



Engendering the Knowledge Economy

Dr Patrice Braun



Global Internet Audience

- Surpasses 1 Billion Visitors (comScore, 2009)
- *Asia-Pacific Region Accounts for 41 Percent of Internet Users*
- Yet.....Internet access won't reach 50% of the world population until 2030!



being digital

- **What does it mean to be digital?**
 - **To you?**
 - **To your work/your business?**



being digital

- "Being digital is different ..We are not waiting on any invention. It is here. It is now. It is almost genetic in its nature, in that each generation will become more digital than the preceding one."

Nicholas Negroponte (Being Digital, 1995)





forces of change

Local & global opportunities for today's women and girls:

ICT New Communication Channels
& Networks

Information Flows..... Virtual markets, access to knowledge
friends,
eLearning, mentors & support

and perhaps most importantly:

Increased Flexibility



the knowledge economy

- forces of change

globalisation
mobility
networking (Web 2.0)
restructuring
flexibility

complexity
rapid change
ICT-enabled processes
information flows
interactive learning



knowledge plays a key role

creation, dissemination and use of knowledge



the knowledge economy

- Through its impact on transactions, communications and problem solving, the knowledge economy is increasing opportunities for business and changing the nature of how we work – ***this may provide an advantage to women, especially women entrepreneurs;***
- The knowledge economy represents an important new dimension because ICT is reducing the importance of location and a 'standard' day, changing business models, potentially creating a level playing field;
- In this rapidly changing ITC revolution it is crucial that we think about the contribution and the role of women, especially women in developing economies and the niche market opportunities that exist.



women entrepreneurs are changing the world

- <http://www.youtube.com/watch?v=T6MhAwQ64c0>



solving issues for local economies

attraction, retention, career progression

- What would your local economy look like with (say) 50 more women as part of an ICT-enabled workforce?
- What would your local economy look like if there were (say) 20 more ICT-enabled women entrepreneurs?
- What would your local economy look like if there were (say) 20 more women ICT mentors?



being a digital woman

Do you know...

- What skills and capabilities you need to participate in today's business world?
- What new business models will work in the knowledge economy?
- What e-commerce skills you need to participate in the knowledge economy?
- What new marketing trends and tools there are that could benefit you, your region and your business?
- How do you achieve being a successful woman entrepreneur **AND** enjoy a work/life balance?



critical analysis



- What is it about ICT/Internet that is fundamentally different from earlier methods of communication?
- What opportunities are there in the local economy?
- Looking ahead to the next decade, what do we foresee emerging as a direct impact of the continued evolution of knowledge technology?



harnessing women's strength

- How will we work in the future?
- It's imperative to understand the changing environment;
- It's time to create enabling policies and programs which build on local/regional strengths and make full use of female talent pools.

Holistic Knowledge Economy Policies for Women



Positioning APEC economies in the global marketplace

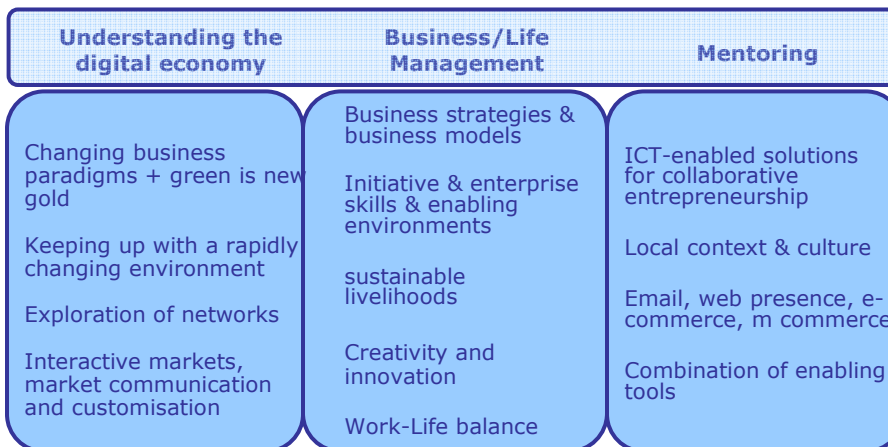
Solid understanding of global context and its impact on local conditions and opportunities – something that we must not assume is available to many women across APEC economies & imperative to engage policy makers in debate

- Women of different ages, languages and cultures
- Local Context, Cultures & Needs;
- Available Resources & Infrastructure;
- Opportunities and Market forces.

- **Green Entrepreneurship (www.mysmartgreen.com.au)**
- **Collaborative Entrepreneurship (cooperatives)**



holistic policies for women



the knowledge economy

- The knowledge society encompasses the development and utilization of capabilities to identify, produce, process, transform, disseminate and use information to build and apply knowledge for human development.
- ***Knowledge is not only for economic growth -- its foremost use should be to empower and develop all sectors of society***
- ***Sustainability is not necessarily compatible with growth ...***
- A socially inclusive knowledge society empowers all members of society to create, receive, share and use information and knowledge for their economic, social, cultural and political development.



Thank you for your attention

Dr Patrice Braun
p.braun@ballarat.edu.au

