

# NURCE.KZ JULY DIGEST

Welcome to **Nazarbayev University's Research Centre for Entrepreneurship (NURCE)**'s July digest! NURCE digest shares news and accomplishments, training opportunities and related events that we hope will attract your interest!

## NURCE NEWS

### NURCE'S MES GRANT INSPECTION: MINISTRY IMPRESSED!



In a significant development, NURCE underwent a rigorous inspection of their MES grant by a Ministry representative.

The NURCE team's hard work and dedication to their goals have garnered praise from the Ministry. They appreciated the team's achievements and recognized the impact of their research on Kazakhstan's economy and society. With this commendation in hand, NURCE is motivated to keep making a positive difference through their impactful contributions.

## WOMEN ENTREPRENEURSHIP TRAINING IN ALMATY AND ASTANA!

### WOMEN ENTREPRENEURSHIP TRAINING PROGRAM

- 3 DAYS TRAININGS
- 6 SESSIONS PER/DAY
- 3 PRO-INSTRUCTORS

**24-26** November, 2023  
Almaty

**28-30** November, 2023  
Astana

**Our GOAL**  
To equip women with the skills, knowledge, and confidence needed to start and grow successful businesses

**Our OBJECTIVES**  
Develop participants' knowledge of entrepreneurship, skills in financial management, marketing and sales, networking and negotiation, leadership and management. Develop growth mindset and how to market their product/service and grow and scale their businesses.

**Our TARGET GROUP**  
The WEP target population includes those women and young girls who are enterprising and willing to venture into new businesses to improve their socio-economic condition

The Women Entrepreneurship Training Program feature is to focus on environmental, social, and ethical responsibility, fostering participants' awareness of the significance of creating sustainable and socially conscious businesses, enabling them to grasp the broader impact of their entrepreneurial endeavors on society and the environment.

[NURCE.KZ](https://www.nurce.kz) | [NURCE@NU.EDU.KZ](mailto:NURCE@NU.EDU.KZ)



JULY, 2023

# NURCE.KZ NURCE DIGEST



[in nurce linkedin](https://www.linkedin.com/company/nurce)

[@nurce\\_nu](https://www.instagram.com/nurce_nu)

[businessnurce](https://www.facebook.com/businessnurce)

Exciting news! We are thrilled to announce our upcoming Women Entrepreneurship training sessions in Almaty and Astana, scheduled from November 24th to 26th and November 28th to 30th.

Led by a team of experts, the NURCE team is dedicatedly working on developing the curriculum and crafting case studies about women entrepreneurs from Kazakhstan. Stay tuned for more updates in the next newsletter, where our dedicated team members, Emina, Zhansaule, Adiya, and Alua, will bring you more exciting details about this event!

## 2ND INTERNATIONAL NURCE CONFERENCE, NOV 30TH - DEC 1ST, 2023, IN ASTANA!



**CALL FOR PAPERS**

II International Conference on  
**ENTREPRENEURSHIP,  
INNOVATION AND  
TECHNOLOGY:  
CHALLENGES, OPPORTUNITIES  
AND PROSPECTS  
IN THE CIS REGION**

**30 November -  
1st December 2023**

HYBRID EVENT

CONFERENCE TOPICS

- ✓ Family business and entrepreneurship in the CIS region
- ✓ Female entrepreneurship
- ✓ Entrepreneurial learning and education
- ✓ Entrepreneurship among historically marginalized groups, such as disabled individuals and communities, and refugees
- ✓ Technological Entrepreneurship and Innovation: Seeking Business Opportunities
- ✓ Entrepreneurial networking in formal/incubator and informal/familial settings
- ✓ Entrepreneurship and technology incubation
- ✓ Business model innovation
- ✓ Institutional and policy entrepreneurship

Join us for this remarkable event as nine prestigious universities in Kazakhstan, including KazNU, KAZGUU, KIMEP, SDU, and more, partner as Scientific Committees. Distinguished international representatives from AUCE, Durham University, and Teesside University will be on the scientific board. Expect over 50 high-quality papers from our partners, with publication opportunities in Scopus-indexed journals. Stay tuned for updates!

## BOOK PUBLICATION

We are delighted to provide you with an update on our book project, "Trailblazers of the Steppe: Inspiring Narratives of Kazakh Women Entrepreneurs." The team at NURCE has made significant strides, completing 50 compelling narratives in English for the book. Currently, we are diligently working on the translation process, ensuring that these remarkable stories reach a wider audience. The design phase is also well underway, aiming to create an engaging and visually appealing book that does justice to the inspiring journeys of these outstanding Kazakh women entrepreneurs. We look forward to sharing the final product with you soon! You can explore one captivating narrative from the book below.

### NARRATIVE: MEREY MUSTAFINA



#### **Strength in connection: Merrey Mustafina's explains the transformative power of networks**

Merrey Mustafina, a producer and founder of Umay Global, has emerged as a trailblazer in the realm of women's entrepreneurship in Kazakhstan.

Armed with a MA degree in Development Management from Westminster University and an alumnus of the Executive Leadership Programme THNK School of Creative Leadership, Merrey is an entrepreneur and networking expert whose journey is deeply intertwined with the power of connections.

As a co-founder of Umay Global, Merrey's path to leadership in women's entrepreneurship was unexpected yet embraced wholeheartedly. Her extensive experience in networking and organizing events for entrepreneurs and non-entrepreneurs, both men and women, paved the way for her remarkable journey, long before networking became a buzzword in Kazakhstan.

Merrey's involvement in the Astana Ladies Club, a women's community, alongside other co-founders, and her role as an ambassador for Women Entrepreneurship Day in Kazakhstan brought her face-to-face with the misconceptions and misunderstandings surrounding the "female" topic. Contrary to popular belief, Merrey emphasizes that pure women's communities are not about feminism or opposition to men. Instead, they provide a unique space where women find support, sincere emotions, and a sense of belonging. In many cases, men also need support, but societal expectations often prevent them from showing vulnerability. Masculinity is often associated with setting examples at work, at home, and among friends. Consequently, men's communities prioritize business networking and activities. In contrast, women's communities focus on nurturing "soul-to-soul" connections that allow women to open up and be vulnerable. While every woman has her own micro-community comprising sisters, friends, mothers, and aunts, joining a women's business community provides a deeper level of understanding and support for women entrepreneurs. As more women venture into entrepreneurship, it becomes crucial to provide them with resources and connections to thrive. Merrey's journey exemplifies the significance of building communities that empower women through the strength of "sisterhood."

To read the full version click [here](#).

# NURCE TEAM

## INTERVIEW WITH A TEAM MEMBER



*"I am a feminist and future researcher so I can observe how women are understudied in many fields. Now as I am a part of NURCE, I am contributing to this important project, and it feels fantastic", says Adiya.*

Adiya is an undergraduate student at NU and the media manager at NURCE. Over the past 1.5 months, Adiya has been dedicatedly working on NURCE's LinkedIn account, and she's thrilled to share that they have now surpassed 150 followers. While it might not seem like a significant number, it's a remarkable achievement considering that there were only 3 followers back in June. Moreover, she has been actively reaching out to media outlets in Kazakhstan, and NURCE is currently in negotiations with prestigious magazines like Forbes Kazakhstan and Inbusiness. One of Adiya's articles about women's startups in IT is awaiting publication.

Adiya is a big fan of her hometown - Pavlodar, a city in the northeastern part of Kazakhstan. When asked about Pavlodar, she can talk for hours, especially about trams and Naberezhnaya, our beautiful river bank.

## INTERVIEW WITH A TEAM MEMBER



*"I really enjoy the attitude towards each other in a team. I am fascinated how all of NURCE members are willing to help me. Recently, I have expressed my willingness to start writing first academic paper and got a lot of support from members and professors", says Alua.*

Alua is finishing her last year of bachelor's degree at NU, majoring in sociology. She is also planning to apply for graduate school and continue researching entrepreneurship. During her month of work as an RA here at NURCE, Alua was able to assist Professor Atanu Rakshit and Professor Nurlykhan in their researches by transcribing and translating interviews. Additionally, she is part of the organizing team for the upcoming conference WEP 2023, where she performs various tasks. Alua really enjoys the positive and supportive attitude within the NURCE team. She is fascinated by how all NURCE members are willing to help her.

On a personal note, Alua loves playing big tennis and volleyball since her childhood. She even earned recognition as the best player among institutions in the country several years ago!

## PRESENTATIONS



Nurlyaiym Zhakysbayeva recently delivered an insightful presentation on "Market Research" during the "Youth Climate Action for Central Asia: Launchpad Camp Facilitator" event organized by SDSN Kazakhstan. Her engaging session included practical examples of environmental sustainable projects tailored to the participants' interests and backgrounds.

## ADDITIONS TO THE TEAM



Bibinur Myrzatay has joined NURCE as a research assistant, bringing her expertise as a Bachelor of Science in Biological Sciences graduate from Nazarbayev University, while currently pursuing her Master's at the University of Illinois, Chicago.

Shugyla Orynassarova, an Economics student at the School of Sciences and Humanities (SSH), has recently joined NURCE as a research assistant. Her areas of interest include Technological Entrepreneurship, Innovation, and Women Entrepreneurship.



# NURCE BUSINESS EVENTS

## PROJECT PITCHING IN ALMATY



We had a highly engaging event on July 4th, held in Alaty, where attendees had the pleasure of learning from two esteemed speakers: Ekaterina Chegnova, a business communication and public speaking coach, and associate professor at Moscow State Pedagogical University, and Alua Nurbay, a Senior Lecturer of Business School at JSC KBTU in Kazakhstan. Throughout the event, participants gained valuable insights and practiced techniques in crafting compelling pitches, exploring aspects such as structure, duration, and delivery to enhance their presentation skills and maximize their project's impact.

## NETWORKING SESSION IN ALMATY



In the recently conducted networking workshop led by Ekaterina Chegnova, participants had the opportunity to sharpen their Small Talk skills, expand their network through interactive sessions, and acquire effective follow-up techniques to achieve their professional goals. The event took place in Almaty on July 4th, providing invaluable insights for personal and career development. The event focused on analyzing small talk and networking skills.

## ORATORFEST NU ALMATY EXECUTIVE CAMPUS

We are thrilled to announce the successful completion of the first-ever Oratorfest in Almaty, our monthly festival dedicated to the development of speech skills. The event took place on July 22 in Almaty. Participants had the unique opportunity to immerse themselves in a full day of engaging trainings led by experienced trainers, covering various aspects of speech. The festival was a resounding success, allowing attendees to enhance their oratory skills and discover new horizons in communication. We extend our heartfelt gratitude to everyone who joined us and made Oratorfest an unforgettable experience. Stay tuned for future events that will continue to empower and inspire individuals to become masters of oratory.



## ORATORFEST ASTANA

Following the successful event in Almaty, Oratorfest, a monthly festival dedicated to the development of speech skills, made its way to Astana on July 29th, where it continued to garner enthusiastic participation and appreciation from attendees in both cities.



## PUBLIC TALK IN MOSCOW



Our esteemed team member, Ekaterina Chegnova, recently conducted a highly successful side event called Public Talk in Moscow. Her expertise as a business communication and public speaking coach ensured a compelling and engaging experience for all participants.

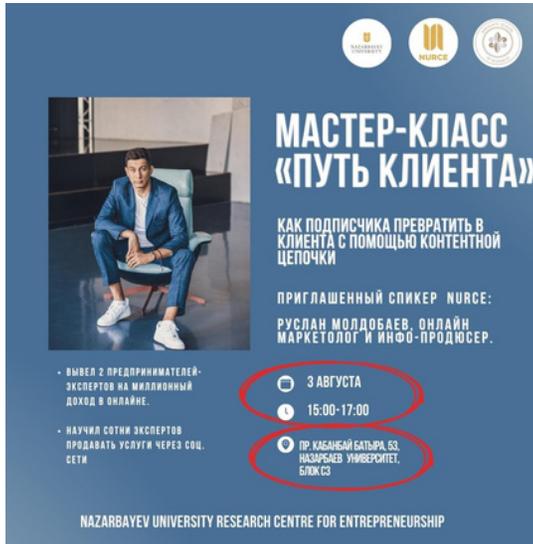
## NETWORKING SESSION IN ASTANA



We are thrilled to share the highlights of our recent networking workshop that took place on July 31! The event, led by the renowned business communications coach and co-founder of Star Talk, Ekaterina Chegnova, was a tremendous success. Participants from various fields gathered to hone their Small Talk skills, expand their professional networks through interactive sessions, and learn effective follow-up techniques to achieve their goals. The workshop provided invaluable insights and left attendees feeling inspired and empowered.

## UPCOMING EVENTS:

### NETWORKING SESSION



Join us for an insightful master class led by Ruslan Moldobaev, an accomplished online marketer and info producer, who has guided expert entrepreneurs to achieve remarkable success and earn millions online. This event will equip you with essential techniques to effectively sell services through social networks, as demonstrated by the hundreds of experts already taught by Ruslan.

Date: 3 August

Time: 15.00-17.00

Location: Block C3, Nazarbayev University, Astana

Register for the event [here](#).

### MINDFULNESS EVENT

We invite you to join us for mindfulness event. In today's fast-paced world, finding moments of tranquility and self-awareness is crucial for well-being and success. Through guided meditation and calming practices, this event will empower you to cultivate mindfulness, foster inner peace, and enhance your overall focus and productivity.



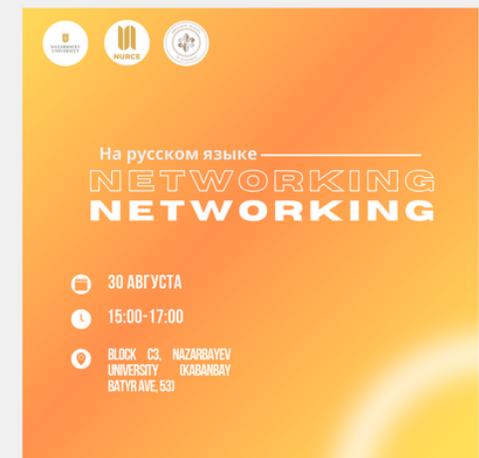
Date: 21 August

Time: 17.00-20.00

Location: Block C3, Nazarbayev University, Astana

Register for the event [here](#).

### NETWORKING EVENT



Join us for an exciting networking workshop! This event is suitable for anyone looking to progress, develop, and expand their useful contacts.

Date: 30 August

Time: 17.00-20.00

Location: Block C3, Nazarbayev University, Astana

Register for the event [here](#).

## GLOBAL AND LOCAL MARKET TRENDS



We are delighted to present a captivating event on "Global and Local Market Trends" featuring Aziza Shuzheyeva from Technowomen. As an esteemed expert in the industry, Aziza will delve into the latest market insights, shedding light on both global and local trends that are shaping businesses today. Join us for an enlightening session that promises to equip you with invaluable knowledge to navigate the dynamic marketplace successfully.

Date: 23 August

Time: 17.00-20.00

Location: Block C3, Nazarbayev University, Astana

Register for the event [here](#).

## ORATORFEST ASTANA



Discover the power of effective communication at Oratorfest! On August 26 from 13:00 to 18:30, we invite you to Nazarbayev University in Astana. Experience a range of dynamic workshops led by expert trainers, covering topics such as storytelling, feedback, project development, comedy improvisation, coaching, and acting.

Don't miss this opportunity to enhance your speech skills and grow personally and professionally.

Date: 26 August

Time: 13.00-18.30

Location: Block C3, Nazarbayev University, Astana

Register for the event [here](#).

## ORATORFEST NU ALMATY EXECUTIVE CAMPUS



Discover the power of effective communication at Oratorfest! On August 26 from 13:00 to 18:30, we invite you to Nazarbayev University Executive campus in Almaty. Experience a range of dynamic workshops led by expert trainers, covering topics such as storytelling, feedback, project development, comedy improvisation, coaching, and acting.

Don't miss this opportunity to enhance your speech skills and grow personally and professionally.

Date: 26 August

Time: 13.00-18.30

Location: Satpayeva 4A, Nazarbayev University Executive, Almaty

Register for the event [here](#).

# NURCE RESEARCH

## BUSINESS DIGESTS

Check out the business digests prepared by our team members on these topics:

- *Fostering Circular Business Practices in Kazakhstan: Overcoming Barriers and Promoting Sustainability* prepared by Nurlyaiym Zhaksybayeva.

This business digest emphasizes the importance of fostering circular business practices in Kazakhstan to achieve sustainability and economic diversification. It highlights the lack of explicit circular economy references in the country's policies and the need to raise awareness among existing SMEs to drive positive change. Integrating circular economy concepts into the legal framework and policy agenda can position Kazakhstan as a frontrunner in the transition toward a more sustainable future.

Click the [link](#) to access the full text.

- *From streets to screens: Utilizing social media to transform sales and reach for women shuttle traders in the "informal economy* by Zhansaule Kimel.

This paper delves into the profound role played by social media in amplifying sales and extending the reach of women operating within the informal economy. By focusing on the empowerment of women entrepreneurs, the aim of this paper is to explore the transformative effects of social media on their businesses and delve into the diverse strategies they employ to harness these platforms for sustainable growth. Informal economy and women entrepreneurship.

Click the [link](#) to access the full text.

## ENRICHING FIELD TRIP TO TAJIKISTAN: A MILESTONE FOR WOMEN'S ENTREPRENEURSHIP RESEARCH!



We are thrilled to share that our dedicated team members, Dr. Aljanova and Dr. Yousafzai, have successfully completed their insightful field trip to Tajikistan. During this enriching journey, they engaged in meaningful discussions with Ministry officials, NGO workers, and inspiring women entrepreneurs. This field work marks a significant extension of our ongoing research in Kazakhstan, Uzbekistan, and Kyrgyzstan. The collective results promise to provide valuable insights into the entrepreneurial landscape for women in Central Asia. We are eager to witness the enriched understanding that this comprehensive research will bring to the forefront of women's entrepreneurship in the region.

## FIELD RESEARCH IN INDIA



Dr. Anjan Ghosh, a dedicated scholar specializing in 'grand challenges and their mitigations,' has embarked on an extraordinary journey. Together with his colleagues from ESSEC Paris, he is currently conducting extensive field research in a cluster of islands vulnerable to rapid climate change. These sinking islands have turned many residents into climate refugees, facing environmental displacements. Despite the challenging conditions, Anjan and the ESSEC team have fearlessly camped on the islands to comprehend the human struggle and resilience in coping with these drastic changes.



## ABOUT US

The Nazarbayev University's Research Centre for Entrepreneurship (NURCE) is a research centre within the Graduate School of Business (GSB) at Nazarbayev University (NU). NURCE aspires to become a leading centre of research excellence in the field of entrepreneurship.

## OBJECTIVES & VALUES

NURCE strives to develop strong external connections with regional, national and international enterprise research in universities, economic development, business and other networks. Our journey to achieve these objectives is guided by the following values:

- Integrity – We maintain the highest ethical standards in conducting and publishing our research.
- Curiosity – We encourage intellectual curiosity.
- Collaboration – We promote interdisciplinary collaboration.
- Capacity – We aim to enhance the productive capacity of our members, students, and promote social value through the centre activities.

## PROJECTS

NURCE is working on these projects:

- Towards a gender-aware entrepreneurial ecosystem for women's entrepreneurship: A study of Kazakhstan's and Kyrgyzstan's community-based tourism sector (2022-2024). This project is supported by Faculty Development Grant from Nazarbayev University Grant No. 11022021FD2913.
- Technology Entrepreneurship in Kazakhstan: The Role of Incubators in Enabling Entrepreneurship Restarts (2022-2024). This project is supported by the Faculty Development Grant from Nazarbayev University Grant No. GSB2022002.
- Value creation within Kazakhstan's Entrepreneurial Ecosystem: Towards an Understanding of Informal and Formal Entrepreneurs (2022-2024). This project is supported by the Collaborative Research Grant from Nazarbayev University Grant No. 11022021CRP1510
- Mapping the Entrepreneurial Ecosystem (EES) for Women Entrepreneurs of Kazakhstan (2022-2024). This project is supported by the Ministry of Education Grant, Government of Kazakhstan, Grant No. IRN AP14871324.



JULY, 2023

## NURCE DIGEST

