

Conference on the Social and Economic Impact of Online Commerce on Women

Asian Development Bank Institute, Asian Development Bank, Nanyang Technological University –
Economic Growth Centre, Japanese Association for Development Economics

26 – 28 October 2021

Online commerce, enabled by advances in digitalization and an increase in access to broadband internet, has profound implications for businesses and society. Online marketplaces serve as an aggregator for demand and supply, enabling the market to be thicker. They reduce information uncertainty regarding the price and quality of a product. They can also serve as a trusted third party: enforcing contracts, intermediating financial transactions, and settling disputes. For many commodities, these marketplaces directly link sellers and consumers. As such, both sellers and consumers enjoy a higher utility. Established businesses could enjoy a significant increase in profits through selling in online marketplaces.

For women, online marketplaces open new possibilities beyond those provided by previous technological advances, such as the arrival of labor-saving household appliances. First, they provide flexibility, allowing women to work part-time or at home. For women who are already working, the online marketplace can be an additional source of income. Second, online marketplaces have a low entry barrier, allowing even low-income women with an opportunity to enter. The share of women-generated revenue in online commerce in Indonesia are twice that in offline retail, suggesting that online commerce facilitates women's participation in the economy.

In this conference, researchers will present studies from developing economies in Asia that address questions such as:

- (i) What are major barriers to women's participation in online commerce?
- (ii) What are the social or economic benefits of participation in online commerce on women?
- (iii) What are the unintended consequences of women's participation in online commerce?
- (iv) What is the impact of public policies aimed at promoting women's digital literacy?

The aim of the conference is to provide a compendium of lessons to policymakers and economic development practitioners in Asia and the Pacific on impacts of and ways to improve women's participation in online commerce.

DAY 1: 26 OCTOBER 2021 (Tokyo time)

14:00 – 14:10	Opening Daniel Suryadarma, Research Fellow, Asian Development Bank Institute (ADBI)
14:10 – 14:30	Welcoming Remarks Tetsushi Sonobe, Dean and CEO, Asian Development Bank Institute (ADBI) Karen Murray, Alternate Executive Director, Asian Development Bank (ADB) Euston Quah, Albert Winsemius Chair Professor of Economics, Nanyang Technological University (NTU), Singapore, and President, Economic Society of Singapore Keijiro Otsuka, JADE President and Professor of Development Economics, Kobe University
14:30 – 15:00	Keynote Speech Ashwini Deshpande, Professor of Economics, Ashoka University
15:00 – 15:10	Break
15:10 – 15:50	Online Platforms as Potential Disruptors for the Gender Employment Gap: Evidence from Indonesia Presenters: Yesim Elhan-Kayalar, Advisor, Asian Development Bank Yana van der Meulen Rodgers, Professor of Labor Studies and Employment Relations, Rutgers University Yasuyuki Sawada, Professor, University of Tokyo Discussant: Aya Suzuki, Professor, University of Tokyo Q&A

15:50 – 17:10	<p>Harnessing the Potential of Online Marketplaces: Learnings from the National ICT Household Survey in the Philippines</p> <p>Presenter: Connie Bayudan-Dacuycuy, Senior Research Fellow, Philippine Institute for Development Studies</p> <p>Discussant: Vengadeshvaran Sarma, Associate Professor, Nottingham University Business School</p> <p>Q&A</p> <p>Kazakhstan Women’s Participation in Online Marketplaces: Benefits and Barriers</p> <p>Presenter: Anel Kireyeva, Lead Researcher, Institute of Economics Committee of Science of the Republic of Kazakhstan</p> <p>Discussant: Meenakshi Rajeev, Professor, Institute for Social and Economic Change, Bangalore</p> <p>Q&A</p>
17:10 – 17:15	<p>Closing</p> <p>Daniel Suryadarma, Research Fellow, ADBI</p>

DAY 2: 27 OCTOBER 2021 (Tokyo time)	
14:00 – 14:10	<p>Opening</p> <p>Trang Thu Vu, Research Associate, ADBI</p>
14:10 – 15:30	<p>Women Online: A Study of Common Services Centres in India using a Capability Approach</p> <p>Presenter: Meenakshi Rajeev, Professor, Institute for Social and Economic Change, Bangalore</p> <p>Discussant: Anel Kireyeva, Lead Researcher, Institute of Economics Committee of Science of the Republic of Kazakhstan</p> <p>Q&A</p> <p>Willingness to Join Formal E-Commerce Platforms by Women-led Businesses in Pakistan</p> <p>Presenter: Syed M. Hasan, Associate Professor of Economics, Lahore University of Management Sciences</p> <p>Discussant: Tushar Bharati, Lecturer in Economics, University of Western Australia Business School</p> <p>Q&A</p>

15:30 – 15:45	Break
15:45 – 16:45	<p>Panel Discussion</p> <p>Moderator: Linda Arthur, Senior Capacity Building and Training Specialist, ADBI</p> <p>Panelists:</p> <p>Poornima Gayangani Wasana Jayawardana, Financial Sector Specialist, Southeast Asia Department, ADB</p> <p>Amy N. Luinstra, EAP Lead, Gender and Economic Inclusion, International Finance Corporation</p> <p>Funda Ustek Spilda, Researcher, Fairwork, University of Oxford</p> <p>Q&A</p>
16:45 - 16:50	<p>Closing</p> <p>Trang Thu Vu, Research Associate, ADBI</p>

DAY 3: 28 OCTOBER 2021 (Tokyo time)	
14:00 – 14:10	<p>Opening</p> <p>Daniel Suryadarma, Research Fellow, ADBI</p>
14:10 – 15:30	<p>Does Greater Flexibility of Online Labor Markets Encourage Female Participation? Evidence from Upwork</p> <p>Presenter: Tushar Bharati, Lecturer in Economics, University of Western Australia Business School</p> <p>Discussant: Syed M. Hasan, Associate Professor of Economics, Lahore University of Management Sciences</p> <p>Q&A</p> <p>Do Female Entrepreneurs with Disabilities Benefit from Online Marketplace Participation?</p> <p>Presenter: Siew Wei Gan, Associate Professor, University of Nottingham Malaysia</p> <p>Discussant: Connie Bayudan-Dacuycuy, Senior Research Fellow, Philippine Institute for Development Studies</p> <p>Q&A</p>
15:30 – 15:45	Break

<p>15:45 – 17:05</p>	<p>Internet Use Among Women-Led Micro and Small Enterprises and the Welfare of Household Members: Evidence from Yogyakarta, Indonesia</p> <p>Presenter: Anna Falentina, Young Statistician, Statistics Indonesia</p> <p>Discussant: Trung Thanh Nguyen, Senior Lecturer, Leibniz University Hannover</p> <p>Q&A</p> <p>Female Rural-Urban Migrants and Online Marketplaces in Emerging Economies: Comparative Evidence from Thailand and Vietnam</p> <p>Presenter: Trung Thanh Nguyen, Senior Lecturer, Leibniz University Hannover</p> <p>Discussant: Anna Falentina, Young Statistician, Statistics Indonesia</p> <p>Q&A</p>
<p>17:05 – 17:10</p>	<p>Wrap Up and Closing</p> <p>Daniel Suryadarma, Research Fellow, ADBI</p>