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## **Using Ai as a Business Driver for Socioeconomic Development of Entrepreneurship in Canada**

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### **Abstract**

Women's entrepreneurship is an interesting area of research in itself, but given how the business environment has changed with the advent of artificial intelligence, this topic is particularly relevant. This article examines aspects of the socioeconomic development of women's entrepreneurship in Canada. It also examines how women's entrepreneurial efforts influence leadership development in the country and which government institutions should be engaged to better develop women's entrepreneurship. Statistical data on the Canadian labor market is presented, highlighting women's insufficient participation in education and the use of new technologies such as AI. A labor market analysis is conducted for both female and male business leaders. Recommendations are formulated to improve the situation and help women feel more competitive in business environments. This article examines the prospects for women's equal participation in entrepreneurship. This will require more than training and funding; we believe significant changes in public policy are needed. Only public policies aimed at supporting and assisting women can change the current situation and determine the effective development of female entrepreneurship for years to come. The study calls for the imperative consideration of women's entrepreneurial leadership in Canadian society. Women entrepreneurs can effectively and humanely influence socioeconomic processes in Canada. Involving women entrepreneurs in public life will give the country new impetus and opportunities for women to realize new potential.

**Keywords:** Businesswomen; Employment; Job Market; Leadership; Technology