

## عنوان مقاله:

Investigating Women Employers Usage of Information Technology for Accessing Market Information in Iran

## محل انتشار:

اولین کنفرانس ملی کسب و کار نوین در مهندسی برق و کامپیوتر (سال: 1398)

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## خلاصه مقاله:

Women Employers' usage of information technology such a cellphone has been increasing intensely in Iran. However there is limited knowledge on the extent and precise usage of cell phones by women Employers for accessing market information. Hence to address this gap, the goal of this paper is to investigate the usage of information technology for accessing market information by women Employers in Iran. The study employs a mixed research approach characterized by quantitative and qualitative methods in order to obtain a holistic view on the issues, shortcomings and advantage that the usage of cell phone for accessing market information can represent to the women Employers of the region. Interviews were conducted using semi-structured questionnaires to collect quantitative data, while in-depth interviews were used for qualitative data collection. Convergent parallel mixed method was used as a technique for summarizing objective evaluation and interpretation of findings. Results indicate that, contrary to prior research reports, cell phones are not used as enablers by the women Employers of our study in accessing market information that is relevant to their business. Our work puts forward a plausible solution of designing a specialized virtual platform for accessing market information and expand business networks of the target user.

## کلمات کلیدی:

Women Employers; cell phone usage; market information

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