

Omani Community in Digital Age: A Study of Omani Women Using Back Channel Media to Empower Themselves for Frontline Entrepreneurship

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Abstract : This research article presents the changing role and status of women in Oman. Transformation of women's status started with the regime of His Majesty Sultan Qaboos Bin Said in 1970. It is always desired by the Sultan to enable women in all the ways for the balance growth of the country. Forbidding full face veil for women in public offices is one of the best efforts for their empowerment. Women education is also increasing rapidly. They are getting friendly with new information communication technology and using different social media applications such as WhatsApp, Instagram and Facebook for interaction and economic growth. Though there are some traditional and tribal boundaries, women are infused with courage and enjoying fair treatment and equal opportunities in different career positions. The study will try to explore changing mindset of young Omani women towards these traditional tribal boundaries, cultural heritage, business and career: 'How are young Omani women making balance between work and social prestige?', 'How are they preserving their cultural values, embracing new technologies and approaching social network to enhance their economic power.' This paper will discover their hurdles while using internet for their new entrepreneur. It will also examine the prospects of online business in Oman. The mixed research methodology is applied to find out the result.

Keywords : advertising, business, entrepreneurship, tribal barrier

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