

# DEVELOPING WOMEN'S DIGITAL LITERACY AS A PATH TO CAREER OPPORTUNITIES

## Summary

This research explores the importance of digital literacy for women's career growth and gender equality. Despite technological advances, many women face barriers like stereotypes and limited access to education and technology. Developing digital skills opens opportunities for high-paying jobs, remote work, and economic independence. A combined effort from governments, businesses, and cultural change is needed to support women through training programs, mentoring, flexible work, and combating stereotypes. Enhancing women's digital literacy is key to fostering inclusion and gender equality in the digital economy.

Today, digitalization covers all spheres of life, opening up new opportunities for career growth, in particular for women. In the conditions of rapid development of information technologies, knowledge of digital tools is becoming not just an advantage, but a necessity. However, not all women have equal access to these opportunities. The reasons for this are gender stereotypes, high costs of education, limited access to technology in rural areas and an insufficient number of programs aimed at attracting women to the digital economy.

Unfortunately, many women still remain outside modern digital processes, which limits their opportunities in the professional sphere and affects economic independence. At the same time, the development of digital literacy can significantly change this situation. It opens up access to high-paying professions, provides the possibility of remote work, increases the level of personal freedom and promotes gender equality. To address these issues, both state initiatives and the active participation of business and society are required.

Developing women's digital literacy is not only a path to career opportunities, but also an important

## Yavorska Anastasia

Igor Sikorsky Kyiv  
Polytechnic Institute

[anastasiaavorskaa8@gmail.com](mailto:anastasiaavorskaa8@gmail.com)

Scientific supervisor:

## Dr. Rostyslav Pashov

Igor Sikorsky Kyiv  
Polytechnic Institute

## Key words:

digital literacy, gender equality, women's empowerment, digital skills development, STEM education

step in achieving gender equality. Improving women's digital skills contributes to economic development, social stability and innovation. Mastering digital technologies allows women to integrate into high-tech industries, increasing their competitiveness in the labor market, and also opens up new prospects for their professional growth and financial independence.

This requires a comprehensive approach that includes government programs, corporate initiatives and changing cultural perceptions. The state can promote the development of digital skills through free educational programs, scholarships for training and support for female entrepreneurship. The corporate sector, in turn, should implement mentoring programs, create flexible working conditions and actively support women in achieving leadership positions.

Gender stereotypes remain one of the biggest obstacles for women in technical professions. Girls are often taught from childhood that technical disciplines are a "male affair", which creates barriers in choosing a future profession. Such stereotypes affect not only the educational path, but also the



## «Driving Economic Recovery: Scaling Digital Education Experiences in Higher Education Institutions»

subsequent career, limiting women in their aspirations and opportunities.

To combat these stereotypes, it is important to change the approach to education and upbringing, offering girls equal opportunities for development in technical fields. For example, creating special support programs for schoolgirls and students who aspire to master STEM fields is one solution. Popularizing successful examples of women in the digital sphere, such as famous IT specialists, entrepreneurs and inventors, also helps to overcome barriers.

The state can play a key role in ensuring equal access to digital education for women through the creation of support programs, investments in training and grant programs. One example could be the organization of free courses in programming, design or database work for women.

In addition, state programs can include preferential conditions for training mothers on maternity leave or women who have lost their jobs. This not only contributes to economic recovery, but also allows women to adapt more quickly to the demands of the modern labor market. Such initiatives also help reduce gender inequality by attracting more women to participate in the digital economy.

Modern business also plays an important role in supporting women in the digital sphere. IT companies can organize special trainings for women, provide scholarships for studies, implement mentoring programs. Such initiatives not only help develop women's potential, but also contribute to the creation of an inclusive work environment.

Considerable attention should also be paid to creating conditions for women's work, such as flexible schedules, the ability to work from home, and maintaining a balance between work and family. These factors allow women to effectively combine professional development and personal life.

Cultural change is an important step towards creating a society where women can freely develop

in the digital sphere. This includes combating stereotypes, promoting ideas of gender equality and creating a culture of support for women in technical professions.

Social initiatives, such as meetings with successful women in IT, creating a support network and mentoring, are effective means of attracting women to the digital economy. In addition, it is important to involve the media in covering success stories that can inspire others.

Developing women's digital literacy is not only a path to career opportunities, but also an important step in achieving gender equality. Increasing the level of women's digital skills contributes to economic development, social stability and the introduction of innovations. Mastering digital technologies allows women to integrate into high-tech industries, increasing their competitiveness in the labor market, and also opens up new prospects for their professional growth and financial independence.

This requires a comprehensive approach that includes government programs, corporate initiatives, and changing cultural perceptions. The state can promote the development of digital skills through free educational programs, scholarships for training, and support for female entrepreneurship. The corporate sector, in turn, should implement mentoring programs, create flexible working conditions, and actively support women in achieving leadership positions. It is also important to work on changing social stereotypes and popularizing successful examples of women in the digital sphere. Education and awareness campaigns should inspire girls to choose technical directions, showing that the digital world is open to everyone, regardless of gender.