

# 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.