The Contribution of Female Innovators and Business Leaders to Shaping the Economy of the Future

KEY CONCLUSIONS

The potential of women's economic activity is underutilized

“The topics of female leadership, the involvement of women in economic affairs, non-discrimination, overcoming existing stereotypes, which we still have unfortunately, despite all the progress, are essential,” Victoria Panova — Vice-Rector for International Relations, Far Eastern Federal University (FEFU).

“See how difficult it is for us, in the presence of others <…> to admit to ourselves and brag about our achievements to others <…> According to the research we commissioned, a man asks for a raise often in cases where he meets only 60% of the vacancy requirements. A woman asks for a raise when she meets 100% of the requirements. We are much more demanding of ourselves,” Marina Zhunich — Director for Government Relations, Google LLC.

Competitive advantage of women – mobility and responsibility

“Men are more risk-taking than women, because we, no offence, nevertheless, have more responsibility for children,” Irina Makieva — Deputy Chair, Bank for Development and Foreign Economic Affairs (Vnesheconombank).

“We can do several things at the same time; we can quickly switch between different topics, <…> we can balance caring for the family and professional life. In this regard, it is essential that all, the business, the state and ourselves enable such balance,” Natalya Tretyak — First Vice President, Gazprombank.

Public foundations provide fulfilment to women

“[Many] being on maternity leave, look for an opportunity for realisation of personal potential <…>, for the opportunity to create their projects <…>, i.e. becoming entrepreneurs and simultaneously seeking the opportunity to manage their time. Having your own project provides such an opportunity,” Ekaterina Rybakova — Co-Founder, President, Rybakov Foundation.

PROBLEMS

The fallibility of legislative support of working women

“The law provides for a lot of benefits and preferences from the employer to women, but, unfortunately, the statutory provisions are mostly
imperative and prohibitive,” Natalya Tretyak — First Vice President, Gazprombank.

**The status of women in society is declining**

“Now, of course, society is developing <...> Women play a significant role in this, but the status of a woman, pretty much, declines,” Wang Ping — Chairman, China Chamber of Tourism.

**SOLUTIONS**

**Support for employers enabling women**

“We have developed a large block of electronic 24/7 banking services. It is a completely different opportunity for business, compared to the time when there were no such technologies. Our women’s section here can easily give recommendations to the Government to develop a system of measures to support women enabling employers,” Natalya Tretyak — First Vice President, Gazprombank.

**Promotion of self-education**

“We realise that the next generation watches, not reads. It is, of course, a big disappointment for us, and through our cartoons and video content we try, nevertheless, to motivate them to read,” Yuliana Slashcheva — Chairman of the Management Board, Creative Production Association Soyuzmultfilm Film Studio FSUE.