

**Nordic Association of Agriculture Science (NJF)**  
**Continuous international scientific conference**  
**“Challengers of Economics, Education and Society Development in the Nordic – Baltic Countries and beyond” organised by Section of Economy, Education and Society Programme for the virtual seminar on **November 8<sup>th</sup>, 2023 (Wednesday)****  
**13:00 to 14:30 Eastern European time (12:00 to 13:30 Central European time)**  
*The link for joining the conference event presented at the end of this programme*

### **Presentation 1**

**Title: Remote work platforms as an opportunity for women to successfully become employed**

**Speaker: Liva Grinevica**, Latvia University of Life Sciences and Technologies

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**Annotation:** Women's economic opportunities can make the development process more inclusive through several channels, such as increasing the level of women's education, promoting work efficiency, thus contributing to the growth potential of the economy.

In the age of digitalization, women have more and more opportunities to successfully enter the labor market. In a sense, digitalization promotes greater gender equality and inequality, which affects future inclusion.

Considering that many workers face discrimination in the traditional labour market, platform work is a way to reduce discrimination by offering opportunities, for example to new mothers with small children, young women, long-term unemployed women, women with health problems, women from rural areas, etc.

The research seeks answers to questions such as:

- What problems do women face when they want to join the labor market?
- Can platform work be a creative opportunity for women to successfully enter the labor market in rural regions?
- What problems do platform workers face to successfully enter the labor market?
- What are the possible solutions for tax regulation of platform workers in Latvia?

The platform economy is one of the solutions for successfully entering the labor market. Although platform work raises more and more questions, it is a very good and attainable opportunity to become employed and successfully combine everyday life with work responsibilities, which are especially challenging for women.

**Keywords:** women, digitalization, platform economy, labor market, inclusion, Latvia.

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