

Covid-19 подтолкнул клиента к изменению поведения, компании должны понимать текущую ситуацию при разработке стратегий цифрового маркетинга. Компании должны обратить себе на пользу вызовы этого кризиса и предложить лучшие продукты и услуги, которые порадуют клиентов после Covid-19, с помощью различных стратегий цифрового маркетинга.

Ключевые слова: цифровой маркетинг, Covid-19, стратегии, цифровые технологии, бизнес.

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WOMEN'S ENTREPRENEURSHIP IN MIDDLE EAST

Abstract

Women's entrepreneurship is a phenomenon of the twenty-first century that has gone far beyond developed countries – such as the United States, Australia, Canada, and others – with a strong infrastructure, an established ecosystem, and access to finance. Women are becoming a key part of the growing economy in other areas of the world like the Middle East and Africa. However, some of the main problems holding them back are cultural stereotypes, lack of quality education and access to educational resources. What opportunities do women have to build a career in such conditions? The business environment for women in the Middle East has specific features and characteristics. This article considers the factors that influence the development of women's business in this region. Also, the image of a female businessman in the Middle East and the factors that improve or worsen the situation of a business woman in the Middle East. What characteristics do you need to have in order to be successful in business in the Middle East? What difficulties does a woman need to go through? Will it be gender-based religious and other stereotypes?

The prospects for the development of women's business in the Middle East will also be considered.

Keywords: Middle East, Women, business, stereotypes, development, entrepreneurship.

Introduction

Women's entrepreneurship dates back to ancient times, it is not a phenomenon of the 21st century. Capitalism drew women into productive labor, social labor, prepared the ground and made possible the struggle for equal rights and emancipation of women, who had to pass another stage of the capitalist economic system – the stage of wage labor. The manufactory opened wide access to unskilled female labor. Throughout the manufacturing period, women supplied the world market with luxury goods and basic necessities. At the same time, she worked from dawn to dawn.

A qualitative analysis of individual characteristics was applied, which allowed us to establish the patterns of development and trends of this type of activity in the region. This article analyzes the features of women's business in the Middle East, collects data on business participation and development in this region, and identifies problematic aspects and factors that hinder the development of women's business.

A woman employed in all spheres of the national economy and to this day she is the main productive force. It still does not destroy the spirit of self-expression, diversity of interests and their implementation.

In the Middle East, the business woman combined the roles of the guardian of the family hearth and professional agent. Scientific and technological progress has led to the professionalization of production. Business men and women were in a hurry to acquire the highest educational status - a diploma of graduation, and later a scientific degree. This latest trend has not only brought the chances of men and women closer together, but, for a number of reasons, has given a certain priority to women. This article aims to focus in women's situational because this represent a particular equal gender case. Hutchings et al. (2012) state that it is necessary to analyze the cultural barriers that affect the professional development of women in the Middle East and are governed by the Islamic ethical framework. Likewise, it highlights the role and particular cases where women have contributed to

business development, which is recognized as a significant advance, considering the cultural and social context of the Middle East.

The Islamic order supports the idea that men and women have different economic and social roles, which is why gender hierarchies are firmly rooted in everyday cultural and organizational practices (Metcalf, 2008). Because the Quran makes explicit the commitment to "essentialize" the differences between men and women, there are many practices that discriminate and put women at a disadvantage in the workplace, it should be clarified that these are interpreted and implemented differently in the Islamic states of the Middle East depending on the nature of Islamic jurisprudence that is used or followed.

The countries of the MENA region (among which are countries in the Middle East) have the highest rates of gender inequalities in the world: although the region has passed 60 % of its gender gap, it still suffers a gap of 40 % (World Economic Forum, 2018). This is why, all the countries in the region were signatories to the Millennium Development Goals (MDGs) and the Sustainable Development Goals (SDGs) are committed to promoting gender equality and empowering women. In this search, they have seen an increase in female literacy to global average levels of 80 % (Momani, 2019).

Table 1

Statistics on women's business participation in the Middle East

Parameter	Country	%, years, and others
1. The share of companies that guarantee income of more than \$ 100 thousand per year	1) Kingdom of Jordan	6 %
	2) United Arab Emirates	30 %
	3) Saudi Arabia	15 %
2. Property. Women are the full owners of companies	1) Lebanon	40 %
	2) Bahrain	60 %
	3) Saudi Arabia	20 %
3. A job position created by women's companies	1) Kingdom of Jordan	6
	2) United Arab Emirates	19
	3) Saudi Arabia	15
4. Work experience in companies	1) United Arab Emirates	5,9 years
	2) Saudi Arabia	5,5 years
	3) Kingdom of Jordan	5,2 years
5. External economic activity (global trade, export)	1) United Arab Emirates	15 %
	2) Saudi Arabia	20 %
	3) Kingdom of Jordan	22 %

Source: adapted from (World Bank Group, 2019).

The main reasons that prompted women to open their own business in the Middle East:

- 1) dismissal;
- 2) feeling superfluous at work;
- 3) a feeling of dissatisfaction with what has been achieved;
- 4) the presence of their own ideas, plans and the inability to implement them on the traditional place of work;
- 5) the appearance of a new boss imposed on the team.
- 6) transfer to a new position or place of work that does not suit you;
- 7) facing the prospect of liquidation of your company.
- 8) reaching a certain age and dissatisfaction with life achievement.
- 9) watching the success of a friend who started his own business.

Three social groups of women entrepreneurs in the Middle East

The social success and sustainability of the phenomenon of "women's business" largely depends on the attitude with which women enter the field of entrepreneurship: whether it is their life's work, accidental or even forced. It was found that women entrepreneurs are divided into three social groups. The first brings together dedicated businesswomen. The motivation for their choice is an

internal desire to become an entrepreneur, an interest in this type of activity. They entered the business voluntarily and with the most serious intentions (a third of the surveyed population). The second and most numerous type, which included half of business women, united entrepreneurs "on occasion". They made their decision spontaneously, under the influence of unexpected random circumstances (on the advice or example of friends, unexpectedly favorable prospects, newspaper information, etc.). And, finally, the third type – entrepreneurs involuntarily – united women who did not voluntarily enter the business. They were forced by various unfavorable circumstances to open their own business. This is the smallest group – 1/5 of all subjects. The motivation for their choice is real unemployment or the threat of unemployment, lack of means of subsistence, non-payment of wages, as well as external pressure.

The most successful women in the world choose a wide variety of fields of activity. They work in law, are engaged in economics, create businesses, develop marketing strategies, and are the authors of scientific discoveries. A businesswoman in the UAE is no longer a rarity. According to statistics, 33 % of enterprises in the UAE with a turnover of more than 100 thousand dollars are managed by women. Women businesswomen own 40 % of businesses in Libya, about 60 % in Bahrain.

For example, a businesswoman in Dubai feels protected in terms of legislation and can enjoy all the benefits of doing business in the Emirates. The number of women entrepreneurs in the Middle East is growing steadily (World Economic Forum, 2014). Approximately 8 out of 10 businesswomen in the UAE plan to not only continue, but also expand their activities. There are a number of international organizations that provide support and assistance to businesswomen in the Middle East.

Middle East: business as a means to combat unemployment

The Middle East is one of the most difficult regions for the development of women's entrepreneurship. Despite the declining inequality in higher education between men and women in recent years, inequality still persists in the field of business. Only 12 % of women in the Middle East run their own businesses, and only 31 % of companies, in principle, focus on them as their consumers. Most women's companies develop in industries where growth does not require serious investment (beauty, health) (Pavlov, 2019).

Numerous international initiatives are trying to improve the difficult situation in the region: for example, the Organization for Economic Cooperation and Development, whose main task is to provide entrepreneurs with all the necessary information and help them become a "reliable client" for banks. Regional programs such as the AWEP (Arab Women Entrepreneurship Project) help women start their own businesses and self-actualize. Since 2011, this program has been conducting educational activities and organizing educational programs for businesswomen in Egypt, Jordan, Iraq, Kuwait, Lebanon, Morocco and OFE (Russian Council on International Affairs., 2019).

Challenges for women's businesses in the Middle East

Most businesswomen feel unequal in their ability to achieve success in the field of entrepreneurship compared to men in similar conditions. Only a third believe that men and women have equal chances to achieve their goals. This inequality is mainly due to the existing stereotypes in society. First, the traditional view of a woman as a second-class person, as a servant, and second, the double burden of a woman: home and work. On the question of whether women face gender discrimination in their business activities, women were divided into two roughly equal parts. There was also no consensus on whether a special social policy should be developed in our country to support women's entrepreneurship. More than half of businesswomen believe that women entrepreneurs should be the object of special social support from the government, as, indeed, all other groups of women engaged in other fields of activity, yet the group that believes that women entrepreneurs do not need to establish any special rights turned out to be representative (Mubarak, 2016). Among the measures necessary for the social protection of women's entrepreneurship, the following are mentioned: the introduction of preferential lending, the allocation of loans, a reduction in taxation (at least by one percent) compared to men, etc. In their business practice, 2/3 of the surveyed population of business women, getting into difficult conflict circumstances, faces the need to protect their interests with the help of a variety of social institutions. Most often, they resort to the

help of law enforcement agencies, authorities of the business world, and local authorities. It is very rare to apply for help in the association of entrepreneurs. In the answers to the question of who, in their opinion, could protect the interests of women entrepreneurs most effectively, businesswomen were divided into two almost equal groups. Some believe that everyone should protect their own interests, without resorting to outside help. Others call the association of women entrepreneurs, various committees under the state, local authorities and law enforcement agencies (World Economic Forum, 2014).

Conclusions

The business layer of the Middle East is replenished, as can be seen, by that part of the female society that had the necessary socio-psychological and status characteristics, acted as a carrier of liberal values (freedom, independence of existence, etc.), i.e., it was basically adapted to the market in advance. A high degree of readiness for entrepreneurial activity enabled 80 % of the surveyed businesswomen with moderate severity to master a new social role and enter the market (Daniels et al, 2016). The existing hypothesis in management circles that the arrival of women in business can relieve tension in the labor market, apparently, is untenable in modern conditions. A businesswoman is a special social type of women-carriers of liberal values, with an increased need for self-realization, creative dedication, innovators by nature. As a rule, this type of women is in demand not only in business, but also in other areas of work, in enterprises with a wide variety of organizational and legal forms. Unemployment in the labor market is not their lot, but a social trap for women of a completely different "non-entrepreneurial type" (Devlin , 2010).

The values and qualities inherent in a businesswoman are not dominant and widespread among modern women, especially among those who have been forced out of the production sphere for one reason or another. Only a small proportion of women who have lost their jobs can start a business and thus solve the problem of their employment. However, over time, the social qualities necessary for entrepreneurial activity will probably become more and more evident in new generations of women entering life in the market conditions in the Middle East. After all, it is no accident, for example, that in the United States, every second small enterprise, and in Germany – every third is headed by women. The trend of women's entrepreneurship in the Middle East is becoming more and more developed (López-Claros et al , 2019).

At the end of this article, it should be said that in this region, women's business should and will develop with the improvement of primarily cultural, social, and gender conditions. Conditions that will stimulate the development of women's business, but above all the society of business and life in general should not hinder the development of women as a person.

This article certainly contributes to the coverage of the problem of the formation of women in business in the Middle East, in addition, this topic is not so researched in the scientific community and the topic of women's problems in this region is very rarely shown in the media and every scientific or journalistic work on this topic contributes to the destruction of taboos on this issue.

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ЖЕНСКОЕ ПРЕДПРИНИМАТЕЛЬСТВО НА БЛИЖНЕМ ВОСТОКЕ

Аннотация

Женское предпринимательство – это явление XXI века, которое вышло далеко за пределы развитых стран, таких как США, Австралия, Канада и другие, с сильной инфраструктурой, устоявшейся экосистемой и доступом к финансам. Женщины становятся ключевой частью растущей экономики в других регионах мира, таких как Ближний Восток и Африка. Однако некоторые из основных проблем, сдерживающих их, - это культурные стереотипы, отсутствие качественного образования и доступа к образовательным ресурсам. Какие возможности есть у женщин для построения карьеры в таких условиях? Деловая среда для женщин на Ближнем Востоке имеет свои особенности и особенности. В статье рассматриваются факторы, влияющие на развитие женского бизнеса в этом регионе. Кроме того, имидж женщины-бизнесмена на Ближнем Востоке и факторы, улучшающие или ухудшающие положение бизнес-леди на Ближнем Востоке. Какие качества вам необходимы, чтобы добиться успеха в бизнесе на Ближнем Востоке? Какие трудности нужно пережить женщине? Это будут гендерные религиозные и другие стереотипы?

Также будут рассмотрены перспективы развития женского бизнеса на Ближнем Востоке.

Ключевые слова: Ближний Восток, женщины, бизнес, стереотипы, развитие, предпринимательство.