

Women's empowerment: Social technologies in Slovenia, Romania, and Georgia

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Abstract

Educational, economic, and technological challenges are faced by women throughout the world. These challenges must be addressed. Are opportunities presented through the use of mobile and social technologies an answer to this gender specific issue? Slovenia, Romania, and Georgia are among several countries being studied globally in an effort to determine the status of the use of social technologies by women with the goal of women's empowerment. Social Technologies investigated included facebook, Twitter, LinkedIn, YouTube, and Google+. Survey results come from respondents from remote regions to large cities. Those using social technologies listed facebook more than any of the other media and included numerous positive benefits: ability to access desired information; fast and effective communication; increased awareness; more informed; and an increased number of opportunities. Complete results of the study including qualitative data which strongly supports the benefits of the use of social technologies for women's empowerment are presented.

Keywords: Social Technologies; Social Networking; Social Media; Slovenia; Romania; Georgia; Women's Empowerment; Information Technology

Introduction

Women have seen both improvements and setbacks over the past few decades, but women's empowerment remains a critical international issue. Is it possible that social technologies could transform gender inequality and socioeconomic stability?

Technological, educational, and economic challenges negatively impact the lives of women and the lives of their children. "Because of the lack of alternatives, youth typically repeat the same cycle of poverty as their parents and grandparents have experienced" (*Educate to Envision*, 2014).

Information and Communication Technologies (ICT) have been increasingly promoted as a key solution for women's empowerment, particularly in developing countries (Maier & Nair-Reichert, 2007; Hafkin & Huyer, 2006; Friedman, 2005). Some studies researching women's

empowerment through ICT have already been made (i.e. Maier & Nair-Reichert, 2007; Green, 2008).

Ongoing research is being conducted to determine the status of the use of social technologies by women worldwide and the purposes used and benefits realized from each. This study targeted women in the workplace as the population because of the likelihood that access to computers and the internet is higher for this group. Findings, however, could benefit all women regardless of their employment status. The use of these technologies for business support by women in the countries of Slovenia, Romania, and Georgia was the primary focus of this study. Based on the results, recommendations will be made with the ultimate goal of women's empowerment.

Klososky (2011) coined the term social technology to include social relevance, social media, and social networking. Since this study investigates the use of multiple social platforms for business support, the term social technology(ies) is used.

A discussion of the three countries included in this study and related literature follows.

Related Literature

Slovenia

Slovenia, officially the Republic of Slovenia, is a nation state on the Adriatic Sea, bordering Italy to the west, Austria to the north, Croatia to the south and southeast, and Hungary to the northeast. It covers 20,273 square kilometers (7,827 sq mi) and has a population of 2.05 million. It is a parliamentary republic and a member of the European Union and NATO. Its capital and largest city is Ljubljana. Slovene is the only official language throughout the country, whereas Italian and Hungarian are regional minority languages. The economy of Slovenia is small, open, and export-oriented and has been strongly influenced by international conditions. The main economic field is services, followed by industry and construction (*Slovenia*, 2015).

Overall Slovenia is slightly above the European average based on the EU gender equality index, with an index of 56 on average. In four out of six domains, Slovenia ranks above the European average. These domains were work, money, knowledge and time. Two domains (power and health) Slovenia fell below the European average, mostly due to a lack of women in decision-making (Statistical Office of the Republic of Slovenia, 2013).

Romania

Romania is a unitary semi-presidential republic located in southeastern-central Europe, north of the Balkan Peninsula and on the western shore of the Black Sea. It borders Hungary, Serbia, Ukraine, Moldova, and Bulgaria. It covers 238,391 square kilometers (92,043 sq mi) and has a temperate-continental climate. With its 20.1 million inhabitants, it is the seventh most populous member of the European Union. Ninety percent of the population are native speakers of Romanian. Its capital and largest city, Bucharest, is the sixth largest city in the European Union. Romania has an economy predominantly based on services, and is a producer and net exporter of

machines and electric energy. Living standards have improved, and currently, Romania is an upper-middle income country with a high Human Development Index (*Romania*, 2015).

Out of 28 European countries listed on the 2010 EU gender equality index (Statistical Office of the Republic of Slovenia, 2013), Romania ranked at the bottom leaving much room for improving the empowerment of women.

Georgia

Georgia is a country in the Caucasus region of Eurasia. Located at the crossroads of Western Asia and Eastern Europe, it is bounded to the west by the Black Sea, to the north by Russia, to the south by Turkey and Armenia, and to the southeast by Azerbaijan. The capital and largest city is Tbilisi. Georgia covers a territory of 69,700 square kilometres (26,911 sq mi), and its population is almost 5 million. Georgia is a unitary, semi-presidential republic, with the government elected through a representative democracy. Its' primary language is Georgian. Georgia is a member of the Council of Europe and the GUAM Organization for Democracy and Economic Development. The World Bank dubbed Georgia "the number one economic reformer in the world" because in one year it improved from rank 112th to 18th in terms of ease of doing business. The country has a high unemployment rate and a fairly low median income compared to European countries. Georgia has maintained a solid credit in international market securities becoming more integrated into the global trading network. Georgia's main imports are natural gas, oil products, machinery and parts, and transport equipment. Tourism is an increasingly significant part of the Georgian economy. In regards to telecommunication infrastructure, Georgia is ranked second to last among its bordering neighbors in the World Economic Forum's Network Readiness Index (NRI) – an indicator for determining the development level of a country's information and communication technologies (*Georgia (Country)*, 2015).

Georgia ranks number 33 of 102 countries in gender equality according to the Social Institutions & Gender Index. A new law may improve this ranking. The draft Non-discrimination Law was adopted in 2014. This Law clearly states the unacceptability of discrimination on the basis of one's gender identity and sexual orientation along with race, colour, language, national, ethnic or social belonging, sex, pregnancy or maternity, marital or health status, disability, age, nationality, origin, place of birth, place of residence, internal displacement, material or social status, religion or belief, political or any other ground (Article 2, of the draft Law). The Law includes the principle of equality established by the UN Convention on the Elimination of all forms of Discrimination against Women, according to which temporary special measures developed in order to achieve factual equality shall not be considered discrimination. The law aims at equal enjoyment of rights already determined by the Georgian legislation. Ombudsman will oversee and ensure the implementation of this law (Social Institutions & Gender Index, 2014).

Women and Equality

The European Gender Equality Index in general shows that women are still less likely to participate in the labour market than men and that the segregation patterns have remained. Lower earnings and income among women lead to greater risk of poverty. Although the educational attainment of women exceeds that of men, the segregation patterns persist. Inequalities in the domain of time persist with women remaining disproportionately responsible for caring activities while other unequal division of time that extends to additional activities remains. A large imbalance exists in the EU in decision-making, with low levels of gender equality in both the political and economic areas (Statistical Office of the Republic of Slovenia, 2013).

A recent article by BBC News (2014) concurs indicating that women in Europe may be better educated or work harder than men, but they are paid substantially less, according to the International Labour Organization (ILO). The gender pay gap in Europe ranges from about 100 euros (£79) to 700 euros per month, the ILO report suggested. In the UK, women earn about 28% less than men on average, the UN body found. In all the countries studied around the world, a proportion of the pay gap is unexplained, implying discrimination. The actual gap varies from about 4% to 36% across the 38 countries. In Europe in 2010, the bottom-earning 10% of women workers earned about 100 euros per month less than the bottom 10% of men. And the top 10% of high-earning women earned close to 700 euros per month less than the top 10% of men. The ILO looked at education, experience, seniority, work sector, location and work intensity. It found that in about half of the countries studied around the world women had a stronger or better combination of those characteristics, yet were paid substantially less than men (BBC News, 2014).

Although equality between women and men has been one of the fundamental principles of the European Union since the very beginning, there is still a clear and defined deficit. Despite strong commitments from the EU bodies and the Member States, the European Union is only half way towards a gender-equal society (About EIGE, 2015).

Gender inequality is not specific to Europe, but a world-wide issue and more severe in developing countries (Friedman, 2005).

Through the Global Gender Gap Report 2014, the World Economic Forum quantifies the magnitude of gender-based disparities and tracks their progress over time. While no single measure can capture the complete situation, the Global Gender Gap Index seeks to measure one important aspect of gender equality: the relative gaps between women and men across four key areas: health, education, economy and politics (The Global Gender Gap Report 2014).

Gender Equality studies vary in areas addressed and how the data is represented, but since this study is part of a larger global study, it is important to evaluate the countries presented in this paper compared with those world-wide.

Table 1 illustrates how Slovenia, Romania, and Georgia rank and score in each of the categories on The Global Gender Gap (The Global Gender Gap Report 2014).

Table 1. Global Gender Gap Report 2014 (Slovenia, Romania, and Georgia)

Global Gender Gap Report 2014 Slovenia, Romania, and Georgia (Ranking compared to 142 countries and score)					
Country	Overall Ranking/Score	Economic Participation and Opportunity	Educational Attainment	Health and Survival	Political Empowerment
Slovenia	23/.744	22/.782	27/.999	74/.973	43/.221
Romania	72/.693	60/.682	63/.993	37/.979	91/.119
Georgia	85/.685	66/.675	80/.988	115/.967	94/.111

Of the three countries, Slovenia is the only one that has improved its' overall *ranking* on The Global Gender Gap Report since 2006, although all countries showed an improvement in their overall *score*. Slovenia had an overall ranking of 51st and score of .67 in 2006 and now has an overall ranking of 23rd and score of .74, a significant improvement in gender equality. Romania ranked 46th and scored .68 in 2006 overall and now ranks 72nd globally with a score of .69, while Georgia's overall rank was 54th and score was .67 in 2006 and in 2014 they had an overall ranking of 85th and score of .68. The scores reflect that each country has improved since 2006 while the rankings show that Slovenia has notably moved up as compared with other countries ranked while Romania and Georgia have fell behind in comparison (The Global Gender Gap Report 2014). Although rankings are relevant for comparison purposes, scores may be a better indicator of gender equality due to many countries being separated by rank by only a fraction of a point.

Women and Social Technologies

Access to the internet and an awareness of the benefits that social technologies can provide are critical to women's empowerment.

Equal access to the Internet may not sound as significant as inequality or poverty or illiteracy, but it's an increasing barrier to progress. And it can be the key to addressing those age-old inequalities on a significant scale (Blair, 2014).

“The Internet is an essential tool that provides a way for women to get access to the wider world — the world of networks, communities, health and education information, financial advice and business skills training. It's a platform for women to seek help where they need it, so helping to redress the gender imbalance and foster the empowerment of women. Yet, access alone doesn't equal digital empowerment; it is, rather, one of many conditions required to reduce gender inequalities online” (Intel, 2014).

It's important to determine the reasons that women use social technologies to assess where changes are needed. Findings from a Nielsen online global survey show a greater percentage of women (28%) get more than 50 percent of their news from social media sources than men

(25%). But as the word “social” implies, social media is used for more reasons than just to get the news. More women also use social media than men as a creative outlet, particularly for blogging and uploading/sharing photos—28% women vs. 23% men—and for entertainment purposes—48% women vs. 45% men. Comparatively, more men use social media than women for business reasons—27% vs. 22% for women—but less than women for “how to, information, and self-help” needs—30% men vs. 37% for women (Nielson, 2014).

Mobile apps are now available for all social technology platforms, providing more opportunities for women’s empowerment through smart phones, tablets, and laptops.

Methodology

Few studies have investigated the use of social technologies for women’s empowerment. Research in this area is being conducted globally with results for Slovenia, Romania, and Georgia presented in this paper. A questionnaire including open-ended and close-ended questions with multiple choice answers (see Appendix A) was developed to investigate social technology platforms used by the respondents for business purposes and benefits realized.

Participants and Procedures

In the last quarter of 2014, researchers translated the questionnaire to their native language and administered it to a total of over 400 working women who used at least one of the following social technologies for business purposes: facebook, Twitter, LinkedIn, YouTube, or Google+.

Data Analysis

Responses of each of the surveys were translated to English by the respective countries’ researchers. Descriptive statistical analyses were used to give the reader straight forward applicable results. Analyses of some of the open-ended questions are also presented in the results.

Results

Respondents’ names, contact information, and the names of the participants’ companies were required to ensure credibility. The interviewees were assured that this information would not be revealed for confidentiality reasons and to encourage open responses. The total number of usable questionnaires for Slovenia was 152; 130 for Romania; and 134 for Georgia. Responses are shown in percentages for comparison purposes.

Respondents from the three countries studied are well educated with many holding advanced degrees. Figure 1 shows the results.

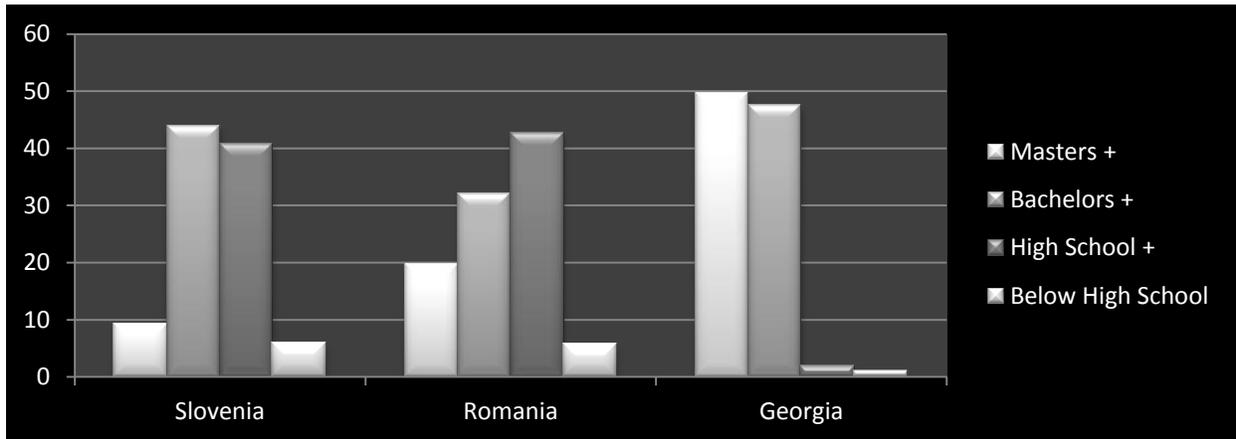


Figure 1. Highest level of education

Figure 2 shows the respondents marital status by percentage and percentage with children. The average age of the respondents are 37.3 (Slovenia), 30.9 (Romania), and 35.7 (Georgia).

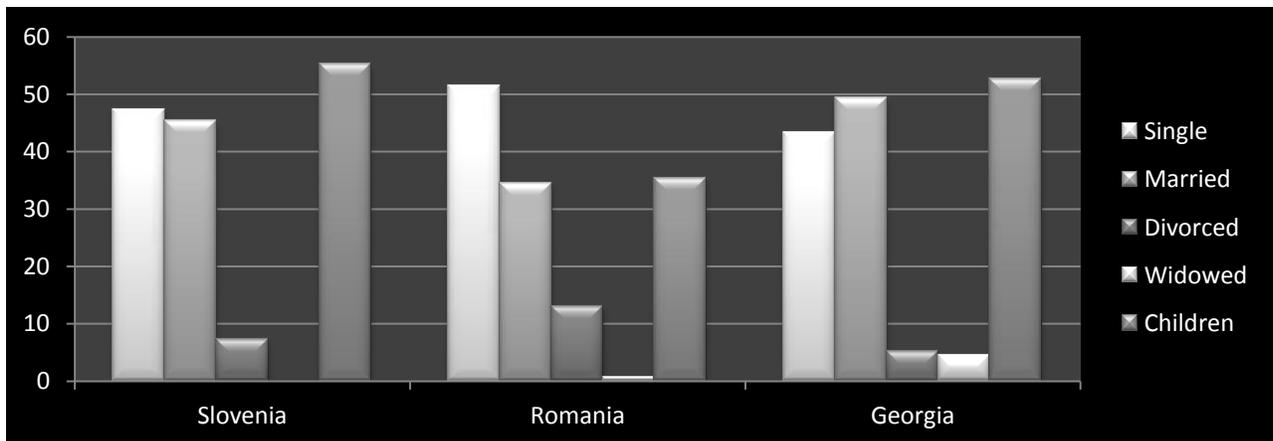


Figure 2. Marital status and percentage with children

The results among the countries are somewhat consistent with the average age of the respondents in the thirty's, less than half of all respondents are married, and the percentage of women with children is slightly higher for each country than the percentage of those married. These results suggest that more than half of the respondents likely live in a single income household.

Figure 3 shows that the majority of respondents work for a company or organization rather than owning their own business or otherwise. Exact percentages are shown for each country.

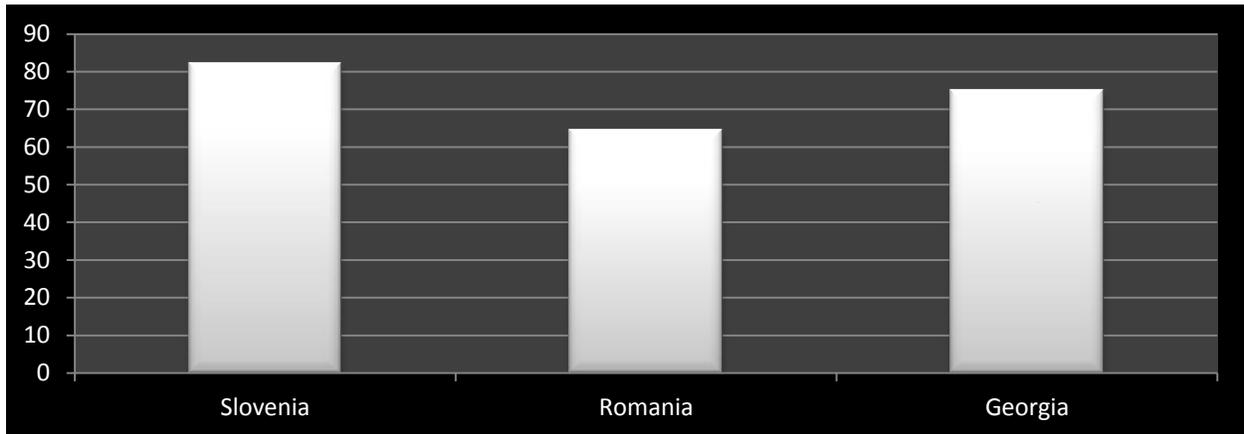


Figure 3. Work for a company or organization

Figure 4 indicates the percentage of respondents who have access to computers/technologies and the specific technologies by percentages.

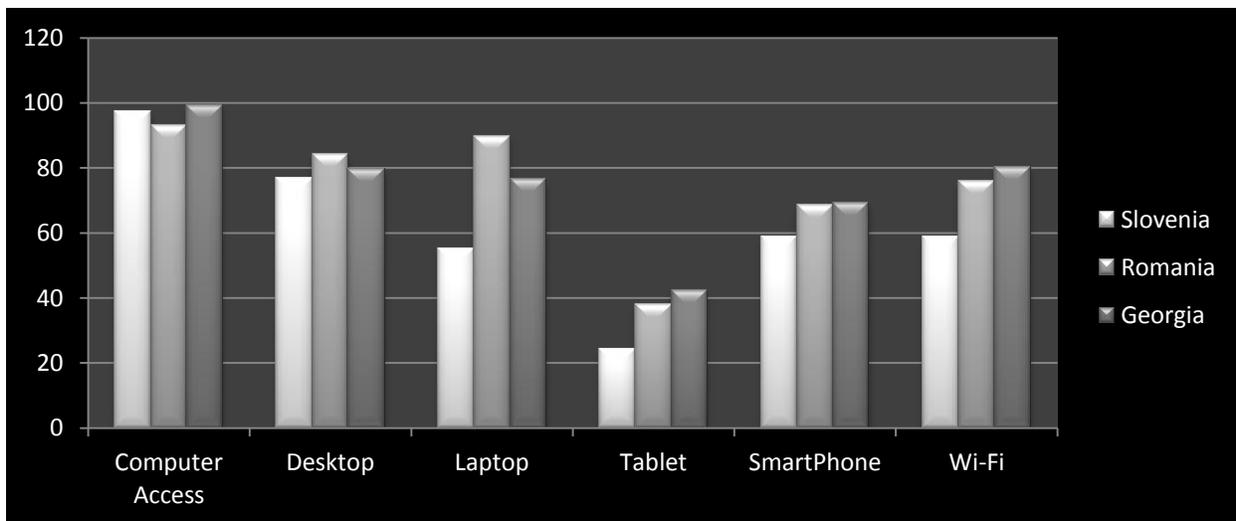


Figure 4. Access to computers/technologies

A significant number of respondents from all countries surveyed have access to computers with percentages ranging from 93 to 99 percent. Desktops were the most popular device except for respondents from Romania who had a higher percentage of laptop users. Internet access ranked fairly high among respondents ranging from 58.6 to 80.3 percent, although ideally everyone with access to computers should have access to the internet to benefit from social technologies and have access to the windows of the world.

Technology is not new to most of the respondents with the majority of Slovenia respondents having used computers/technology for three to five years and the majority of respondents from

Romania and Georgia indicating computer use for five years or longer. Responses by country are in Figure 5.

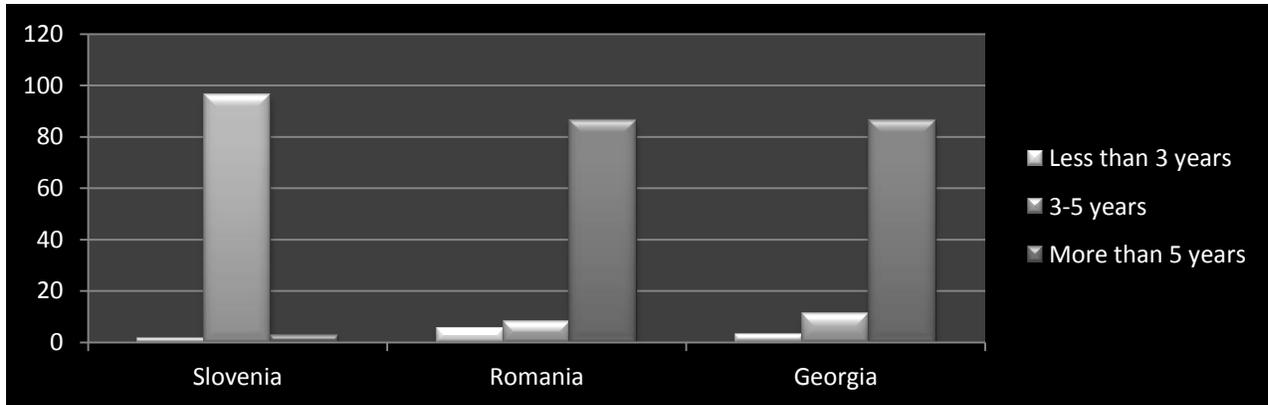


Figure 5. Number of years computers/technology used

Important keys to women’s empowerment are the applications or purpose for which they use computers/technology and their awareness of the benefits technology can provide. Responses to these two questions shown in Figures 6 and 7 reveal that the respondents have a high level of engagement and awareness which will serve as examples to other women who are less experienced with technology.

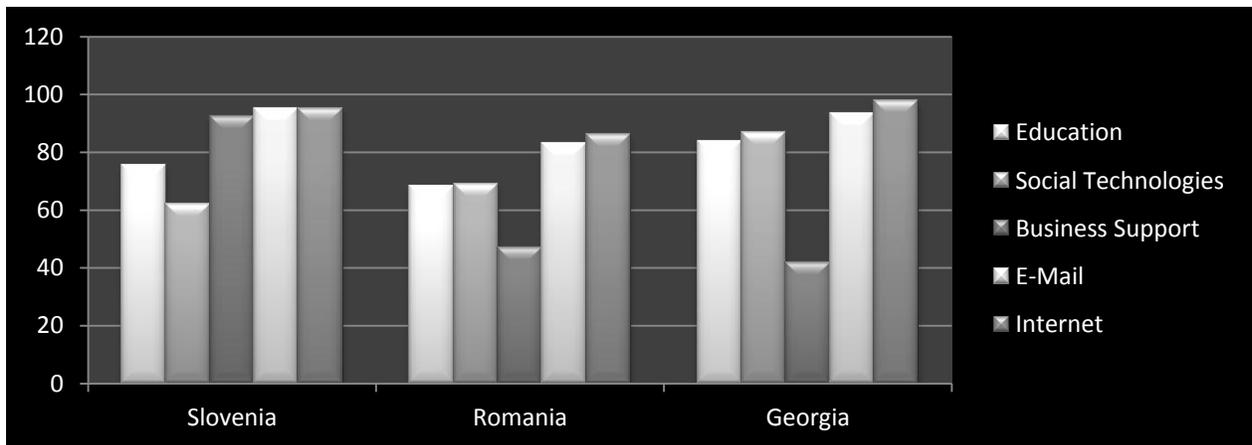


Figure 6. Purpose for using computers/technology

The highest percentage of respondents from all three countries indicated they use technology for e-mail and the internet. Over 90 percent of the respondents from Slovenia use technology for business support with that purpose ranking lowest among the other two countries—just slightly above 40 percent for each. Social technologies ranked lowest by Slovenia respondents (62.2 percent) with a slightly higher percentage by Romanians (71.5 percent) and the highest by Georgia respondents (86.9 percent).

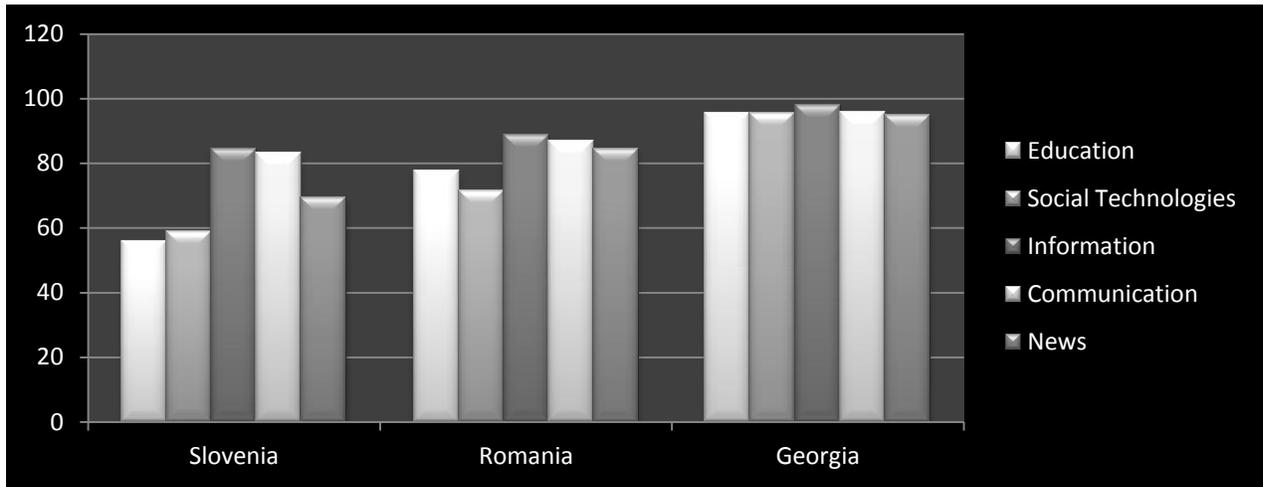


Figure 7. Awareness of benefits of technology

All respondents have a high degree of awareness of the benefits technology can provide with 86.4 percent of the respondents from Slovenia, 93.1 percent of the respondents from Romania, and 98.5 percent of the respondents from Georgia indicating ‘Yes’ on this question. Among the benefits, *Information* ranked highest with *Communication* second among all respondents which are both critical to women’s empowerment providing knowledge, networking, and awareness.

In an effort to determine the status of the use of social technologies by women, questions were posed regarding whether respondents used the following platforms—facebook, Twitter, LinkedIn, YouTube, and Google+—and if so, the purpose and whether benefits were realized for the stated purpose.

Figure 8 shows the percentage of respondents indicating use of each social technology platform.

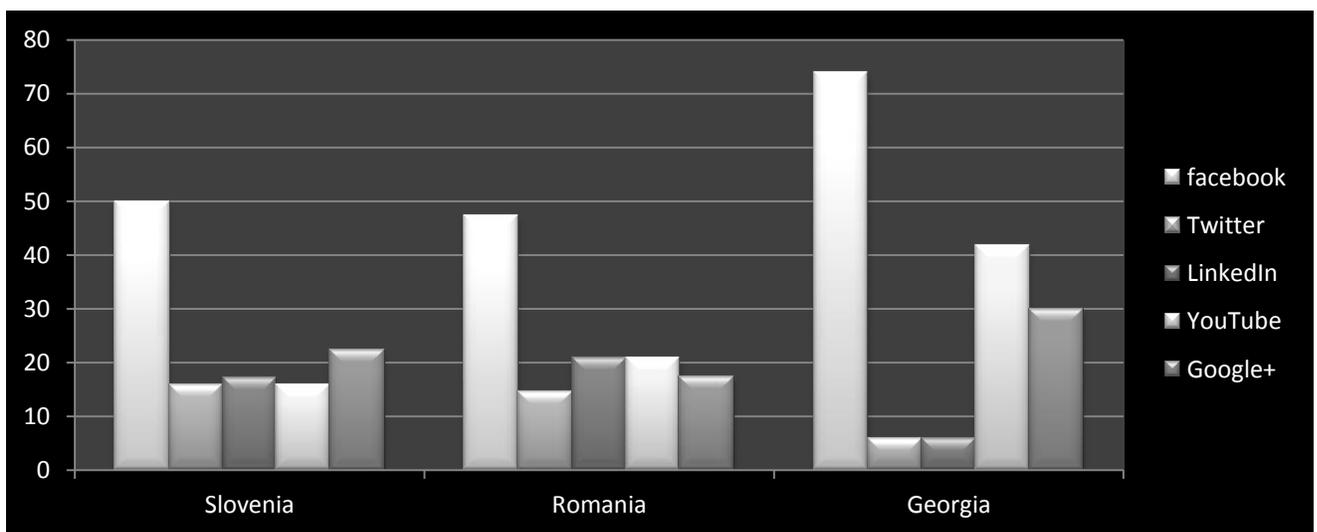


Figure 8: Social Technology Platforms Used

Facebook is clearly used more than any other platform with the range falling between one-half to three-fourths for the three countries. Other platforms were used by a small percentage of respondents except for YouTube and Google+ used by the respondents from Georgia.

What purpose do respondents use social technologies for and are benefits realized? The same eight purposes were listed for each social technology platform with the opportunity for the respondents who indicated that the specific platform is used to answer *Yes* or *No* that the platform is used for the stated purpose and if *Yes* to indicate whether a benefit was realized for the stated purpose. Responses for this part of the research have been combined for all three countries and are shown in Figures 9 and 10.

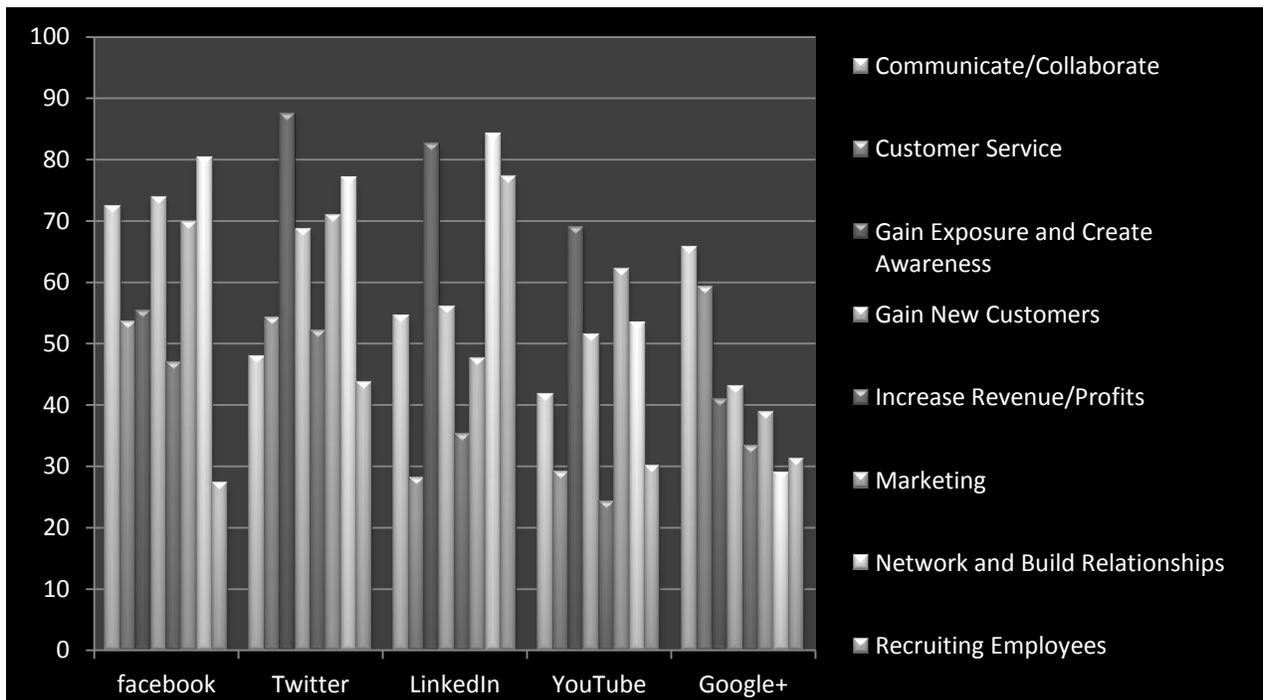


Figure 9. Social Technology Platforms – Purpose

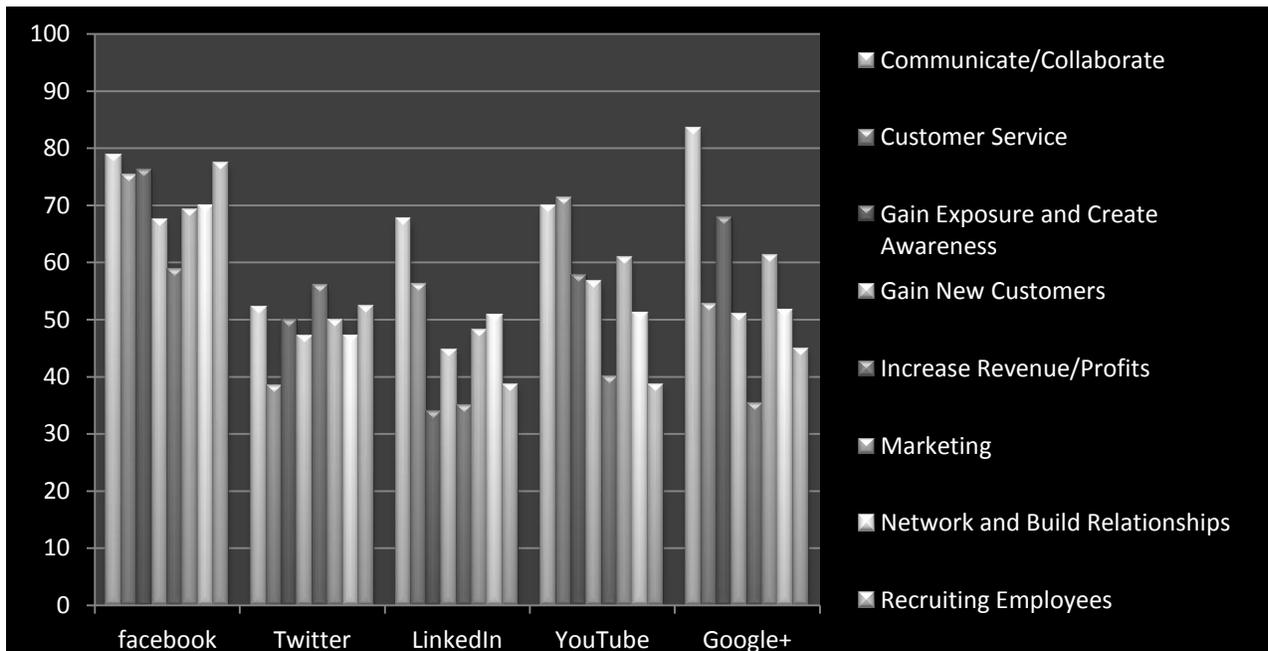


Figure 10. Social technology platforms – Benefits realized

Respondents indicated that they use social technologies for all purposes listed and realized benefits for all. For communication/collaboration purposes, facebook and Google+ ranked highest in use for this purpose and the majority of the respondents realized benefits. Twitter is used for all purposes, but especially for customer service and networking/building relationships with approximately half of the respondents using Twitter realizing benefits. It's not surprising that LinkedIn ranked high for recruiting purposes, networking/building relationships, and gaining exposure and creating awareness. From 30 to 60 percent of those using LinkedIn for the stated purposes realized benefits. YouTube is used by the most respondents for gaining exposure/creating awareness and marketing, but surprisingly those customers who used it for customer service and communication realized the most benefits.

Some are hesitant to sign up for social technologies for fear of the negative which may include negative comments, privacy issues, or security concerns. When the respondents were asked to indicate if their experience with social technologies had been positive or negative, 88.2 percent from Slovenia, 90.8 percent from Romania, and 90.3 percent from Georgia indicated *positive*.

A few of the respondents' comments regarding the impact that social technologies has had on their success or the success of their organization follows (Nord, Koohang, and Paliszkievica, 2014):

- Increased number of customers
- Job search and news
- Getting feedback from customers in order to improve service
- Increased profits and evolving in the market

- Communicating with friends and colleagues
- Marketing and promotion
- Improved access to information
- Empowered
- Using technology to become further educated
- Decreased cost for marketing
- Communicating globally
- Being more informed
- Increased number of opportunities

Finally, in response to the question, *Do you believe education and technology would empower you or help you become more successful*, 89.4 percent from Slovenia, 86.9 percent from Romania, and 96.3 percent from Georgia responded *Yes*.

Conclusions and Recommendations

This article is based on findings from three different countries on the use of social technologies and the benefits realized.

It is common for new users of social technologies to simply use these technologies for *social* purposes with close friends or family and not realize the numerous benefits that are available to them including those in this study: Communication/collaboration; Customer Service; Gaining Exposure and Creating Awareness; Gaining New Customers; Increasing Revenues and Profits; Marketing; Networking and Building Relationships; and Recruiting. As noted in the results of this study, benefits were realized for each of the purposes listed.

To gain the greatest benefit, the key is to develop an optimal social technologies plan. Recommendations for creating a customized social technologies plan that is not overwhelming and provides the best return on investment follow (Nord, Koohang, and Paliszkievica, 2014):

- Identify what is to be accomplished through social technologies based on a strategic plan and results of this study. If two of the primary initiatives are to network and build relationships and to increase revenue and profits, then facebook and Twitter may be good choices.
- Select no more than two platforms to begin with.
- Research other successful individuals or similar companies to get ideas on social technology approaches used.
- *Google It* to answer any questions that come up. Unlimited information is available through the internet and a few keystrokes.
- Devote time everyday to social technologies using the 80/20 rule—80 percent of the material posted should be information that is valuable to the audience with only 20 percent directly promoting the product. The goal is to build a loyal audience that follow for the content posted. If the content posted is always directly about sales, it doesn't work.

- Respond to comments or questions—even the negative. Ignoring the negative does not solve the problem. Making a positive effort to resolve the issue with a solution is the best approach.
- Use photos and videos as appropriate.
- Professionalism is of utmost importance. An individual or company's internet presence creates an online reputation that is difficult to reverse.

Education, business support, professional relationships, and even running a successful business can be achieved through technology. The obstacles that women have faced in the past will quickly fade for those who are willing to utilize a computer, the world-wide-web, and platforms available through social technologies.

Despite the shortage of women in technology, studies show that women use social technologies for multiple purposes (Neilson, 2014). The internet and social technologies have created pathways to change. As women are made aware of the benefits of these technologies through studies such as this one, cashing in on opportunities for education, gender equality, and economic stability will become the wings of empowerment for women worldwide.

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Authors' Biographies

Jeretta Horn Nord is a professor, an author and an entrepreneur. Dr. Nord is a professor in the department of Management Science and Information Systems in the Spears School of Business at Oklahoma State University. She is the Founder and CEO of Entrepreneur Enterprises, LLC, and Founder of *A Cup of Cappuccino for the Entrepreneur's Spirit* book series. Nord recently served as a Fulbright Specialists Scholar in Europe and has spent time as a visiting scholar at UCLA and the University of Southern Queensland in Australia. She served as associate dean for the Spears School of Business at Oklahoma State University, and is currently executive editor of *The Journal of Computer Information Systems*. Jeretta serves on the Advisory Board for the Women's Foundation of Oklahoma. She received the distinction of 50 Making a Difference in 2011 from *The Journal Record* and the Special Recognition Award from the Association of Continuing Higher Education. Dr. Nord was honored with a Distinguished Alumnus Award at Southeastern Oklahoma State University and awarded the Merrick Foundation Teaching Award for bringing free enterprise into the classroom. She has been honored as MBA Faculty of the Year at Oklahoma State University and with the Greiner Undergraduate Teaching Award for excellence in instruction. Dr. Nord is the lead on global research entitled *Women's Empowerment through Technology*. She has presented papers at international conferences in over twenty countries and is the author of numerous articles and an academic textbook.

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Salome Svanadze has a B.Sc. degree in the field of Management and Economics and holds a M.Sc. in Economics from the Faculty of Economics, Georgian State University. She is currently working on her Ph.D. in Business Administration at the Faculty of Business of Ilia State University, Georgia while spending part of the study exchange at Warsaw University of Life Sciences. Considering over 5 years of working experience for the Investment Funds at emerging markets, her research and teaching interests consist of intellectual capital, creating economic opportunities (particularly utilizing opportunities of emerging markets) as well as phenomena of knowledge and trust management of leadership in enterprises.

Appendix 1

Questionnaire

WOMEN'S EMPOWERMENT THROUGH TECHNOLOGY: (Name of Country)

Survey regarding the use of social technologies by women who own a business or work in a company/organization.

1. Name and contact information (e-mail) of person interviewed _____

2. Highest grade attended in school _____

3. Age _____

4. Marital Status _____ A. Single _____ B. Married _____ C. Divorced _____ D. Widowed

5. Do you have children?
_____ A. Yes, how many _____ age(s) _____
_____ B. No

6. Do you work for a company/organization or own your own business?
_____ A. Work for a company/organization
_____ B. Own my own business
_____ C. No (If no, go to question #12)
_____ D. Other (please specify) _____

7. Name of Organization _____

8. Location of Organization _____

9. Organization (check one only)
_____ A. Sole Proprietorship
_____ B. Partnership

- C. Corporation
- D. Franchise
- E. Cooperative
- F. Direct Selling or Network Marketing
- G. Non Profit
- H. Other (please specify) _____

10. Type of organization (check one only)

- A. Energy
- B. Health
- C. Manufacturing
- D. Retail
- E. Service
- F. Technology
- G. Transportation
- H. Government
- I. Other (please specify) _____

11. Number of Employees _____

12. Do you have access to computers/technology?

- A. Yes (check all that apply)
 - 1. Desktop
 - 2. Laptop
 - 3. iPad/Tablet
 - 4. SmartPhone
 - 5. Wi/Fi
 - 6. Other (please specify) _____
- B. No (If no, go to question #15)

13. How long have you been using computers/technology?

- A. Less than one year
- B. 1-3 years
- C. 3-5 years

____D. Over 5 years

14. What do you use computers/technology for? (check all that apply)

____A. Education

____B. Social Media/Social Technologies

____C. Business Support

____D. E-Mail

____E. Internet

____F. Other (please specify)_____

15. Are you aware of the benefits technology can provide?

____A. Yes (check all that apply)

_____1. Education

_____2. Social Media/Technologies for Business Support

_____3. Information

_____4. Communication

_____5. News

_____6. Other (please specify)_____

____B. No

16. **facebook:**

____A. Our organization does not use facebook and has no future plans to use facebook.

____B. Our organization does not use facebook, but plans to within the next year.

____C. Our organization uses facebook. Please complete the following table. (check all that apply)

	Does your organization use facebook for the stated purpose?		If yes, has your organization realized a benefit from using facebook for the stated purpose?		
	Yes	No	Yes	No	Unknown
1. Communicate/Collaborate					

2. Customer Service					
3. Gain exposure and create awareness					
4. Gain new customers					
5. Increase revenue/profits					
6. Marketing					
7. Network and build relationships					
8. Recruiting employees					
9. Other (please specify) _____ _____					

Twitter:

- _____A. Our organization does not use Twitter and has no future plans to use Twitter.
- _____B. Our organization does not use Twitter, but plans to within the next year.
- _____C. Our organization uses Twitter. Please complete the table below: (check all that apply)

 Purpose	Does your organization use Twitter for the stated purpose?		If yes, has your organization realized a benefit from using Twitter for the stated purpose?		
	Yes	No	Yes	No	Unknown
1. Communicate/Collaborate					
2. Customer Service					
3. Gain exposure and create awareness					
4. Gain new customers					
5. Increase revenue/profits					
6. Marketing					
7. Network and build relationships					
8. Recruiting employees					
9. Other (please specify) _____ _____					

LinkedIn:

- _____A. Our organization does not use LinkedIn and has no future plans to use LinkedIn.
- _____B. Our organization does not use LinkedIn, but plans to within the next year.
- _____C. Our organization uses LinkedIn. Please complete the following table. (check all that apply)

	Does your organization use LinkedIn for the stated purpose?		If yes, has your organization realized a benefit from using LinkedIn for the stated purpose?		
	Yes	No	Yes	No	Unknown
Purpose					
1. Communicate/Collaborate					
2. Customer Service					
3. Gain exposure and create awareness					
4. Gain new customers					
5. Increase revenue/profits					
6. Marketing					
7. Network and build relationships					
8. Recruiting employees					
9. Other (please specify) _____ _____					

YouTube:

- _____ A. Our organization does not use YouTube and has no future plans to use YouTube.
- _____ B. Our organization does not use YouTube, but plans to within the next year.
- _____ C. Our organization uses YouTube. Please complete the following table. (check all that apply)

	Does your organization use YouTube for the stated purpose?		If yes, has your organization realized a benefit from using YouTube for the stated purpose?		
	Yes	No	Yes	No	Unknown
Purpose					
1. Communicate/Collaborate					
2. Customer Service					
3. Gain exposure and create awareness					
4. Gain new customers					
5. Increase revenue/profits					
6. Marketing					
7. Network and build relationships					
8. Recruiting employees					
9. Other (please specify) _____ _____					

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Google + or Other Social Technologies (please specify) _____

____ A. Our organization does not use Google+ or social technologies other than those previously listed and has no future plans to use additional social technologies.

____ B. Our organization does not use Google+ or social technologies other than those previously listed, but plans to within the next year.

____ C. Our organization uses Google+ or social technologies other than those previously listed (please specify social technology(ies) _____ and complete the following table. (check all that apply)

	Does your organization use Google+ or other social technologies for the stated purpose?		If yes, has your organization realized a benefit from using Google+ or other technologies for the stated purpose?		
	Yes	No	Yes	No	Unknown
Purpose					
1. Communicate/Collaborate					
2. Customer Service					
3. Gain exposure and create awareness					
4. Gain new customers					
5. Increase revenue/profits					
6. Marketing					
7. Network and build relationships					
8. Recruiting employees					
9. Other (please specify) _____ _____					

17. Your experience with social technologies has been: (check all that apply)

____ A. Positive (please share an example of a positive experience or outcome from using social technologies) _____

____ B. Negative (please share an example of a negative experience or outcome from using social technologies) _____

18. Please comment on the impact that social technologies have had on your success or the success of your organization. If you have specific examples including increases in revenue, number of customers, sales, etc. please specify.

19. What does success look like to you? _____

20. Do you believe education and technology would empower you or help you become more successful?

_____ A. Yes (please comment if applicable) _____

_____ B. No (please comment if applicable) _____

21. What else do you believe would empower you as a woman? _____

22. Other comments: _____
