

# Chapter 5

## Entrepreneur Woman and the Information and Communication Technologies for Business Management Improvement

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### ABSTRACT

*In the women entrepreneur management environment, information and communication technologies (ICTs) are internal and external efficiency tools. Therefore, this chapter determines if the dimensions of the variable “incorporation of ICT in: Basic ICT stage, ICT development stage, ICT maturity stage,” improve the management of the entrepreneur women in micro, small and medium enterprises (MSMEs) located in Guanajuato, Mexico. This is done using a quantitative approach, with a descriptive, correlational and regression analysis of a sample of 133 enterprising women. The results show that the stages of incorporation of ICT, along with the size of the MSME, influence their management. This chapter aims to raise awareness among governments (state and federal) about the situations of these MSMEs to promote the change in public policies and establishing training programs to empower entrepreneur women with tools such as ICT, giving them the opportunity to strengthen their decisions, conduct e-business and increase the creation of jobs.*

### INTRODUCTION

Women keep moving up in their companies either as intellectual capital at any area, as managers or even as owner or partner. However, their professional development has not been easy, where discrimination and sexism have slowed down their development and recognition of their intellectual and professional capacity; and even nowadays, there is still a long way to go towards equality between men and women.

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To shorten this gap, female entrepreneur has used the power of the ICT to facilitate their daily personal and business activities, which in return, help them to improve the internal and external efficiency of their business. From the use of cellphones, personal computers, Internet, networks, electronic banking, e-commerce, e-business, among others, entrepreneur women have achieved higher profitability and growth for the own business through the use of ICT.

The management of female entrepreneurs in Mexico, according to the entrepreneurship report of Global Entrepreneurship Monitor (2017), the rate of opportunity to start a business is 1.00 women / men, but entrepreneurial activity is higher in women (Woman / man, rate 1.08), which have allowed them to improve their standard of living, social recognition and self-recognition (Padrón, 2017). This raises several questions: Do entrepreneurial women consider that ICT are important in their business development? What is the level of ICT preparation in the companies that are managed by women? Are the ICT tools that help improve the management of entrepreneur women? Does e-commerce improve the management of entrepreneur women? These questions determined the goal of this research to determine if the variables of the “incorporation of Information and Communication Technologies”: Basic ICT stage, stage in ICT development and ICT maturity stage, improve the management of the entrepreneur women in MSME located in Guanajuato, Mexico.

For this research, an emerging economy like Mexico was selected and the State of Guanajuato was chosen as one of the main investment destinations of the country. According to a survey carried out by KPMG to 800 managers, 24% pointed Guanajuato as a place to expand their business in the next three years (Sánchez, 2016). Domestic and foreign investment has been for more than 9 billion dollars, and the state has received 174 companies from 2012 to 2016, generating more than 59,350 jobs. The Secretary of Sustainable Economic Development in Mexico revealed that, although the economic activity in Guanajuato is multisector, the one that has predominantly stood out is the automotive. Other predominant sectors are the food-agroindustry, services, plastics and metalworking (Lara, 2016). Among the main investors are General Motors, Honda, Mazda, Kino Motors, Toyota, Volkswagen, Ford (Lara, 2016), considering the state as the direct Japanese investment leader (Almanza, 2017).

This chapter is structured in five sections: first, the problem was introduced as well as justification and objective of the research; in the second section, the literature review is presented, where entrepreneurship, the role of women as manager of the MSME, the importance of adhering Information and Communication Technologies are addressed. Followed by the third section with the research methodology; the fourth section analyzes the results, using correlational descriptive statistics and a multivariate analysis of the dimensions of ICT and the entrepreneur woman. Lastly, the conclusion with the findings, as well as the recommendations of the study.

## **BACKGROUND**

This section presents a literature overview, addressing the importance of MSME, entrepreneurship and the role of women in business; the use of Information and Communication Technologies as a support tool in the management of the entrepreneur women; and the entrepreneur woman management of business in Mexico.

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