

Digital Platforms (Like Social Media Communities, Instagram, LinkedIn) Influence the Ability of Women Entrepreneurs to Overcome Traditional Networking Barriers and Build Professional Relationships

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Abstract

Networking has always played a crucial role in entrepreneurial success, yet women entrepreneurs often face challenges in accessing traditional, male-dominated networks. With the rise of digital platforms, especially LinkedIn, new opportunities have emerged that are reshaping how professional relationships are built and maintained.

This paper explores how social media communities help women entrepreneurs overcome these long-standing barriers. Unlike traditional networking spaces that may be limited by geography, time, or social constraints, digital platforms offer a more open and flexible environment. Women can showcase their skills, share their experiences, and connect with like-minded professionals across the world. These platforms also create space for mentorship, collaboration, and peer support, which are essential for entrepreneurial growth.

At the same time, the paper acknowledges that digital networking is not without its challenges. Issues such as visibility, online bias, and the pressure to maintain a strong digital presence can still affect how effectively women are able to engage.

The study concludes that digital platforms act as powerful enablers of inclusive entrepreneurship, allowing women to build professional relationships, expand their networks, and achieve business growth. It highlights the need for more inclusive digital ecosystems to maximize the potential of women entrepreneurs.

