categorized by registered time*



■ **Source:** *China Women Enterprises' Development Report, 2003*

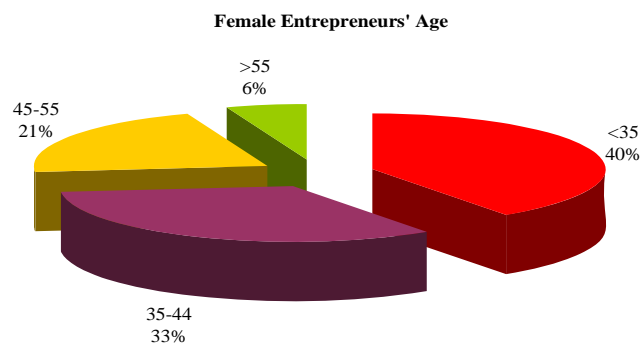
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General Background of Women Enterprisers in China: Age

- Mostly <45 years old



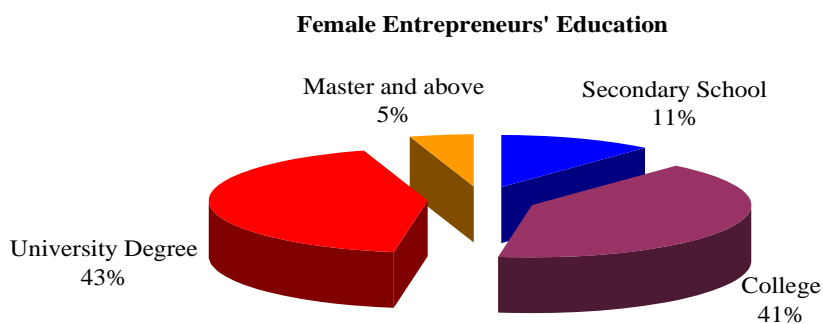
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General Background of Women Enterprisers in China: Education

- 50% has received university or higher education



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What Matters for Innovation & Leadership in Women eBusiness?

- **Knowledge-Based** Background matters for innovation & leadership in Women eBusiness
- Survey Data re-analyzing, categorized by **Education**
 - **High Education:** Bachelor Degree, Master Degree and Higher
 - **Low Education:** Primary school, secondary school, college education
- Focusing on Impacts of Education on:
 - eBusiness Usage
 - eBusiness Performance
 - eBusiness Professionals Training

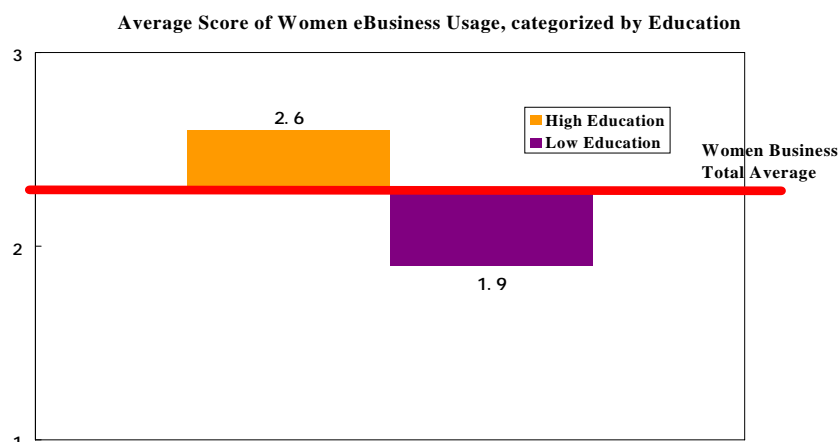
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Education drives Women eBusiness Usage

- Scales: 0-5, higher means better usage
- Comparing with **Men-led Business score (2.34)**, High Education group in Women-led Business doing better on eBusiness Usage

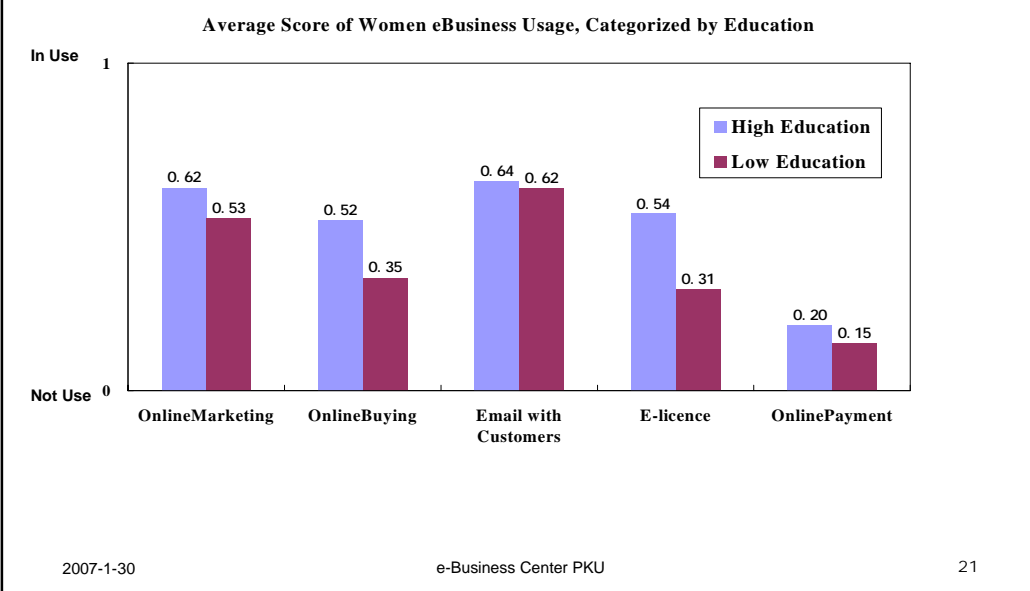


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Education drives Women eBusiness Usage on Every Aspects



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Spring Blossom Project

- 1989-now
 - By China Children and Teenagers' Fund
 - Education
 - Especially for country-girl
 - Receive the donation from the whole society
 - Until 2004, has collected 600 million RMB
 - In 15 years, more than 1.5 million country-girls get helped and some of them get the chance to receive higher education



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Thousands Villages Project

- From 2002 to Now
- By a very successful software company of Taiwan-based
- Bring very basic ICT skills to villages in the western rural China, e.g. HuangYangchuan
- Aim: in 5-10 years, set up 100 network offices in the western rural China, 1000 primary schools, train 10,000 local software workers which could be long-distance engaged via Internet
- Promote the local ICT education, application and create the local PC software factory
- Improve the local economics



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Special Benefits for Women

- The encouragement from the whole society, for women to attempt new jobs especially ICT
 - In many provinces, e.g TianJin, Jiangsu
 - By local governments
 - Occupation training and tax benefits
 - Set up Women-talent database
 - Priority of credit support
 - Extend loan hypothecate approaches
 - Set up encourage fund
 -

How to Improve ICT with Women

Information and Communication Technology

		Education	Application	Social Environment	Enterprise Development Program in Guanghua School of Management PKU
In CHINA					
Current Background				<ul style="list-style-type: none"> ▪ Raise awareness of current situations ▪ Break through glass ceilings: career length is 14 years ▪ Involvement formally or informally: by training, forum and networking 	
Programs to Improve					

What's Next in China

- More voice, legally or socially and networking between Sino-western or Asia Pacific organizations
- Training and awareness program
- Sponsor plans and e-learning or e-education for rural areas
- Appeal to All in Audience

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Thank you

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