

2022/2023 Women's Entrepreneurship Report

The Global Entrepreneurship Monitor has just released the GEM 2022/2023 Women's Entrepreneurship report, entitled "Challenging Bias and Stereotypes". The report emphasizes the existence of a significant gender gap in established business ownership, with women representing only about one in three entrepreneurs running established businesses for over 42 months.

The report highlights the importance of addressing stereotypes that portray women entrepreneurs as a disadvantaged group lacking the same competency as men in business leadership. It calls for greater attention to be given to women starting and growing high-growth, innovative, and large-market businesses. Furthermore, the report points out the challenges faced by women entrepreneurs, including inequality in the home, heavier family responsibilities, increased economic dependence, and decreased interpersonal power and privilege. The report concludes with key recommendations, including the need for effective programs designed specifically for women entrepreneurs, support for digitalization costs and access to technology, and incentives for sustainability practices in procurement processes.

[Link to the Report.](#)

ECommerce4Women training program

Introduction to e-commerce

"Introduction to e-commerce" is the first Module of the eCommerce4Women training course. The module aims to provide participants with a foundational understanding of e-commerce, its historical development, different e-commerce models, digital marketing strategies, cybersecurity considerations, and e-commerce platforms.

Main contents

1. Fundamentals of E-commerce
2. Types of E-commerce Models
3. Digital Marketing and E-commerce
4. Cybersecurity in E-commerce
5. E-commerce Platforms and Tools

Learning Outcomes

- Clear definition of e-commerce and understanding fundamental concept
- Knowledge about the historical development of e-commerce and major milestones
- Differentiation between types of e-commerce models, including B2B, B2C, and C2C
- Understanding of digital marketing strategies in e-commerce, including online advertising
- Awareness of cybersecurity threats in e-commerce, such as data breaches

Financial management

"Financial management" is the second Module of the eCommerce4Women training course. The module covers essential topics in financial analysis, budgeting, and risk management in e-commerce. Participants will learn to create comprehensive budgets, analyze financial data, and make informed decisions. The module also explores e-commerce security, including threats, best practices, and strategies for ongoing monitoring. Additionally, participants will examine various online payment methods and their advantages and limitations. Overall, Module 2 equips participants with the skills to manage finances and ensure secure transactions in the e-commerce industry.

Main contents

1. Budgeting (Financial Planning)
2. E-commerce Security
3. Online Payments

Learning Outcomes

- Conduct financial analysis
- Create budgets, develop financial forecasts, and monitor financial performance against targets
- Identify, assess, and mitigate financial risks
- Understand security threats and principles in e-commerce

Partners



Kazimieras Simonavičius
universitetas



advanced project education consulting



Vienna Association
of Education Volunteers

pistes solidaires



UNINETTUNO



Multimedia
Academic
Global



UNIVERSITY OF APPLIED SCIENCES
VELEUCIESTE



Hub of
Innovation
Policy



More information about the project?

www.ecommerce4women.com

EU Corner

EU initiatives supporting female entrepreneurship

EU Prize for Women Innovators

The European Prize for Women Innovators celebrates the women entrepreneurs behind Europe's most ground-breaking innovations. The prize awards women from across the EU, whose disruptive innovations are driving positive change for people and planet.

In the picture: Dr Ninna Granucci (France), co-founder and President of Green Spot Technologies, a company producing food ingredients intended to recycle waste, among the winners of the 2022 EU Prize for Women Innovators. Her company has developed an innovative fermentation process that converts food and vegetable by-products from the food processing industry into high value-added food ingredients.



For more information:

https://eic.ec.europa.eu/eic-prizes/european-prize-women-innovators-powered-eic-eit_en

“

“If people are doubting how far you can go, go so far that you can't hear them anymore.”

Michele Ruiz, entrepreneur, authors and journalist

”

News from the web

Digital Resources for Entrepreneurial Insights



[Six global trends that show how to support female entrepreneurs](#) | World Economic Forum



[E-Day 2023 - Global Dialogue on Women Entrepreneurship](#)

