Leveraging digital technologies to bridge gender gap

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Take-home messages

• Digital technologies empower women by
  • creating new trade opportunities
  • enhancing access to finance and information
  • removing trade barriers for women
  • increasing demand for female-specific skills
• Policies to address gender gaps are essential
Women business owners are more present online

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<tr>
<th>Traditional Offline Business</th>
<th>Online Platforms</th>
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<td>Women-owned formal SMEs make up one-third of global total; 18.6% of SMEs has a female top manager</td>
<td>Etsy: 86% of sellers in the United States are women</td>
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<td>25% employed outside of agriculture are women</td>
<td>Alibaba: 51% of active sellers are women</td>
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<td>70% of women-owned SMEs in developing countries lack finance</td>
<td>Airbnb: 55% of host are women</td>
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<td>Upwork: 44% of freelancers are women</td>
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<td>Kickstarter: 35% of project leaders and 44% of investors are online</td>
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More women sellers online, but less revenue

Source: Alibaba Group (2015)
Digital technologies unlock potential in services trade

Female employment by sector and group of economies

... and allow better use of skills

Change in Demand for Social Skills and Occupational Wage Ranking

Source: Cortes et al. (2018)
... but the picture is not all rosy

Gender gap in probability of automation

Sources: Frey and Osborne (2017); PIAAC survey; and IMF staff estimates.
Digital gender gap persists...

Gender divide in Internet access

Source: ITU (2016)
Thank you!

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