

# **Development and Delivery of Livelihood-Based e-Service for ASEAN Women**

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# E-Service Development

- E-Government
  - The use of ICT and its application by the government for the provision of information and public services to the people (UN, 2004)
- E-Services
  - Public services provided through the ICTs

## E-Service Development

- Research Objective
  1. Improve participation of ASEAN women into the knowledge-information society
  2. Improve e-Service capacity for women related government sector
  3. Fortify Korean-ASEAN cooperation by sharing Korean e-Service experience and model

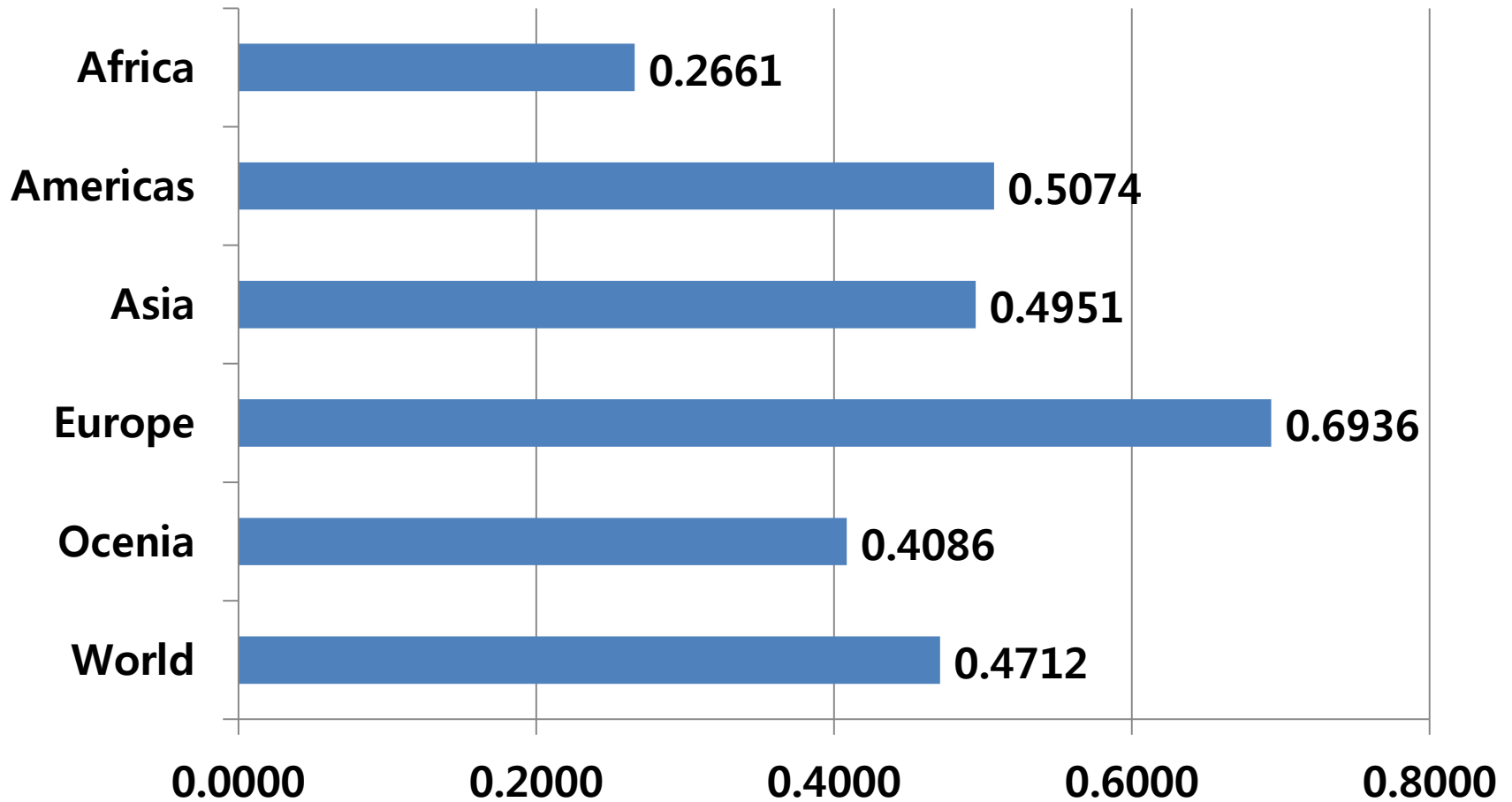
# E-Service Development

- Research Focus
  1. Current status of e-Services
  2. Country specific potential demand for e-Services
  3. Future directions of e-Services

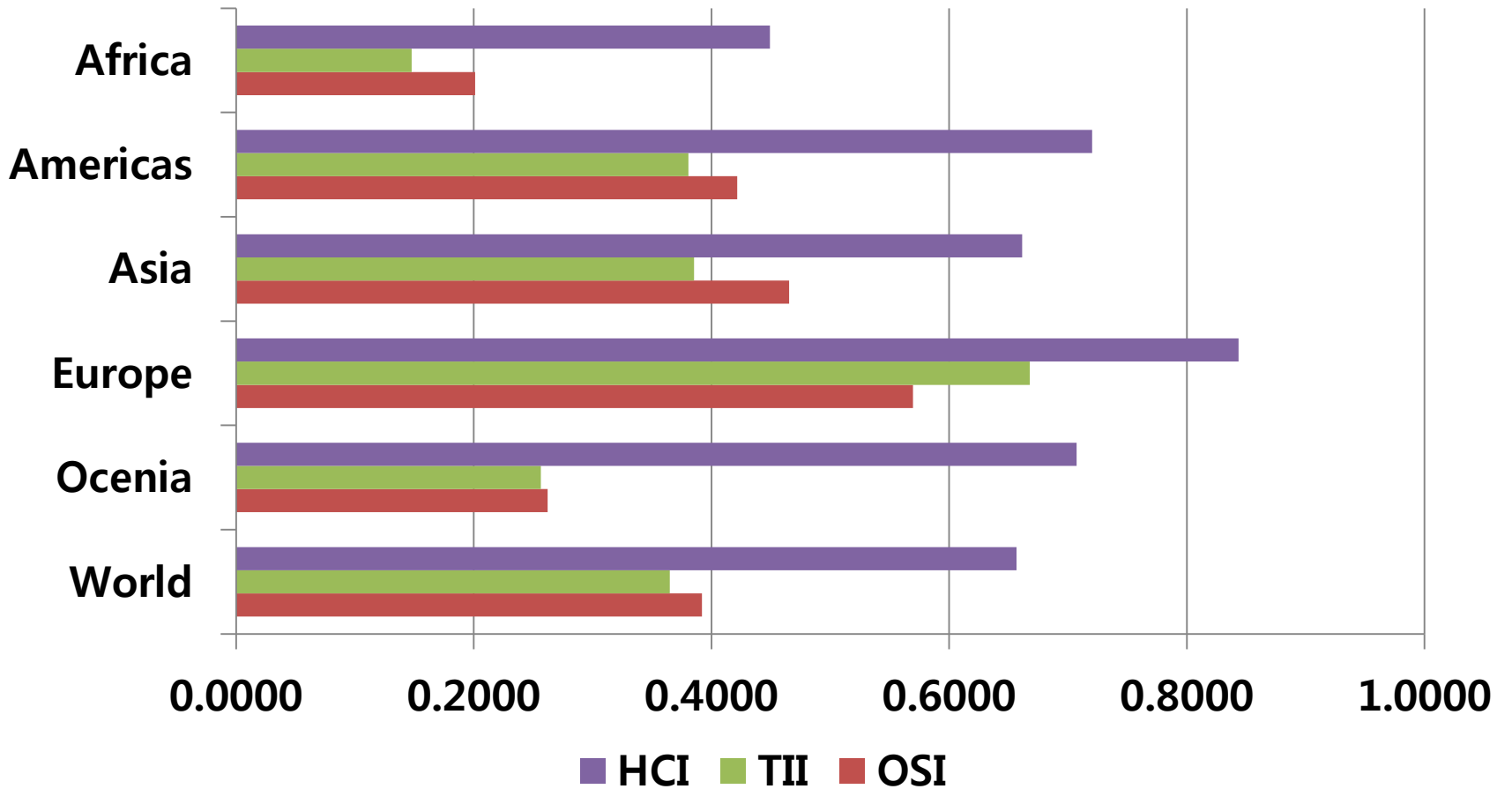
## E-Service Development

- United Nations conduct bi-annual e-Government survey and report e-Government Development Index since 2003
  1. Telecommunication infrastructure (TII)
  2. Human capacity (HCI)
  3. Availability of online services (OSI)

# 2014 E-Government Development Index by Region



# 2014 E-Government Development Components by Region

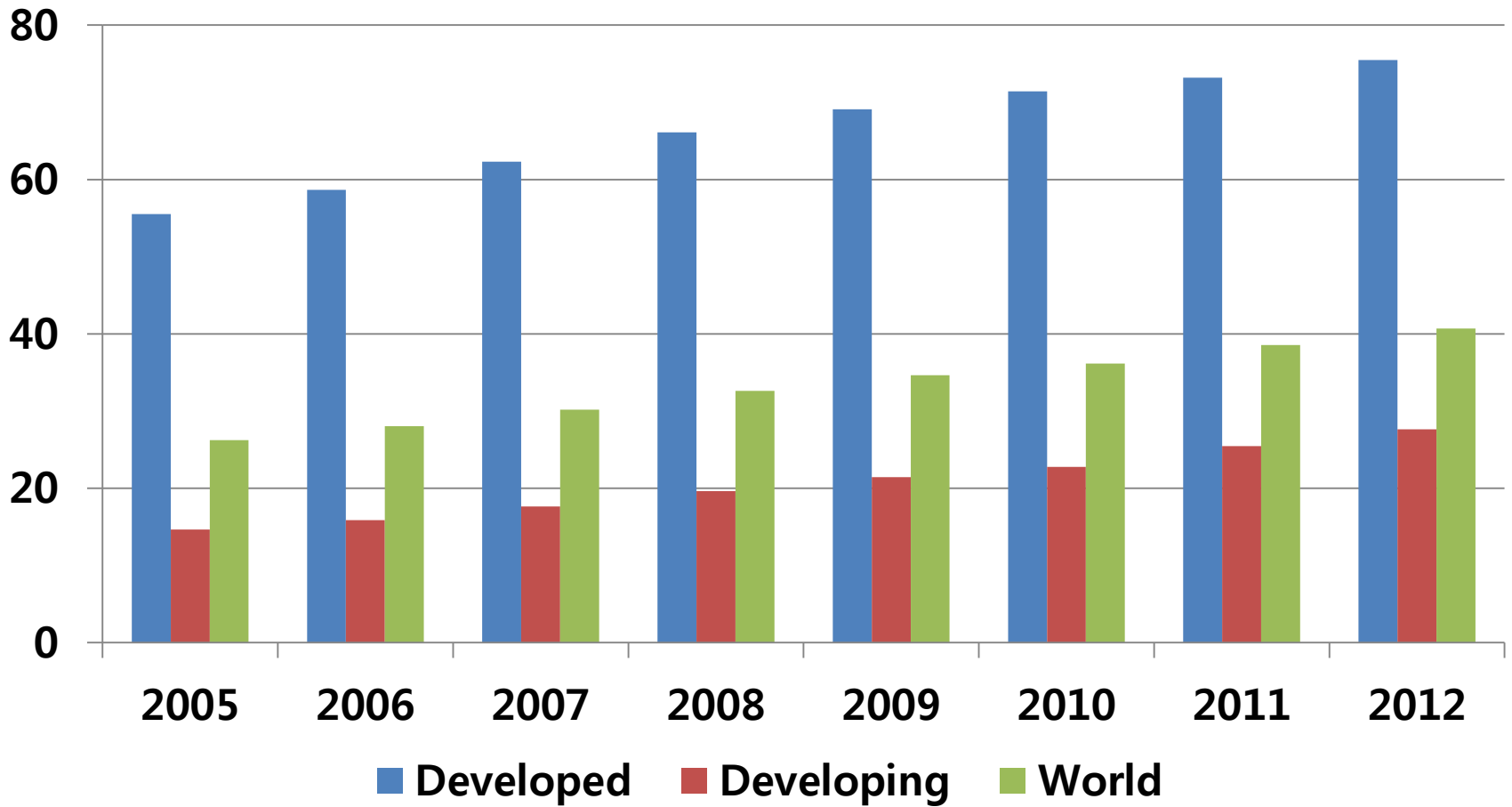


## 2014 E-Government Survey for ASEAN

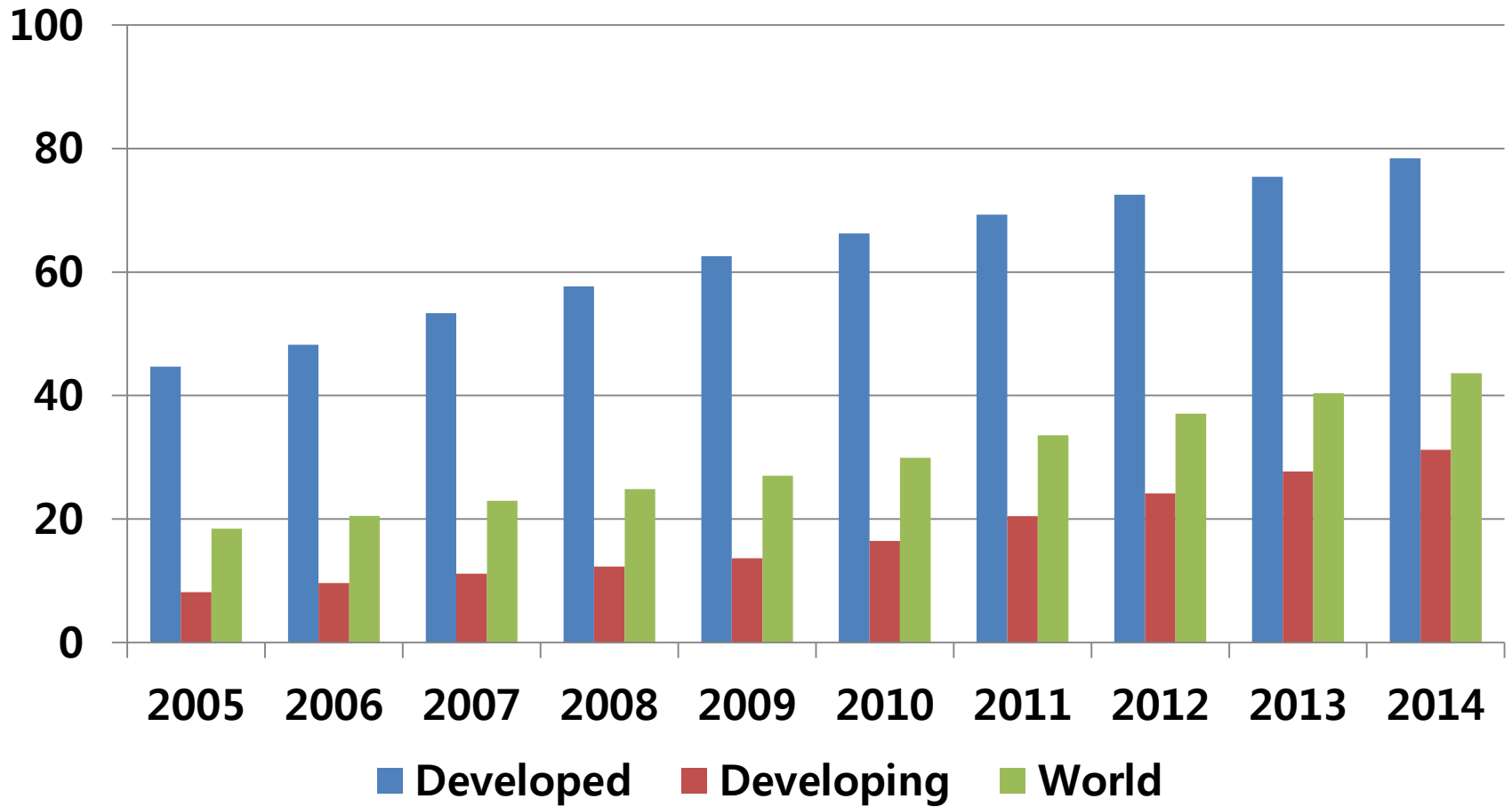
Country	e-Gov't Rank	EGDI	EPI	OSI	HCI	TII
Korea	1	0.9462	1.0000	0.9764	0.9273	0.9350
Singapore	3	0.9076	0.9020	0.9921	0.8515	0.8793
Malaysia	52	0.6115	0.5294	0.6772	0.7119	0.4455
Philippines	95	0.4768	0.5686	0.4803	0.7051	0.2451
Thailand	102	0.4631	0.5490	0.4409	0.6640	0.2843
Viet Nam	99	0.4705	0.4902	0.4173	0.6148	0.3792
Brunei Darussalam	86	0.5042	0.0588	0.3662	0.7815	0.3690
Indonesia	106	0.4487	0.2941	0.3662	0.6786	0.3054
Cambodia	139	0.2999	0.1961	0.1732	0.5189	0.2075
Lao DPR	152	0.2659	0.1961	0.1417	0.4941	0.1618
Myanmar	175	0.1869	0.0784	0.0236	0.5288	0.0084



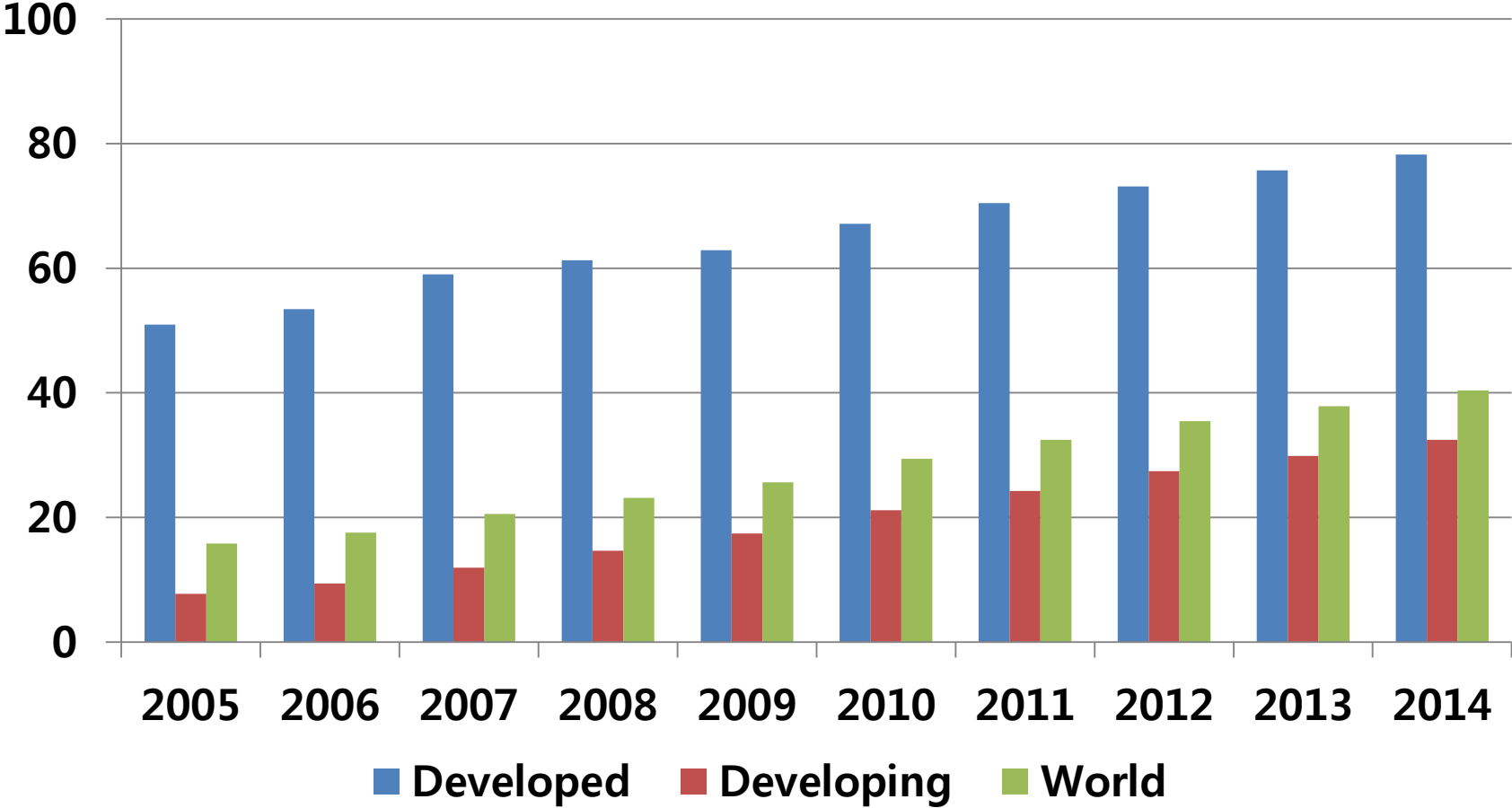
## Households with a Computer (unit: %)



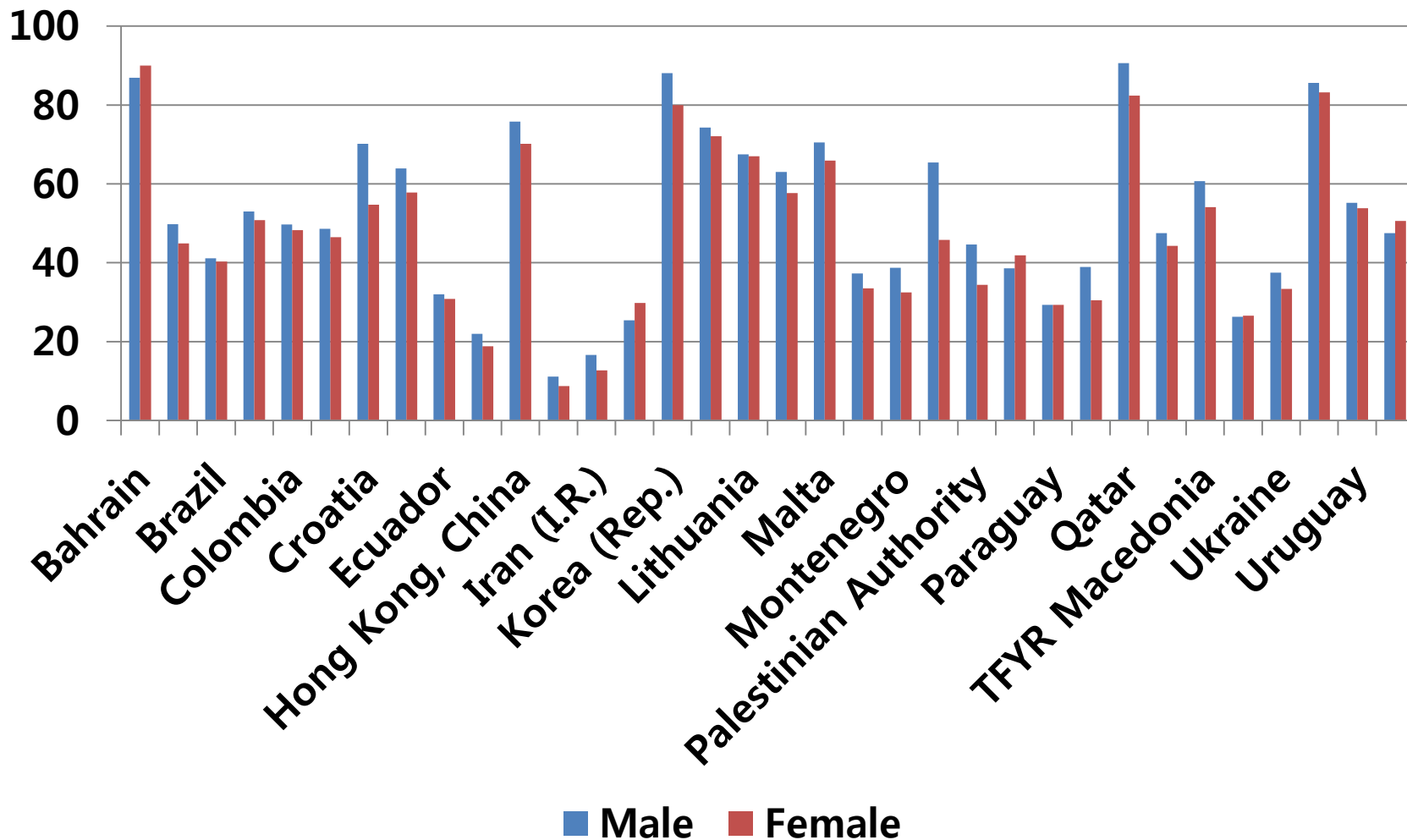
# Households with Internet Access at Home (unit: %)



# Individuals Using the Internet (unit: %)



# Percentage of Internet Users by Gender for non-OECD Countries (Latest year available, 2010-2012)



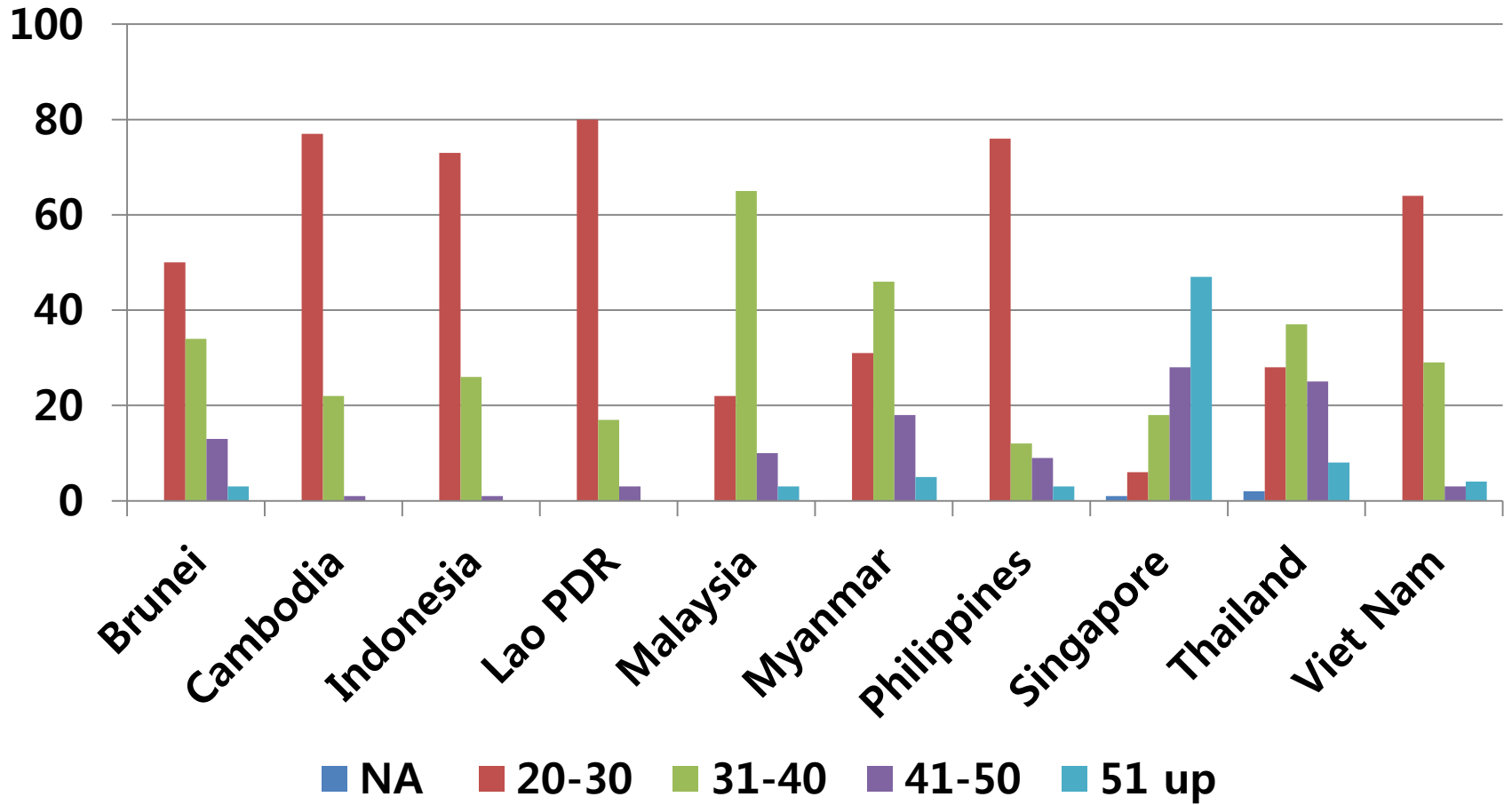
## E-Service and Gender Inequality

- Obstacles to the e-Services for Women
  1. Limited access to ICT: Digital divide
  2. Limited ICT literacy: Gender education gap

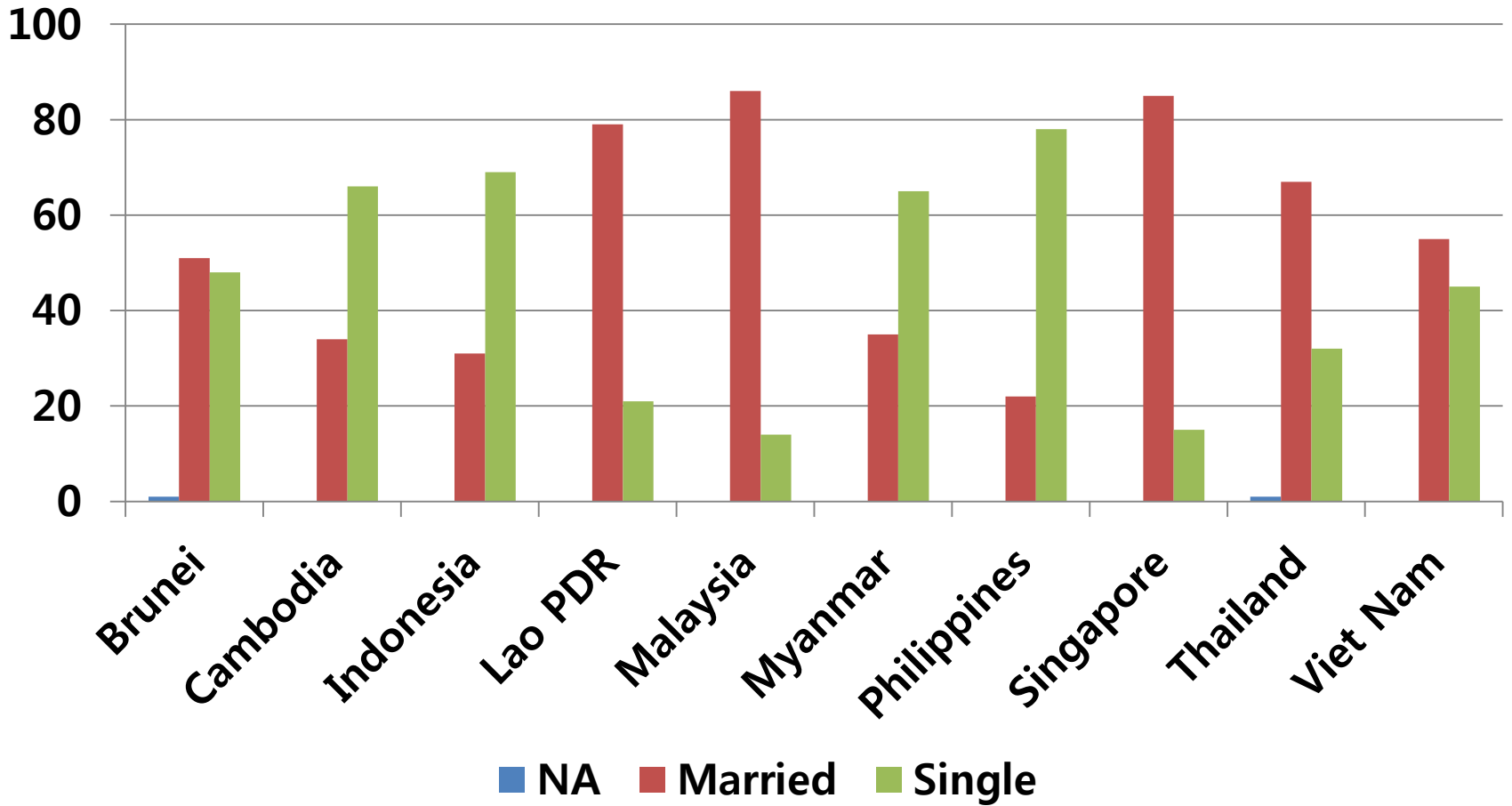
# Measuring e-Service Environment

- Survey
  1. Survey for e-Service provision and future demand for ASEAN countries
  2. Conducted for 100 person for each countries

# Age

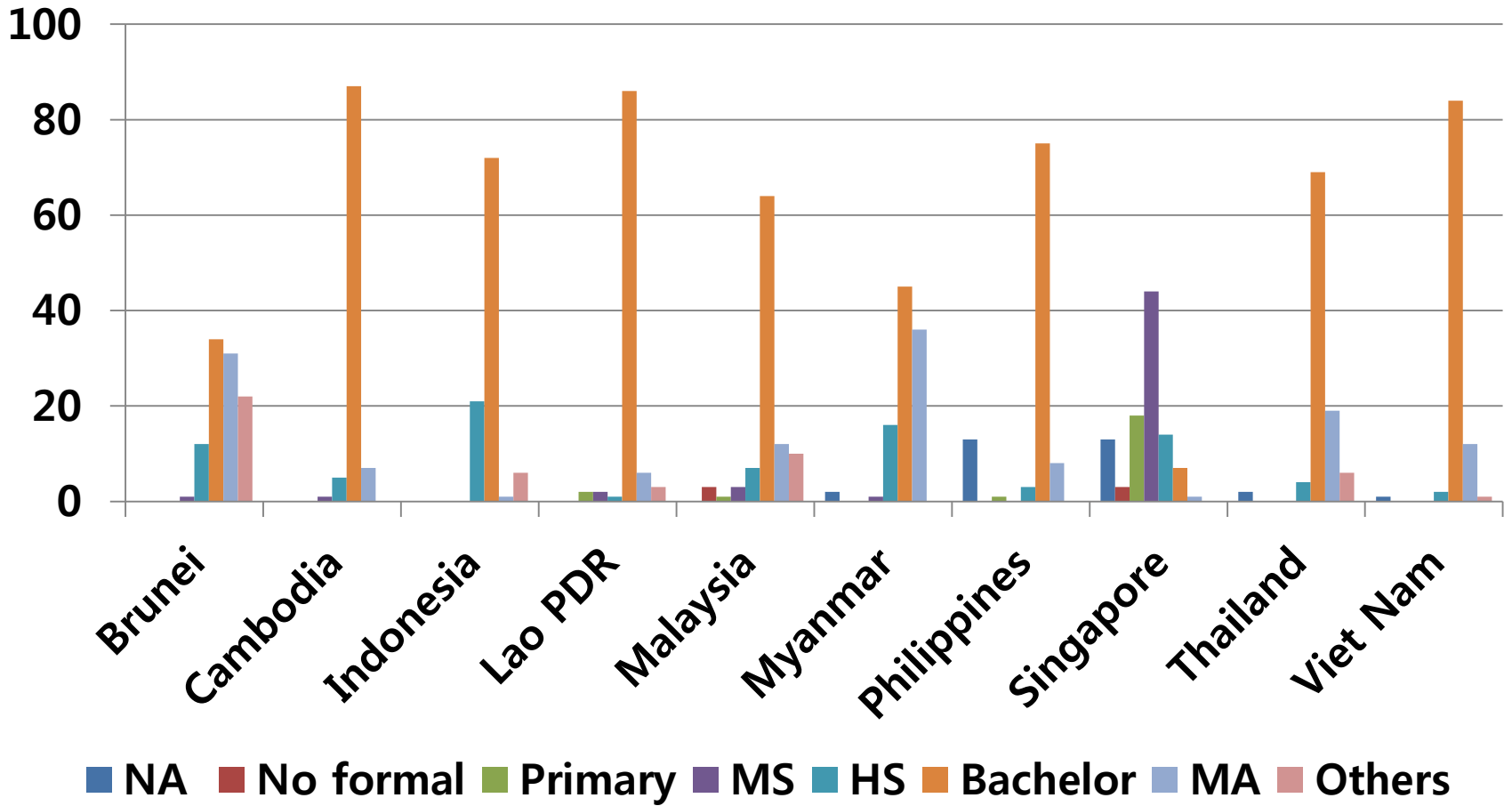


# Marital Status

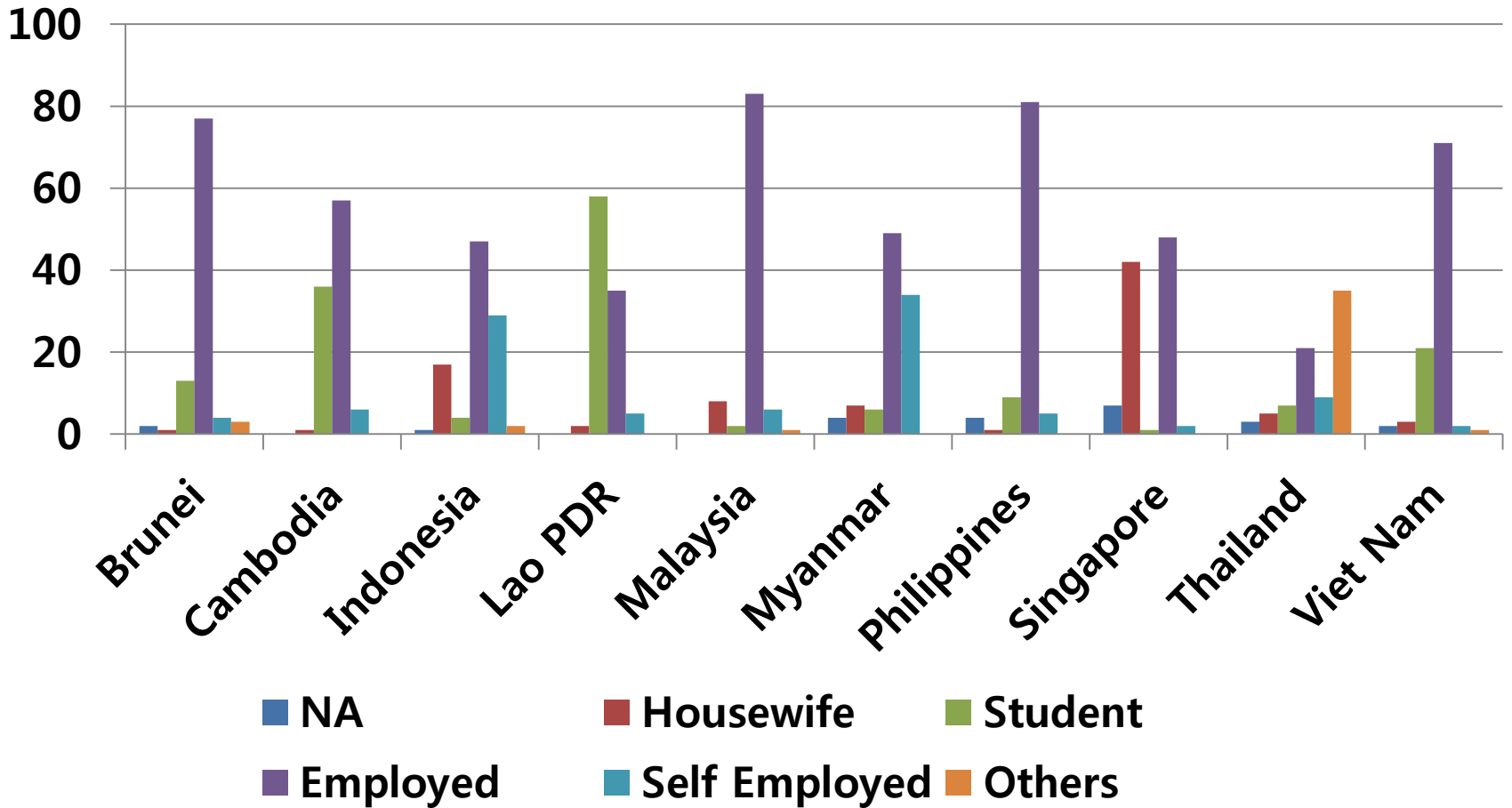




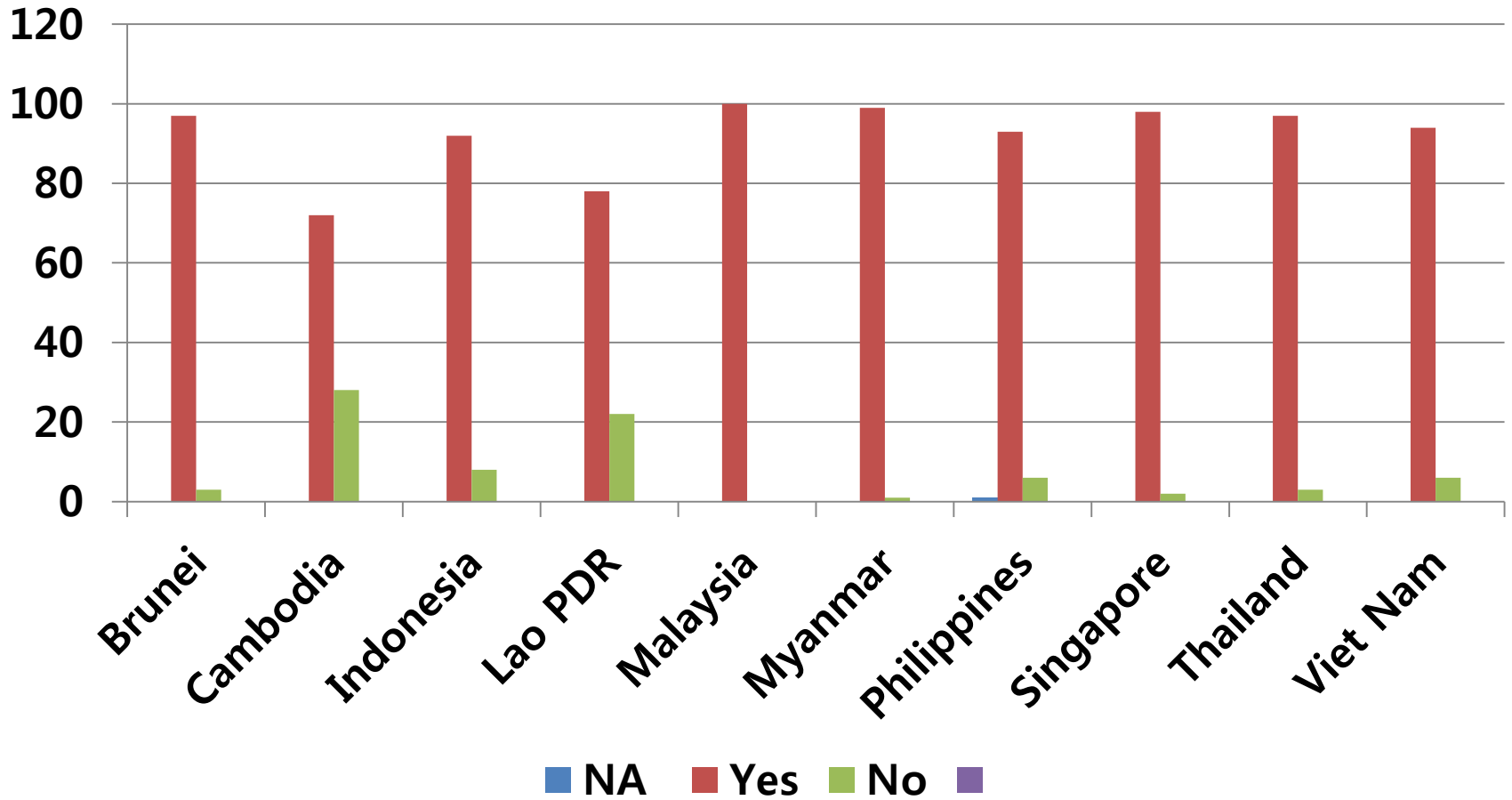
# Education



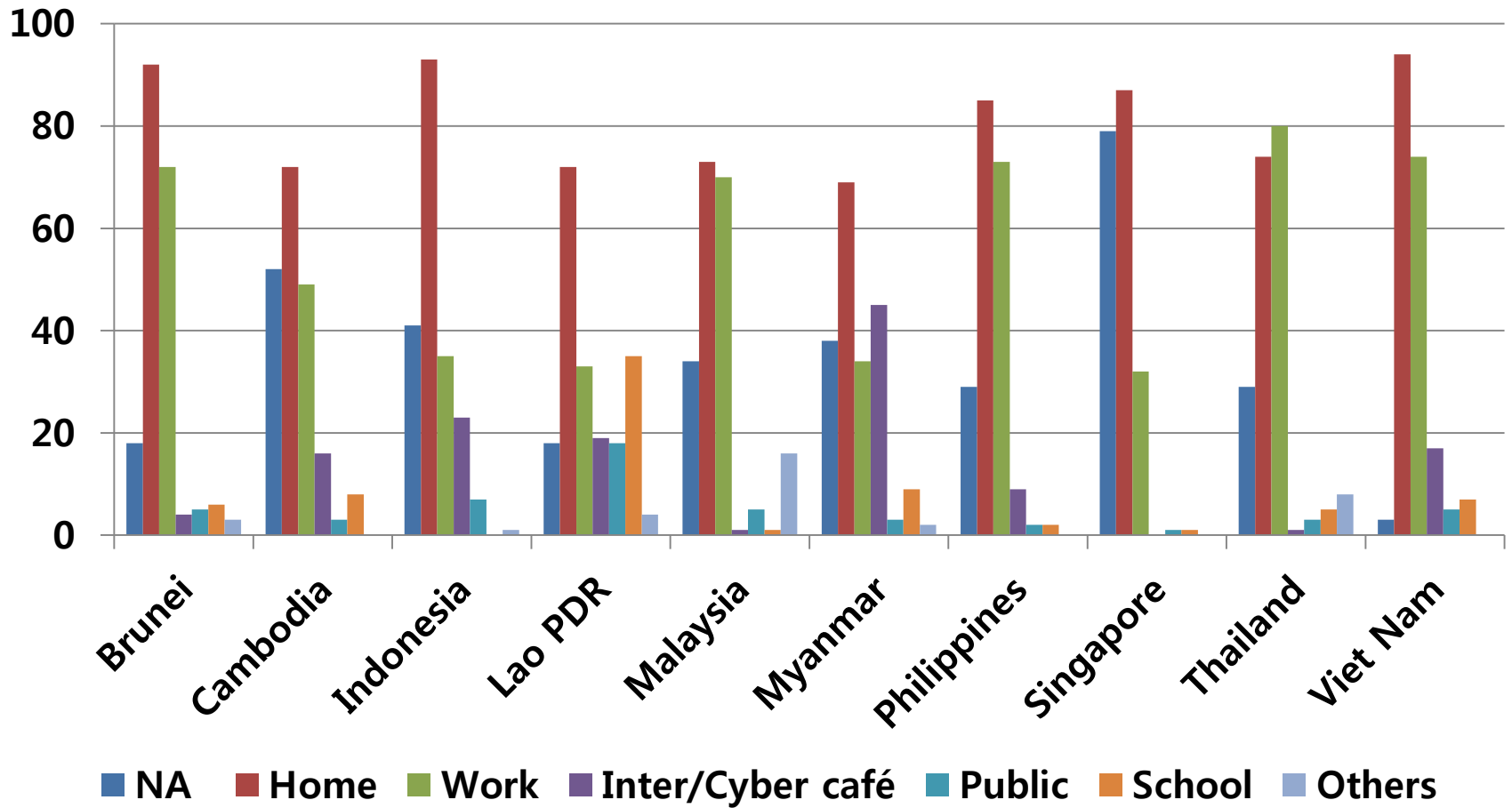
# Occupation



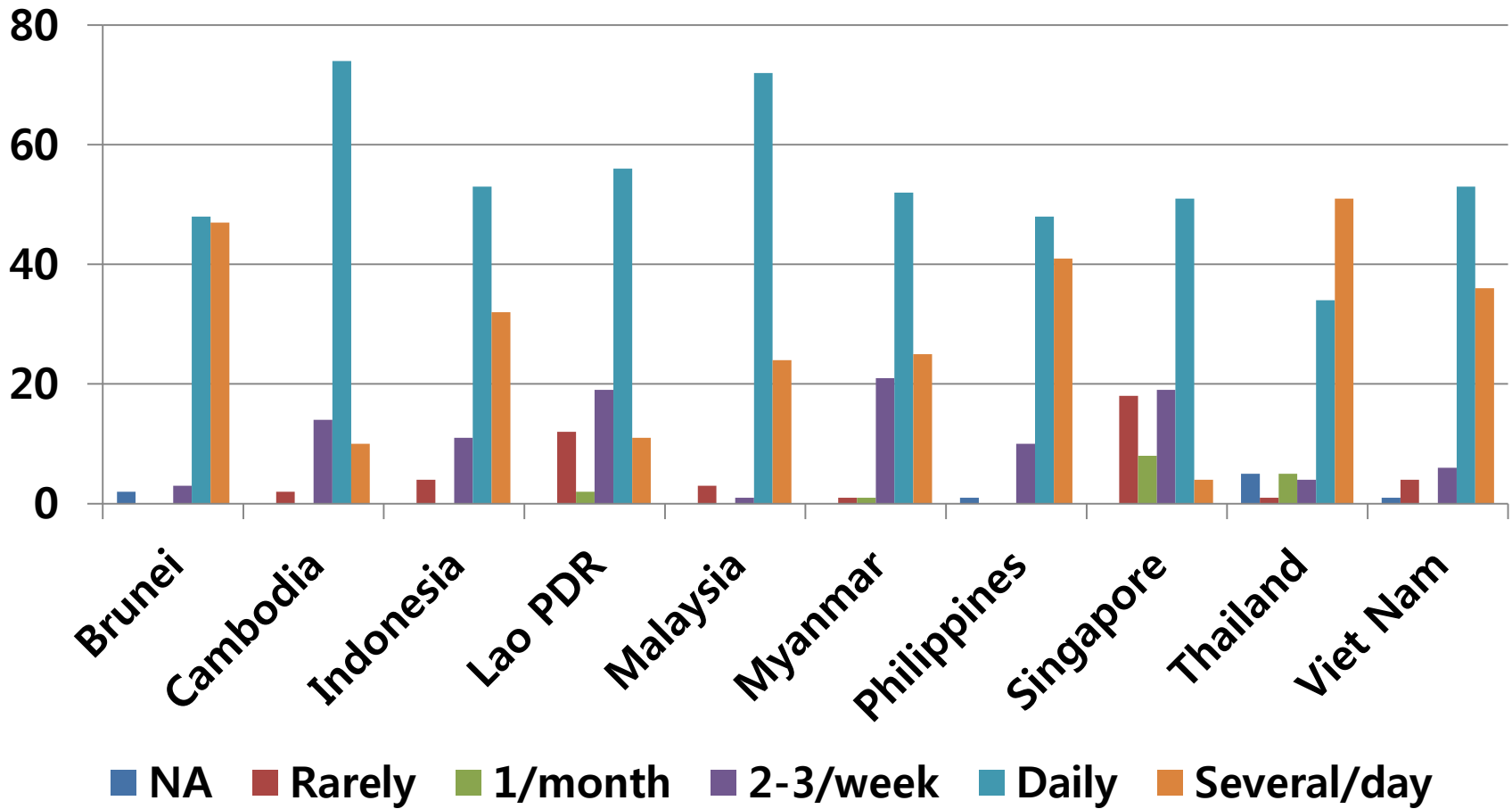
# Easy Access



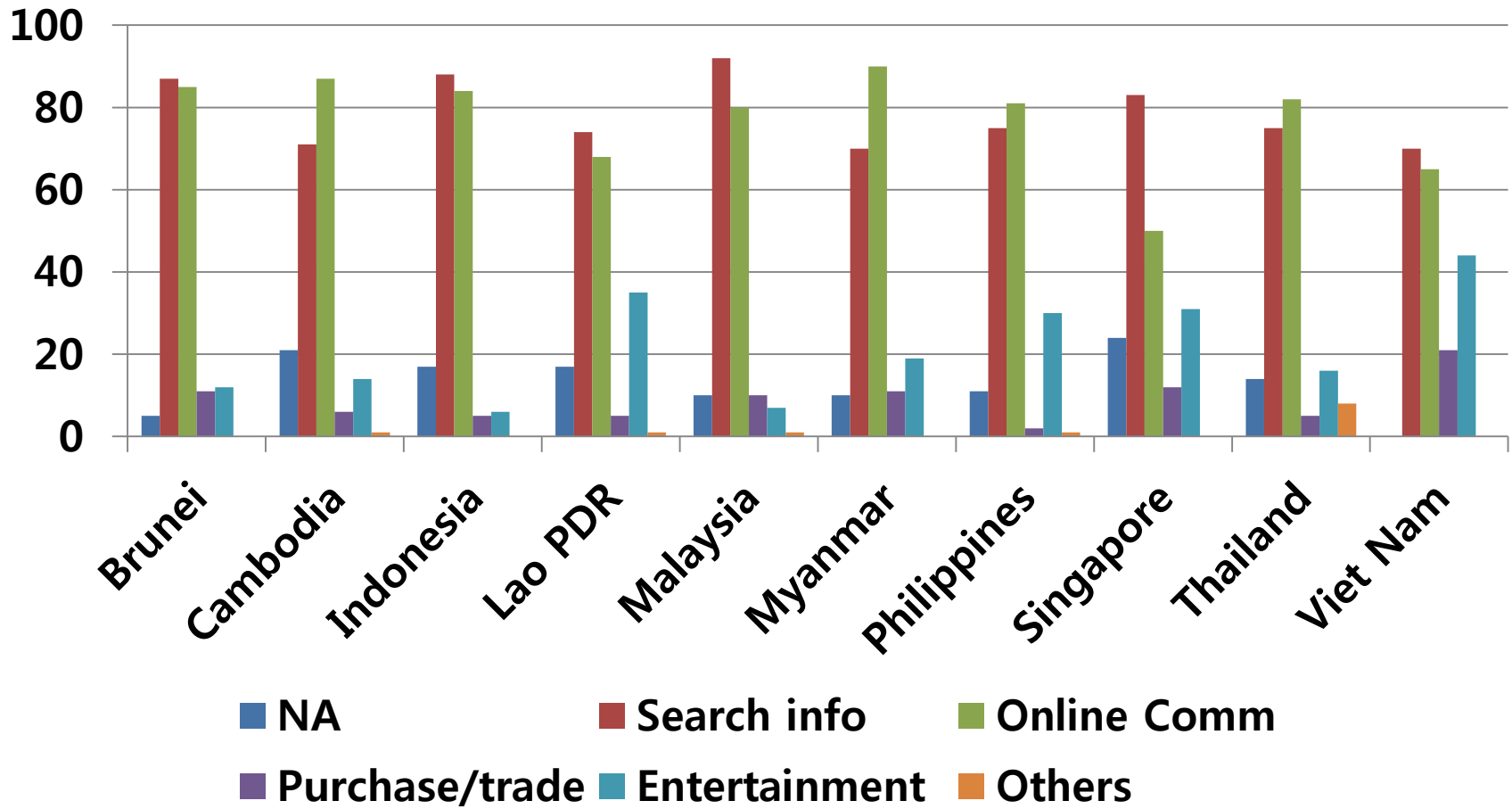
# Places of Frequent Access (Sum of Maximum Two Choices)



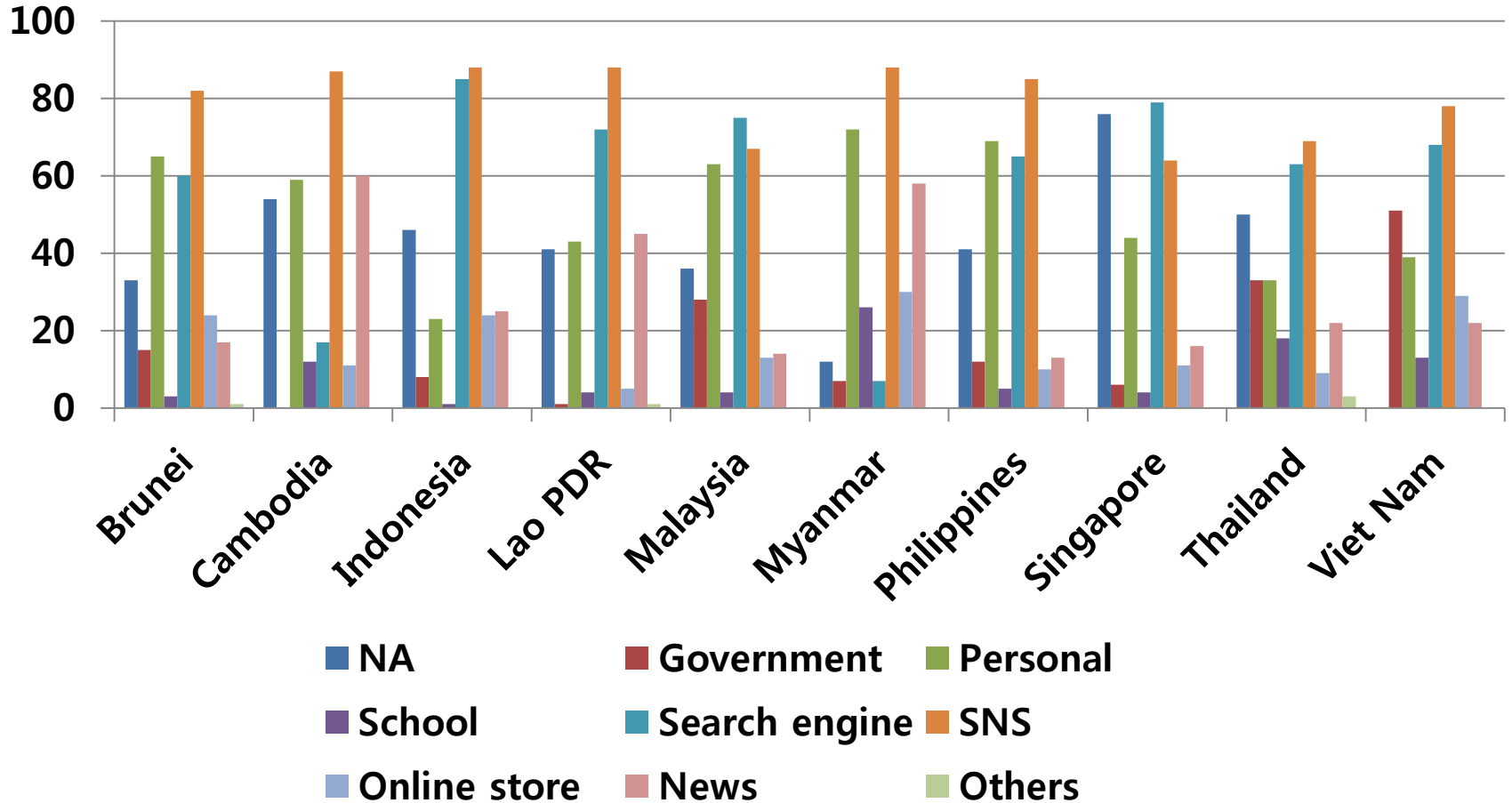
# Frequency of Access



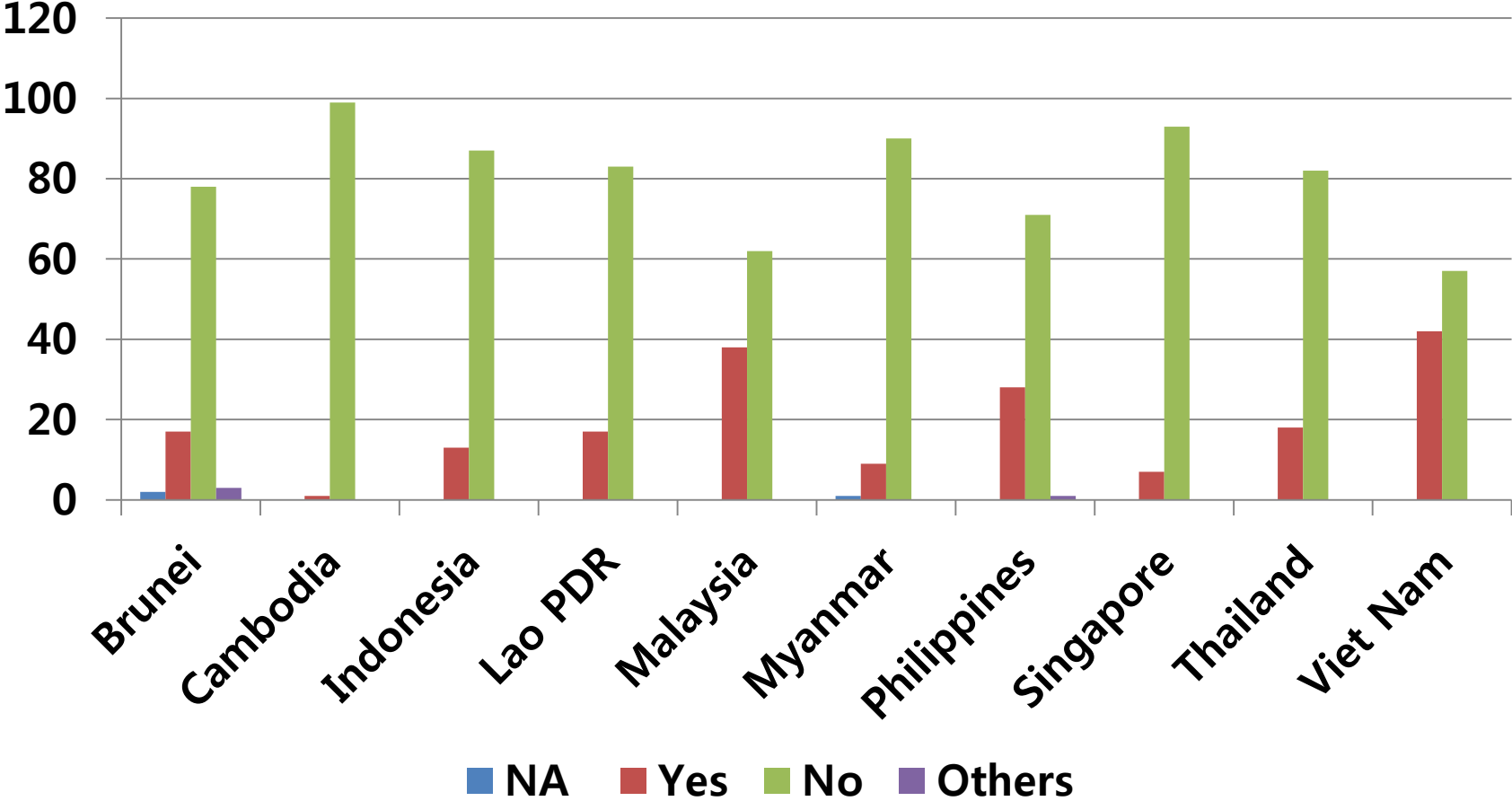
# Main Purpose of the Internet Usage (Sum of Maximum Two Choices)



# Types of Frequently Visiting Website (Sum of Maximum Tree Choices)

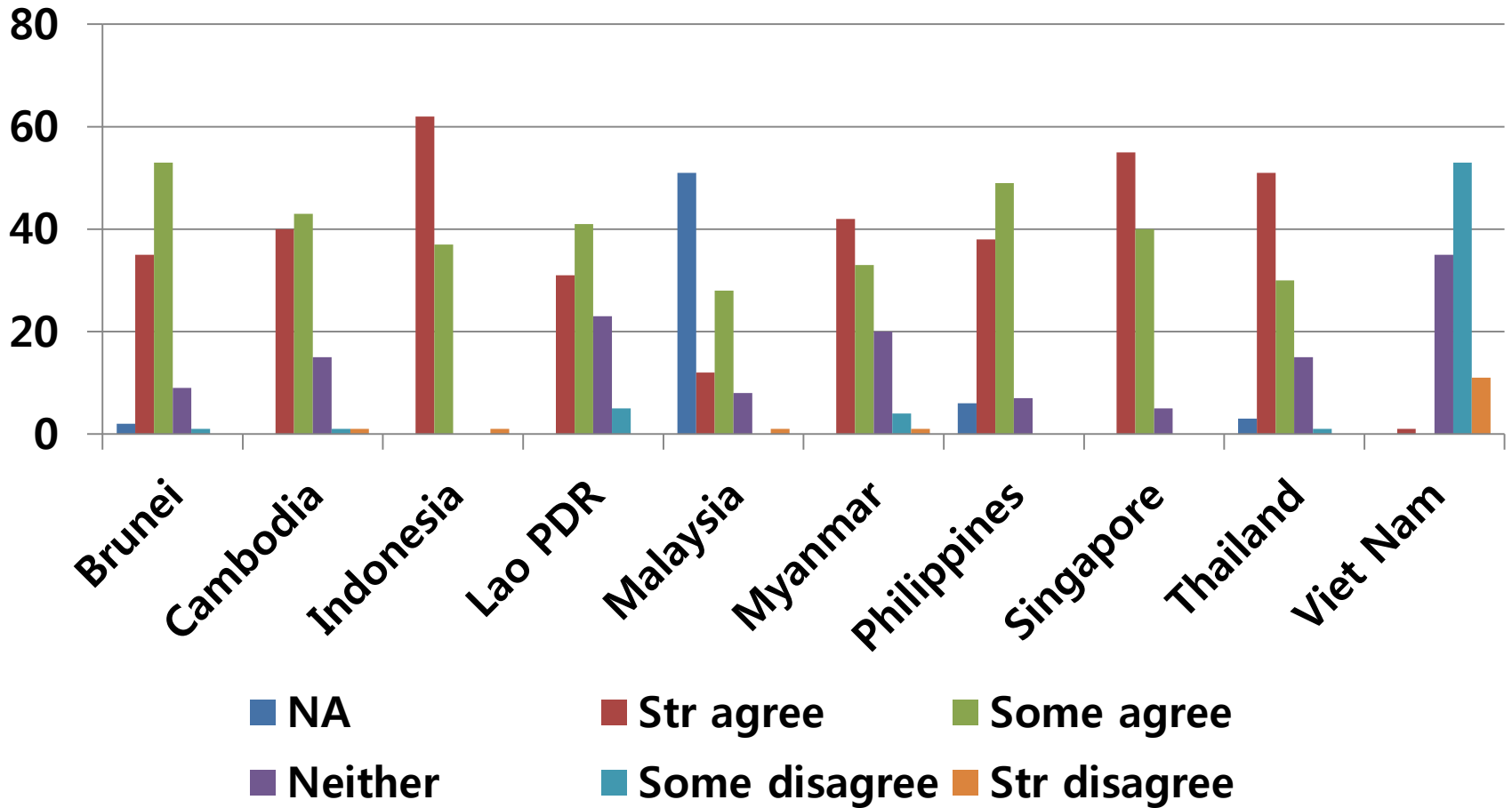


# Awareness of Women Related Government Website

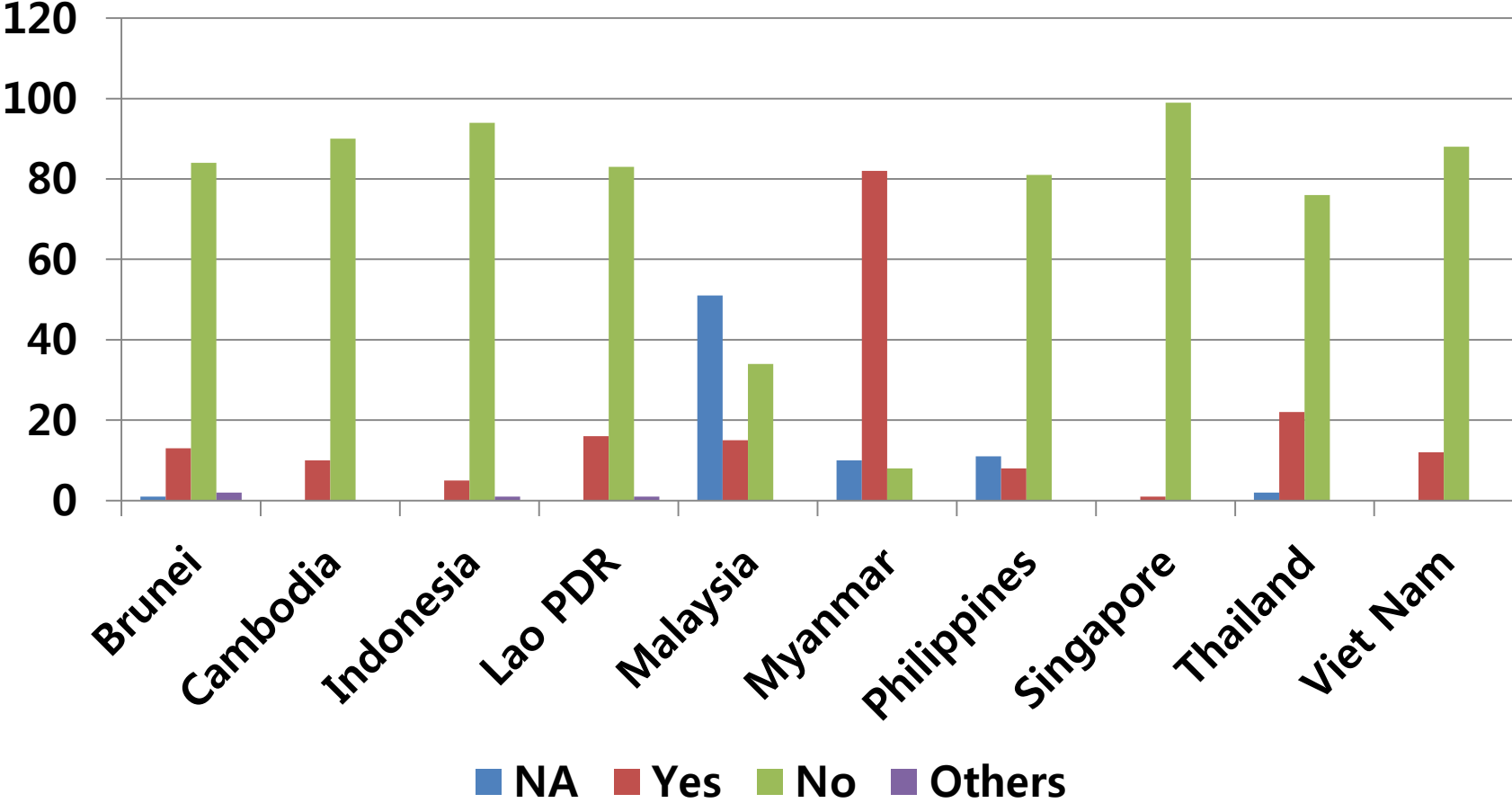




# E-Service Can Improve Daily Life?



# Awareness of Government Policy to Support Women's e-Service Use



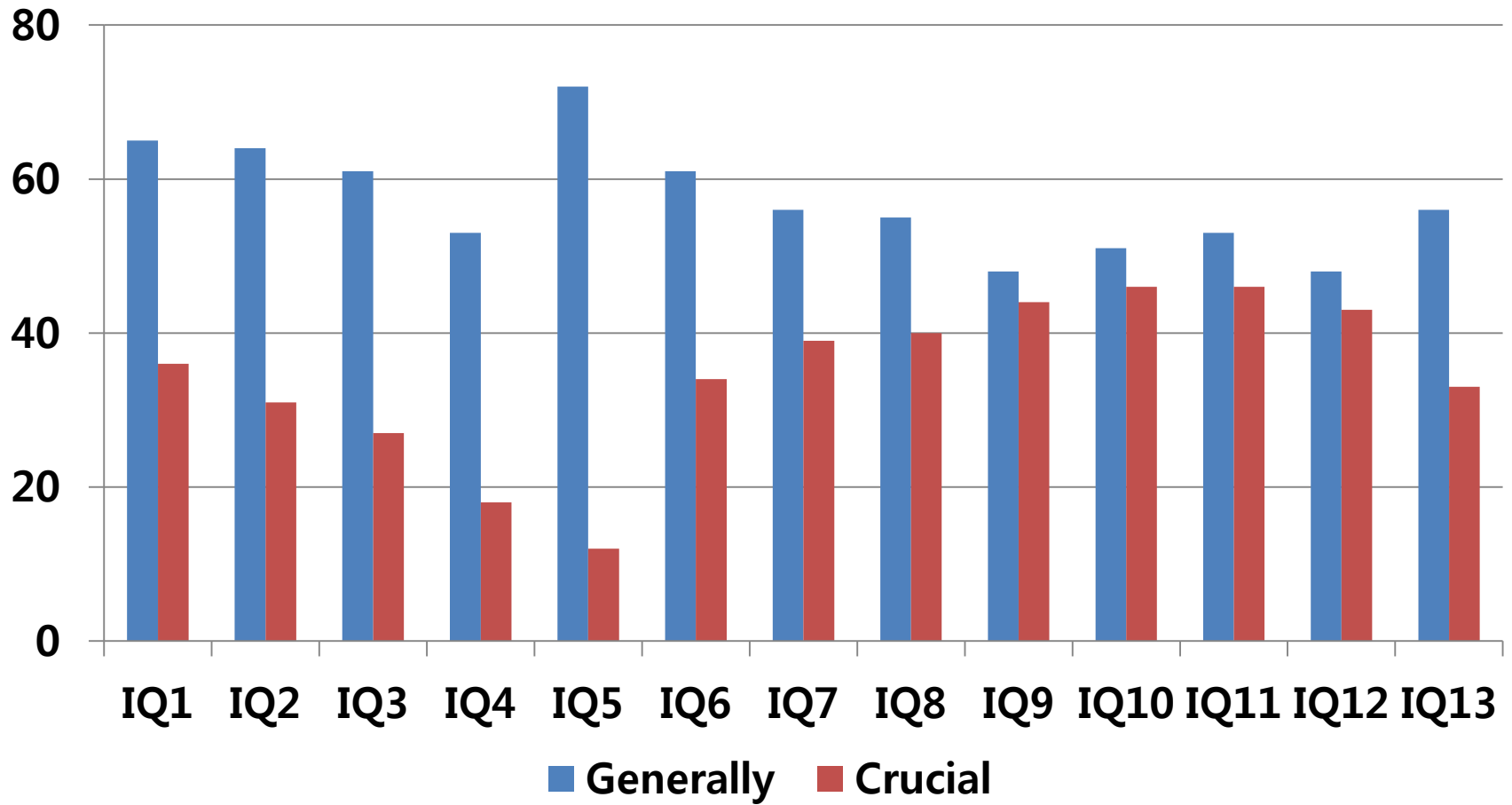
## Implications for Future Directions

- The Information Questions (IQ)
  1. Job opportunity
  2. Talent pool
  3. Micro-finance
  4. Bidding opportunity
  5. Livelihood related information (agriculture, fishery, livestock industry etc.)
  6. Vocational training opportunity
  7. Domestic/ Sexual violence or Abuse prevention

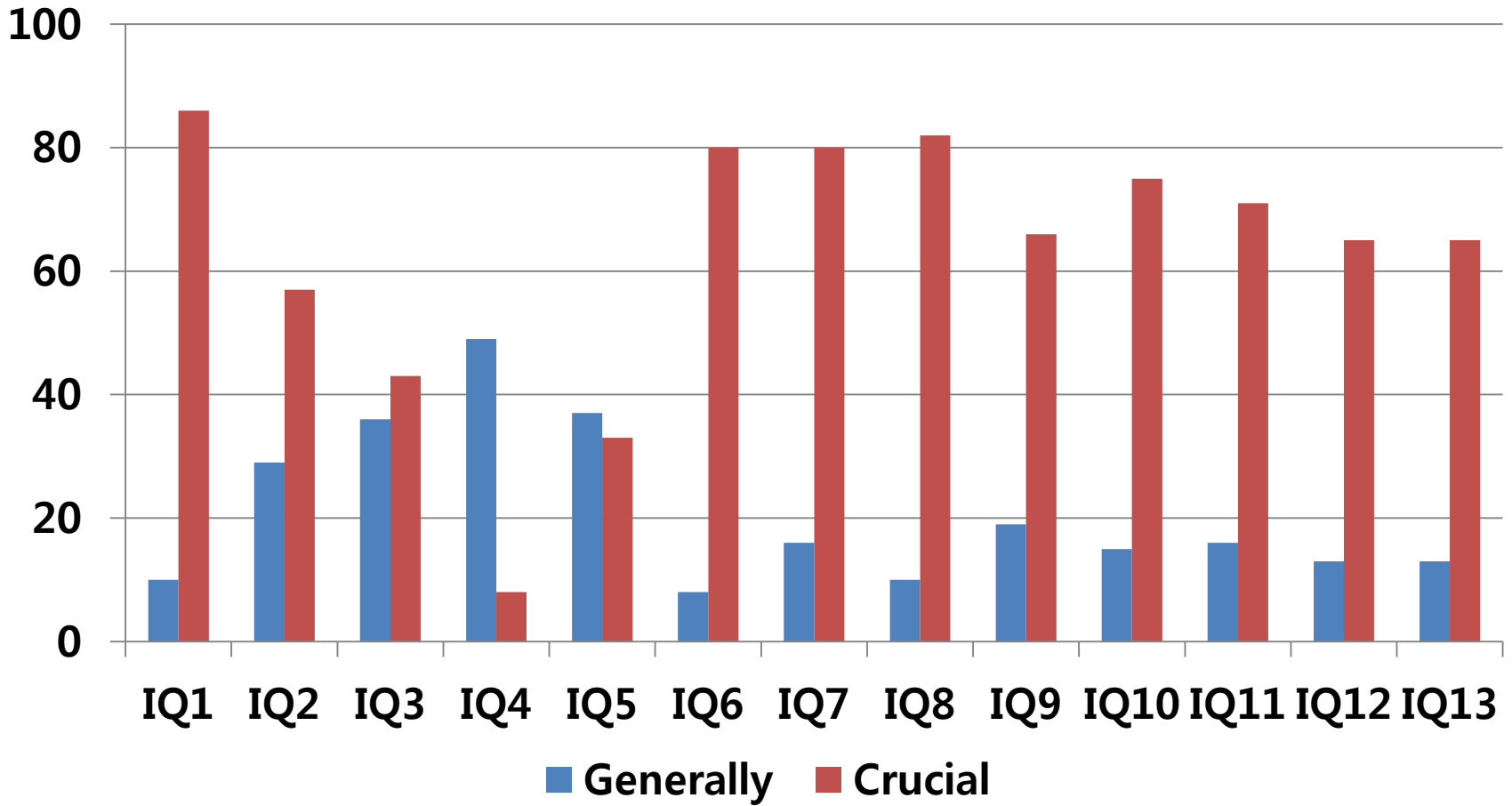
## Implications for Future Directions

- The Information Questions (IQ)
  8. Child care
  9. Maternity
  10. Micro-finance
  11. Free health clinic
  12. Immunization
  13. Sanitation
  14. HIV/AIDS

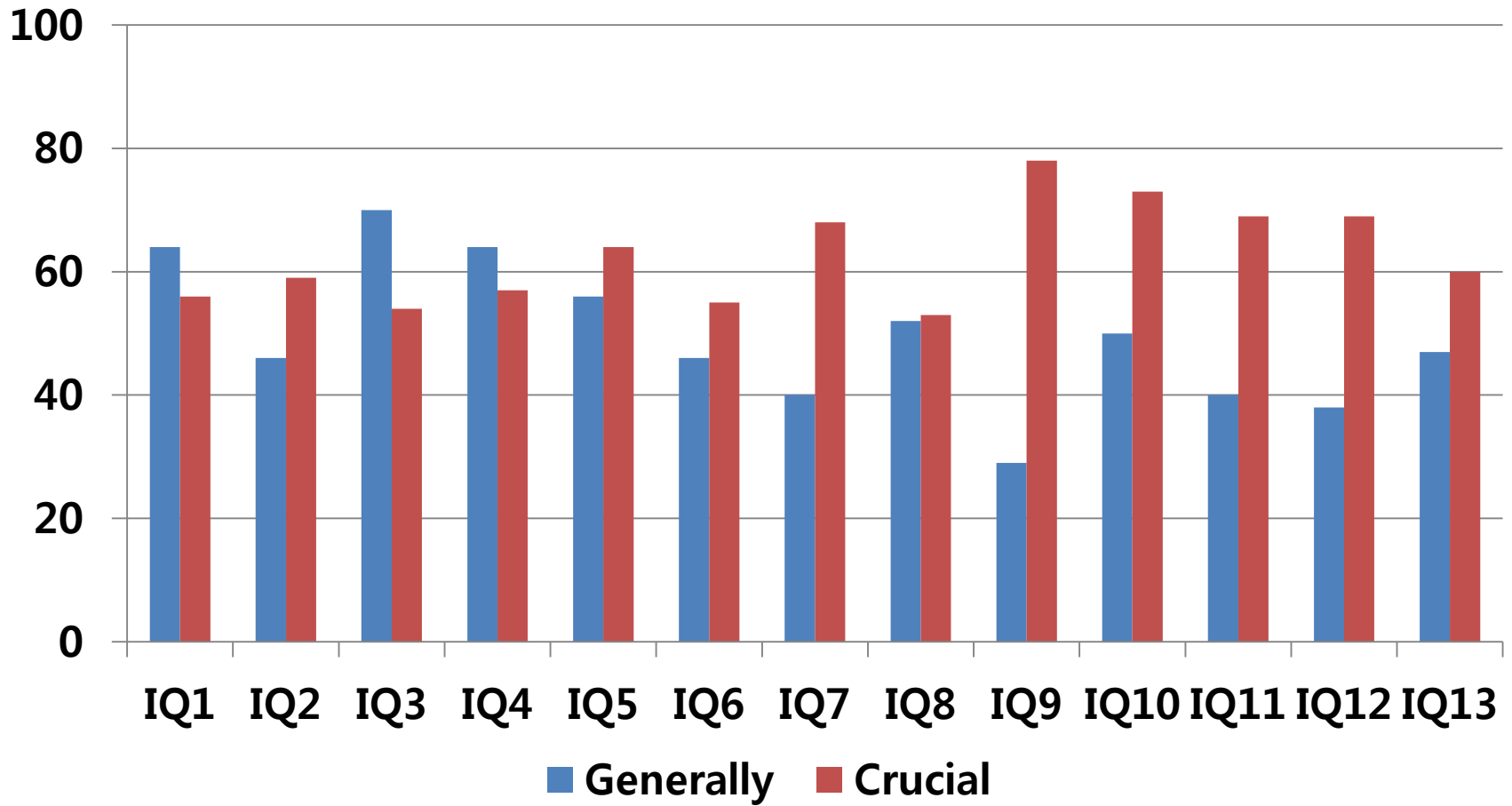
# Information Questions: Brunei Darussalam



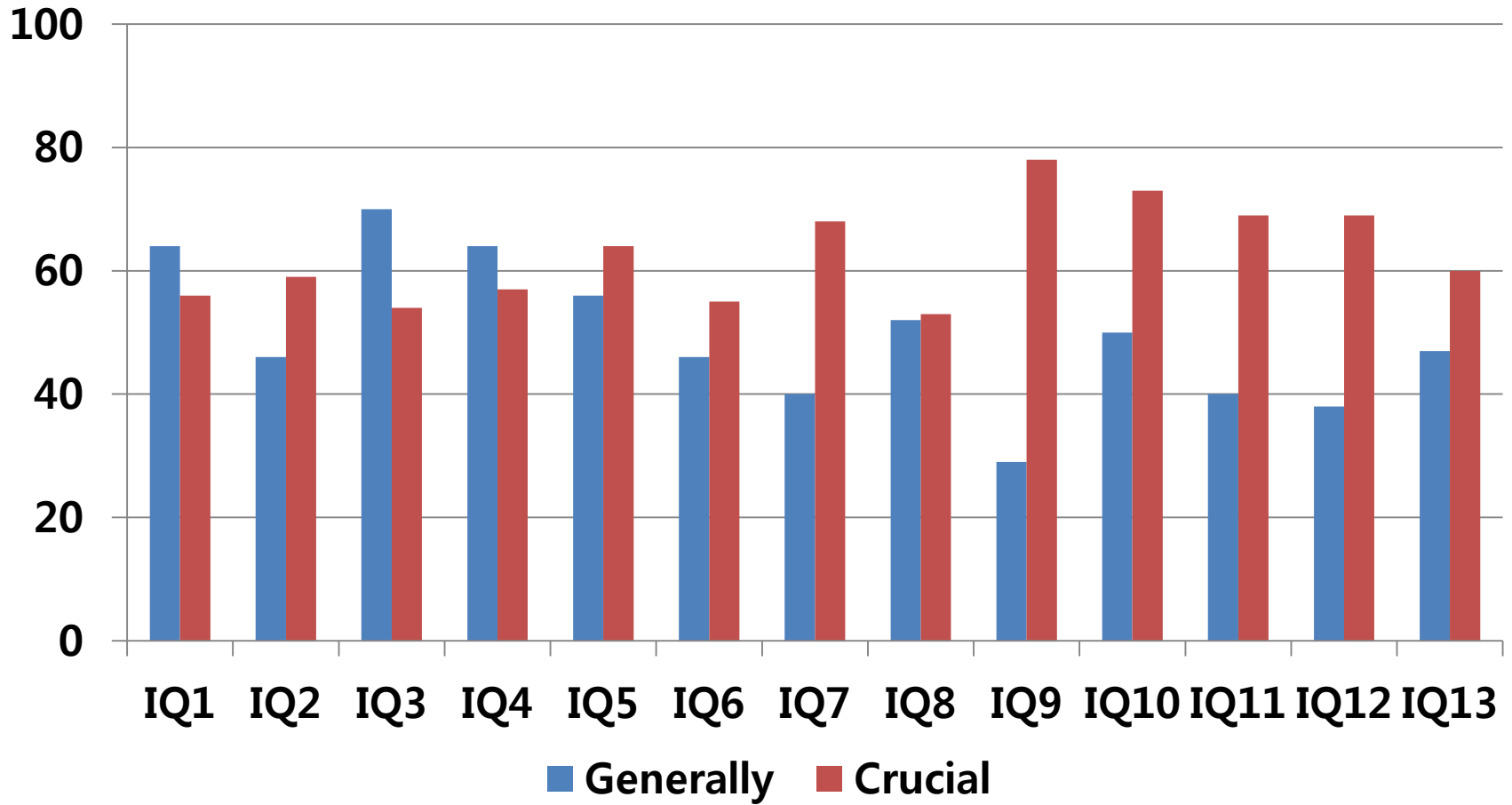
# Information Questions: Cambodia



# Information Questions: Indonesia

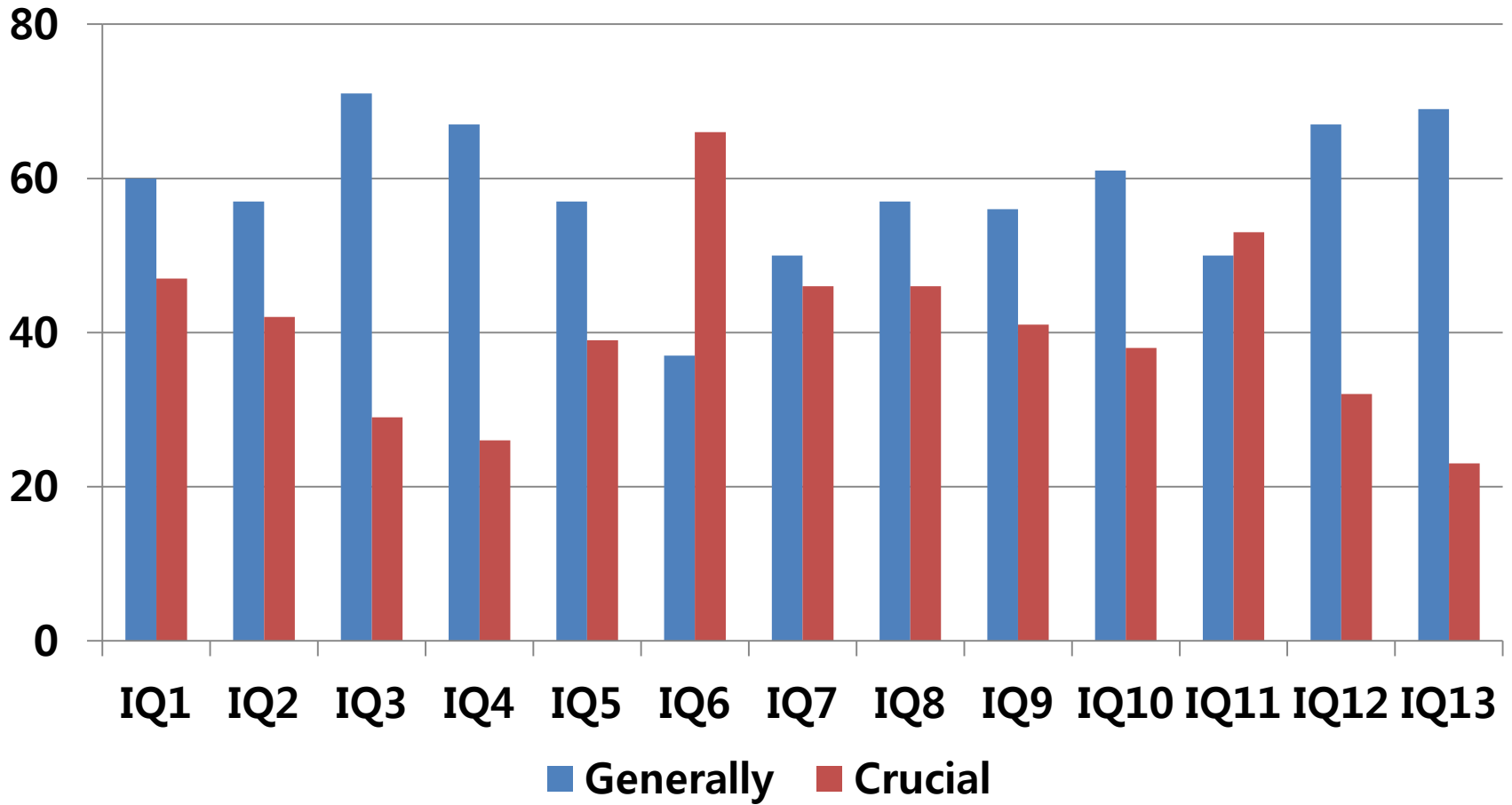


# Information Questions: Indonesia

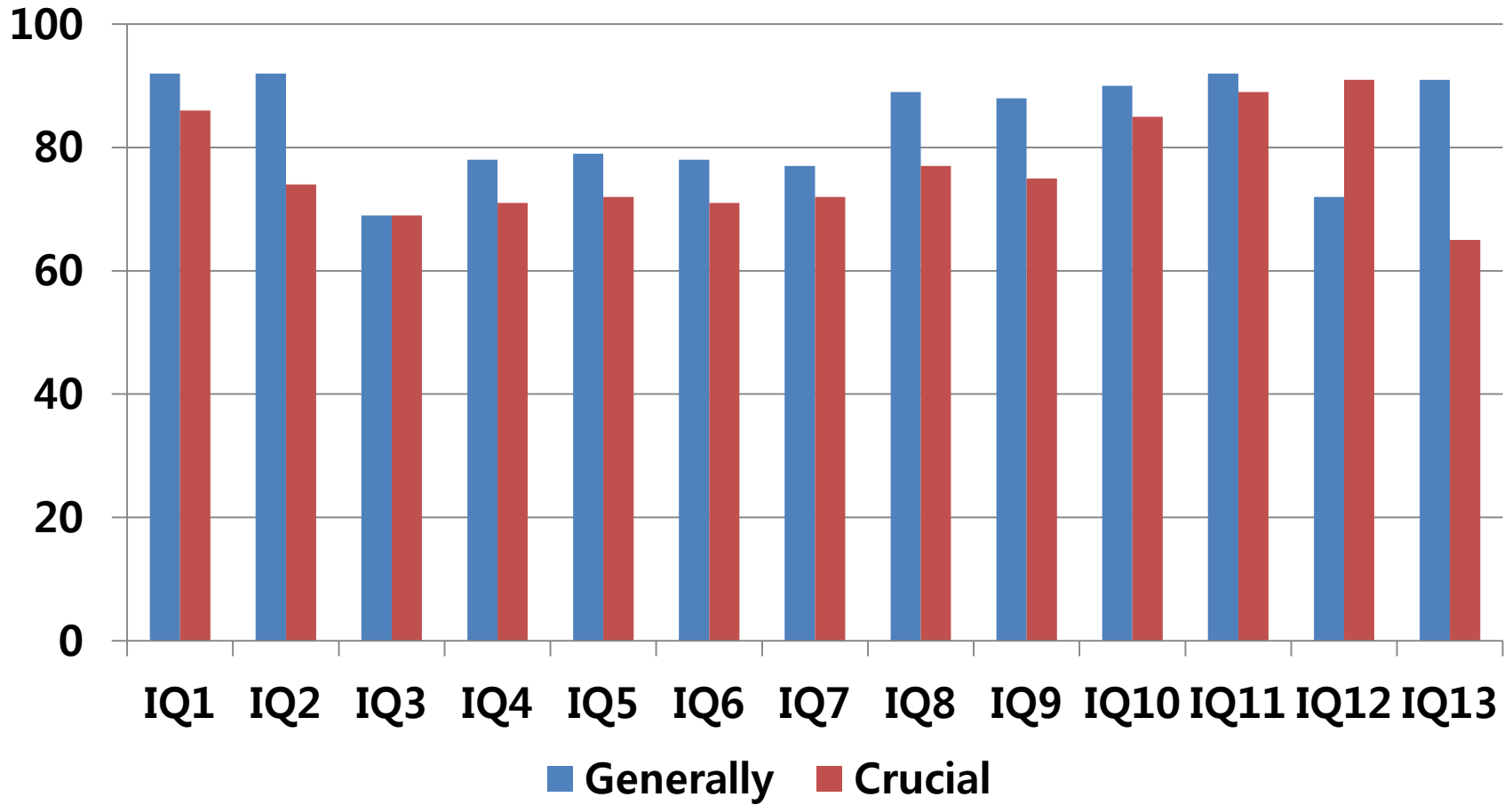




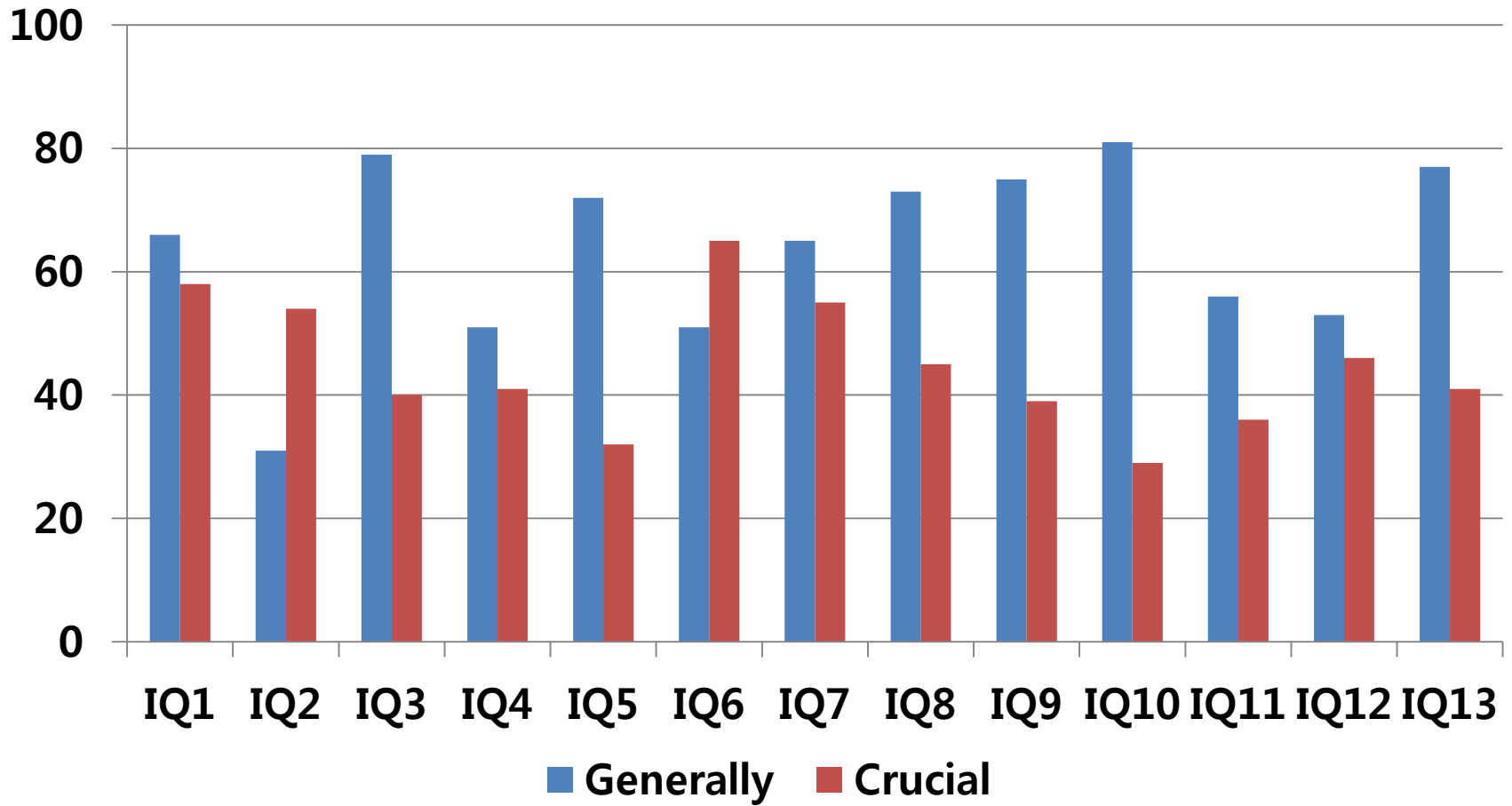
# Information Questions: Lao PDR



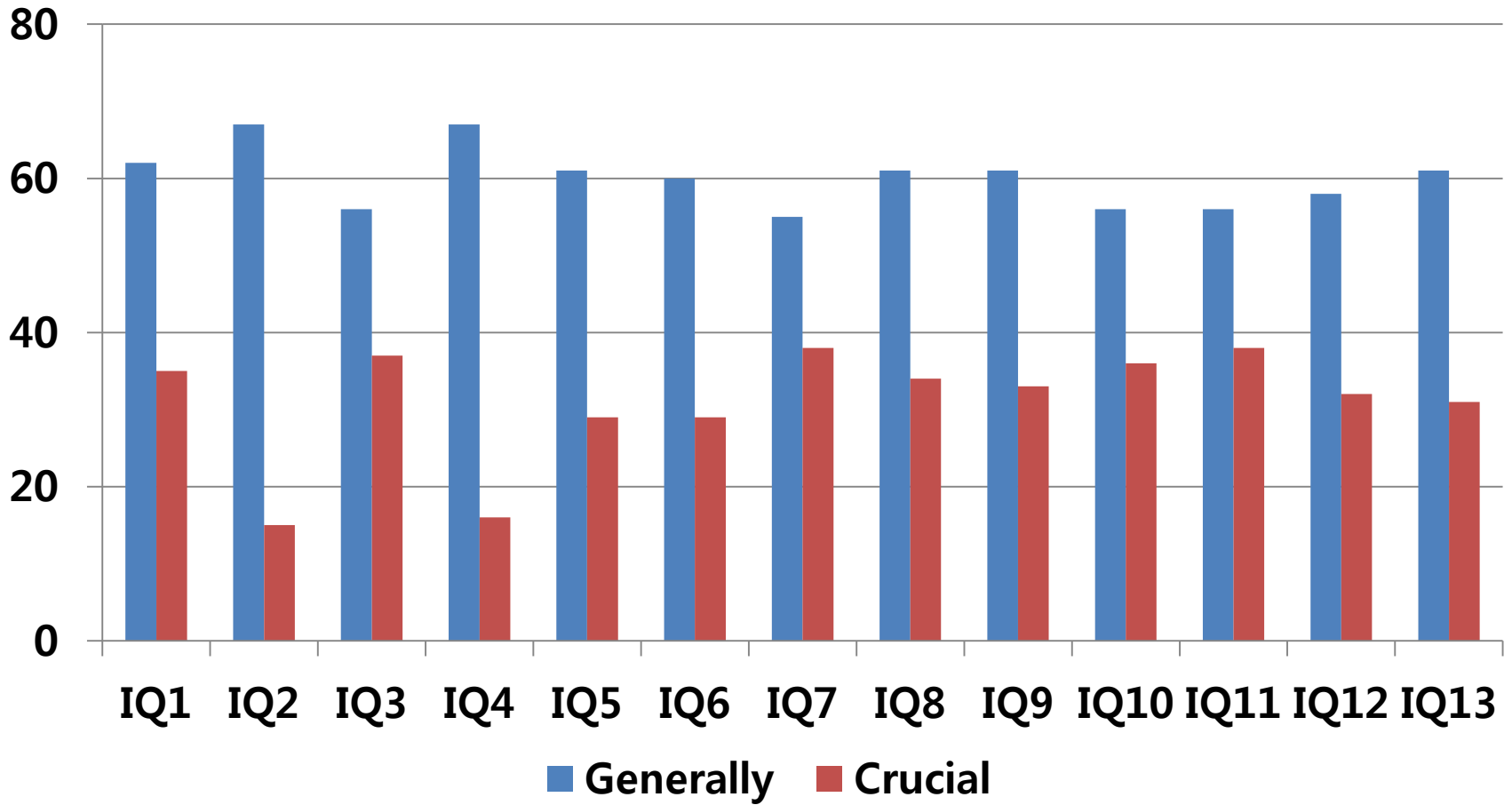
# Information Questions: Malaysia



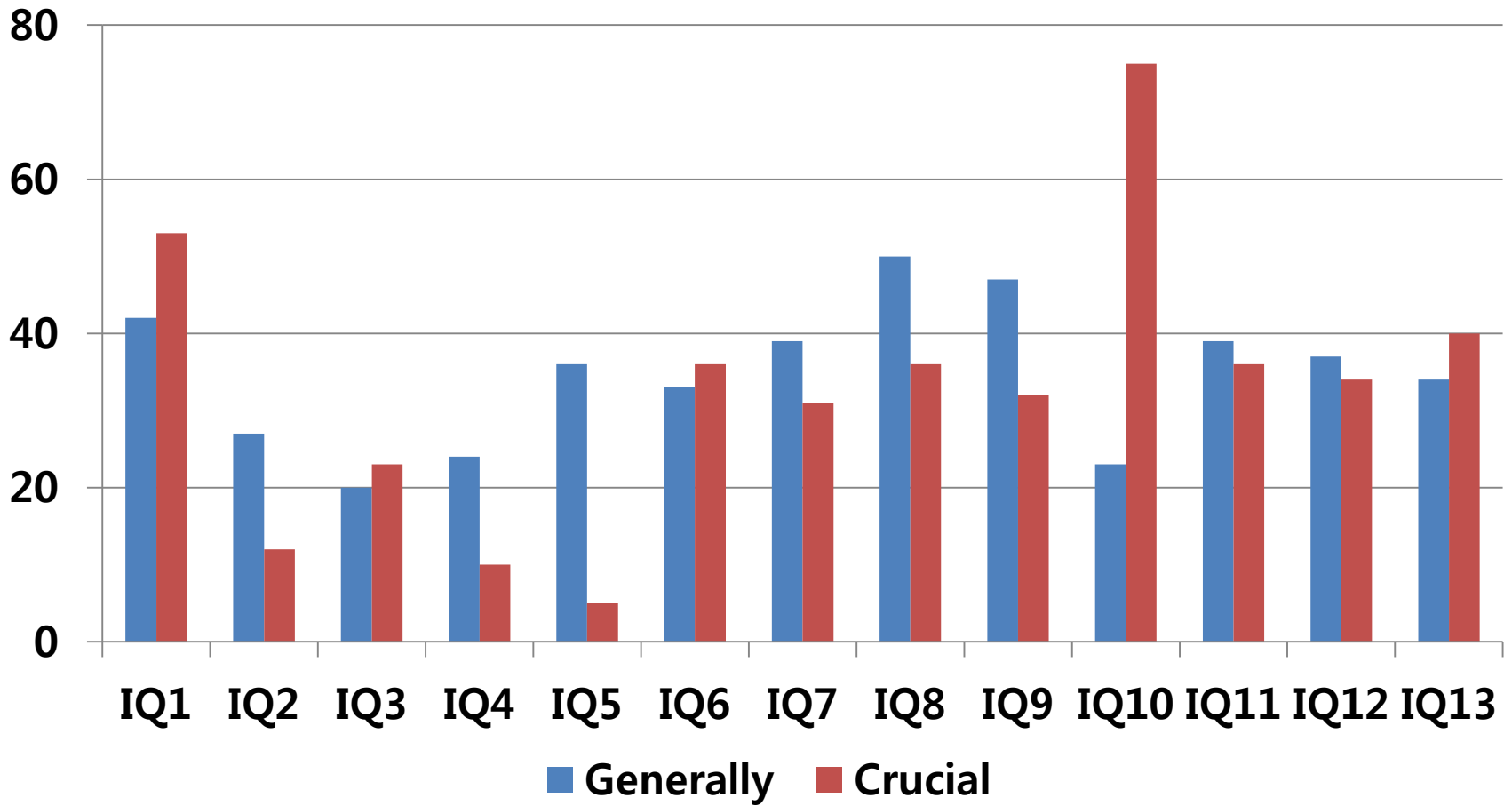
# Information Questions: Myanmar



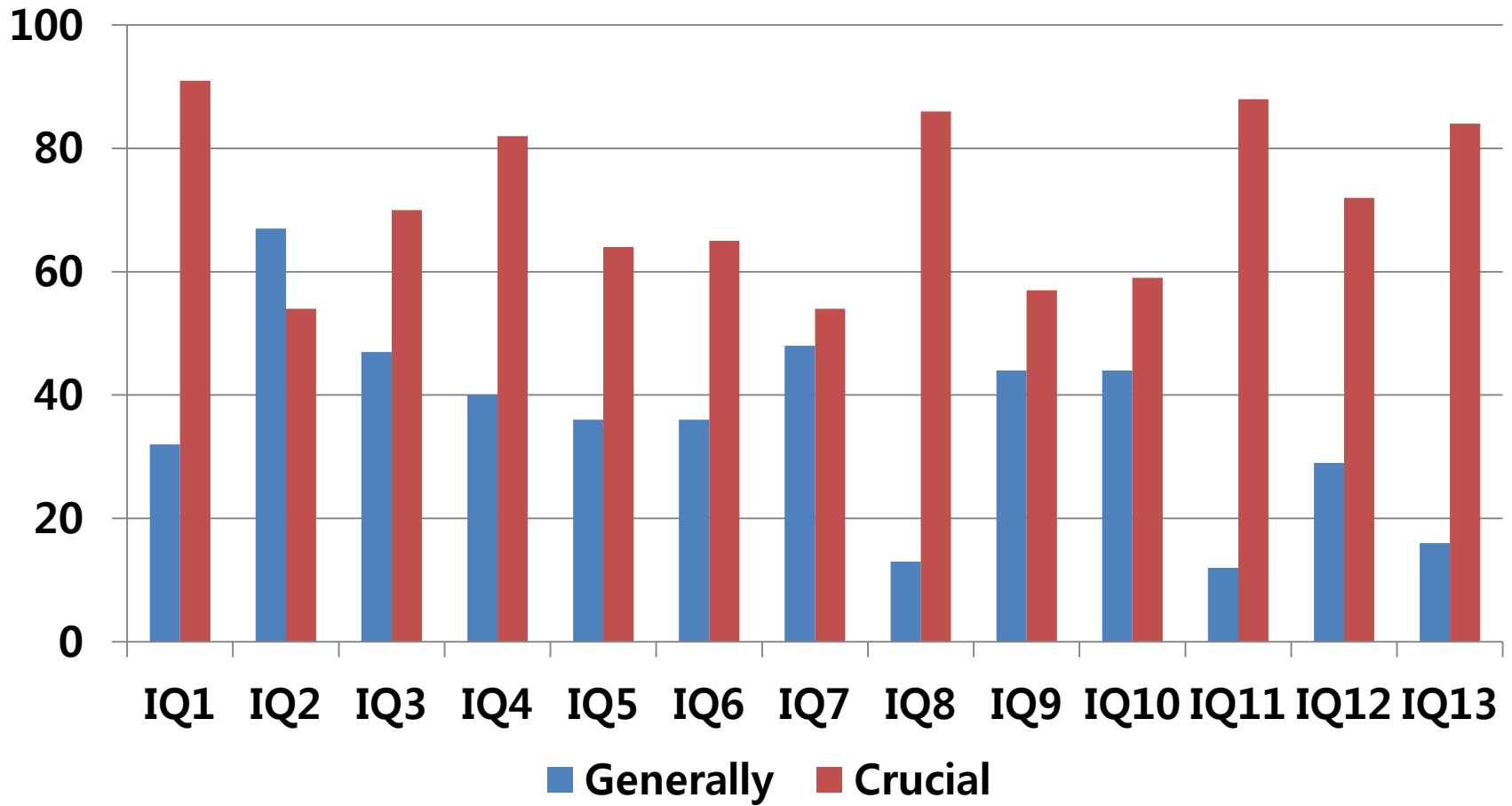
# Information Questions: Philippines



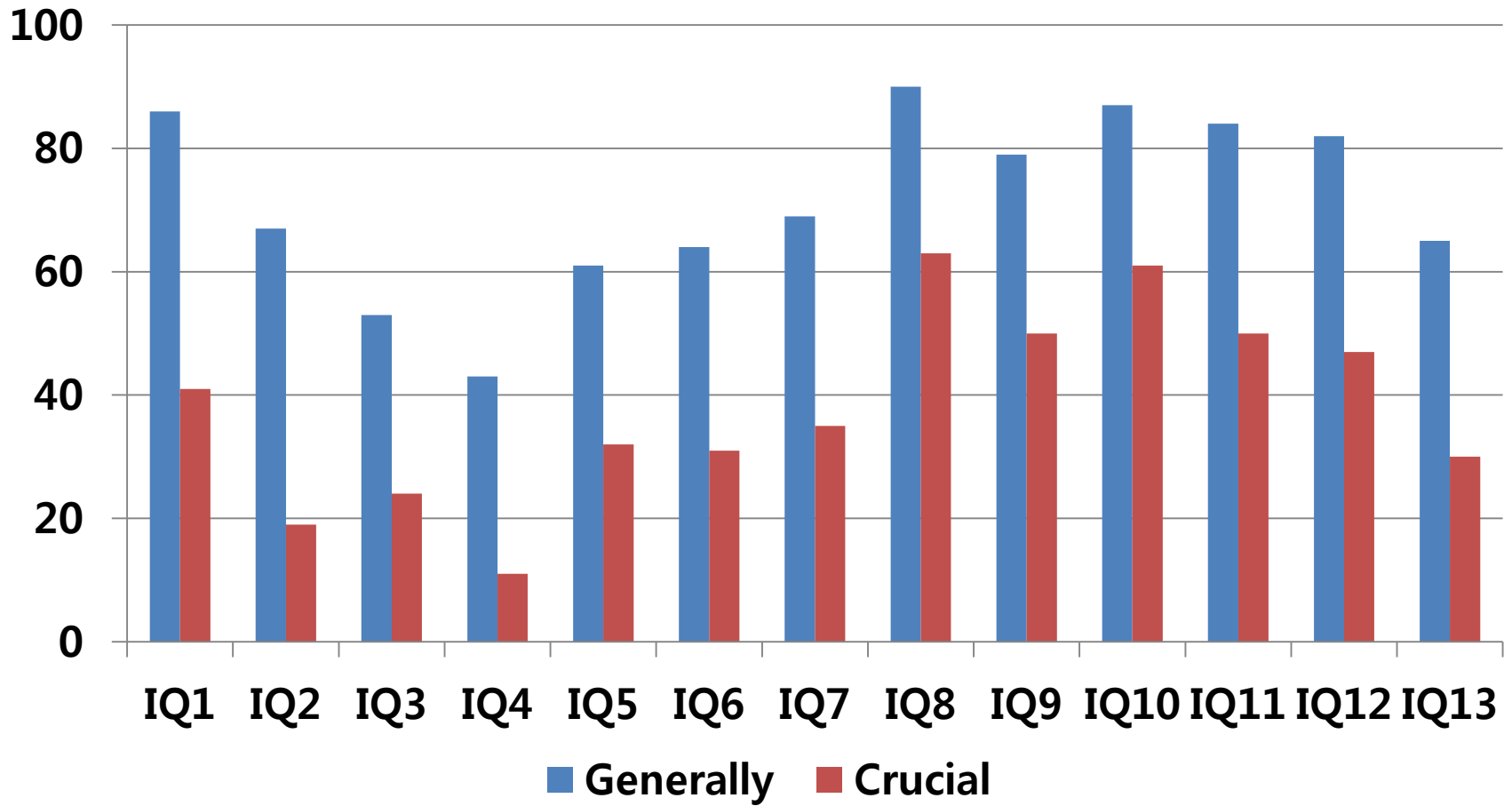
# Information Questions: Singapore



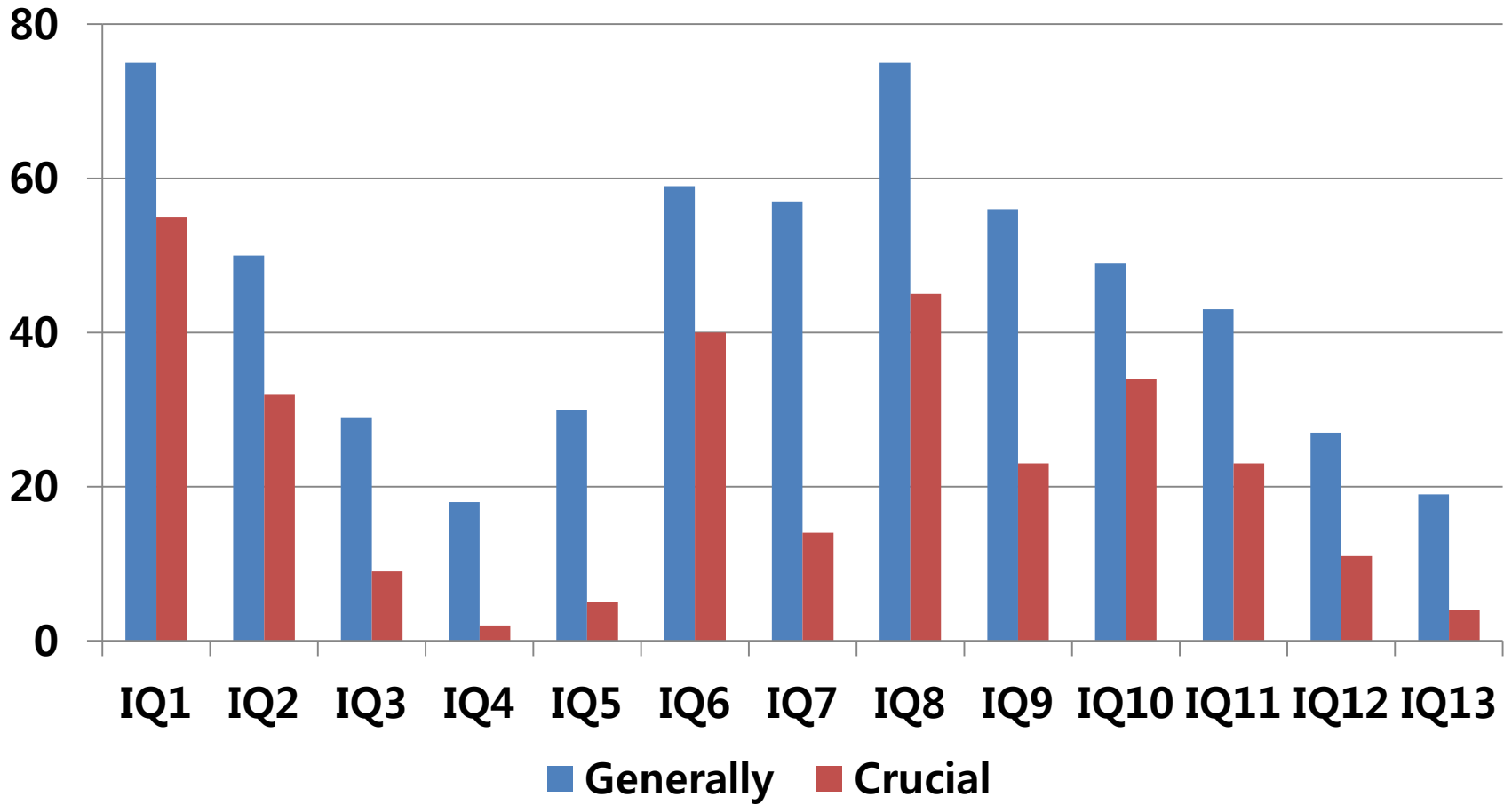
# Information Questions: Thailand



# Information Questions: Vietnam



# Information Questions: Korea





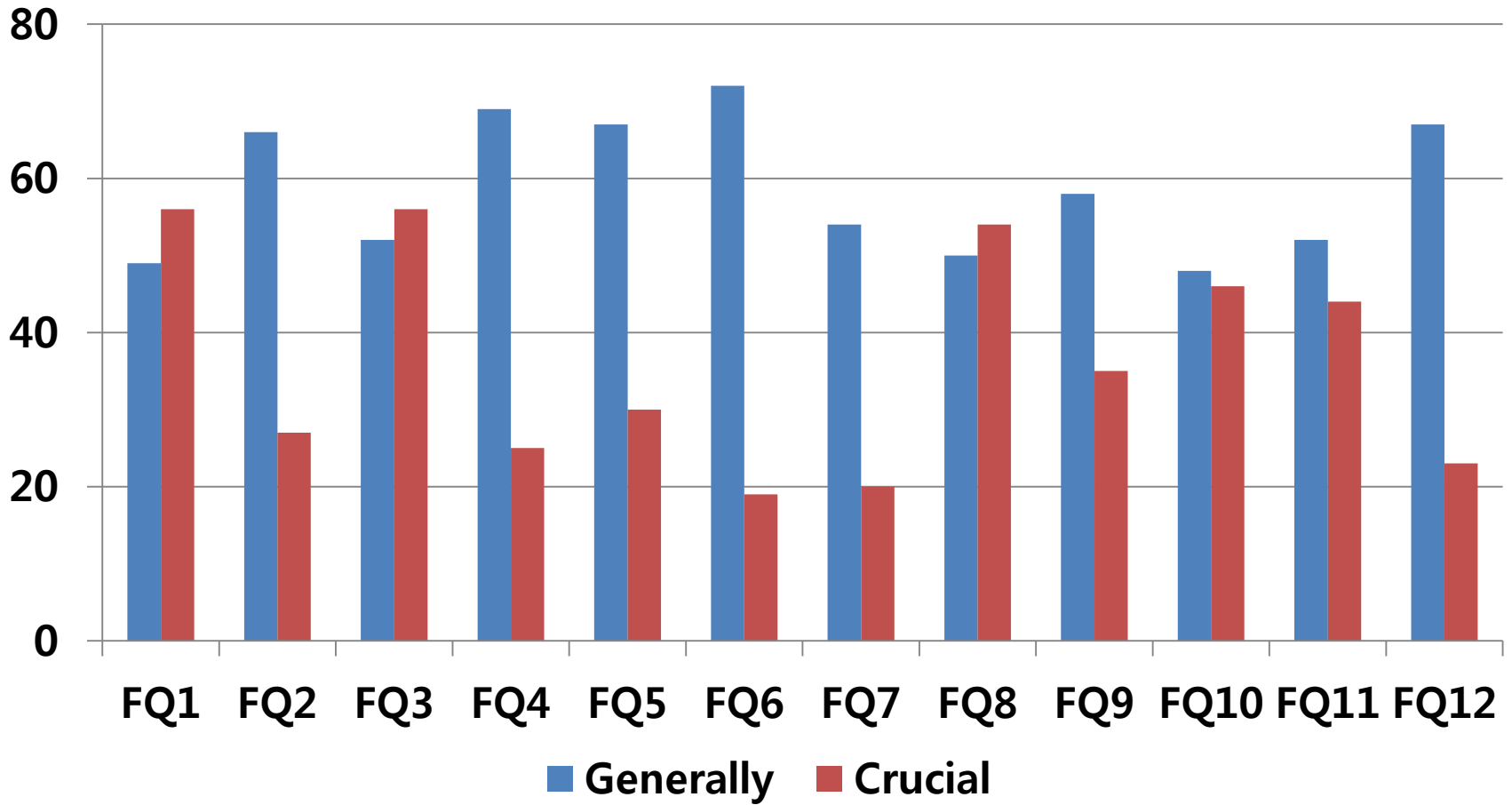
## Implications for Future Directions

- The Function Questions (FQ)
  1. Online registration
  2. Multiple languages
  3. Mobile access options (e.g. Applications)
  4. e-News letter
  5. Q&A
  6. Bulletin boards
  7. Ombudsman

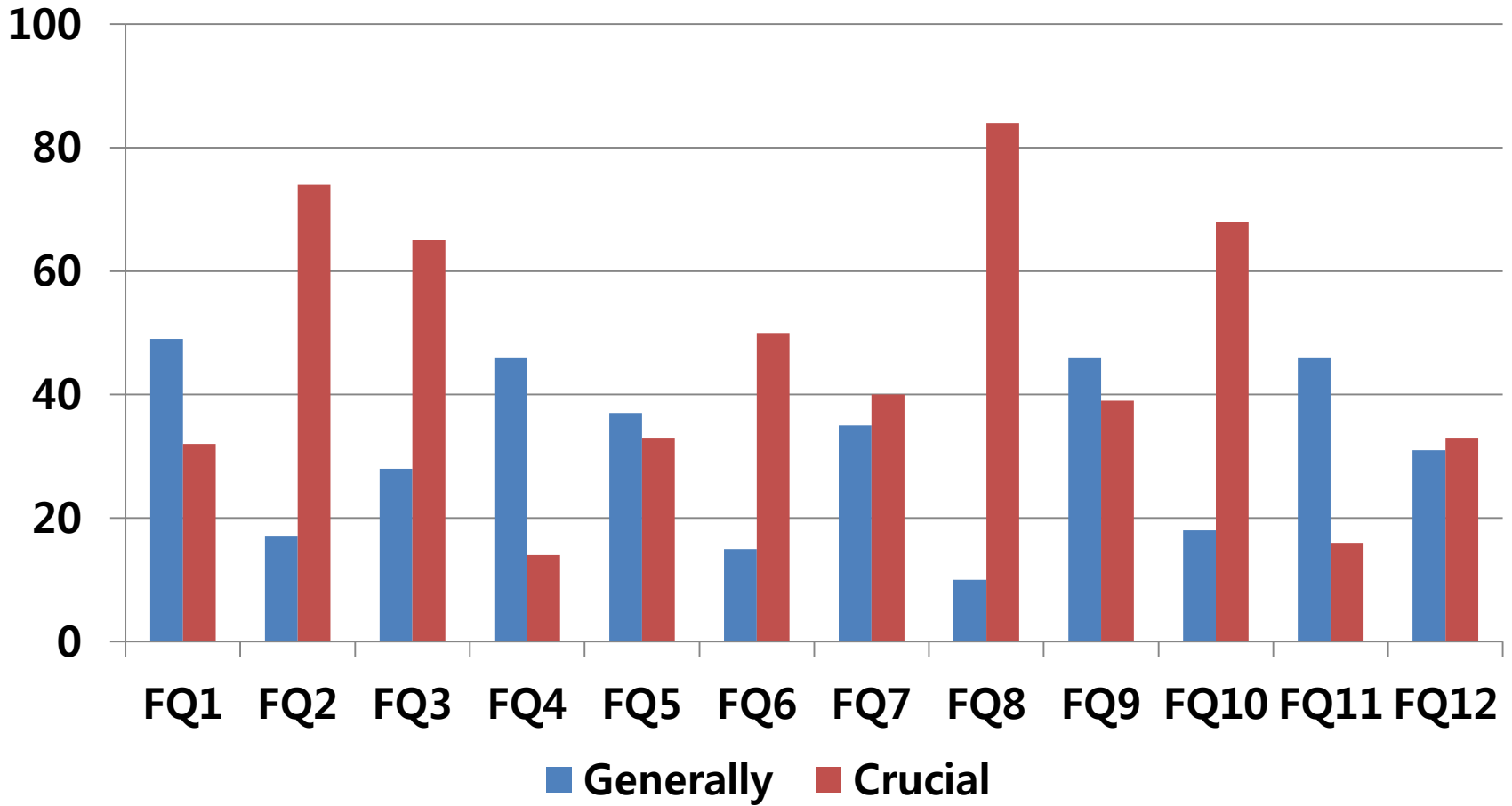
## Implications for Future Directions

- The Function Questions (FQ)
  8. Downloading of online forms/documents
  9. Program sign-up
  10. E-Learning
  11. Audio/Video materials
  12. Sight/Hearing accessibility for disabled person

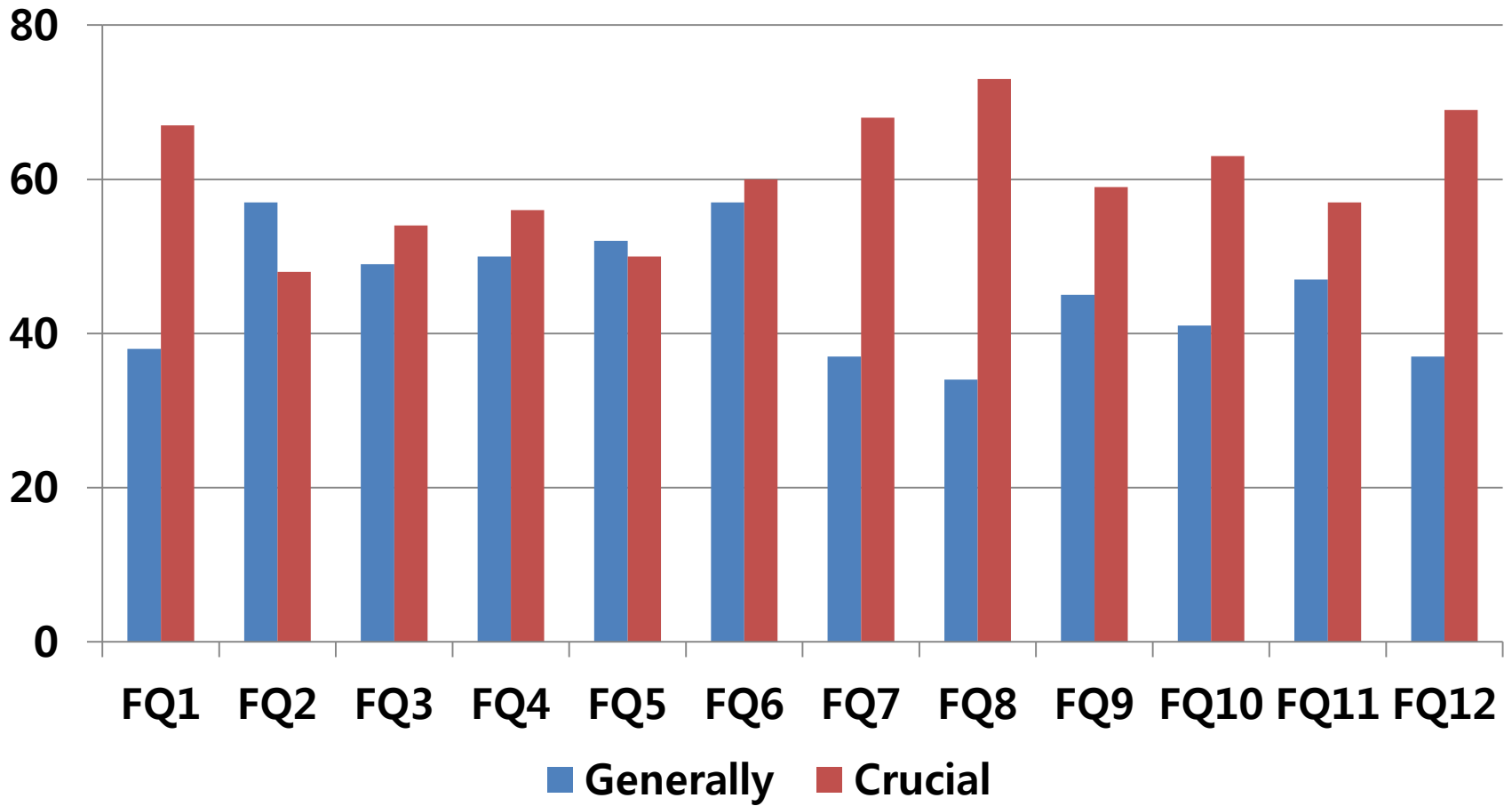
# Functions Questions: Brunei Darussalam



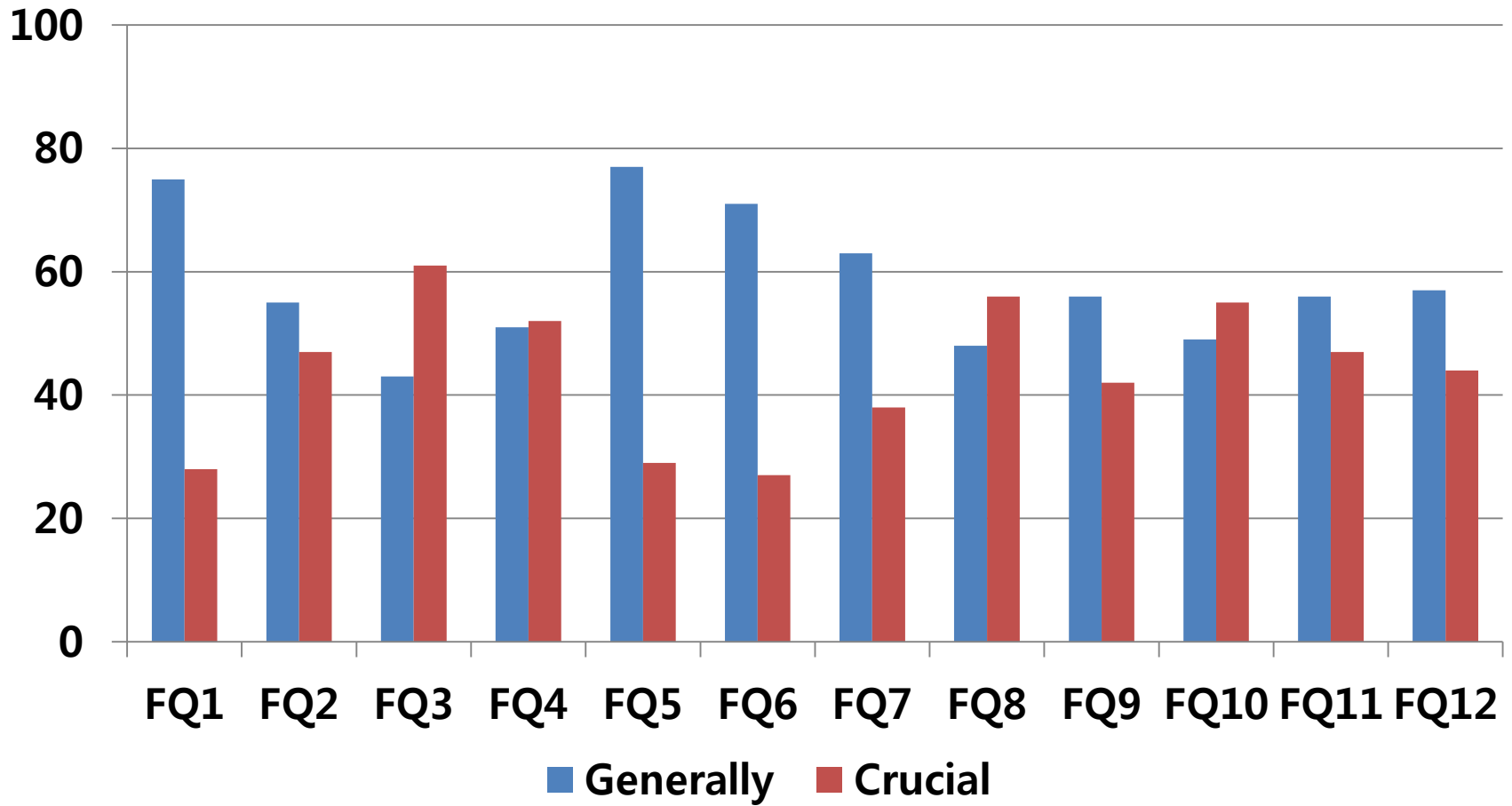
# Functions Questions: Cambodia



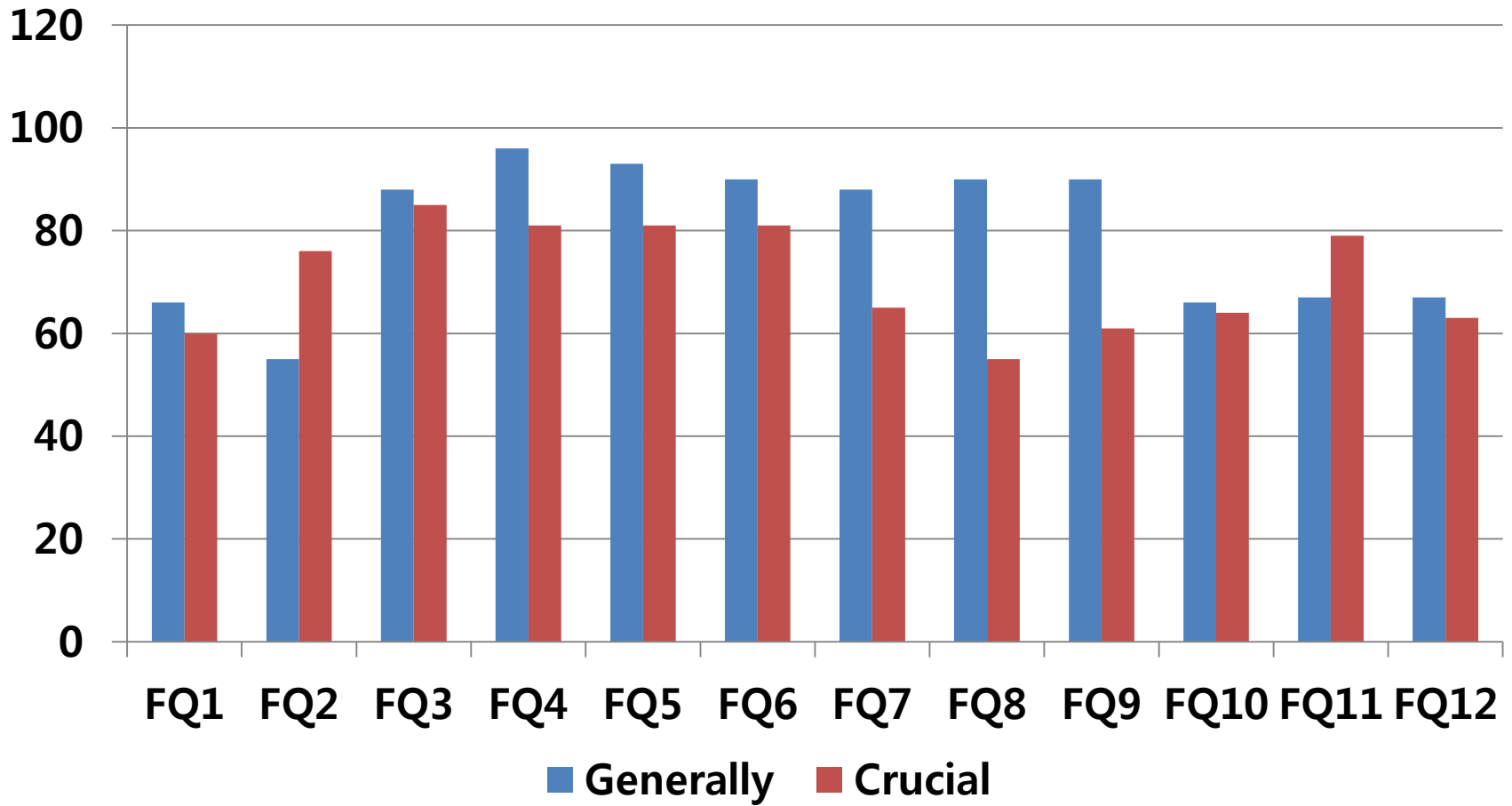
# Functions Questions: Indonesia



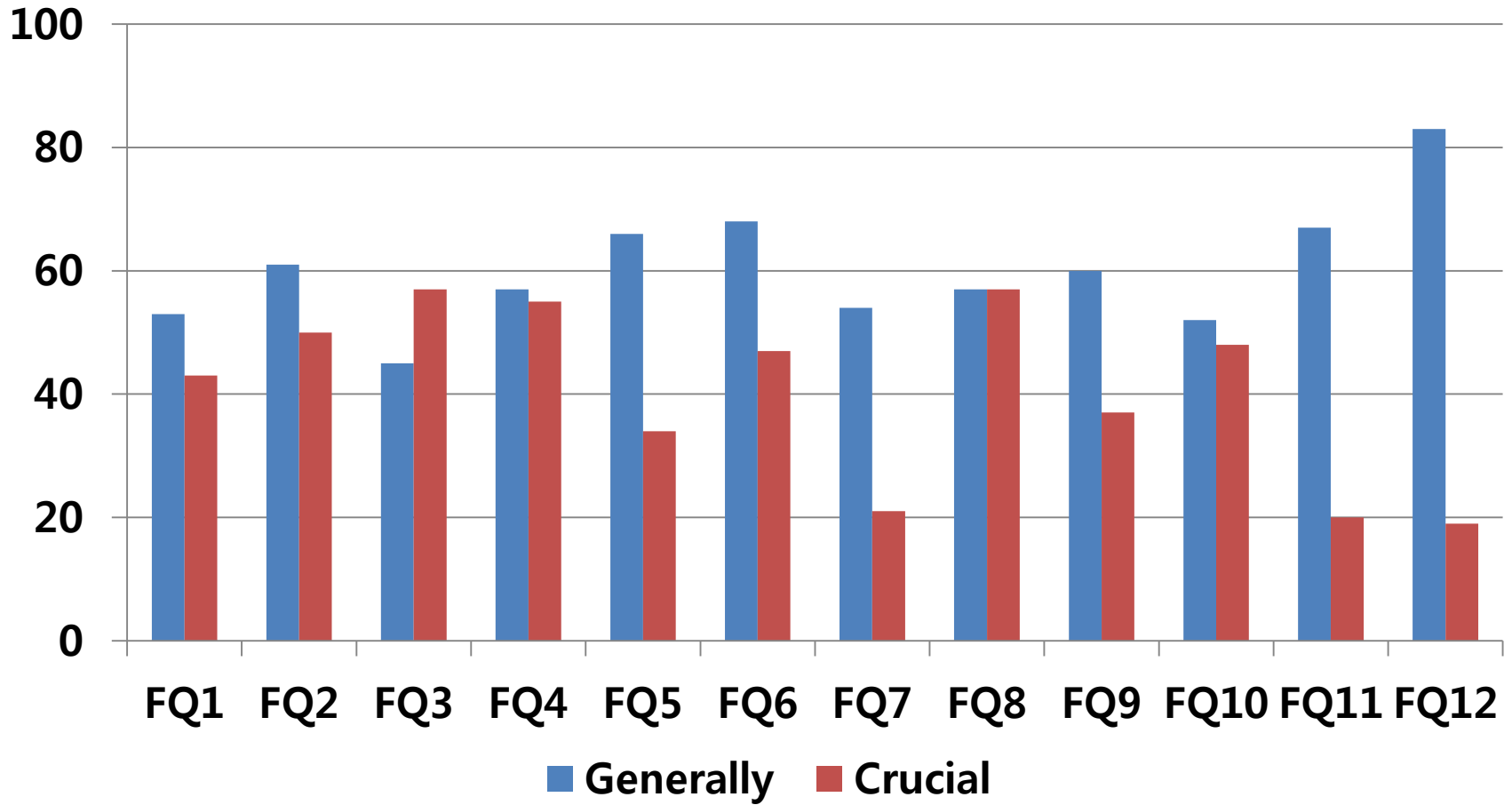
# Functions Questions: Lao PDR



# Functions Questions: Malaysia

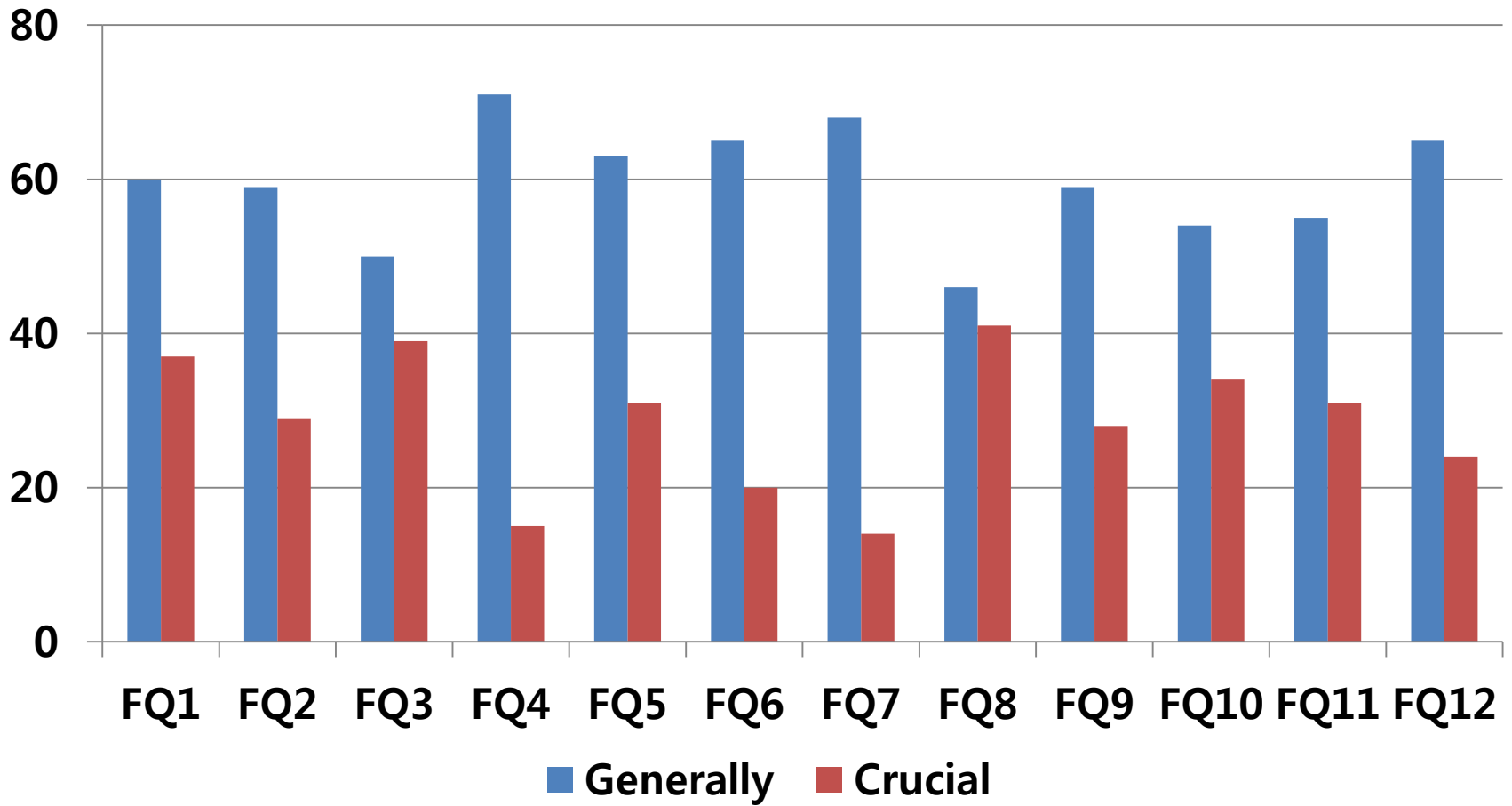


# Functions Questions: Myanmar

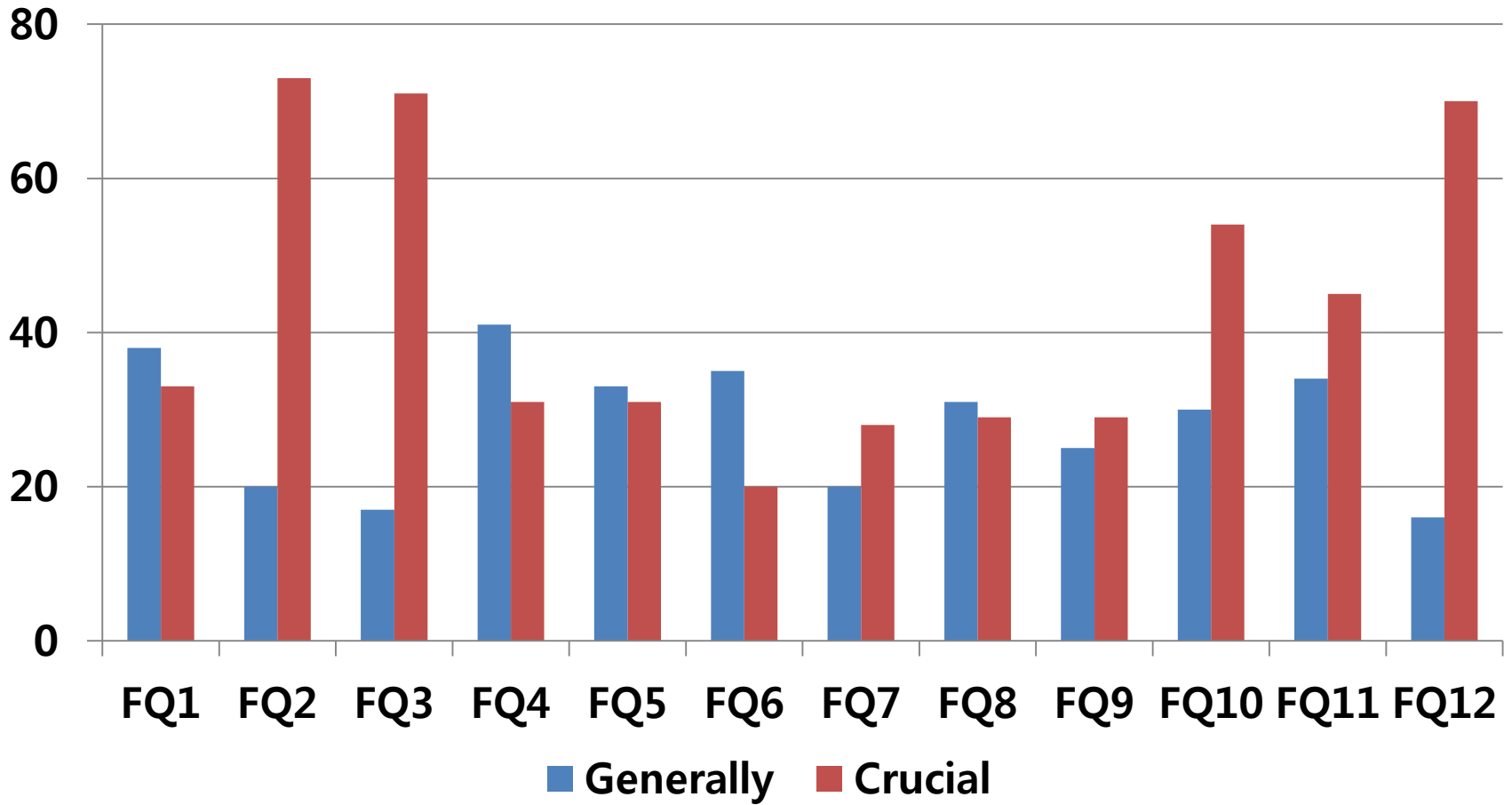




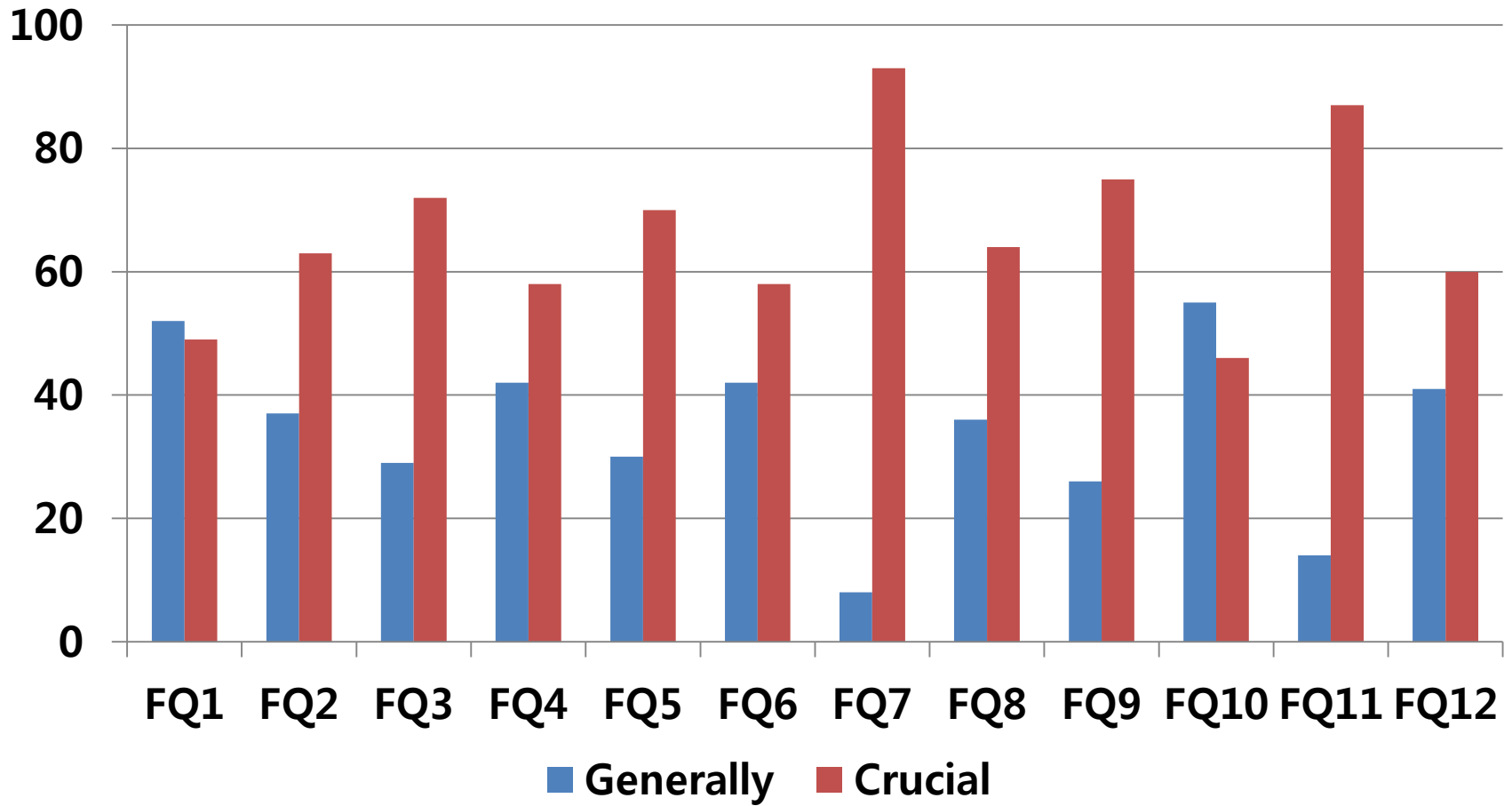
# Functions Questions: Philippines



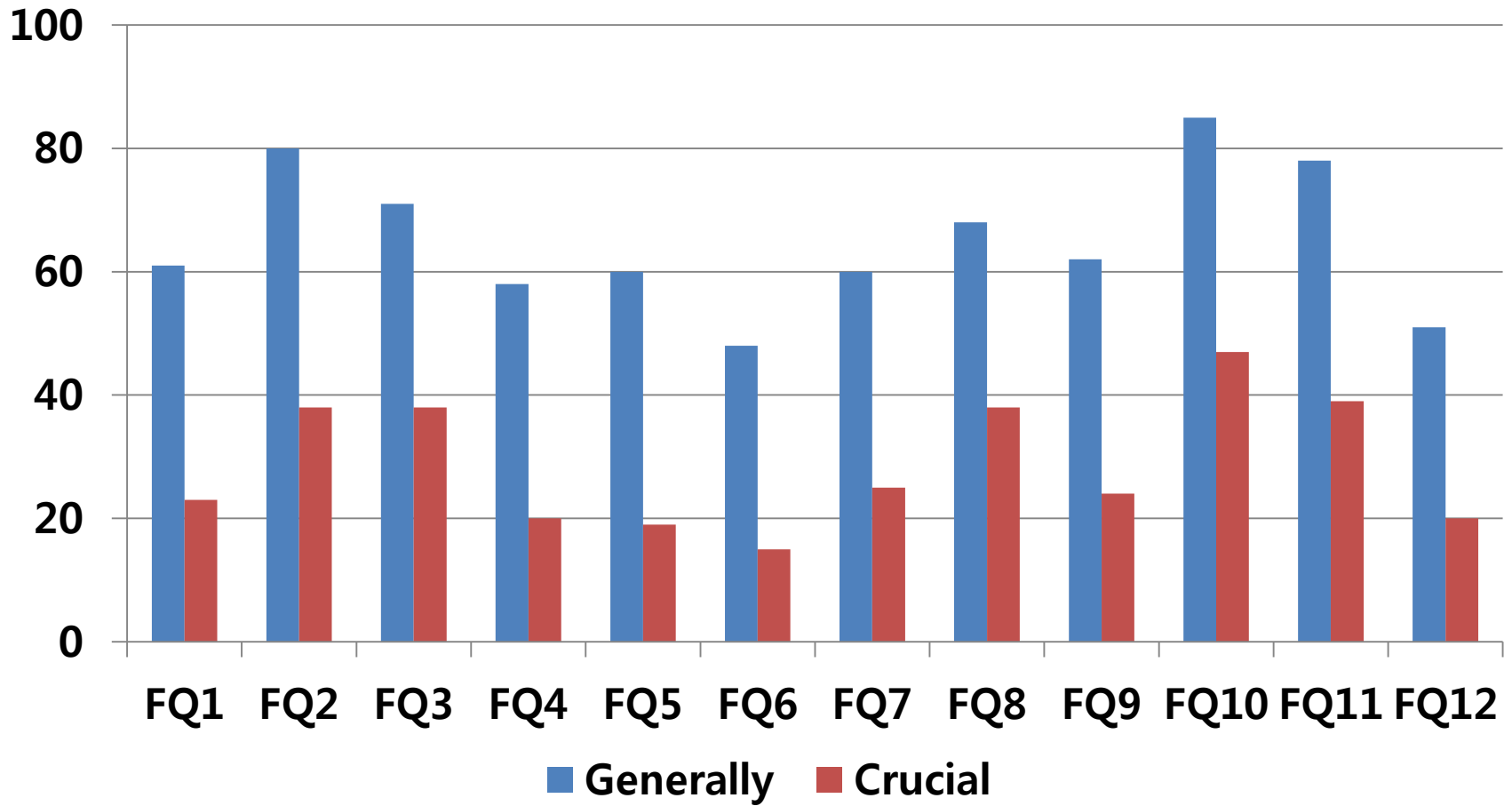
# Functions Questions: Singapore



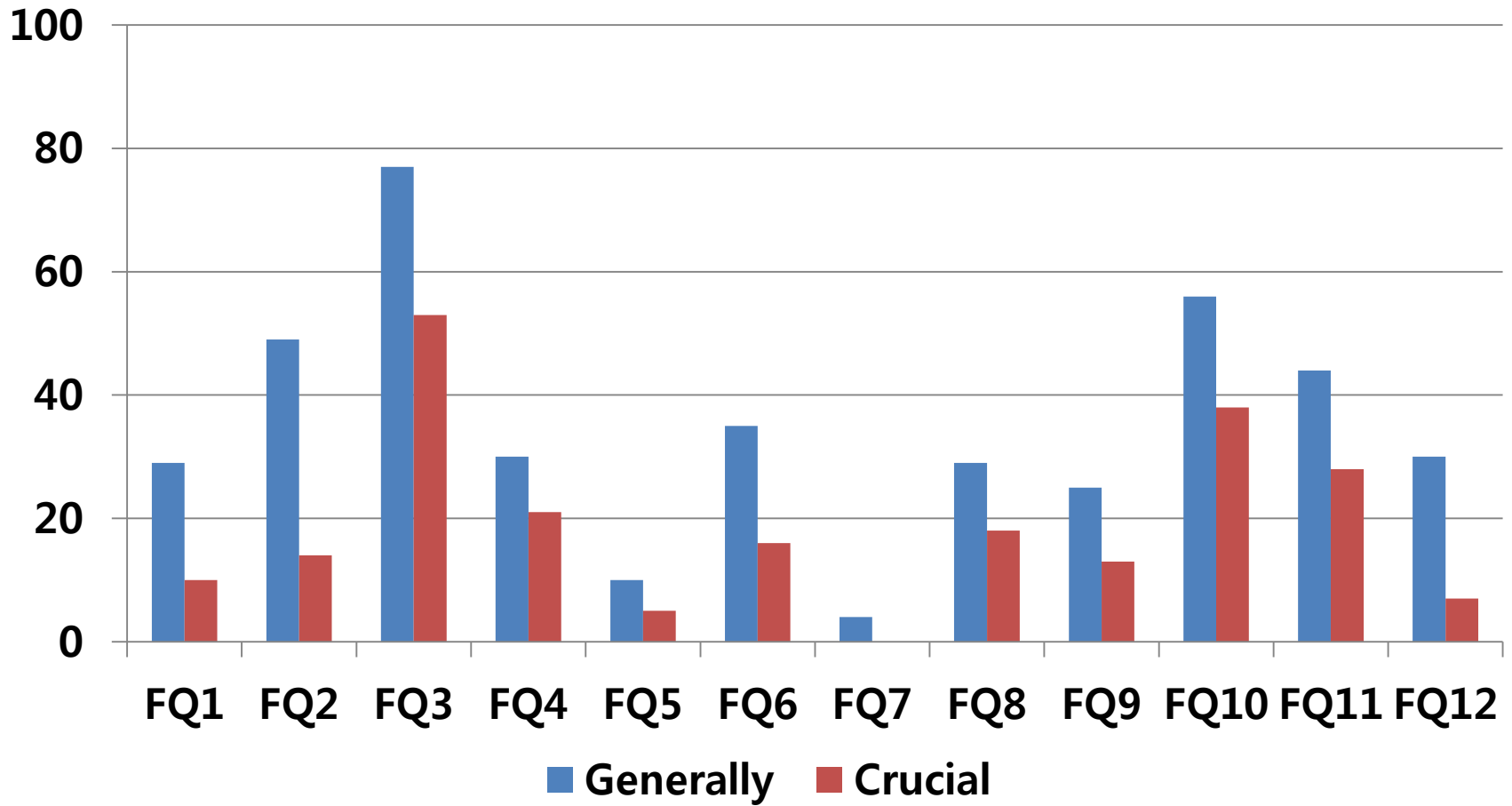
# Functions Questions: Thailand



# Functions Questions: Vietnam



# Functions Questions: Korea



## Development in Korea

- Human resource development
  1. Established mandatory education before development plans
  2. Supplying quality labor by expanding mandatory education
  3. From quantity to quality
  4. Can borrow capital from abroad but labor is not easy to borrow

## Suggested Directions for E-Service Information

Country	Category	E-Service Information
Brunei Darussalam	General	Livelihood related, Job opportunity, Talent pool
	Crucial	Free health clinic, Sanitation
Cambodia	General	Bidding opportunity, Livelihood related information
	Crucial	Job opportunity, Vocational training, Domestic/sexual violence or abuse prevention, Child care
Indonesia	General	Job opportunity
	Crucial	Maternity, Free health clinic, Immunization, Sanitation
Lao PDR	General	Micro-finance, HIV/AIDS
	Crucial	Vocational training
Malaysia	General	Job opportunity, Talent pool, Immunization
	Crucial	Immunization, Job opportunity

## Suggested Directions for E-Service Information

Country	Category	E-Service Information
Myanmar	General	Free health care, Micro-finance
	Crucial	Job opportunity, Domestic/sexual violence or abuse prevention, Talent pool
Philippines	General	Talent pool, Bidding opportunity, Job opportunity
	Crucial	Domestic/sexual violence or abuse prevention, Immunization
Singapore	General	Child care
	Crucial	Free health care, Job opportunity
Thailand	General	Talent pool
	Crucial	Job opportunity, Immunization, Child car
Viet Nam	General	Child car, Free health clinic, Job
	Crucial	Child care, Free health clinic



## Suggested Directions for E-Service Functions

Country	Category	E-Service Functions
Brunei Darussalam	General	Bulletin board, E-News letter
	Crucial	Online registration, Mobile access options
Cambodia	General	Online registration, E-News letter, Program sign-up, E-Learning
	Crucial	Downloading online forms/documents, Multiple languages, E-Learning
Indonesia	General	Multiple languages, Bulletin boards, E-News letter
	Crucial	Downloading online forms/documents, Sight/hearing accessibility for disabled person, Ombudsman, Online registration
Lao PDR	General	Q&A, Online registration
	Crucial	Mobile access options, Downloading online forms/documents, E-Learning

## Suggested Directions for E-Service Functions

Country	Category	E-Service Functions
Malaysia	General	E-News letter, Q&A, Bulletin board, Downloading online forms/documents, Program sign-up
	Crucial	Mobile access options, E-News letter, Q&A, Bulletin board
Myanmar	General	Sight/hearing accessibility for disabled person, Bulletin board, Audio/video materials, Q&A
	Crucial	Mobile access options, Downloading online forms/documents, E-News letter
Philippines	General	E-News letter, Ombudsman, Bulletin board, Sight/hearing accessibility for disabled person
	Crucial	Downloading online forms/documents, Mobile access options, Online registration

## Suggested Directions for E-Service Functions

Country	Category	E-Service Functions
Singapore	General	E-News letter, Online registration
	Crucial	Multiple languages, Mobile access options, Sight/hearing accessibility for disabled person
Thailand	General	E-learning, Online registration
	Crucial	Ombudsman, Audio/video materials
Viet Nam	General	E-learning, Multiple languages, Audio/video materials
	Crucial	E-learning, Audio/video materials, Multiple languages, Mobile access options, Downloading online forms/documents

## Conclusion

- Importance of the public relations
  1. Many people do not know already existing e-Services
  2. Increased e-Service awareness can improve efficiency and participation

## Conclusion

- Homogenous perception on e-Service usefulness but heterogenous demand for e-Services
1. Should reflect country specific environment and needs





**Thank You!**