2. Corporate-startup collaboration  
3. Innovation funding  
4. Enabled government and public institutions  
5. Data access and protection  
6. Entrepreneurial talent mobility  
7. Digital education, reskilling and upskilling  
8. Gender diversity  
9. Digital infrastructure and interoperability  
10. Harmonized legislation and standards

References


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WOMEN’S EMPOWERMENT  
Policies in Digital Economy

Over decades, women have constituted a clear majority of the Ukrainian population. According the last all-Ukrainian census in 2001, women’s share in total population was 53.7%, and in some regions it reached 55% [2]. Women’s labour force participation rate in Ukraine as of 2018 is 56.8% (vs men’s 69.0%), and the gender pay gap, calculated as difference between average earnings of men and
average earnings of women expressed as a percentage of average earnings of men in a working hour, is 20.3% (2016) according to the International Labour Organization [4]. This labour market situation means inferior income position and greater poverty risk for women at present and after retirement, especially considering the fast-changing economic environment in the digital era. To succeed in digital economy, women have to master new technical skills and knowledge and gain a firm foot in the field of digital professions, research and innovation. However, these knowledge fields are traditionally dominated by men. So, 2830 women finished their PhD studies in Ukraine in 2018, constituting 46.6% of total PhD graduates. Study field distribution demonstrated clear horizontal gender segregation: in physics and mathematics sciences the female share stood by 33.3% and in technical by just 25.0% against men. At the same time, women made more than 70% of PhD graduates in humanities such as philosophy, philology, psychology, and social communication. Among female postdoctoral graduates (total share 50.1%), women’s share in physics and mathematics was 32.4%, and in technical sciences 22.2% only [1]. Ukraine’s gender distribution in study and research sector roughly corresponds to the current situation in the European Union: only 1 in 3 graduates in STEM (science, technology, engineering, and mathematics) and only 1 in 6 ITC (Information, Technology, Communication) professionals is a woman in the EU as of 2019. The gender pay gap in the information and communication sector is almost 20% [5]. The key challenges for women’s progress in the ICT sector are lack of digital skills; gender bias and stereotypes, picturing a man as a typical IT professional, technician or engineer; and low participation of women in digital entrepreneurship. To reach gender balance in digital economy, the EU pursues following policies. Firstly, to attract more women in ICT, the European Commission sponsors young Europeans to be trainees in ICT companies within the Digital Opportunity Traineeships and motivates girls and women to participate in digital skills and jobs coalitions by promoting “Women in Digital” networks and scoreboards. Secondly, in order to destroy the gender stereotype of ITC and STEM as male professions, the European Commission arranges annual digital skills awards to celebrate female champions of digital professions. To promote female
role models in ITC, a “No Women No Panel” campaign was initiated that aims to bring successful female ITC professionals into the focus of attention during public and scientific events. In the regulatory field, the Commission cooperates with the European Platform of the Audiovisual Regulators to encourage proper representation of women on screen both online and offline. Thirdly, measures to boost female entrepreneurship in digital sector are implemented. Those include the Startup Europe award acknowledging successful female-led startups; the EU prize for women innovators that recognizes outstanding innovations performed by women; and special networks – WE Hubs – to support female entrepreneurs in the digital sector. The “CEO Declaration on an inclusive business environment” is aimed at closing the digital gender gap in high-tech companies [5]. “EU4Digital: supporting digital economy and society in the Eastern Partnership” is EU’s regional programme for the Eastern Partnership region including Ukraine in 2019-2021. The programme targets at achieving a common roaming space, developing digital skills, boosting innovation and ICT start-ups and supporting cross-border eTrade and elaborating eHealth service. The EU4Digital programme promotes gender equality in digital economy as a crosscutting issue. The action will promote gender balance by including specific gender-impact analysis in each component. In addition, gender equal participation in all programme activities will be desired (i.e. at least 50% of the seats in trainings will be reserved for women; at least 50% of experts & staff contracted by the project will be women) [3]. Summing up the abovementioned arguments one should notice that women’s promotion and support in digital economy will, firstly, empower women in the digital sector thus providing better social stability and inclusion and, secondly, boost economic progress and innovation in Ukraine. From international perspective, female empowerment in digital economy will mean democratization and smoother convergence with European values and standards.

References

1. Number of postgraduate women and doctoral students completing postgraduate / doctoral studies in 2018 by branch of science // Higher edu-
Artificial intelligence (AI) is a unique product of technological advancement that enables machines to learn, using human and personal experience, to adapt to new conditions within their application, to perform multifaceted tasks that have been for a long time human-only, to predict events and optimize resources of different nature [1].

Over the last few decades, artificial intelligence technologies have become densely rooted in many types of businesses and have become