



저작자표시-비영리-변경금지 2.0 대한민국

이용자는 아래의 조건을 따르는 경우에 한하여 자유롭게

- 이 저작물을 복제, 배포, 전송, 전시, 공연 및 방송할 수 있습니다.

다음과 같은 조건을 따라야 합니다:



저작자표시. 귀하는 원저작자를 표시하여야 합니다.



비영리. 귀하는 이 저작물을 영리 목적으로 이용할 수 없습니다.



변경금지. 귀하는 이 저작물을 개작, 변형 또는 가공할 수 없습니다.

- 귀하는, 이 저작물의 재이용이나 배포의 경우, 이 저작물에 적용된 이용허락조건을 명확하게 나타내어야 합니다.
- 저작권자로부터 별도의 허가를 받으면 이러한 조건들은 적용되지 않습니다.

저작권법에 따른 이용자의 권리는 위의 내용에 의하여 영향을 받지 않습니다.

이것은 [이용허락규약\(Legal Code\)](#)을 이해하기 쉽게 요약한 것입니다.

[Disclaimer](#)

Master's Thesis of International Studies
Informal online business and women
empowerment

- The Case of Egypt -

온라인 플랫폼에 대한 비공식 비즈니스와 여성 권한
강화

- 이집트 사례를 중심으로-

August 2022

Graduate School of international studies

Seoul National University

International commerce Major

Passant Mohamed Mahmoud Hafez

**Informal online business and
womenempowerment**

- The Case of Egypt -

Moon, Woo-Sik

**Submitting a master's thesis of
International Commerce**

August 2022

**Graduate School of International Studies
Seoul National University
International Commerce**

Passant Mohamed Mahmoud Hafez

**Confirming the master's thesis written by
Passant Mohamed Mahmoud Hafez
August 2022**

Chair	<u>Eun, Ki-Soo</u>
Vice Chair	<u>Kim, Taekyoon</u>
Examiner	<u>Moon, Woo-Sik</u>

Informal online business and women empowerment
- The Case of Egypt -

Prof. Moon Woo-Sik

Submitting a master's thesis of

Gender and Development

August 2022

Abstract

The expansion of trade between north and south countries, in parallel with the development of virtual innovation, has effecting significantly on productivity and labor market configurations, thereby affecting the form of informality allowing transformation into digitalization informal, throughout informal workers, they tend to use easier accessible platforms aiming to enhance livelihood and increasing income, as well as leadership capacity reflecting on empowerment status, in education, In the Egyptian context, the last decade of Egyptian revolutions demonstrated the role of social media in Egyptian society, which was initially motivated by the revolution of 2011. where the Egyptian public and government parties as well as civilian took social media seriously as a factor influencing social interactions through addressing needs and expectations.

This is a study is to address the importance of social media's role in the Egyptian community, impacting women empowerment through the transformation of informality into online social media platforms, helping to improve women empowerment through doing business online and improving their livelihood in a variety of social contexts.

Keywords: Informality- Women empowerment – informal online commerce – online business platforms – social media platforms

Student Number 2020-23340

Table of Contents

Chapter 1. Introduction	5
1.1 Background	5
1.1.1 Problem Statement	7
1.1.2 Research objective	7
1.1.3 Problem question	8
1.1.4 Research Outline	8
Chapter 2. Literature Review	10
2.1 Trade and informal Labor market	10
2.3 Gender inequality and informal labor	15
2.4 Digitalization of informality and social media intermediaries	19
2.5 Technicality of the Platform economy	23
2,5,1 What are social media platforms?	24
2.5.2 How do the business online platforms are working?	25
2.5.3 Who is working on informal online platforms?	26
2.5.4 Identifying women empowerment	27
2.5.5 How women got empowered through platforms	29
2.5.6 Risk in doing business as informal online on social media	30

Chapter 3. Informal Online Business and Women in Egypt	
.....	33
3.1 Social media and Egyptian’s empowerment platforms	35
3.2 Egyptian Governance and informal labor market	36
3.4 Informal business and women in Egypt	45
Chapter 4. Main Findings	49
4.1 Data Description	49
4.2 Education empowerment	54
4.3 Economical empowerment	57
4.4 Social Impact	60
Chapter 5 Conclusion	66
References	73

Chapter 1. Introduction

1.1. Study Background

Adopted by 193 countries in 2015, the SDGs emerged from the most inclusive and comprehensive negotiations in UN history and have inspired people from across sectors, geographies, and cultures. Achieving the sustainable development goals by 2030 will require heroic and imaginative effort, determination to learn about what works, and agility to adapt to new information and changing trends. Invalid source specified. . Aligning with enhancing the status of gender equality reflects economic and development progress, as it is important to acknowledge women and upscale female economic engagement in the labor market, reducing gender inequality through increasing women's employment boosts growth and incomes more than previously estimated as per a study in 2018 emphasized the importance of economically empowering women. The study also shows that increasing women's labor force participation produces large gains in economic welfare (Ostry, Alvarez, Espinoza, & Papageorgiou, 2018). On the changes and impacts side, that is caused by the globalization effect was labor market in developing countries affecting the formality and to fulfill the daily demands low-skilled labors are escaping to informality, in fact, the rapid change and technology modernization the result in informality affecting to the transformation of the informality creating a new sector with diversity to each term of this transferred intermediaries and informality excessively reshaping the formal and informal sector, as per studies that highlighted the efficiency of women in work that have found women to be at more risk-averse, reflecting greater fear of failure, and less competitive this serving the work performance. Women's greater caution has benefits: gender-balanced corporate

boards improve firm performance, especially in high-tech manufacturing and knowledge-intensive services. Gender diversity on boards of banking supervision agencies is also associated with greater financial stability (Department, 2019). Informality is wide field with risks of security and social solidarity benefits as cost of benefits, taking risk into consideration will impact the performance thus female workers could accept this burden and risk through being owners or employees on social media platform as to give us a thread that this paper could explore where it leads to understanding why women might accept the burden of unsecured business through practicing and participating it on social media platforms, that they risk with time money to build their own empowerment platform. At the Egyptian labor market, there are no differences related to labor market bias for women because of the absence of flexible work arrangements that allows them to be able to balance their household duties with the conditions of formal employment. Again, markets are biased against self-employed women and women entrepreneurs in terms of the business environment and in access to credit because of limited collateral (Zeitoun, 2018). Social networking reformed an online sector business that has an effect on women's business engagement and rapidly affects women's empowerment patterns as well as it is in Egyptian society, in Egypt the Society is affected by the social media networks vibes reflecting significant changes in women's social and economic status. The past decade, advances in technology have facilitated a global communications network that transcends national boundaries and has an impact on public policy, private attitudes, and behavior, especially of children and young adults. Everywhere the potential exists for the media to make a far greater contribution to the advancement of women (Narayana & Ahamad, 2016).

1.2. Problem statement

Informality among labor force increasingly growing bigger, this vulnerable sector with majority women are trying to focus on different ways to enhance the income using the ultimate easy accessible almost zero cost platforms to create their own platforms on social media, this is a typical transformation of informality from street vendors, domestic workers, garbage collectors to include new work shapes of informality to include new jobs and creating opportunity, the informal sector grows to include educated women trying to fund and create their own business and activity where they are getting empowered from, the informality is not anymore shorted to include low educated unskilled labor, but through online informality, the informal workers become more diverse and expected to increase with increase if the virtual usage as the women in the online informal sector couldn't find proper opportunities that satisfy their needs and conditions in the formal sector, exposing them to new challenges as a worker in the form of self-employed or as an employer in the informal sector, as well as choosing to risk the social insurance, career advancement, and stability of the formality impacting the society and government return earning.

1.3. Research Objective

The research goal is to explore the new phenomena of Social media role on women empowering factors that affect the labor market inequality resulting driving women to participate in informal online commerce, throughout all these aspects understanding the new social phenomena of Egyptian women's activity creating business and activities on the social media platform, whether it's because they want to be self-employed or freelancers in the informal online platform market, where

they can tailor their own job vacancies and create new informal opportunities for others. I argue that this phenomenon has an impact on women's empowerment in addition to increasingly informal sectors, focusing empowerment of women's business owners measuring the level of education and economy, and social impact. The goal is to present this phenomenon from women's perspective who are already engaged in such business and activities, determining whether the government's new tax policies are appropriate in their perspective or they will shift into formality.

1.4. Research question:

Who are the women who participate in online informal platforms?

How far do informal online businesses and activities satisfy or empower women?

Are educated women in the informal sector a gateway to formality?

What kind of assistance do women require while on the job?

1.5. Research outline:

This research is composed of five chapters. **Chapter one** is the introduction chapter, which includes the research background, research problem, purpose of the research, research questions and research outline.

Chapter two contains the review of the literature and the identifying the impact of trade on labor market resulting in labor inequality, moving to the formality and informality definition, and analyzed from gender inequality in developing countries context. Then, the concept of digitalization in informal creating the social media platform acting as intermediaries that identify the technicality of these platforms' intermediaries characteristics and its impact on women empowerment,

demonstrating the Egyptian context and governance strategy towards informality with a brief illustration about women in informality in the Egyptian context as a final part.

Chapter three represents the results of the data analysis of questionnaire administered to the respondents' interviewees. The chapter includes results for the main sections designed to investigate the overall business online platform owner's behavior and the components of women empowerment in Egyptian society context, measuring the empowerment from education, economic and social impact and their perspective towards legalization and formality. They were mainly analyzed based on a descriptive analysis to explore social phenomena.

Chapter four is representing the concluding chapter of the research. It provides a summary of the main results. This is followed by a discussion of the results in relation to the main objective of the study, which is investigating in the women empowerment and legalization and formality aspects identified with framing factors that is supporting the creation of the phenomena in Egyptian context. In addition to identifying possible risks behind these women in informal online business phenomena. Finally study are illustrated, based on the limitations, main findings and recommendations in a chapter that provides the conclusion outlines referring to the end of the research.

Chapter Two: Phase One - Literature Review

Trade and informal Labor market

Through understanding how globalization impacts developing countries, then understanding the term of open trade should be included as less regulation and trade barriers to reach growth throughout linking open trade in developing countries affecting developing countries labor market as it is upgrading formal labor market qualifications, leaving behind low-skilled labor seeking to secure income, and managing this circumstance with a faster and easier way to increase net revenue. Globalization and Economic Growth is not a new field to research, but the researchers were able to identify the latest developments in this area, attempting to link globalization to economic growth in a holistic approach, taking into account more than one aspect. Globalization is proven to improve the exchange rate when it comes to foreign direct investment, so transferring knowledge and technologies while helping in adapting to the global pace and speed of development is considered a state improvement process. Introduced the theory of technological change into the production process, where he specified technological progress as a function of R&D investment in knowledge that generates positive externalities (Nordin, Nordin, Mawar, & Zainudin, 2019).

As well as technology innovation and introducing the new technology as well as the information skills needed sharing the experience that comes through the north to south investment path, developing countries must witness a change in different sectors. Moreover, the labor market foreign investment requires improving the level of skills and technology of the hosting labor market. The impact of FDI on output

growth is positive and significant only after host countries have achieved a certain level of labor market flexibility which allows new knowledge to be transferred to local firms via labor mobility (Nordin, Nordin, Mawar, & Zainudin, 2019).

While referring to Whyman, P., & Baimbridge, M. stating that the flexibility of the labor market factors defined as the potential of labor markets to adjust to economic changes situations is referred to as the labor market flexibility. The significance of labor market flexibility as a factor influencing foreign direct investment inflows. Because the entire productivity was placed in the power of the hosting state labor force, this element was regarded as critical in Foreign direct investment. The supply side, cost of labor, and functionality subcategories are used to determine labor market flexibility. Expertise and experience, as well as statistical flexibility, are two aspects of work supply-side flexibility (i.e., quality comprising fiscal policy and regulation).

Specialists can see a link between globalization and improving trade opportunities, allowing information and technology to be exchanged across the labor force, thus all raising the skills required as it is also formal sector pushing the low skilled labors to stay in informality this matches with states that allow the open trade to affect the labor market regardless supporting and securing state workers, As the informal sector grows, so does inequality, which is all linked to productivity. The rate of informal employment is highest in developing countries (at 90%), lowest in developed countries (at 18%) and quite significant in emerging countries (at 67%) (Chen, 2019).

Measuring low productivity has a direct impact on the state's performance. If states and governments do not regulate the open trade economy's influence in more than one aspect, it will have an impact on GDP growth; poor performance means lower

GDP growth. to the extent that informality is a symptom of wider inefficiencies related to over-regulation or distortive taxation, informality will be associated with the reduction of a country's potential for catch-up and resulting limited potential for growth (Bacchetta, Ernst, & Bustamante, 2009).

Impact of the globalization on labor market directly taken into account the aspect of the economics of scale, that simply affects the price and cost reflecting on labor costs and mainly hard for small companies to survive thus states encourage to keep the economics of the scale thus to related to global prices and reduce the cost internationally for growth and development. Other beneficial effects include the economies of scale and scope that can potentially lead to reductions in costs and prices and could result in continuing economic growth (Intriligator, 2009).

On the level of enhancing the labor market skills and technologies with knowledge and experience in developing countries situations, it could impact on creating inequality of job markets creating a significant difference in wage inequality affecting the demand and supply of the gender inequality is also increasing as millions of women who are informal workers, have been forced to stop working since the start of the pandemic. As an outcome, open trade and foreign investment in the labor market will supply more jobs that require skills, experience, and advanced education. As a result, workers with higher education skills and experience will be able to educate and improve their ability to hire, increasing their income level, while low education workers and unskilled labor will be forced to become unemployed at a higher rate, responding to that unemployed workers will seek to secure their source of income through informality, social solidarity, and taxes allocated to those who are already working and visible in formal databases and measurements, while the gray

market will remain undefined and unmeasured.

Gender inequality and informal labor

Globally, 58 percent of employed women work in informal employment, and estimates suggest that during the first month of the pandemic, informal workers globally lost an average of 60 percent of their income (UN, 2020).

Gender inequality is larger in developing and emerging markets than in developed markets, thus developing countries should aim to protect their own labor from the effects of open trade, which is already having an impact on labor market skills by widening the educational gap.

During the pandemic women lost their Jobs or changed to work in part time or home base work, trying to survive and secure their income, for domestic workers, 80 percent of whom are women, the situation has been dire: around the world, a staggering 72 percent of domestic workers have lost their jobs (UN, 2020).

Especially the breadwinner women according to the UN women News 2020, the pandemic effect on informal women workers, were highly taken into consideration in international platforms and scholars, because this fragile sector that is not secured is the 1st line that got affected by the Pandemic.

“A 27-year-old who has been her family’s breadwinner since 2017, lost her income and was left with no way to support her family. Her story is the same as millions of women workers in the informal economy.” (UN, 2020). By referring to the report Women in Informal Employment: Globalizing and Organizing WIEGO issued a report about the informal sector by age, sex, status in the employment industry, and region, which was released in January 2019 as the below figure1, it shows that in

2018, the informal sector where female informal workers in developing countries are more engaged in informal labor market and rate of participation is higher than women in informal sector in developed labor market as well as comparison by region, Women’s rates of informal employment are higher than men’s in the lower income countries. Lower rates of employment and/or informal employment for women in many emerging countries contribute to the higher global average for men (Bonnet, Leung, & Chacaltana, 2019)

Informal employment as a per cent of total, women’s and men’s employment

Countries by income level	Total	Women	Men
World	61	58	63
Developing	90	92	87
Emerging	67	64	69
Developed	18	18	19

Informal employment as a per cent of total employment by region (excluding developed countries)

Region	%
Sub-Saharan Africa (excluding Southern Africa)	92
Sub-Saharan Africa as a whole	89
Southern Asia	88
East and South-eastern Asia (excluding China)	77
Middle East and North Africa	68
Latin America and the Caribbean	54
Eastern Europe and Central Asia	37

1

Although the report's reliability is unreliable because it was published before the pandemic, it would have shown the pandemic impact on developing and emerging markets. Women already account for 92% and 64 % of informal employment participation in developing and emerging markets, respectively.

¹WIGO (Women in Informal Employment: Globalizing and Organizing) report: <https://www.wiego.org/statistical-picture>

The percentage of informality for developing markets was 90% of total employment, while the percentage for emerging countries was 67%. while in the Middle East and North Africa informal employment represents 68% out of total employment where Egypt is included.

Morsy, H., Levy, A., & Sanchez, C were examining the transformation scenarios of the Egyptian economy as well as informing that last decade were less productive and how the Egyptian situation is now addressing increasing productivity transforming the service industry impacting the labor market. In the case of financial and real estate services, despite its relatively high productivity compared with other sectors in Egypt, it significantly lags behind international comparators, highlighting the extent of the potential gains in expanding and modernizing the services sectors in Egypt (Morsy, Levy, & Sanchez, 2014).

Gender inequality in the informal sector is based on classical theories, including inequalities in education, salary, flexibility, and violence in the workplace. As a result of the high gender gap in education, women are less likely to participate in the formal sector. The formal sector, as mentioned in the open trade economy phase, through trade and foreign investment markets, raises the demand for higher education rates, skills, and experience resulting in the gender gap in education reflecting the inequality in labor market informality. As discussed, high labor skills will participate in the formal labor market while those with less education will remain in the informal labor market, this is referring to the wage gender gap, which is growing as informality increases income inequality (gap between high and low skilled labor) as a result of people changing from formal to informal to avoid paying taxes. An expanding informal sector worsens income distribution as it reduces tax revenue,

which could be used to redistribute income progressively. Worsening income distribution, in turn, leads to higher levels of informal activities as it decreases tax morale and increases social stigma because the tax evasion level depends on taxpayers' satisfaction levels with public policy as well as the quality of their relationships with authorities (Elgin, Elveren, & Bourgeois, 2021). In chapter four and five will elaborate more about the informal labor workers and with taxes laws and authorities' relationship and trust.

Furthermore, gender inequality exists because female informal workers have more flexibility in their work conditions, whether in terms of location or time scheduled for work. The freedom of choice in terms of location and time attracts women workers to have more flexibility so that they do not lose their jobs while starting a family because they can return to work whenever they want or delay returning to work or take a vacation and return back to the work unlike the formal job where the more labor law and employers' rules might not be matching with the women condition, so sometimes they are opting out or pushing out when they start the family or having a child.

Discrimination is a major factor in women choosing informal over formal jobs; more than one formal work sector demands men over women; job segregation limits women the opportunity to keep and maintain formal jobs, since employers seek low turnover, as well as high record of yearly experience and success in work that keeping women at a distance from male workers' pace. Part-time and self-employment will be suited among female workers in order to maintain income security and livelihood for themselves and their families, especially if they are breadwinners.

While women in the informal sector are already subjected to violence and gender discrimination, which is a criminal act under international labor law, Informal or formal female workers are already subjected to violence and gender discrimination, which is a criminal act according to international labor law. scholars and authorities will not be able to reach relevant information for such an issue unless the informal workers address this issue as civilians not specifically as workers. At informality the business itself is not recorded nor legalized so women facing the violence will not be able to use the international labor law for such crimes leaving women unsecured in such a grey sector.

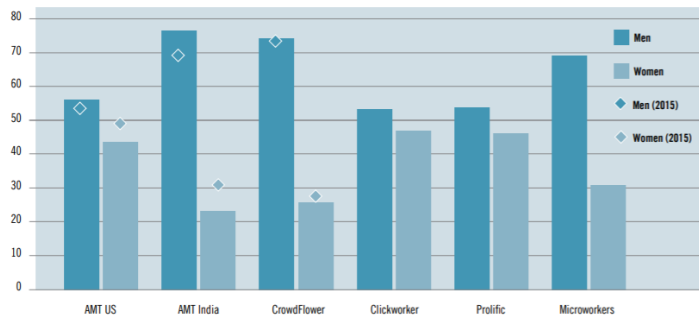
In his studies, Mohamed Amin found a correlation between the gender gap in developing countries and non-registered businesses and the gender gap in developed countries with registered businesses. With findings stating that it is important to study the firm (business) size, financial accessibility, and obstacles that face this firms from a gender perspective, his study found that female-owned businesses are more likely to be less profitable due to firm size, low rate of financial accessibility tools, and exposure to more than obstacles caused by bureaucracy and corruption.

“We find strong evidence that female owned businesses are much smaller in total employment and total sales than male owned businesses. the findings are similar to what existing studies have reported for developed countries” (Amin, 2010).

Through another report by the International Labor Office that highlighted the labor platform conditions and comparative analysis demonstrating deeply the platform work between north and south in 2018, this report was gathering data and surveys

from 2015 to 2017 among different applications of crowdworks platforms and different countries. One of the survey findings is the gender on such platforms that they already selected, measuring the gender engagement in such platforms that shows female workers generally are less than male workers this gender bias and inequality could be related to different aspects according to the type of the job or the task kind of the platforms, obstacles for financial accessibility which are the features of developing countries, In developing countries there was no gender balance, with only one out of five workers being a woman (Berg, Furrer, Harmon, Rani, & Silberman, 2018).

Figure.2, Distribution of crowdwork platform and gender



Source: ILO survey of crowdworkers, 2015 (S1 and S2) and 2017.

2

Henceforth, the informal sector's insecurity and instability affected by crises due to vulnerability structure, such as pandemics, political, economic, and ecological crises, because workers in the informal sector take all risks and are not protected, girls

² Figure 2: The gender participation on crowdwork 2015 and 2017 by ILO
 Bin-Humam, Y., & Bajwa, R. (2021, July). *Informal Online Commerce: A digital market without the e-commerce platform*. CGAP. Retrieved October 30, 2021, from <https://www.cgap.org/events/informal-online-commerce-digital-market-without-e-commerce-platform>.

dropping out of school, affecting education levels, losing jobs due to pandemic or female workers face income deficit or cutting cost policies, and the impact of pandemics as well as affecting increase engagement at informal sector, reflecting on increasing gender-based violence increasing in developing countries.

Economic insecurity is not just jobs, and income loss today. It has a snowball effect on the lives of women and girls for years to come. Impacts on education and employment have long lasting consequences that, if unaddressed, will reverse hard-won gains in gender equality (UN, 2020).

Digitalization of informality and social media intermediaries

E-commerce is spreading rapidly into the African market. transforming the labor market formalization and structure, introducing online business to merge with the informal sector, transforming the informal sector into informal online business/transition or on demand informal jobs, methodically called crowd work, but due to the variety of these jobs and diversity reach the time per job as just a task, monthly or project, as well as location hiring locals or online with different nationalities that are located abroad influencing job kind as just a task, monthly OR per project, in case of trade or wage transfer using the local currency or using the Fin-tech, GIG economy, as defined in Chapter 2, is the process of combining informal and digitalization, with the convergence of social media intermediaries or platforms.

It allows a wider workforce to contribute, as well as easier access, understanding, and use. To develop a platform on social networking sites, all you need is a smart device connected to the internet, and you can start your business in minutes. The

intersection of this process is simple to explain, but the influence and impact of contributing factors such as the informal sector, informal women workers, and informal labor law from the perspective of labor market regulation and legalization is more intersected with social norms as an inner layer and economic impact as an external level resulting in phenomena that reflect social behavior and have a long-term impact on society, while elaborating the particular process of introducing the intersection of informality and digitalization is far more significant to be investigated.

The question is, how are these platforms operating? What effect will it have on the informal economy and labor market? Is that change having an impact on individual financial resources? The impact of gender-based violence on women is particularly relevant. Throughout all of this, studying the phenomena will allow us to answer these questions, and the answers should be shortened local and regional, if not by each state, due to the uniqueness of each social community's behavior and governmental regulating informality laws, which vary from society to society depending on the tools available, what is informality, and why should governments try to compact it? The impact of informality on the state economy leads to unemployment and insecure workers, and as a result, tax collections do not meet government expenditures, resulting in insufficient governmental services and increased corruption. That due to labor more engaged in informality leaving behind the formal, that also due to formal sector is not securing enough the labors if the labors in formal sector is not receiving the social solidarity benefits as per law, employers ignoring registering the actual employee numbers as to escape paying the taxes, health insurance is not collecting the taxes as it is calculated so the expenditure will not be serving the tax objectives, employers seek for flexibility contracts as to

cut operation costs as well the taxes as resulting in increasing the informality and reducing the tax revenue.

A decline in formal business activities, increased bankruptcies, surges in unemployment and reductions in credit volumes. Laid-off workers tended to move to the informal sector, while informal firms had maintained a certain level of business operations, providing minimum revenues (OECD, 2021).

E-commerce also used the Social media platform as for marketing and recently the terminology of “You tubers” social “media influencers” is presented to emerge another phenomena not for products and services as well but commerce with the word of mouth thus promoting for other GIG platforms or other formal retailers a business, E-commerce influencing social in perspective of humanity, it is affecting the social classes integration and engagement as both the consumer, retailer or business owner and intermediaries are engaged in this E-commerce regardless the location social Economic standard and class as they have to come up with new ways to make the connection as an unregistered business. To expand these marketplaces, business owners develop applications to advertise their retail businesses, vehicles to enable deliveries, networks for customer care, and so on, all while quietly indirectly and directly creating jobs. They are allowing residents of neighborhoods and remote villages to enjoy the same level of convenience normally reserved for high middle-income standard resulting in low-income citizens working, consuming, and using the services as middle- to upper-income citizens are using, living in more affluent regions directly engaging with lower-income citizens. In a multicultural society, this integration affects a variety of social, political, and economic aspects through embracing diversity in social structure and values phenomena. Digital platforms that

could have the most important impacts on people's livelihoods and SSA's labour markets. (Lakemann, T., & Lay, J. 2019). Researchers must specify the work supplier or business owners, workers, and consumers categories, identify the location of the Ecommerce of this business (online platform business) and job types, and payment solutions by understanding the phenomena dimensions. reach out to overseas customers or work suppliers, which includes a variety of business owners from various income classes, nationalities, and genders, as well as customers and owners from both locals and foreign customers. Various social media networks, such as Facebook, Instagram, Telegram, Line, and WhatsApp, are used as intermediaries, various multi-applications are employed depending on the type of business, such as services, hobbies, seasonal, weekend, and generational businesses. Money and payments are governed by state and federal laws and regulations, with cash on delivery, bank transfers, and even fintech being used in financial transactions.

The informal sector is becoming more prevalent and comprises a wide range of community patterns, posing a serious threat to the economy. As a result, despite the fact that the digital informal sector is fast increasing and spreading to cover more types of occupations while creating new ones, education and money are not the primary reasons driving informal workers into digital informality. Regardless of the illegality and ethics that have an impact on the economy, social protection, and civil activities that have an effect on public patterns, the type of tasks or jobs available on online platforms may require specific skills or pay by the hour, which does not match specific criteria of workers, leading to sex segregation without regulation. In addition to the GIG economy in the case of Uber, women drivers have lower customer reviews than men drivers, therefore the application assigns a driver to the requester based on

location, availability, and reviews. Uber confronted sex segregation in the GIG economy, but it is unregulated in the informal sector, where it is animated and application choice. The GIG and underground economy have positives and negatives that vary from one application, laws and regulations imposed by the state, or how consumers behave through this application, it could take time for users and workers, it could be gender blind as in the Uber case discussed due to automation and it could be due to type of job sex segregation, part-timers and workers could quit the formal job or keep it, in addition, they engage in GIG economy for better income on GIG platforms and decrease the experience gained from formality, as for the social solidarity benefits and social, health insurance

Technicality of the Platform economy and women empowerment

The difference between GIG economy and Social media business platforms is the sense of formality, where GIG economy is registered online applications and business owners or job seekers could find a match on such platform resulting in engaging in E-Commerce, for GIG Economy where employers are creating more short term opportunities or temporary tasks or for specifically required for a project, as well as business owners could be able to sell some products as online home business traditionally as to increase or support income for job seekers, These job seekers are classified as seeking for jobs that allow them to sustain their income besides allowing them to manage their own time. engaging them into on demand economy, by mentioning the time and enhancing income as job managing factors it always comes to be the same main factors in job flexibility term, “A form of digital commerce that runs in parallel to formal channels called informal online commerce. Driven primarily by women on both the seller and buyer end” (Bin-Humam &

Bajwa , 2021). Where women prefer to manage and control the time while doing the job rather than traditional jobs with fixed time less flexibility so mothers or wives prefer to opt out the job as well as sometimes women after creating the family they pushed out if they have no secured jobs or private sector is more powerful and that is more common in developing countries where private sector is not securing the formal employees' rights and acting illegally to avoid paying taxes.

What are social media platforms?

The informal online commerce platforms that are created locally will be applications with the same language, familiar with the culture themes as they are created locally, in Egyptian application context several applications (by2olk, Suvel, vezeeta, Edf3aly, Etadweer, Yalla Kora, TED, Bkam, yellow pages, Mobile Egypt services, Contacts Cars, Olx Arabia ... etc.) have been developed to be matching with the society needs and serving the community on various aspects such as social services, health, sports transportation reselling and prices variation while developing profit for the owner. For the platforms for using Ecommerce that are more related to the GIG economy, such as "Amazon Egypt," "Jumia Egypt," and "I make this," those who are regulated platforms serving informal business as their suppliers are collectively different from registered and non-registered businesses, other than for the customers and clients, whomever has access to such platforms using the delivery of this applications or platforms that are way more regulated, among these platforms the socially adept platform that based on communicating people that communication resulted in creating informal market with informal suppliers and demanders finding new opportunities for individuals The Egyptian context in this area is well served by widely used international applications such as Facebook, Tiktok, Instagram, and

Telegram, among others. This platform served as an intermediary for communicating with urban and rural communities, multicultural societies, locally and internationally connecting individuals together, and thus sharing knowledge, information, and experiences. Online business providers are studying the needs of society and providing a solution as a product is accumulated as an easy process that low skilled labors can easily notify the needs and find an easy solution to supply these needs while profiting as a remuneration serving different social clusters.

How do the business online platform are working?

The ease of access to the internet and networks enabled global sharing of information and exchanging knowledge, progressive movements in one country could be shared with another on livelihood, culture, language...etc., so geographical boundaries of the countries could be crossed virtually, allowing rapid changes in social norms to be witnessed and affecting public opinions about diverse perspectives of life.

Nations by nature will act to benefit from this interaction, leading to, benefiting from this impact to enhance their livelihood, Individuals took action to improve their economic and living conditions by seeking out and creating new opportunities. The “platform economy” emerged in the early 2000s alongside the growth of the Internet, providing opportunities for the production and delivery of a range of services delivered through online marketplaces (platforms) (ILO, 2018). Business owners or task suppliers are creating a business profile that requires no bureaucracy of document or formalization process; it only requires a name, pictures, and videos showing what kind of job, services are offered by this business; the growth of the community comes from the reach of the visitors who are passing by or subscribe to

business profile as well as allowing the full controlling of the owner over his business profile and visitors on social media platforms. From gender, social-economic standards, and common interest are the considerable factors, in addition, the business profile credibility depends on the word of mouth, the more recommendations that the business profile has the more interest with higher credibility of the business profile on social media platforms. it is possible to reach clients or virtual customers “profile visitors” who are sharing the common interest through the payable online advertising and digital marketing.

Who is working on informal online platforms?

Vulnerability of the workers are preferably to choose the online platform business, that allows them to find the easier task and short time jobs that could increase and enrich the income regardless of the fundamental needs of work, such as governmental benefits out of social solidarity, with small firm size, easier for creation and control. Platform work provides important income and employment opportunities for a growing number of workers. It enables workers who would normally be excluded from the labor market on account of disability, care responsibilities or illness, to participate (ILO, 2018). Most likely women and home business were able to shift from informal business into online business, women who are do domestic work could be able to reach high income societies, in better locations, allowing her to choose among diverse requests that might be visiting her page that she is offering her services.

Identifying women empowerment

Theoretically, women empowerment is defined as women uplifting to be able to

determine their needs and wants, make decisions and self choices, promote their self-esteem, impact society, and owning the right to change influencing the self and others. In the 1980s women's empowerment have been liberally promoted in the development field referring to Friedman model that was defined by Anne Calvès in 2009 tackling empowerment meaning emphasizing social and political and psychological empowerment impact on economic development. His model of empowerment is not only social and political in nature but also relates to the psychological empowerment of individuals and households (Calvès, 2009).

According to Naila Kabeer highlighting the important consequences of choice making and qualifications regarding empowering aspects. Choices which embody the fundamental inequalities of society, which systematically devalue the self or undermine the capacity for choice of others, are not compatible with most feminist understandings of empowerment, however active the agency underlying these choices may appear (Kabeer, 2012). Kabeer referred to women empowerment of being able to exercise choice individually according to three elements resources agents and achievements, throughout describing the empowerment as women are able to utilize the resources, they have in agentic way reaching strategic goals and fulfill its achievements. In other words, the underlying assumption is that women's empowerment is the process of having and using resources in an agentic manner to reach certain achievements (Huis, Hansen, Otten, & Lensink, 2017).

Scoping on women empowerment and doing informal business on online platforms it will require to measure three aspects as according to the group study of Marloes A. Huis, Nina Hansen, Sabine Otten, and Robert Lensink stating three dimensional model for measuring women empowerment, this model identifying women

empowerment according to the study through three dimensions, highlighting the strategic goals of accessing microfinance services to increase women empowerment measuring the social, rational and achievement. highlighting the strategic goals of accessing the microfinance services to increase women empowerment, in addition to identifying women empowerment according to the study model, considering the three dimensions, first personal or individual empowerment that were measuring the impact on the self (herself), second actions and choice freedom ability, and third the macrolevel societal context. We categorize different operationalizations into personal, relational, and societal empowerment to illustrate the importance of differentiating between these three dimensions (Huis, Hansen, Otten, & Lensink, 2017). While this research will measure the three dimensions through education empowerment, economic in framing how to start and lunch own business or activity, and finally social and that through social impact how women are empowered by other informal platforms or influence other women

How women got empowered through platforms

According to the ILO's 2018 brief on job quality in the platform economy, platforms and crowdwork provide mobility freedom, women in rural areas could work on this platforms where the majority for this platforms required to take some training as to complete the tasks and receive total payment, this improving the skills of rural women motivating them to educate and receive training enhancing their working experience adding value to their knowledge, Because it only requires an internet connection, women, in general, reduce their transportation mobility from and to the workplace, and if the tasks on the platform that require transportation were indeed

accounted for task/job payment, women will be able to work from different locations or from home, allowing them to manage more than one task in less time, increasing productivity and income. With easy accessibility, allocating tasks and jobs according to worker preference, and allowing the worker to choose how to finish the task or job on his own will, for developing countries payment will be higher than local labor market offer for the same task as this will be an international job with international currency payment with the condition the employer from north and employee from the south, thus the employer or task requester could allocate the task or job for a worker in developing country at a lower price than the local after removing the costs of social soli As a result of increasing rural women's wages, their economic status will improve, leading to economically empowerment. As mentioned before, social media is a powerful tool to spread ideas and raise awareness about problems, and many have used their platforms to uplift women in the modern day (Brar, 2020).

In case the employer from the south and the employee from the south as well it is allowing the employee freedom of choice allocating the job payment or to choose different job spontaneously , While better financial accessibility, such platforms require familiarity with mobile and digital wallets and payment methods, including offline and internet banking systems, which will improve women's access to financial means and increase their participation in financial transactions as women become more financially independent, better education, and work payment could be able to enhance social solidarity by paying social and health insurance independently leaving behind the unemployed status without blurry social insurance and health accessibility status. Moreover, crowdwork provides flexibility to workers as they can choose when, where, and how they would like to work, as well as decide upon which tasks to perform (Felstiner, 2011).

Risk in doing business as informal online on social media platforms

Positively the platform jobs allow the freedom for the worker to choice and allocate his tasks and works, while in fact it less secured from the perspective of social solidarity, that include vacations, external environmental crises and pandemic, economic crisis, the low security and trust of the employer or the platform source (E-scammers, sudden end of the project or the task that not securing the payment for the free worker), Health insurance and pension will be on free well not supported by the worker depends on the easy accessibility and prices for private health insurance according to the developing countries mostly will be private and thus could be higher respectively to the income from platform works, so workers should consider this terms when applying for tasks and jobs that could be ending them applying to take more than one job or task to cover the needs and monthly expenditure to be in a locked loop with more tasks less time and higher effort accordingly more tasks burden to be accomplished.

Study in Bangladesh, Myanmar and Pakistan women by CGAP (Consultative Group to Assist the Poor), where seeking for studying this phenomena women in online social media platforms, stating what kind of application that women use with respecting to the diversity of each country, Yasmin Bin-Humam a financial sector at SGAP was explaining about the informal online commerce where the business of non-registered business on social media platforms such as Facebook, Whats-app, Instagram, ...etc. where selling products and services where these applications are designed to socially communicate not to practice Ecommerce in Pakistan. This

platforms allow the customization features for the business and activity on social media platforms, on the same presenting the study findings on webinar, emphasizing that women are getting empowered through selling products from social media application such as TikTok as it was at the top of the application preferences for advertisement as well as most of them start to use the Whats-app application as a start since most of women who are using this application are illiterate and they need to communicate with the clients through Voice messages, Highlighting that 90% of the interviewee were engaging on IOC informal online commerce. as it helps women to break the ceiling of social and cultural boundaries in such patriarchal structure in Pakistan recommending that it is important to train these women and share the awareness among the families of those women as to enhance the performance for closing the economic gap (Bin-Humam & Bajwa , 2021).

When it comes to online informal platforms or commerce, where there are no regulations and word of mouth is the agreement statement that is serving the accountability aspect for the supplier or service provider, on client and customer is not secure enough. The consumer protection Agency, Consumer Protection Agency is an Egyptian government agency established in accordance with Egyptian law No. 67 for the year 2006 and affiliated to the Ministry of Supply and Internal Trade (CPA, 2008). Highlighting the importance of online shopping security and raising consumer awareness about their rights, the agency emphasized the importance of checking the online supplier's physical location and contact number. In fact, consumers and service seekers are fulfilling their needs through informal online platforms and commerce as well where physical location is not necessarily available. In fact, online shopping is not always confined to formal online or GIG platforms,

consumers and services seekers are fulfilling their needs through informal online platforms and commerce as well. Informality in this area is not protecting both suppliers and consumers. “Know who you're dealing with. Confirm the online seller's physical address and phone number in case you have questions or problems” (CPA, 2008).

Chapter Three:

Informal Online Business and Women in Egypt

Social media and Egyptian's empowerment

Previously decade social media played an important role in the Arab Spring movements, attracting scholars and political researchers to contribute to various researches attempting to understand how such platforms activity and participation engage in activism and manage to change societies political aspects and translate that into action calling for changes and impacting the political state of governments. 2011, was the revolution in Egypt that was initiated by social media. It can be stated that many of the calls to protest in the Arab region were initially made on Facebook (save for the first protest in Tunisia), and all did indeed manifest in the streets (Mourtada & Salem, 2012). As the society empowered by social media impacting changes, the social media impacting the way the society behave breaking the norms, such inequality and gender perspective applying the reality on social media, many challenges will face women to participate and engage on social media as per Mourtada and Salem research they highlighted the women empowerment could be achieved by social media “A key finding of this research is the shared view of social media as a tool for women’s empowerment” (Mourtada & Salem, 2012).

and highlighting the growing rapidly of using the social media in Arab context where Egypt still one of the Arab countries that impacted by the social media.

This is leading to widen the role of social media, It is not only breaking social and political glass ceiling in fact economically impacting the Egyptian society where

youth acted to use the social media platforms in different ways, trying to fulfill the needs and wants. According to a 2012 report by the Dubai School of Government, 89 percent of the Egyptian new businesses sampled agreed that social media is a key tool today for business startups (Gendi, 2014).

Through digital platforms, women have been able to overcome not all but most of the challenges of the labor market and become more capable of economically empowering themselves and improving their income to transform their social standard of living. Social media is now indirectly facilitating women's access to different and better job opportunities, changing the labor market to be more adaptable, and enabling them to be empowered and learn about different types of opportunities that encourage them to start a moderate business and be entrepreneurs. This includes developing educational attainment and improving socioeconomic status. As accessibility and female are engaged on social media in Egypt enhancing the level of knowledge. Egypt found that access to the internet contributed to female empowerment through access to information, growth of social networks, and increased awareness around social and political issues (Wheeler, 2007).

As the impact of social media since 2011 is triggering political and economic sensitivity governments looking forward to join the social media wave through creating formal and official platforms to easy communicate with the public as well as to be up to date with ongoing events with less control on social media platforms.

The new informational structure in Arab societies, these transformations will continue to take place at an increasingly faster pace and will continue to bypass existing governments' control and restrictions (Mourtada & Salem, 2012).

government role is important not just by joining the social media impact wave, but as well role of the government is important to manage and control the social media platforms regarding to the performing business online, if the women and society changing the norms the way might be flipped due to using the uncontrollable social media where human trafficking, black markets and sex trade can be part of the social media platform business, There is a great potential for many of these initiatives to develop into full-fledged for-profit businesses or nonprofits, but the government must create a favorable environment for them (Gendi, 2014).

The government receive benefits out of this platform, data collection, public and announcing channels and increasing the awareness and easy reaching public as well as regulate or legalize the online business that could enhance public income with business that have legal approaches. The few responsive governments tried to take advantage of this growth by putting policies in place to regulate social media usage (Mourtada & Salem, 2012).

It is essential legalization with consideration to facilitate the process and enhance the legalization process with low cost and time, thus youth could get out the benefits of it without escaping. Reducing bureaucratic procedures for registration and updating the legal framework to include online forums for marketing and funding are areas that can be addressed (Gendi, 2014).

Egyptian Governance and Informal labor market

International labor organization ILO;

Facilitating the transition from informality to formality was the objective if the 104th

International Labor Conference³, that offered guidance for the signed and peer states as a tool to understand the and how to acknowledge informality and facilitate the transition process from informal to formal, through this conference assuring that informality on the world wide level counts over 50% of labor force and could be increasing, throughout issuing new standard for informality that highlighting the informal labor workers are in the informal sector due to lack of decent work opportunities and not by their choice, informality should be acknowledged the problems of informality structure and governance issues, bureaucracy and corruption that stand as an obstacle for transition process this conference have been held in Geneva on 2015 acknowledgment for the 1st time how importance to regulate with guideline the informality transition process and sharing it with the member states. One of the recommendations of this conference were emphasizing the importance of studying each state informality nature as it depends on social structure and norms which is varies from one society to another,

“Given the diversity of the informal economy across member States, the competent authority should identify the nature and extent of the informal economy as described in this Recommendation, and its relationship to the formal economy” (ILO, 2015).

The National strategy and Egyptian GDP

As discussed in the previous chapter, on a global perspective how the informality is affecting the government or state economic development, informality is impacting not only the economic and financial aspects of the state, but also the social and

³ILO 104 conference R204 - Transition from the Informal to the Formal Economy Recommendation, 2015 (No. 204)
https://www.ilo.org/dyn/normlex/en/f?p=NORMLEXPUB:12100:0::NO::P12100_ILO_CODE:R204

political aspects, as international organizations had emphasized the role of governments in eliminating and controlling informality including the GIG -Gray and on-demand economy. Global cooperation through formal or informal institutions provides an increasingly important mechanism to ensure the proper treatment of global problems (Intriligator, 2009). There is nothing fundamentally inevitable about expanding economic integration process, or the path that worldwide social, economic behavior intersecting with political changes scenarios. And, despite popular belief, political entities are critical to globalization since they supply and regulate the social- trade infrastructure, such as law enforcement agencies and stable macroeconomics, that open markets require to prosper. Similarly, globalization and open trade could be managed when governance do their jobs properly, the correct trade, financial, monetary, and the open trade economy will not require much effort from governance if they are working well as well as platform security and regulations, all of which refer to the external environment of informality that include online commerce, and social media platforms. The less developed a country is, the less tightly managed the informal economy is, and a lack of data complicates government efforts to organize it. The government, in cooperation with universities and research organizations, should collect quantitative data and enable qualitative research to track how many people are engaged in non-standard forms of employment, and to better understand their working conditions (Korreck, 2020).

On level of macroeconomics, states and governments develop national strategies that aim to have more equality in labor market thus to keep the equilibrium between the demand and supply of labor requirements with set proper regulations for trade and foreign investment as to secure and facilitate the labor law monitoring to have balance in taxes revenue as to spend on other public services and to maintain the

balance and equitable public services and social beneficiaries. Global governance is largely superfluous: the proper trade, financial, monetary, and regulatory policies required to sustain an open world economy do not require much coordination when governments do their jobs well (Rodrik, 2017).

As the Egyptian government adopted the National Development Strategy goals, issuing the agenda and framework in economic development, the main objective was to increase national income per capita and transform the economy to medium-high countries, without mentioning the detailed plan for improving data collection for the informal sector and reducing the unemployment rate. The defining feature of the framework for Egypt's national sustainable developmental strategy is the lack of a detailed road map to achieve several key goals, especially reducing poverty and unemployment and tackling the informal sector, for which it also lacks indicators (Rights E. C., 2016).

The national strategy was developed on various and wide aspects of development goals, Describing the main goal that was to enhance the economic development and without action plans matching development progress related to economy and for reducing fertility rate as to reach the economic development as assigned at the strategy and tracking, monitoring, and eliminating the informal sector, importance, describing that informal employment already represents over half of the of total employment in 2018. The share of informal private employment grew from 53% to 62% (Assaad, AlSharawy, & Salemi, 2019).

Although Egypt is underlining a lower middle-income economy, although it is indicating the growth before and during the pandemic, Egypt is classified as a lower

middle-income country. Despite the unstable regional and internal political and economic situations, the Egyptian economy has shown solid growth since the structural reforms of 2014, with GDP increasing from 2.2% in 2013 to 5.6% in 2019 (Foundation, 2020). The Economic Situation of Egypt is Expected to better especially that during the pandemic crisis the GDP showed increasing effect and emerging market it was not expected as the tourism sector during the pandemic was stopped during the lockdown, but according to the international monetary of fund IMF stating on Jul 2021 that Egyptian is one of the few that showed emerging in the pandemic crisis. Egypt was one of the few emerging market countries that experienced a positive growth rate in 2020 (IMF, 2021). Conversely, according to the expectations and report issued by UNDP team and strategic partners from the Egyptian government such as Ministry of Planning, Monitoring and Administrative Reform (MoPMAR), Central Agency for Public Mobilization and Statistics (CAPMAS), National Institute for Planning (NIP) in addition to Frederick s. Pardee center on the strategic development goals 2030. In 2030, were expected economic development scenarios were based on report current situation, actions planned and were on implementation to reach the 2030 strategy as well as on the performance and effort done, highlighting the population and economic development and labor market. 30 percent of the population will be under 15 and over 60 percent will be of working age (from 15 to 64). Egypt's economy is projected to grow between 5 and 6 percent annually across the forecast horizon (Bohl, Hanna, Scott, Moyer, & Hedden, 2018). As another study were studying the impact of 2011 revolution on the labor market status and Egyptian labor law was not protecting the formality. Since the 2011 uprising, a further decrease in formal employment has been met with an increase in informal employment (Ghafar, 2016). The contributed report

predicted According to the submitted report, the informal sector will rise, female labor participation will shrink, and unemployment will continue to climb. Informal labor is forecast to decline as a percent of the non-agricultural labor force from 47 percent today to 36 percent in 2030. But, due to population growth, and additional 2.5 million people are expected to be employed in the informal sector (Bohl, Hanna, Scott, Moyer, & Hedden, 2018).

The Egyptian economic status is showing progressive movement although these movements are not matching the pace of the national strategy and its objectives for 2030, as well as the un-traced blur action plan for factors in relation to the informal sector subjected to the reliability of the economic development strategy for enhancing the labor market and regulate the informality, as well as not directing the main aspect needed to be addressed to the online informal commerce which is regulating and tracking the fin-tech and enhances the digital money banking it will be affecting under the umbrella of the transparency objective of the national strategy, recognizing and redirecting the burly action plans and implementation process could support the SDGs goals. Apart from directing to the key aspect that needs to be addressed to the online informal commerce regarding regulating and tracking the fin-tech and improving digital money banking, it will have an impact within the scope of the national strategy's transparency objective. Bringing informal firms and services into the formal economy will help fight corruption, tax evasion, and financial exclusion (EzzEldeen, 2019). Recognizing and redirecting the clumsy action plans and implementation process, as well as combining trade regulation and development, could help achieve the SDGs. The Egyptian labor market was affected by growth in the 1990s, the coexistence of both GDP growth and a stagnating job

market highlighted the jobless growth phenomenon, which would also affect Egypt during the era of the Nazif government in the lead up to the 2011 uprising (Ghafar, 2016). Therefore, at that time, the labor market was blinded by policies and policymakers paid no attention to it, so the unemployment rate rose, and the Egyptian labor market could go through the same experience and governance may take the same steps. bringing transparency including digitization will be more effective, that was the end statement in PWC report about Egypt vision 2030. Egypt As part of its vision for 2030, Egypt must coordinate its digitalization efforts among different government entities. Bringing informal firms and services into the formal economy will help fight corruption, tax evasion, and financial exclusion (EzzEldeen, 2019). The Egyptian tax system falls well short of what the actual tax system is exposed to. On the ground, the private formal and informal sectors tend to choose not to obtain actual contracts. Formal firms may also choose to work with informal subcontractors – though those same formal firms may also complain of unfair competition from informal firms in similar activities (Ulyssea, 2018). through registering fewer employees, or reducing compensation in order to reduce tax payments, while employees and self-employed or informal workers perceive that they do not receive adequate benefits from paying taxes, so they do not believe in the motive to formalize and register their business. This will have an influence on the accuracy of government spending and revenue. Both tax avoidance in the formal economy and tax evasion in the informal economy hurt public finances and the government's ability to invest in development, infrastructure and essential services such as health, education and law and order (EzzEldeen, 2019).

The Egyptian system of documenting records, auditing, and monitoring is still

documented systematically, and the lack of proper monitoring and auditing enables corruption and tax evasion and avoidance. According to the World Bank's enterprise surveys, 68 percent of Egyptian companies say corruption acts as a major constraint on their activities (EzzEldeen, 2019). As a result, Vision 2030 underlined the significance of digitizing all documentation systems, including taxes, in order to reduce corruption and collect taxes as intended.

Through Small Medium Enterprise (SME) law, Founders can obtain loans with easy payment regulation, but others are registering fake businesses or doing illegality to be able to apply for such loan and use the easy loan payment regulation, as well as the absence of accuracy taxation auditing and tracking the cash flow of formalized businesses do not rule out human trafficking, drug selling, terrorism, and criminalized acts or trade, due to cash transactions and paper documentation process.

According to the Egyptian government, social media platforms are now being used as official channels to share information and raise public awareness. In October 2021⁴, the Egyptian Tax Authority through social media platform Facebook, alerted by publishing a public post to the individuals and businesses about issuing a new law according to the escalating taxes mentioned in Law 91 of 2005 and its amendments that regulate the informal online commerce targeting all trade and business including self-employment services and trade although the laws depend on income level. The

⁴The link for the alert post to inform business owners and self-employers on online social media platforms with income tax brackets on October 2021 https://m.facebook.com/story.php?story_fbid=169314885374457&id=100068878403562

announcement was about informing individuals and businesses that offer goods or services through websites and are not registered with the Egyptian Tax Authority of their responsibility to register with the Egyptian Tax Authority in order to avoid prosecution for tax evasion. The authority encourages delivery service providers and enterprises that transport items to buyers to visit its tax offices to register for value added tax. The Tax Authority also emphasizes to the various advertising agencies the importance of including the tax registration number in the content of the advertisement for individuals and businesses advertising the sale of their products or services in order to avoid paying tax evasion, in accordance with Minister of Finance Decision No. (345) for the year 2021. However, this law is prejudiced on collecting taxes without a proper description or awareness about the reasons for issuance, so rationally most business owners will not ask for registration and open a tax file, as well as majority of companies could record the marketing media expenses transactions as other expenses, and again the government issued another tax law aimed at collecting money rather than gaining the trust of the informal sector workers and employers.

The informal sector has coexisted with the official economy, resulting in a closely interconnected marketplace that permits enterprises to use off-the-books daily labor. For years, Egypt's market reforms have favored political class while neglecting lower-income members of society and pushed them into the informal economy. Over the last several decades, the informal economy has risen from a minor player to about half of the population.

Because small and medium-sized enterprises (SMEs) are particularly vulnerable to the effects of the Covid-19 pandemic, The Egyptian government has launched a

number of initiatives in collaboration with the Central Bank of Egypt and international financial institutions such as the EBRD to extend credit repayment periods, relax various tax measures, and provide financial assistance. The government supported the sector of informality and irregular workers by removing services fee from money transactions and issuing 500 EGP monthly payment as a stipend for irregular workers in collaboration with the international organization standing to support vulnerable labor during the covid19 the GDP situation might have been presenting the opposite scenario of emerging economy during pandemic. Without governmental support, the informal economy will not be able to absorb the COVID-19 shock, given that it already employs 63 percent of the nation's labor stock and represents half of the country's GDP (Soliman, 2020). On the other hand, Due to the Covid19 Egyptian policies acted as a reminder to the government about the importance of informality data, thus the government gave the stipend based on the registered irregulars at the Ministry of Social Solidarity, leaving other informal employees to suffer as a result of this biased data. Accurate informality rate and workers are ignored.

Although platform studies have progressed significantly, much remains unclear. To a certain degree, such vagueness represents the phenomenon's ambiguous nature. Judicial decisions, regulations, and legislation are still being debated around, with communities, states, and national governments pursuing opposing regulatory approaches. To make more sense of this ever-changing terrain. The Egyptian government has to study the specialty of online informal sector and accessibility, location, income, and skills of the labor who are engaged in online informality regardless to the type of work and platform intermediaries either GIG platform,

social media or application including gender aspect as to reduce inequality through non-gender-blind legislation issuance and implementation.

Informal business and women in Egypt

A view on women in Egypt engaged in Informal business

Women are frequently the ones who engage in the informal sector, as per GENEVA (News, 2018), more than 61% world workers are engaged in informality.

“Two billion people – more than 61 percent of the world’s employed population – make their living in the informal economy, the ILO said in a report, stressing that a transition to the formal economy is a condition to realize decent work for all. ILO NEWS. (2018, April 30).

According to the Egyptian national yearly report “Egypt 2020 statistical abstract” by the Central Agency for Public Mobilization and Statistics - CAPMAS that issued in march 2020, women are representing 18% of total labor force on 2019 and 20.9 % of total labor force in 2018 and female percentage in 2018 of total unemployment rate was 45.4% to increase in 2019 representing 49.6% as Figure 3.

Labor			
	2019	2018	
Labor Force (Mil)	28.3	28.9	
Males (%)	82.0	79.1	
Females (%)	18.0	20.9	
Empolved Persons (Mil)	26.1	26.0	
Males (%)	84.7	81.8	
Females (%)	15.3	18.2	
Unempolved Persons(Mil)	2.2	2.8	
Males (%)	50.4	54.6	
Females (%)	49.6	45.4	
Unemployment rate (%)	7.9	9.9	
Males (%)	4.8	6.8	
Females (%)	21.7	21.4	5

⁵ Figure 3 - The Edition of Egypt's Statistical Overview 2020, which was issued in June and contains total data for the most important demographic, social and economic indicators for Egypt. to view the data, studies, and

Women have established informal online businesses in various circumstances, completely autonomously and in a bottom-up approach. They've developed Informal internet business by combining diverse platforms and resources to enable them to conduct online business in a way that suits them. In many ways, informal online businesses bridge the gap between formal e-commerce and informal e-commerce. Through understanding that Egyptian women in the labor market are of high participation for the home economy, women who are engaging or working in the informal sector how they are empowered to create online platforms and engage in the transition online informal, as well as their behavior at this vulnerable sector, might be a threat or they are transforming this into an opportunity as well as the new form of the informal sector, women in home economy as well as it is not measured in the labor force since the home economy, self-employment, moderating business on online platform counted as informal or shadow economy and home micro-economic as well as not included for measuring women engagement at formal economy, so still they are not taken into consideration of justice and security leaving the shadow data for this sector to be intangible material for studies as well as to understand what and how exactly government should act upon this new phenomena, In the previous decade, women in Egypt faced more than one crisis, allowing them to seek how to add value to themselves, prioritizing to find solutions on how receiving income or enhance it. Informal workers in Egypt managed the challenge after the revolution 2011 and pandemic COVID19.

“Informal workers are predominantly women and young people who lack skills.

Amid the COVID-19 crisis, they are often left behind, with little recourse to social safety nets when they lose their jobs or suffer severe income losses,” said Mari Pangestu, World Bank Managing Director for Development Policy and Partnerships (Bank, 2021). With the result of the Egyptian job market and economic instability, facing companies cutting costs or shutting down their businesses, and they worked to obtain the opportunity of their own through creating a business that basically based on home economy or teaching, selling handmade products, or even provides services, Some of this business has already evolved to be exported in the name of personal belongings, however, due to legal and shipping restrictions, these non-registered products will not qualify as exportable products. As women are facing more than one challenge to join the labor market according to; Gender differences may reflect social norms and their impact on upbringing, social interactions, risk preferences, and response to incentives. Women in the informal field are facing insecurity, wage inequality, also women engagement in such sector and keep logging in and out for more than one reason without stability for secured job consequently women at informal jobs tend to increase the current income and develop education, skills, and level of awareness acknowledge the importance of labor flexibility while they are tailoring their own work environment as to be employers or on-demand or freelancers workers controlling the schedule and time increasing the income education and skills thus it doesn't mean that they are not exposing to face direct and indirect violence through discrimination due to sex, wage facing private sector insecurity and job sex segregation. To understand why the new transition phase of adding digitalization to informality could impact the informality intake more women would prefer to work in online informal businesses because it's far more flexible, makes a significant contribution, and has no time constraint as well as easy and vast

acceptability as market, I selected a case to study in-depth out of the sample asked through the form to understand why exactly this case prefers online informal over formal and to go through inside the case future plan when it comes to business legalization and regulations. This chapter concludes the situation in Egypt that pushes women to engage in informal online business using social media platforms because social media plays a significant role in the Egyptian community. As a result, the government, rather than supporting the transfer and shift from informal to formal, is imposing taxes on informality so that informal engaged workers do not tend to shift nor avoid paying taxes as losing the trust with the taxes authorities per the new amendment law using the social media platforms in which highlighting the importance of such platforms , This demonstrates the significance of social media and the phenomenon of women using social media platforms to be empowered and influence the society. How will Egyptian women change their perspective on using social media, as the society did in 2011, in order to rise up and be able to change the usage of social media from communicating usage into different aspects in order to be empowered and influence society?

Chapter Four; Main findings

Data Description

Egyptian society, social media platforms had already influenced society and demonstrators, and social media platforms played a significant role in the Egyptian street appraise the revolution in 2011, affecting different rhythms contexts of society's economic, cultural and political norms, and transforming their ideology and

influencing and directing the social behavior differently in more than one aspect, ending with the current government that now witnessing this contribution assistance of this transformation to productivity and progressive steps through publishing 2030 agenda that already launched on 2016 implementing the sustainable development goals for Egypt vision 2030 aiming to develop, growth and prosperity for Egyptians. Egypt launched its first-ever Sustainable Development Strategy: Egypt Vision 2030 (SDS) in February 2016, believing that sustainable development is the guarantee for growth, development, and prosperity for future generations (MPED, 2021). One of several transformations that were driven by social media platforms was society empowerment for Egyptian women, this paper is particularly considering women empowerment attempting to demonstrate by explaining how women were influenced by a social media platform and participate in business and take a chance to be entrepreneurs or business leaders. Due to a lack of data on informality in Egypt, this study could serve as an explanation guide for a female's informal online business, demonstrating the strategic women online behavior phenomena in the Egyptian social context. Gathering Data to analysis the online business phenomena were forming two surveys dropped at social media networks indicating for the usage behavior of social media platforms. This research is aiming to explore the main reasons behind women working informally on social media platforms and highlight the existence of new phenomena that women create a business on online platforms while introducing female online workers in Egypt who are already created business project on social media platforms demonstrating the major causes driving them to follow this behavior through developing two kinds of surveys related to social media informal online behavior and the first survey with 22 female respondents age is between 19 till 36 years old, That are indicated to own

informal online business on social media platforms or activities, in addition to the working experience 50% out of total sample stated that they having full time job and 50% stated that they don't work beside the informal online platform This sample is picked through various social media platforms such as Facebook and Instagram to grab the attention of the respondents who are working on these networks, The sample businesses engaged in a wide range of activities, from book resale to event planning to resell wholesale products to presenting food recipes to designing and creating clothing and accessories, with Facebook and Instagram platforms being the most commonly used social media platforms used to establish these local businesses. While only 40% of the respondents approved to conduct the interview while the remaining 60% rejected or unjustified reasons for not conducting interviews afraid about their names and business name to be exposed in research as well as did not want to engage in such study to avoid legal action against them or risk with the business as it is informal.

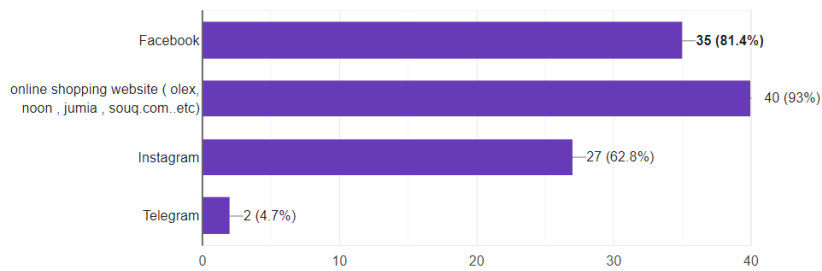
To obtain more transparent results through the interviews were conducted on semi-structured category operated From September to October of 2021, questions were directed to the respondents that were in total 9 females the selected and approved respondents as a sample is considered to be small as to obtain more transparent and focus to the core of the research, As per Vasileiou, Barnett, Thorpe and Young - 2018. highlighting how the sample size could be trusted and valid in qualitative research as long as the data is supporting the core as well as justified limitation. through using, reviewing and analyzing systematically qualitative and quantitative analytic techniques of the reporters of the British Journal of Health Psychology (BJHP)

representing psychology as an eligible reports for thier research study, that justifying the nature of study is considered one main important factor assisting the small sample size

“A sample of eight participants was deemed appropriate because of the exploratory nature of this research and the focus on identifying underlying ideas about the topic”
Vasileiou, K., Barnett, J., Thorpe, S., & Young, T. (2018).

In accordance of the sample of the 9 respondents in this exploratory research with age diverse from 19 till 33 years old, the questions were more general and broad about the informal labor market and whether they had experienced challenges during formal traditional jobs and the flexibility afforded to satisfy enough what exactly they are receiving from creating businesses on digital platforms as primary data. in addition to analyzing their understanding related to governmental formalization regulations and taxes law is to relate the understanding of the female online informal workers and illustrating more about reasons behind taking the informality instead of formality. The types of questions have been directed to them were more general and broad about their background of formal labor market and level of education and whether they had experienced challenges at work and the flexibility afforded to satisfy and what exactly they are receiving from creating businesses on online platforms to analyze their understanding of the structure of this informal platforms business such as how they came up with the idea and the steps for getting started planning to understand how they are empowered educational , economical and impacting the society through discussing about their future steps towards formalization as well as the benefits how inspired by the business idea narrowing down to their beliefs on informality and the Egyptian government imposing the new

taxes law to include influencer and Youtubers, Data analysis formed according to business owners' answers and then the interview covers three approaches measuring the Egyptian Female empowerment at informal online business. Second survey for both female and male gender who are using the social media platforms as customers,



the sample of total 43 where average age from 26 to 30 years old with majority of female that are representing 68% out of total and male were representing 32% out of total, the total sample are Egyptians who use social media as customers for shopping through informal online business platforms and GIG platforms with 93% percent of platforms type and 81.3% out of the total sample were using the Facebook while 62% out of the sample are using Instagram figure 4⁶.

It is important to acknowledge women's engagement in the employment market. Increasing women's employment boosts growth and incomes more than previously estimated, exceeding the improvement that comes simply from adding workers. Among countries where gaps in participation rates are the largest, closing them adds 35 percent to GDP, on average. Four-fifths of the gains come from adding workers to the labor force, but fully one-fifth arises from the boost to productivity brought by

⁶Figure 4: Online customer shopping behavior using informal online business

greater gender diversity. The study also shows that increasing women's labor force participation produces large gains in economic welfare (Ostry, Alvarez, Espinoza, & Papageorgiou, 2018).

Discovering what challenges and motivations women are facing in the labor market, leaving behind the advantages of formality, social solidarity, and legal status, and why they are motivated to accept or shift into such online platforms with more free-market limitations, as well as exploring their future potential business strategies. Reflecting significant changes in women's social and economic status. Using a random sample to have a sample of females with a diversity of socioeconomic, educational, and working experience background, study deeper how women are empowered in Egypt. During searching for respondents and through dropping the survey on social media platforms, I contacted one platform owner to share a survey among the female suppliers on her platform that the platform activity is to create an offline flea market gathering female buyers and sellers aiming to encourage women to sell their informal products in this market, the platform designed to be an online platform for creating virtual community while the owner responsible with her team to organize a day for offline where the owner rent a venue and the suppliers on the page rent tables from the platform owner, in addition, the owner will be responsible for all marketing, organizing and entertainment the "Open Day" that is an offline event, unfortunately, the owner rejected to share the survey stating that; "I am not sure if I will be able to do that on my "page" since this day the government is alerting about the informality and imposing a lot of taxes, it is better not to share any survey for study-related informal and economic empowerment for women" she added "I am so sorry but already this market support women who are entrepreneurs

and the majority are not registered their business”.

Educational Empowerment

Throughout asking the respondents what the added value from your platform regard to education, skills, and experience?

HA. one of the responses who recently graduated from a private university bachelor degree - Double major in finance and innovation technology, HA was creating a platform for book resale she said;

“For sure It added value for me it was not new to have activity, but I studied online how to create attractive content and enhanced my digital marketing skills, I asked for help from my friends, and the more I study the more I get interested in entrepreneurship and business field so my father advised me to take course FWDEG now related to Fintech and digital freelancing and business”

HA is currently in her twenty fresh grade with a double major bachelor degree, she added "It was a new experience for me I felt a responsibility, so I was wide awake for everything, trying to understand how business is running, I am ready for learning more”

Another respondent SH. she is in her thirty-three years old stating that her major was a Bachelor degree in Agriculture, Biology Governmental university, during her studies she couldn't find a good opportunity for her informing "I added through working more field of education to assist my project and help to achieve my objective of the business" she informed that currently, she is holding masters in population and environment - home economics"

SH in her business is educating breadwinners and young girls, in cooperation with a

venue that organizes her classes related to knitting skills including modern knitting designs and coordinating colors.

"As I hope to educate and transfer my talent, I am not only owning a brand but, I upload weekly online content in English and Arabic since I noticed foreign followers asking about more details so I decided to elaborate my weekly posts to be more descriptive in Arabic and English"

SH is not only a business owner she is a leader who started her home business in 2008 growing her business with the credibility of social media working to transfer her knowledge and educate others to gain knowledge and create unique designs.

As the interviews presenting the total of the 9 interviewees are agreed on adding value as experience and skills learning new techniques in their market area and for the certified education 56% of total sample assured that they received education courses and graduate certificate enhancing the skills for the online platform or service,

HP informed that she had to learn through working even paid for special courses to educate herself and improve her brand quality, adding "This kind of jobs the informal and on-demand jobs are teaching and enhancing skills that my friends who are working regular full-time jobs cannot understand or will not receive it as I did. Honestly, I also got interested in different fields because of my business I have marketing diploma, undertaking culture and development diploma beside my graphic design course so all of that because I hope to see my business keep growing bigger" If each business owner hires new talents they tend to teach and train the new informal worker, NS:

"I make sure through training and meetings regularly with the new members

contacting them with the other members of the team introducing them to the technicality of the work showing them samples of the materials and teaching them the skills of the sound and music”.

NS, is an owner of initials modern event planner specialized in organizing a bachelorette party, after growing her business in 4 years she added more than one specialty, such as birthday and proposals... as creating a manual and materials for training the staff and making sure how to deal with customers and coordinate with clients. She even added;

“I always ask them to take pictures and guide them how to do it, so we add more than organizing skills, professionalism and friendly spirit of the team is the main points that are recommended by the clients, I make sure that they are following all the instructions”.

The total of the respondents are nine females, with 68% falls between 25 to 35 years old, with 69% bachelor degree graduates and 27% are post graduates and 4% Doctor of Philosophy (PhD) degree. Thus the sample where randomly shared on social media platforms and gathered 9 with mid- advanced and advanced education.

Economical empowerment

The survey where respondents for the interviews are selected were included do you receive satisfied income from your work the total income? As per mentioned in the survey the income that covers total gross income from the informal online and formal job if the respondent has one,

RA. one of the respondent who is a mother and wife for a diplomatic husband, her

economic situation was satisfying enough to be a freelancer photographer, she created a platform aiming to gather women who could be a virtual customers for the main “Heros” as she called them those are women who are doing online informal business and already have their own platform, what makes her platform unique is that she will be able to have review audience where they can work as buying power as well, so her platform is an online market platform that gather buyers, product and services followers and reviewers that are working as auditors for the products and services, and the suppliers or service providers all together on her platform, she launched her platform on August 2019 through moderating this platform with the help from her family members, she said “when I started I decided to introduce suppliers and service providers with a good quality no matter the price, I aim to have a good quality market so that I am so picky with the Heroes service and products and leaving the platform open for receiving the comments and reviews from the viewers and followers and their motivation even if they are not buying they are motivating for sending their comments so that the “Heros” could have a real customer review, later she decided to turn this market into profitable not only free market and receive financial advertisement sponsoring from companies that are targeting her followers and even creating offline flea market with advertisement sponsoring.

NS. Said that she is satisfied with her income provided from her business, she mentioned that she felt more independent, “yes, it is more than satisfied at least when I want to buy something I don't have to ask my Mohamed – her husband – for it. I can buy for my daughter whatever she wants if she asked me, at least we (the family) are not spending from Mohamed's income”.

NS. used to work in international company, she decided to quit her formal job and

create her own business online lunched at 2017 till now, she said it was hard in beginning to gain followers, but for the start I didn't need huge budget It was simple enough to risk only creating a page and two main materials, and my sister help she is a teacher and have enough time to respond to the requests and phone calls” actually when I interviewed NS, he business in 4 years become family business, she and her team are 13 in total with variability of the staff members, she is moderating the team with using more than labor strategy ,motivation and reward, team building and regular meeting with the staff, she also added “it is really hard now the work load is increasing and giving me burden, and it is competitive market that need you daily to check the new platforms and to be up to date improving your service and materials you are using”

When I asked SH about her financial satisfaction and income she is receiving from this business her answer was moderate satisfaction as she started since 2008 and grew her business that she has foreign followers and requester, she widen her scope to be virtual and offline academy,

she said “I am the main breadwinner now for my family (one mother), it is not satisfying me to buy a place or accommodation but it is satisfied enough to own a car, I am now planning to own apartment for me and my mother” adding “I feel unsecured cause I don't have saving such as the Covid time, I decided to shut down I was worried about my team and didn't want the team spread the Covid and I couldn't pay them so I had to shut down for a while and the savings I had finished.”

HP, answered directly “for sure, I am working as full time and expenses is more than my earnings so I always support my income with par time jobs, once I had part time formal job, but other part timing jobs where online informal, I can work three jobs

per day- this kind of jobs increase my full time salary into double but I want to keep my formal job as I like it, I don't want to quit the job” although that HP is receiving low payment but she mentioned that she do not want to quit her full time job and she engage into online informal part time as she need to increase her salary. When I asked about if she receiving financial support from her family as she is single living with her parents but she is independent financially, she said that “yes I have support from my family but not what you think If I don't have a job, I can't ask for stipend so I have to work to cover my daily expenses, and if my family can support, I will pay them back as installments free interest plan”. HP, is moderate satisfied about her income in fact she is working three part-time jobs to cover her spending with the full time. “What I gain is what I spend, it is really hard to save these days or maybe I spend way too much” the reason for her work is the salary of the full time is not sufficient.

LA, is a divorced mother with one son, she is owning a platform non profitable aiming to encourage the reading, her platform more as activity not a business, but as she informed “yes sometimes I receive requests for book reviews sponsored with gifts and free books, that is more satisfied to me because I have a special book budget monthly and sometimes it is covered but not monthly”. LA is working in managerial international company she said that is she satisfied by her platform dreaming to see it the favorite virtual book-club with more followers, “I don't receive income from my platform, I receive moral support as return, but my spending on the book club platform still fine with me as sometimes I save my money for books”.

22% of the respondents are satisfied with the informal online platform income, defining satisfied as I notified during the interview, “do you receive satisfied income

more than you spending on the platform”, and 79% out of the total are between moderate satisfied and not satisfied. Where moderate satisfied is 34% (where spending is equal to earnings or enough for daily expenses) and not satisfied (Not earning and/or spending are not equal to earnings) might be spending more than receiving on the platform and is 45% out of total respondents.

Social impact

The random selection of the sample allowed for a diversity of social status among the respondents, with education, income, and socioeconomic status resulting in a different standard of living. The social impact will be measured whether they are effective to the community in their network or not, the social impact will be measured on three aspects the individuals as the businesses platform owners, Employee’s level as the family of the online business platform and community of the business or activity platform that they are the active virtual subscribers, Social impact can be defined as the net effect of an activity on a community and the well-being of individuals and families.” Schwartz, A. (2017, August), while these virtual informal platforms are created for easier communication will be affecting the community rapidly than the offline.

Throughout the questionnaire of the interview directed to respondents had been focusing on two main questions. during the interviews directly considering the social impact, first

“How do you see your platform is effective or influencing your community?”

As per the SH she is directly affecting her team through pushing them towards

creativity and encouraging them to create their own designs while selling the final product with the designer's name and the brand label it with their names, in addition she is enhancing skills and their understanding academically how to use the materials and assign them into effective usage.

SH stated that "The slogan of the brand is: Your payment is a source of income to a female breadwinner - she has the right to have her name on her product with the Brand name as she is the creator and designer as well as if I received more orders from this design, it will be assigned to the designer."

This is regarding to her team, but before joining her team she trains them first and then create a job for the creative and skilled talents to join her team. And the third level of the community she is educating and sharing her knowledge with the community network through her virtual platform and offline courses.

For LA. The platform was created to inspire the community and readers, and to gather the book lovers at one platform, sharing their thoughts about the book she is posting, encouraging others to read so she offers help to choose the right book, her virtual book club is enlightening the virtual followers on her platform "I was full of fulfillment when one of the audience on my platform wrote to me "your platform is inspiring", the return is not always money it could be words and that's good motivation for me to keep going" she also mentioned that she enhanced her knowledge from other social platforms such as single mothers community platforms for women as well health and nutrition, in Egyptian community this platforms could be more effective and contribution in social development in education, ethical, political as well as sharing work opportunities and sports way more beyond of the communication limits that is created for,

As per NA. She is encouraged people in her community to gain profit from exchanging their used books instead of keeping them on the shelves “I like readings books, I discovered that I have so many books that others can use them, I decided to encourage people to read my books and share benefits, the scope become bigger and my friends asked me to post their books and then it was the start of my platform”

NS, created a virtual online family business where her sisters joined her to helped the business growing, with her management skills and leadership she organized to have thirteen within her team that she called them family, “I make sure that the team is informed and know what exactly they are going to do, it is like family we have a communication network for our work group sharing our personal updates, it is not always work actually we are more like one family” as well as she is serving community through her service she received recommendation and reviews emphasizing that her team were supporting on the event “when I ask the clients about their review more than one informed that the team spirit were so supportive.

RA. Serving the community in aspect of social impact she is targeting women as “Heroes” her business is targeting women empowerment who are doing business on social media platforms.

HC started her business when she was facing a sensitive skin care resources limitation, so she decided to create for herself her own product that she could be able to use, she lunched her business platform after using her home-made skincare products on her skin and it was effective, she impacted herself and the individuals who are facing similar skin problems.

HP is serving the community as her brand is targeting to promote for Egyptian history and touristic paces within bags designs from feminism perspective.

In fact and according to the online informal workers and business owners, online business platforms are created to serve the community or the owner herself, affecting her employee or the workers who are engaged with her business

Receiving support motivate towards empowerment “who is supporting you?”

Receiving the support reflects on the business's success and status empowerment. When women and girls are supported, they gain opportunities to speak up for their rights, and also to advocate for their communities. They are also able to rise in social standing, and they can feed this into future generations (Vision, 2021). The respondents all had support from their families, spouse, and friends they are inspired with motivation to resume what they had started, for NS and RA, both respondents received encouragement from their husbands or brother as RA informed “yes my husband actually was pushing me forward to create this platform, as it will satisfy me socially, we were abroad and I was not working so I used my spare time and related the platform, in early 2020 I decided to go back to Egypt and take the platform seriously as my brother was helping to upgrade the status of the platform and my friends were helping to moderate it, after 6 months I paid for one friend to moderate the platform requests and posts content as we received high requests”.

SH. “My mother, was there always for me she was supporting guiding and advising” her mother got divorced when she was nineteen years old, she said “I had to take care of home and help my mother to earn income, she always supports listen to my work issues and guide me”

LA. “My father raised me to love books, I started reading his books in the home library, and during moderating the platform I always ask his advice for and writers background and he never late” LA father one of her supporters to build her platform

HC emphasis of the role of her mother “she was there to help and support me during the offline flea market” NA, her mother supported her to take risks and to launch her platform and be responsible as well she was supporting her to study abroad in her 19 years old”

HA, supported by her father to take online course, that he was taking to improve her business as it is related to digitalization business and marketing”

HP, said “I am supported by my network, I received a lot of messages about how inspiring my platform and idea, but my father was always supporting me and pushing me forward to receive more knowledge and experience with guidance, but the main inspiration was my mother as she was working in tourism sector exposing me and my sister to Egyptology and historical site seeing”

Receiving support from surroundings and family and suppose community and state level is important, to achieve the equality and empowerment, women in Egypt are now receiving support from the government more than ever, as per Dr. Maya Moursy on April 2021 stating through national journal Al-Ahram that the women in Egypt at then are achieving empowerment status.

“I see that the dream has become a reality in the event that it has become a real dream until it comes into existence in the case of a great dream that comes into existence during the era of President Abdel Fattah al-Sisi. Its rights to laws, strategies and implementation plans, and indeed Egypt has achieved” Dr.Maya Morsi⁷ (Sattar, 2021), there is a huge change in women empowerment file in Egypt that witnessed

⁷Sattar, E. A. (2021, April 10). News. Retrieved from Gate Ahram: <https://gate.ahram.org.eg/News/2688487.aspx>

lately in more than one aspect during this interview Dr. Maya the president of national council for women in Egypt , have been asked about the current file that the national council for women is working on the answer was directly the "economic inclusion".

Dr. Maya said: "The issue of economic empowerment and financial inclusion for women is one of the most important priorities of the council's work during the current year, and it is also one of the national priorities that the government seeks to achieve in line with the objectives of the Egyptian Women Empowerment Strategy 2030 (Sattar, 2021).

Chapter Five: Conclusion

Who are the women who participate in online informal platforms in Egypt?

Informality does not guarantee social solidarity benefits, and that it's vulnerable, exposing workers to risks without the security of formality; labor in the informal sector acts as the front line in the face of crises and unexpected economic shocks; females are generally considered to be in the informal sector as having lower skills and less educated in comparison with males, regarding to the gender gap index, but with the technological advancement and virtual development, transforming the informality from offline to offline in accordance women shift from offline informal to online informal, Through the data obtained in the Egyptian context, the informality has been integrated with advanced education to incorporate more diversified skills, experience, and labor, leading to an increase in workers. The sample revealed that women who engage in informal online business and activities are not uneducated or lacking in skills; rather, they are educated, and the more they

involved in the online business, the more experience enhancing the level of education either officially or trigger the curiosity of knowledge.

Women who work full-time or part-time jobs and contribute to informal online businesses have a variable wage satisfaction, indicating that doing informal business does not yet provide earning satisfaction, despite the fact that informal sector wages are considered lower than formal sector wages due to absence of social solidarity. Benefits, vacation leaves, and health insurance in comparison to net salary are not completely fulfilling, since highly educated persons may be deemed to have a higher income level, indicating that this sample is believed to have a greater expending level than informal employees.

The study aims at assessing income satisfaction, and only 22% of those interviewed said they were getting enough money from doing informal work. When asked about the support they received, they said they received guidance and encouragement from family, as well as business consultation support, compared to the 78 percent of the sample who created their own platforms and received encouragement. Only one decided and succeeded to transform her platform from informal online business into online formal platform aiming to help other women supporting them with formal platform for trading instead they supply her platforms reviews and recommendation.

In terms of social impact, socially responsible women are more likely to use social media to develop industries, risking time and effort to launch their own platforms. allowing them to broaden their experience and pass on their knowledge and information to others, as HC considered serving her sensitive skin and assisting others in receiving the same high-quality skin care products, and LA considered

encouraging her community to read books. while HA where reselling books so the buyer and seller could receive benefits from the reselling book market, NA and SH were looking forward training the teams and serving their community enhancing the skills level and developing their knowledge creating new opportunities form other females, to be socially responsible creating opportunities assisting others to follow the track or even enhance the level, women who are empowered receive support.

However, doing business online does not provide women with sufficient economic empowerment. When it comes to education and social impact, women are empowered from doing informal business online, in advance they receive support or not they create their own platforms as well as the results showed receiving the support in guidance and business consultancy the way economic empowered towards formality thus reaching securing business counted as economic included and empowered.

Education support awareness of the rights and enhance the contribution in the community leveling up the speeding the empowerment, the sample were aware of the informality risks but they decided to stay at informal, while SH tried to formalize her platform she said “ I tried more than one time as to use the benefits of the formality. I understood how it is important to be formalized but the bureaucracy of the documentation require from me to own an accommodation at least and me neither my mother own the apartment we are living in it is in name of my father who and for sure I want ask him to write it in my name and I lost contacting him since my mother divorce”

She tackled important point, that women in Egypt are facing the lack of financial assets accessibility due to high price or owned by the suppose or the male

breadwinner, financial barriers will keep women behind the formalization, after asking through the interview about each respondent aspect about formalization, they all agreed in case if they will receive benefits, paying taxes and receive a real benefits out of it covered with worthy health insurance, SH said “ I will be happy if I grantee that all my effort on formalization documentation that I will do, I can receive in return trainings awareness and business guidance, while NA informed “No, I have no intention to formalize my business” and HA said “ for sure that informality is not secure and I have no intention to stay in informal, but also I want to encourage my community to use their used books, but won’t do any effort from formality process just to resell used books” HA studied business and digitalization she understand the importance of staying formal and yet she answered that she wont formalize just she was looking forward impacting her community,

Formalization should be defined into categories, all agreed to pay taxes only if they exceed a specific limit like influencers and youtubers and while agreeing with the government new tax low, they all emphasized that the receiving from paying the taxes is not sufficient to do effort of formalization process and pay taxes.

women in Egypt are empowered by social media according to the findings women are tending to use social media platforms to increase their income as well as their empowerment and independence fulfillment, enhancing the education level, skills, and business experience or social responsibility. Although not gaining sufficient income, according to the respondent's women are getting empowered by operating online platforms engaging with different customers sharing the knowledge and experience regardless of the social standard and level of education, it is considered that labor with high education tends to join the formality and the low skilled and low

education it is considered that labor with high education tends to join the formality and the low skilled and low education labor are inordinately in informality, while according to this research postgraduate and high educated women are heading in the direction of engaging into joining the informality through doing online business or activities, gaining a source of empowerment, on the other hand, informality is increasingly absorbing more diverse labor leaving behind the regularity and securing platforms and jobs. while the national strategy capacity is not included addressing the increasing of the informality that impacts on government revenue and the trust between the informal sector workers and the taxes governance authorities. Increasing the capacity building of the governing law and accuracy of the data must be considered in pushing from informality to formality as to secure the public rights as consumers of business owners as well as impact balance among labor market, compacting the tax evasion as well as balance the government spending that will regain trust between women workers and authorities reflecting to empower women economically.

Conducting this is research faced limitations and data gathering barriers while looking for highlighting a new behavior of Egyptian female workers, the data is limited due to intangibility to measure females who are using the social media platforms as a source of income and since it is informal sector as well it will be better to use a national statistical study where can combine between national data and private online and labor market, the new behavior measured as interviewing only 8 cases as the others rejected to keep working without paying taxes and not to face legal accusations, resulting in studying on small scale.

As the survey dropped in social media platforms so most probably are from my area

and network although the network is wide and varies but still not reaching the population diversity in education, economic, and level of experience measured by age. Data accuracy is biased, to achieve more data accuracy researchers should reach the official data authority of social media platforms creating a quantitative model that measure platform admins concerning geography location, gender, age, background, the target of the customers selected, and numbers of followers although social media data has a sense of inaccuracy, so with numerical data or a survey to demonstrate that more than one case prefers online informal occupations and policies could be driven from the future studies to secure this kind of new job forms.

Furthermore, when the interviewees were asked to participate in the interviews, they were well aware of the informality and declined because it might affect them through tax policies, allowing them to avoid the illegal consequences. Informality is now busting the limits, and the gray economy is rapidly expanding, if the lack of official resources data continues, economic development will meet the required target, and the development process could be completed sooner. Time difference and distance, as the interviews were conducted through online social media platform, the accuracy and information limitation due to time different between South Korea and Egypt is biased thus in case of offline it would meetings will be better to reach the diverse sample, elaborating more information and manage to assure the information security during the interviews when meeting them face to face though attending offline flea markets that held only for women who are doing informal online business on the social media platform.

Future studies on the empowerment of doing online business on social media in the Egyptian society context are required, For such informal online commerce and social

media platforms.

It will be more difficult to control and monitor this global phenomenon without accurate data, thus more studies focusing on the uniqueness of Egyptian society in terms of including all demographic, social, educational, and gender diversity, and identifying social structure, as well as measuring the four aspects of empowerment of women prior to the study, during doing online informal platform business, and the results after doing this business.

While the vulnerable sector now accounts for more than half of the labor force, policy research to measure the impact of Cyber security policies and their effective implementation on protecting the vulnerable majority of informal sectors with a high percentage of female participation may be required to improve women's empowerment and Egypt's economic growth strategy that focuses on policies to regulate the informal sector, at the intersection level with regard to the factors influencing this business and the empowerment aspect, and rating the business based on size and profit income from the economic aspect, the impact on health and health insurance, and finally the political and leadership inclusion and raising awareness level as political empowerment. And evaluate each business in terms of risks, gender violence, social solidarity benefits, and acceptability from social protection.

References

- Amin, M. (2010). Gender and Firm-size: Evidence from Africa. *Economics Bulletin*, 663-668. Retrieved from <https://www.enterprisesurveys.org/en/enterprisesurveys>
- Assaad, R., AlSharawy, A., & Salemi, C. (2019). Is the Egyptian economy creating good jobs? Job creation and economic vulnerability from 1998 to 2018. *Economic Research Forum Working Paper Series*.
- Bacchetta, M., Ernst, E., & Bustamante, J. (2009). *Globalization and informal jobs in developing countries*. Geneva: International Labour Organization.
- Baldeschi, B. (2019). *Do No Harm Toolkit* . Retrieved from IWADA: <https://iwda.org.au/resource/do-no-harm-toolkit/>
- Bank, W. (2021). *Widespread Informality Likely to Slow Recovery from COVID-19 in Developing Economies*. Retrieved from worldbank: <https://www.worldbank.org/en/news/press-release/2021/05/11/widespread-informality-likely-to-slow-recovery-from-covid-19-in-developing-economies>
- Berg, J., Furrer, M., Harmon, E., Rani, U., & Silberman, M. S. (2018). *Digital labour platforms and the future of work. Towards Decent Work in the Online World*. Switzerland: Rapport de l'OIT.
- Berry, D., & Bell, M. P. (2012). Inequality in organizations: stereotyping, discrimination, and labor law exclusions. *Equality, Diversity and Inclusion: An International Journal*.
- Bin-Humam, Y., & Bajwa , R. (2021). *Informal Online Commerce: A digital market without the e-commerce platform*. Retrieved from CGAP: <https://www.cgap.org/events/informal-online-commerce-digital-market-without-e-commerce-platform>
- Bohl, D. K., Hanna, T. L., Scott, A. C., Moyer, J. D., & Hedden, S. G. (2018). *Sustainable Development Goals Report: Egypt 2030*. UNDP.
- Bonnet, F., Leung, V., & Chacaltana, J. (2019). *Women and men in the informal economy: a statistical picture*. Manchester: Women in Informal Employment: Globalizing and Organizing (WIEGO).
- Brar, A. (2020). *How Social Media has Empowered Women*. Retrieved from

- America House: <https://www.americahousekyiv.org/ah-blog/2020/8/27/70a987evpi5kuc57j51827oxmqydyp>
- Brinkley, I. (2016). In search of the gig economy. *The Work Foundation*.
- Calvès, A.-E. (2009). Empowerment: The history of a key concept in contemporary development discourse. *Revue Tiers Monde*, 4, 735–749.
- Chen, M. (2019). Informality and Inequality: In a Globalized and Urbanized World. *United Nations Development Programme*.
- CPA. (2008). *Online Shopping*. Retrieved from CPA: <https://www.cpa.gov.eg/en-us/Guidelines/Safe-use-of-the-Internet/ArtMID/480/ArticleID/1998/Online-Shopping>
- Department, I. M. (2019). *Finance & Development*.
- DiPrete, T. A. (2005). Labor markets, inequality, and change: A European perspective. *Work and Occupations*, 119–139.
- Elgin, C., Elveren, A. Y., & Bourgeois, J. (2021). Informality, inequality and profit rate. *Applied Economics Letters*, 1017–1020.
- EzzEldeen, M. (2019). *Shedding light on Egypt's shadow economy*. Retrieved from pwc: <https://www.pwc.com/m1/en/publications/shedding-light-on-egypts-shadow-economy.html>
- Felstiner, A. (2011). Working the crowd: employment and labor law in the crowdsourcing industry. *Berkeley J. Emp. & Lab. L.*
- Focus, I. C. (2021). *Egypt: Overcoming the COVID Shock and Maintaining Growth*. Retrieved from IMF NEWS: <https://www.imf.org/en/News/Articles/2021/07/14/na070621-egypt-overcoming-the-covid-shock-and-maintaining-growth>
- Foundation, E. T. (2020). Education, Training and Employment . *European Training Foundation*.
- Foundation., U. N. (2021). *Sustainable development goals*. Retrieved from unfoundation.org.: https://unfoundation.org/what-we-do/issues/sustainabledevelopment-goals/?gclid=Cj0KCQjwwY-LBhD6ARIsACvT72OUM-j-BPdGW3XGKAKsjbU0cu8UysmW6tJ4ktO7HMsTVXNodUYKYYaAg04EALw_wcB
- Gendi, Y. E. (2014). Social Media and Economic Development in Egypt. *Middle East Institute*.
- Ghafar, A. A. (2016). Educated but unemployed: The challenge facing Egypt's youth. *Brookings Doha Center*, 1–16.
- Huis, M. A., Hansen, N., Otten, S., & Lensink, R. (2017). A three-dimensional model of women's empowerment: Implications in the field of microfinance and future directions. *Frontiers in psychology*, 1678.
- Ilo. (2015). *Transition from the Informal to the Formal Economy Recommendation*. Retrieved from ILO: https://www.ilo.org/dyn/normlex/en/f?p=NORMLEXPUB:12100:0::NO::P12100_ILO_CODE:R204
- ILO. (2018). *Issue brief: Job quality in the platform economy*. Retrieved from ILO: https://edmsp1.ilo.org/KSP/en/Details/index.htm?dn=EDMSP1_211424
- IMF. (2021). *Five Things to Know about the Informal Economy*. Retrieved

- from IMF: <https://www.imf.org/en/News/Articles/2021/07/28/na-072821-five-things-to-know-about-the-informal-economy>
- Intriligator, M. D. (2009). Globalisation of the world economy: Potential benefits and costs and a net assessment. In L. Yueh, *The Law and Economics of Globalisation*. Edward Elgar Publishing.
- Kabeer, N. (2012). Empowerment, citizenship and gender justice: a contribution to locally grounded theories of change in women's lives. *Ethics and Social Welfare*, 216-232.
- Kapoor, A. (2007). The SEWA way: Shaping another future for informal labour. *Futures*, 554-568.
- Kolm, A.-S., & Larsen, B. (2016). Informal unemployment and education. *IZA Journal of Labor Economics*, 1-36.
- Korreck, S. (2020). *The future of work: Embracing informality*. Retrieved from ORF: <https://www.orfonline.org/expert-speak/the-future-of-work-embracing-informality-60680/>
- Lechner, F. J., & Boli, J. (2020). *The globalization reader*. Atlanta, USA: John Wiley & Sons.
- Morsy, H., Levy, A., & Sanchez, C. (2014). Growing Without Changing: A Tale of Egypt's Weak Productivity Growth. *SSRN 3093017*.
- Mourtada, R., & Salem, F. (2012). Social Media in the Arab world: the impact on youth, women and social change. *IEMed: Mediterranean yearbook*, 269-274.
- MPED. (2021). *EGYPT'S 2021 Voluntary National Review*. United Nations Development.
- Mramba, N., Rumanyika, J., Apiola, M., & Suhonen, J. (2017). ICT for informal workers in Sub-Saharan Africa: Systematic review and analysis. *IEEE AFRICON*, 486-491.
- Naples, N. A., & Desai, M. (2002). *Women's Activism and Globalization: Linking Local Struggles and Global Politics*. New York & London: Routledge.
- Narayana, A., & Ahamad, T. (2016). Role of media in accelerating women empowerment. *International Journal of Advanced Education and Research*, 16-19.
- News, I. (2018). *More than 60 per cent of the world's employed population are in the informal economy*. Retrieved from ILO: https://www.ilo.org/global/about-the-ilo/newsroom/news/WCMS_627189/lang--en/index.htm
- Ng'weno, A., & Porteous, D. (2018). et's be real: The informal sector and the gig economy are the future, and the present, of work in Africa. *enter for Global Development 15*.
- Nordin, N., Nordin, N., Mawar, M. Y., & Zainudin, N. (2019). Growth effect of foreign direct investment: The role of labor market flexibility. *Economic Journal of Emerging Markets*, 19-31.
- OECD. (2021). *The sudden loss of a social buffer: COVID-19 and informality in Eurasia*. OECD.
- Onkokame, M., Schoentgen, A., & Gillwald, A. (2018). What is the state of microwork in Africa? A view from seven countries. *Policy Paper*, 55-76.

- Ostry, J. D., Alvarez, J., Espinoza, R. A., & Papageorgiou, C. (2018). *Economic Gains From Gender Inclusion: New Mechanisms, New Evidence*. Washington, DC: International Monetary Fund.
- Panjaitan, R. A. (2016). The Rise of Inequality in Indonesia: The Effects of Globalization in the Labor Markets. *Verity: Jurnal Ilmiah Hubungan Internasional (International Relations Journal)*, 31-42.
- Ralphs, M. (2011). Built in or bolt on: Why social currency is essential to social media marketing. *Journal of Direct, Data and Digital Marketing Practice*, 211-215.
- Rama, M. (2003). Globalization and the labor market. *The World Bank Research Observer*, 159-186.
- Rights, E. C. (2016). Lack of Strategy in the 2030 Strategy.
- Rights, T. E. (2017). *LACK OF STRATEGY IN THE 2030 STRATEGY*. Retrieved from socialwatch: <https://www.socialwatch.org/node/17212>
- Rights, U. W. (2018). *2018 UN Forum on Business and Human Rights*. Retrieved from OHCHR: <https://www.ohchr.org/EN/Issues/Business/Forum/Pages/2018ForumBHR.aspx>
- Rodrik, D. (2017). *The trouble with globalization*. Retrieved from The Milken Institute Review: <https://www.milkenreview.org/articles/the-trouble-with-globalization?IssueID=26>
- Sarkar, S. (2007). Globalization and Women at Work: A Feminist Discourse. *International Feminist Summit, Southbank Convention Centre*, 17-20.
- Sattar, E. A. (2021). *Dr. Maya Morsi: President Sisi gave women a golden age.. We look forward to an independent law criminalizing "early marriage"*. Retrieved from Ahram Gate: <https://gate.ahram.org.eg/News/2688487.aspx>
- Schwartz, A. (2017). *What is Social Impact Anyways?* Retrieved from The Center for Social Impact Strategy: <https://csis.upenn.edu/news/what-is-social-impact-anyways/>
- Soliman, M. (2020). Egypt's Informal Economy: An Ongoing Cause of Unrest. *Journal of International Affairs*, 185-194.
- Technology, C. S. (2013). *Technology and Employment Opportunities in the Informal Economy*. Retrieved from mastercardfdn: <https://mastercardfdn.org/technology-and-employment-opportunities-in-the-informal-economy/>
- Trompenaars, F. (2018). *The shades of gray - Gig economy dilemmas*. Retrieved from peoplematters: <https://www.peoplematters.in/article/life-at-work/the-shades-of-gray-gig-economy-dilemmas-17712>
- Ulyssea, G. (2018). Firms, Informality, and Development: Theory and Evidence from Brazil. *American Economic Review*, 2015-47.
- UN, W. (2020). *COVID-19 and its economic toll on women: the story behind the numbers*. Retrieved from unwomen: <https://www.unwomen.org/en/news/stories/2020/9/feature-covid-19-economic-impacts-on-women>
- Vision, W. (2021). *Understanding Women's Empowerment*. Retrieved from

- World Vision: <https://www.worldvision.com.au/womens-empowerment/>
- Vasileiou, K., Barnett, J., Thorpe, S., & Young, T. (2018). Characterising and justifying sample size sufficiency in interview-based studies: systematic analysis of qualitative health research over a 15-year period. *BMC medical research methodology*, 18(1), 148. <https://doi.org/10.1186/s12874-018-0594-7>
- Wheeler, D. L. (2007). Empowerment Zones? Women, Internet Cafés, and Life Transformations in Egypt. *Information Technologies & International Development*.
- WIEGO. (2019). *Statistical Picture*. Retrieved from WIEGO: <https://www.wiego.org/statistical-picture>
- Women, N. C. (2017). Women's Employment and Entrepreneurship Programs Offered by NGOs in Egypt.
- Zeitoun, N. (2018). Women Economic Empowerment Study. *The World Bank*,

Abstract

가상 혁신의 개발과 병행하여 북부와 남부 국가 간의 무역 확대는 생산성 및 노동 시장 구성에 상당한 영향을 미치며, 따라서 비공식적인 형태의 수입원이 발생하는 것은, 온라인 상에서도 비공식적인 수입이 발생할 수 있다는 것을 의미하는데, 비공식 노동자들은 비교적 접근성이 높은 온라인 플랫폼을

사용해 생계 및 소득 증대, 그리고 스스로의 역량 강화를 위한 수입원을
벌어들이고 있습니다. 이집트의 맥락에서,
이집트 혁명의 마지막 10년은 이집트 사회에서 소셜 미디어의 역할을
보여주었고. 이는 처음에 2011년 혁명에 의해 동기가 부여되었고, 이집트
대중과 정부 정당, 민간인이 필요와 기대를 충족시켜 사회적 상호 작용에
영향을 미치는 요인으로 소셜 미디어를 진지하게 여겼던 곳, 이 연구는 이집트
커뮤니티에서 소셜 미디어의 역할의 중요성을 설명하고, 비공식성을 온라인
소셜 미디어 플랫폼으로 전환하여 여성 권한 부여에 영향을 미치고 온라인
비즈니스를 통해 여성 권한 부여를 돕고 다양한 사회적 맥락에서 생계를
개선합니다.

키워드: 비공식 - 여성 권한 부여 - 비공식 온라인 상거래 - 온라인 비즈니스
플랫폼 - 소셜 미디어 플랫폼

학생번호 2020-23340