

## IMPACT OF DIGITAL LITERACY ON WOMEN'S PROFESSIONAL MOBILITY

### Summary

This research explores digital literacy as a crucial factor enhancing women's opportunities in the modern labor market. It discusses how digital skills improve employability, enable remote work, and support continuous professional development. The study emphasizes initiatives that promote women's participation in technology fields, reduce gender gaps, and foster entrepreneurship. Special attention is given to digital literacy programs targeting vulnerable groups and older women, which enhance social integration and online safety. By adopting gender-sensitive approaches, digital literacy contributes to women's economic independence, career growth, and equal access to digital services, strengthening their role in society and the workforce.

Digital literacy is a key factor that determines women's opportunities in the modern labor market. Mastering digital skills enhances competitiveness and opens new prospects for professional development.

In today's world, digital skills are becoming a fundamental requirement for many professions. Women who possess such skills have greater chances of employment and career advancement. According to a study by the Ministry of Digital Transformation of Ukraine, 93% of Ukrainians have digital skills, demonstrating a high demand for these competencies in the labor market (Cabinet of Ministers of Ukraine, n.d.).

Digital literacy enables women to work remotely, which is particularly important for those balancing professional activities with family responsibilities. Remote work provides flexibility and the ability to work from any location, promoting a better balance between work and personal life.

Mastering digital skills provides access to numerous online courses and educational platforms,

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allowing women to continuously upgrade their qualifications and acquire new professions. This enhances their professional mobility and adaptability to changes in the labor market.

Improving digital literacy among women promotes their active involvement in technological fields, where men have traditionally dominated. This helps to reduce the gender gap and fosters greater diversity in the IT industry. Initiatives such as the "Digital Women" podcast introduce listeners to female leaders in digital transformation and debunk gender stereotypes about women in technical fields (United Nations Development Programme [UNDP], n.d.).

Digital skills enable women to create and promote their businesses in the online environment, expanding their economic opportunities and contributing to financial independence.

Digital literacy also facilitates social integration, allowing women to actively participate in public life, access information, and use electronic services. Projects aimed at enhancing digital literacy

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among women, particularly from vulnerable groups, help them access quality education and improve access to digital services (Ministry of Digital Transformation of Ukraine, n.d.).

Digital literacy courses for women aged 45 and above boost their social and professional activity, enabling them to master new technologies and remain competitive in the labor market. Initiatives such as courses offered by the Feminist Workshop help improve access to digital services for older women (Feminist Workshop, n.d.).

Digital literacy includes knowledge of online safety, allowing women to protect their personal data and avoid cyber threats, thus increasing their confidence in using digital technologies (Ministry of Digital Transformation of Ukraine, n.d.).

Initiatives aimed at enhancing digital literacy among vulnerable groups of women contribute to

their social and economic integration, providing new opportunities for employment and development. The Ministry of Digital Transformation, together with its partners, helps these women improve access to digital services, promoting their social integration (Ministry of Digital Transformation of Ukraine, n.d.).

Using a gender-sensitive approach in shaping the professional mobility of future specialists ensures equal opportunities for women in professional development and career growth (Scientific Library of Vinnytsia National Technical University, n.d.).

Thus, digital literacy serves as a powerful tool for enhancing women's professional mobility, fostering their economic independence, social integration, and equal opportunities in the labor market.

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