

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

## NURCE RESEARCH NEWS

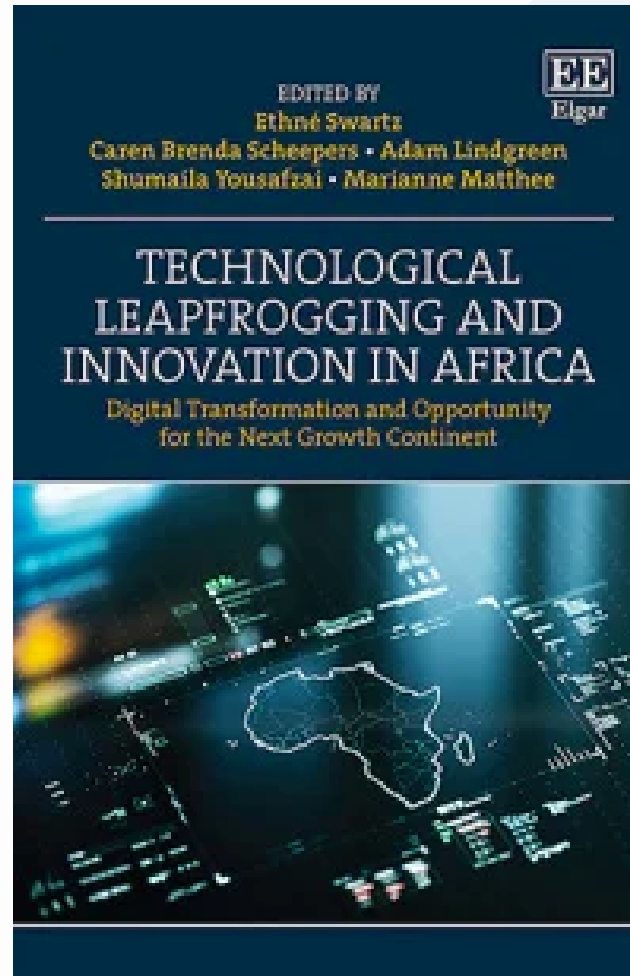
### RESEARCH WORKSHOPS

### RESEARCH WORKSHOPS IN UNIVERSITIES



Catch our Research Workshops as a part of 'Impact Central: Bridging Social Development and Entrepreneurship in Central Asia' conference. Led by Co-Director Anjan Ghosh, these engaging sessions will be held at AUCA on November 17th, followed by UIB and AlmaU on November 27th. Stay tuned for details on the open session at SDU.

### SHUMAILA YOUSAFZAI'S EDITED BOOK





Together with colleagues from USA, South Africa and Denmark, dr. Yousafzai's new edited volume is aimed at offering invaluable insights into technologically-driven change in Africa,. This incisive book envisions myriad positive economic changes brought about by new technologies and innovations. Rooted in original research from contributors who have worked and taught in Africa, it encapsulates developments and breakthroughs throughout the continent.

OCTOBER,  
2023

# NURCE DIGEST

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# NURCE SHOWCASE SEMINAR FOR UNIVERSITY MANAGEMENT

**Date: October 3rd, 2023**

The NURCE seminar, specifically tailored for the university management, was organized to highlight ongoing initiatives and future plans that are central to shaping the institution's academic trajectory.

Among the attendees was Loretta O'Donnell, the Vice-Provost for Academic Affairs. Her extensive experience and insights have been essential in framing the institution's academic strategies. Joining her were Luis Ramón Rojas-Solórzano, the Associate Provost for Graduate Studies, . Venkat Subramanian, the Vice Dean GSB for Research & Development and Jennifer L. Lewis, Vice Dean for Academic Affairs & Accreditations GSB.



The seminar's leadership was provided by Director Dr. Shumaila Yousafzai and Dr. Anjan Ghosh, the Co-Founder of NURCE. Their combined leadership and efforts have elevated NURCE to notable heights.

The event was not just a demonstration of accomplishments but also a reflection of the collaborative ethos and dedication to excellence that defines our renowned institution.



# 2ND NAZARBAYEV UNIVERSITY RESEARCH CENTRE FOR ENTREPRENEURSHIP (NURCE) INTERNATIONAL CONFERENCE 2023



Bridging the pivotal domains of Social Development and Entrepreneurship in Central Asia, the NURCE International Conference 2023 unfolds from November to 1 December. Held at Nazarbayev University, the conference promulgates an amalgamation of academic luminaries, scholars, and entrepreneurial enthusiasts.

The endeavor of this conference is not just to showcase groundbreaking research and findings but also to filter out papers that demonstrate exceptional caliber. These selected papers are earmarked for further refinement and will be positioned for submissions to esteemed Scopus journals, specifically the South Asian Journal of Business and Management and Emerald Emerging Markets Case Studies.



## CONFERENCE HIGHLIGHTS:

**Registration and Morning Refreshments:** The conference kicks off with registrations, accompanied by coffee and refreshments to energize attendees for the eventful day ahead.

### INAUGURAL SESSION:

Dr. Loretta O'Donnell, Vice Provost Academic Affairs at Nazarbayev University, will grace the stage with a welcome address. This will be followed by an enlightening keynote from Professor Joep Konings, Dean of the Graduate School of Business (NUGSB), and Alexander Ebner from Goethe University Frankfurt, Germany.

### MORNING TRACKS:

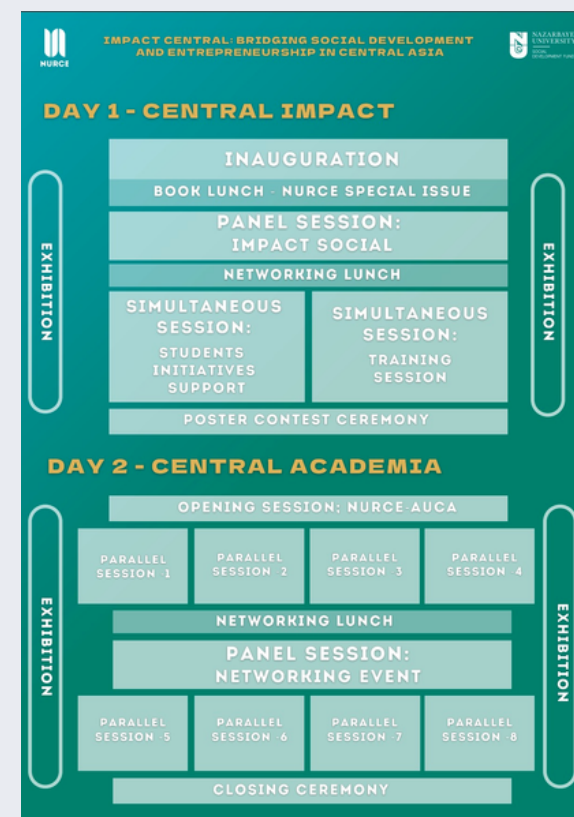
Parallel sessions illuminate diverse perspectives on entrepreneurship. Track 1A emphasizes the NUGSB perspective on Entrepreneurship and Management, while Track 1B delves deep into Social Entrepreneurship. Post a rejuvenating coffee break, the focus shifts to the intricacies of Intersectionality & Entrepreneurship under Track 2A. Meanwhile, Track 2B sheds light on Community Entrepreneurship.

**Networking Luncheon:** An excellent platform for attendees to engage, collaborate, and share insights over lunch.

**Afternoon Sessions:** The post-lunch segment begins with an invigorating Academic Partners Panel Discussion steered by Dr. Shumaila Yousafzai. Consecutive tracks, 3A and 3B, present a multidisciplinary perspective on various topics and also showcase presentations from burgeoning PhD scholars. A subsequent coffee break leads to Tracks 4A and 4B, further elaborating on varied topics and the second part of PhD presentations.

**Open House and Awards:** An engaging open house on publication opportunities via NURCE will be presided over by Dr. Anjan Ghosh. The conference will culminate in the bestowal of best paper awards, presented by Professor Chester Jablonski, Vice Provost Research at Nazarbayev University.

The conference stands as a testament to the progressive strides made in melding entrepreneurship with social development, especially in the Central Asian context. With its robust agenda and distinguished speaker lineup, the NURCE International Conference 2023 promises to be a memorable academic and networking experience.



During October the research team met several times to discuss their latest papers. During the meeting, team members shared findings, exchanged ideas, and provided feedback on each other's work. These sessions encouraged academic dialogue and strengthened the team's collaboration, enhancing their research efforts.

### **FORGING A PATH TOWARDS INCLUSIVITY: HOW CENTRAL POLICY REFORMS AND REGIONAL GOVERNMENT INITIATIVES INTERSECT TO EMPOWER WOMEN'S ENTREPRENEURS IN KAZAKHSTAN**

Nurlykhan, Shumaila, Nurlyaiym and Nurlan are working on a paper that explores women's entrepreneurship in Kazakhstan, where gender-related challenges impede their business potential. Despite their global economic contribution, women face cultural barriers, policy gaps, and limited resources. The research identifies two main themes 1) The need for policy reforms supporting women's entrepreneurship, including gender-focused policies, equal resource access, tailored training, and financial literacy. 2) The significance of regional governments collaborating with women entrepreneurs via open dialogue, partnerships, and social media strategies.



### **FROM MOTIVATION TO OPERATION: WHAT SHAPES THE ECO-BUSINESS LANDSCAPE IN KAZAKHSTAN?**



Nurlyaiym and Shumaila are working on a paper that delves into the intricacies of circular entrepreneurship within Kazakhstan's SME sector. The research reveals the motivations propelling these businesses toward sustainable practices and the obstacles they encounter during this transformative journey. Based on meticulous interviews, the study explores the shifts in business models and the emergence of collaborative trends in the ecosystem. Positioned within the context of a resource-rich emerging economy, the findings furnish novel insights into sustainable entrepreneurial strategies, culminating in policy suggestions aimed at enhancing the circular economy landscape in Kazakhstan.

### **THE CRAFT NARRATIVE OF UZBEKISTAN'S RESISTANCE: CREATIVE ENTREPRENEURSHIP DURING THE SOVIET OCCUPATION**



One of the papers that our team is working on explores the phenomenon of creative entrepreneurship in Uzbekistan during the Soviet occupation through the lenses of resistance and decolonization. Challenging the dominant narrative of the Soviet occupation as a unilateral act of liberation and progress, the paper scrutinizes how creative entrepreneurs in Uzbekistan navigated the constraints of Soviet rule to preserve local culture, resist cultural homogenization, and maintain indigenous economic practices. The study illuminates the role of creative entrepreneurship as a form of resistance, asserting cultural identity, and contributing to the broader decolonization process in the region.

**DIGITAL DISRUPTION IN KAZAKHSTAN:  
THE EVOLUTION OF RETAIL  
ENTREPRENEURSHIP THROUGH  
TECHNOLOGY AND SOCIAL MEDIA**

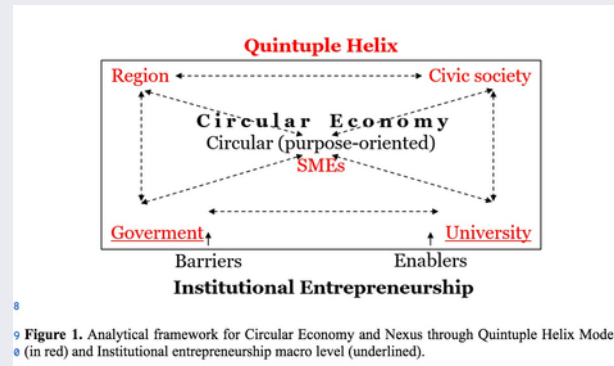


Zhansaula is working on a paper that explores the transformation of the retail landscape in Kazakhstan, driven by the rapid growth of digital commerce. It aims to shed light on how these entrepreneurs in Kazakhstan are adapting to digital advancements and how this transformative shift is influencing entrepreneurship and commerce in the country. Additionally, it explores the vital role of social media in driving sales and leveraging the sales skills of entrepreneurs. In essence, this research endeavors to understand how Kazakhstani entrepreneurs in the retail sector are leveraging technology to revolutionize their business operations, thereby reshaping the entrepreneurial landscape in the country.

**A QUINTUPLE HELIX MODEL (5HM)  
TO DEVELOP CIRCULAR  
ENTREPRENEURIAL ECOSYSTEMS**

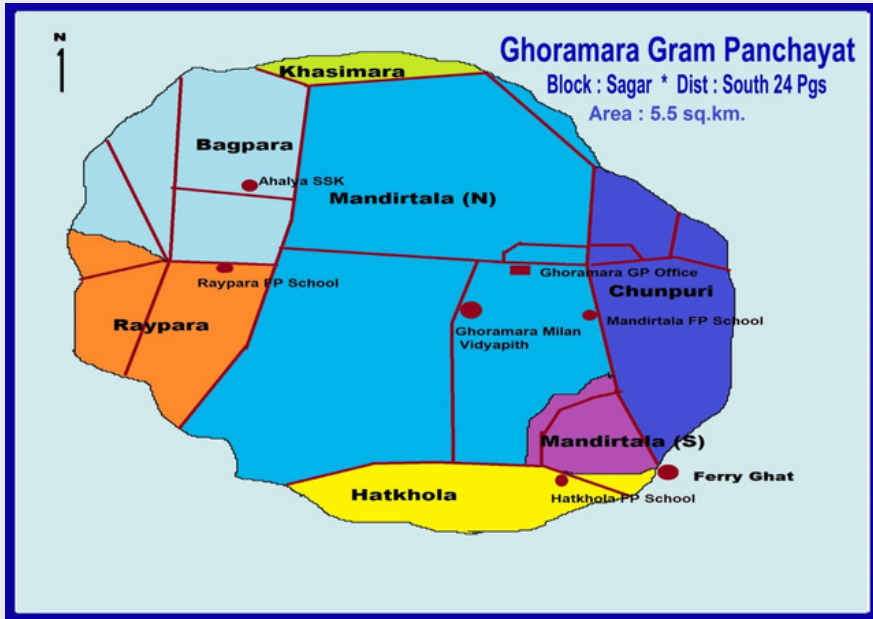


Shumaila and Juan Diego, a Post Doc at NURCE from the University of Huelva, Spain, are collaborating on a paper that delves into the intricacies of Circular Economy (CE). Despite the prevalent models such as the n-Rs, ReSOLVE, and the Triple Bottom Line (TBL), CE has yet to make a significant impact on the regional development of SMEs. By employing the Quintuple Helix model (5HM) as an analytical framework, their research explores the intersections of the micro, meso, and macro levels of CE, in tandem with TBL and institutional entrepreneurship within a southern Spanish context. Their findings underscore the transformative role of local universities, highlighting their potential to catalyze a transition towards a circular entrepreneurial ecosystem, emphasizing innovation, collaboration, and institutional harmonization. The duo also critique the current sustainability models within CE literature, emphasizing their potential inadequacies and the ambiguous linkages between sustainability objectives and the CE's operational tiers. The proposed university-centric circular ecosystem model, as advocated by Shumaila and Juan Diego, emerges as a seminal platform for discourse among regional policymakers, academicians, and industry stakeholders.



**Universidad de Huelva**

## ANJAN GOSH'S BAY OF BENGAL FIELD TRIP



In October 2023, Prof Anjan Ghosh camped in an isolated environmentally vulnerable island ( the island has no electricity or internet) in the Bay of Bengal for three weeks. The island, in the last 15 years lost 56% of its landmasses due to sea level rise and soil erosion causing tens of thousands of the residents to become 'climate refugees'.

Professor Ghosh, in collaboration with esteemed scholars specializing in 'grand challenges' from ECCES Business School in France and Research Ivey Business School in Canada, dedicated three weeks to this research endeavor. Their mission was to conduct a comprehensive ethnographic study aimed at understanding the coping mechanisms and responses of the island's residents to the harsh realities they face. This collaborative research initiative delves deep into the lives of those residing in environmentally vulnerable regions. By immersing themselves in the community, the researchers aim to unravel the intricate ways in which these resilient individuals respond to the challenges posed by climate change, exploring their adaptive strategies and resilience in the face of adversity.

## CELEBRATING TEAM SUCCESS



We're thrilled to announce that Nurlan Kulbatyrov, our team member and the national coordinator in the commercial department, has clinched the prestigious title of Best Trade Information Portal for his remarkable contribution to the project "Central Asia Gateway." This collaborative endeavor, uniting the efforts of Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, and Uzbekistan, stands as a testament to regional cooperation and trade facilitation.

## NURLAN KULBATYROV'S INSIGHT



## ABOUT THE PROJECT

The "Central Asia Gateway" is a groundbreaking initiative designed to simplify trade processes within Central Asia. This online portal provides invaluable, step-by-step guidance on licenses, pre-clearance permits, and clearance formalities for a wide array of goods traded within, to, and from Central Asia. It serves as a comprehensive resource, offering detailed insights into the intricate web of import, export, and transit regulations across the region.



During the award ceremony, Nurlan Kulbatyrov, NURCE team member, Deputy Director General of the Center for Trade Policy Development (QazTrade) and ITC's partner in Kazakhstan shared his thoughts. He highlighted the ambitious export targets set by Central Asian countries and emphasized the pivotal role played by the Central Asia Gateway. For small and medium-sized businesses, this platform serves as an invaluable tool, enabling them to explore new markets and fostering seamless connections. Through this portal, traders gain access to essential information, including rules, procedures, forms, and documents required for import, export, and transit activities across Central Asian countries.

We extend our heartfelt congratulations to Mr. Kulbatyrov and his team for this outstanding achievement. Their dedication and expertise continue to elevate our efforts in facilitating regional trade and fostering economic growth.

## TEAM UPDATES: MEET ANASTASIA, OUR TALENTED VIDEOGRAPHER



We're thrilled to introduce our newest team member, Anastasia, who has joined us as a skilled videographer. In just this month alone, Anastasia has already made a significant impact, recording 8 reels with the team. These engaging and informative videos will be shared with you step by step, offering insights into our projects and initiatives. Looking ahead, we're excited about our plans for November. As we gather for training sessions, we aim to capture even more valuable content, ensuring you stay updated on our ongoing work and achievements.



You can watch these exclusive moments and get to know our team better by following us on Instagram [@nurce\\_nu](#). Join us in celebrating our collaborative efforts and stay tuned for more exciting updates!



Here is a [link](#) to a short reels with our team member Nurlykhan Aljanova!



## "EXCITING UPDATES IN WOMEN ENTREPRENEURS MASTER TRAINING PROGRAM!"

We are thrilled to announce that our Women Entrepreneurs Master Training program is gearing up for an enriching and transformative experience tailored for aspiring women entrepreneurs. This dynamic initiative encompasses a diverse range of elements, including enlightening case studies showcasing the real-life successes of women entrepreneurs, hands-on workshops fostering practical skills, and inspiring master classes led by esteemed guest speakers, bringing their wealth of knowledge to the forefront.

At the heart of this program lies the goal of empowerment – empowering women with essential tools, insights, and confidence necessary for their entrepreneurial journeys. Registrations and applications are currently open for this empowering initiative. Join us for an intensive three-day training session taking place in Almaty from November 23rd to 25th and in Astana from November 27th to 29th. Don't miss this invaluable opportunity to cultivate your skills, network with industry experts, and transform your entrepreneurial aspirations into thriving businesses.

🔥 Don't miss out! [Register now](#) and secure your spot for this transformative event! 📁👉

**NAZARBAYEV UNIVERSITY** **GRADUATE SCHOOL OF BUSINESS** **NURCE** **САРЫИ МЕНЕДЖМЕНТ АКАДЕМИЯСЫ**

# WOMEN ENTREPRENEURS MASTER TRAINING

**Almaty**  
**23-25**  
November  
Satpayev Street, 4A  
(Lecture Hall of NU Executive Building in Almaty)

**Astana**  
**27-29**  
November  
Nazarbayev University  
(Kabanbay batyr ave. 53)

**3** days trainings

**6** sessions per/day

**INSTRUCTORS AND GUEST SPEAKERS**

**GOAL**

To equip women with the skills, knowledge, and confidence needed to start and grow successful businesses. Participants will undergo an intensive 3-day training to become master trainers to further replicate the training in their communities.

**OBJECTIVES**

**Equip Participants with Essential Skills:**

- Gain a solid understanding of entrepreneurship.
- Develop key skills in managing finances, marketing, and sales. Improve abilities in networking and negotiation.
- Enhance leadership and management skills.
- Embrace a mindset that welcomes growth.
- Learn practical methods to promote products/services and expand businesses.

**TARGET GROUP**

The Women Entrepreneurs Master-Training target population includes those women and young girls who are enterprising and willing to become master trainers for inspiring women entrepreneurs.

The Women Entrepreneurs Master Training is focused on environmental, social, and ethical responsibility, fostering participants' awareness of the significance of creating sustainable and socially conscious businesses

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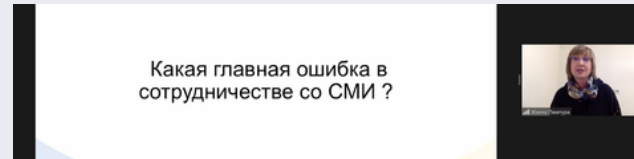
# BUSINESS EVENTS - OCTOBER 2023

## INTERNATIONAL PUBLIC TALK CONFERENCE "GO BEYOND"



The International Public Talk Conference "Go Beyond" was a resounding success, held at Nazarbaev University on 2nd of October. After only 3 days of preparation at the Intensive, five speakers passionately delivered their TED-style speeches in English, captivating the international audience and jury. The event also featured an insightful keynote speech by @nurlykhan\_aljanova, shedding light on @nurce\_nu's mission. The evening concluded with our traditional networking session, fostering meaningful connections among attendees.

## "HOW TO BECOME THE MOST QUOTED MEDIA EXPERT"



On October 10, an engaging online event took place from 7 pm to 9 pm. Media Expert Jean Pampura led a masterclass on "How to become the most quoted media expert." Participants explored key topics including image and style, press kit creation, the impact of makeup and costumes, media photography, analyzing top managers' photos, interview preparation, crafting impactful comments for publications, and building strong relationships with journalists. The event provided valuable insights, empowering attendees to become sought-after experts in their fields.

## DEMO DAY



ARG Group Business Incubator proudly presented our talented startups and their innovative projects on DEMO DAY, held on October 6, 2023, at 17:00. These entrepreneurs dedicated months to developing their ideas, and it wasn't just a demo - it was a showcase of their hard work and creativity! 🎉

We celebrated their achievements by awarding generous prizes: 100,000 tenge for first place, 50,000 tenge for second place, and 30,000 tenge for third place. The event took place at BC SILK WAY CENTER, 41 Tauelsizdik Ave, where attendees had the opportunity to witness the incredible projects firsthand and support their favorite startups.

## MEETING WITH WOMEN-ENTREPRENEURS FROM RUSSIA WHO RELOCATED IN TURBULENT TIMES



On October, 12, at Nazarbayev University, we invited women entrepreneur-relocators to share their experience of starting businesses in Kazakhstan.



These incredible women visited NURCE to share insights, shedding light on their journey and successes. A heartfelt thanks to these inspiring women for their openness and collaboration!



## OPEN MIC



On October 21, Daily Cup at Nazarbayev University hosted a vibrant Open Mic event from 18:00 to 20:30. Twelve speakers took the stage, sharing their thoughts and ideas on various topics. Participants registered, prepared short speeches, and embraced the role of public speakers. This event provided a glimpse into our upcoming TEDx conference, allowing attendees to discuss meaningful topics and showcase their voices. It was an evening of inspiration, education, and entertainment, bringing our community together.

## ORATORFEST ASTANA



Oratorfest, a monthly event, continues to draw enthusiastic participation. Held on October 28 at Nazarbayev University, the event was a tremendous success! Expert trainers led workshops covering storytelling, feedback, project development, comedy improvisation, coaching, and acting, offering attendees a chance to enhance their speech skills. This regular gathering has become a hub of personal and professional growth, uniting individuals in a shared quest for improved communication.



Hayes and Anastasia, hard at work behind the scene as our event's team members.



Kate, Hayes, Aizhan and Anastasia, celebrating another successful event.



# UPCOMING EVENTS: NOVEMBER 2023

## OUT OF BOX BRILLIANCE



We are happy to announce that our next TEDx Talks conference will be conducted very soon! 💡 The theme of the upcoming TEDx Talks is Out of the Box Brilliance. This year's theme encapsulates the essence of pushing past limitations, embracing diverse perspectives, and cultivating a mindset that thrives on unconventional ideas. It explores the journey of those who have dared to think differently, defy limitations, and harness their unique perspectives to spark transformative change.

📍 The "Out of the Box Brilliance" will showcase the power of embracing uncharted territory.

📅 Date: November 12th

🕒 Time: 12:00

📍 Venue: Orange Hall

🔗 Registration [link](#)

## WORKSHOP FOR NIS STUDENTS ON CHOOSING MAJOR

**МАСТЕР КЛАСС "ВЫБОР ПРОФЕССИИ"**

**7 НОЯБРЯ** ПР. КАБАНБАЙ БАТЫРА, 53. НАЗАРБАЕВ УНИВЕРСИТЕТ, СЗ  
**15:00 - 17:00**

**АЙЖАН СЕРИКОЖАНОВА**  
WORLD LANGUAGES, LITERATURE, AND CULTURE

**АЛДАМЖАР КИИКБАЕВ**  
COMPUTER SCIENCE

**АДИЯ АХМЕР**  
POLITICAL SCIENCE AND INTERNATIONAL RELATIONS

**АЛУА СУЛЕЙМАНОВА**  
SOCIOLOGY

- ЖОҚЫ МЕЖДУНАРОДНЫХ КОНФЕРЕНЦИЯХ ПРОФЕССИОНАЛ В СТАМБУЛЕ, ТУРКИЯ
- ТРЕНЕР ПО ПУБЛИЧНОМУ ВЫСТУПЛЕНИЮ. СПИЧМАЙТЕР В ОРГАНИЗАЦИИ TEDx В ТЕХНАЗАРБАЙЕВУНИВЕРСИТЕТ
- МАКРОСТРАНСТ В ОБЛАСТИ DATA SCIENCE В НАЗАРБАЕВ УНИВЕРСИТЕТЕ
- PRODUCT MANAGER В TRUSTIME
- BACKEND DEVELOPER В ROCKETFORM, ALUX
- DEPUTY NETWORK MANAGER В SOGN YOUTH KAZAKHSTAN
- ЖУРНАЛИСТ В MANSHIQ MEDIA
- ASSISTANT IN THE OUTREACH TEAM OF NURCE
- PRODUCT MANAGER В СТАРТАПЕ "UNLOCK"
- ASSISTANT IN THE OUTREACH TEAM OF NURCE
- MENTOR NURCA SOCIAL MEDIA MARKETING

Our team is excited to announce an upcoming event tailored for 9th graders from the Nazarbayev Intellectual School! Our team members will deliver an engaging workshop focused on the 'Choice of Major and occupation'. This event is designed to help students navigate the process of selecting their future career path and and make informed decisions about your academic journey.

## ORATORFEST ASTANA

**ОРАТОРФЕСТ**

ОТКРЫТЫЙ ЕЖЕМЕСЯЧНЫЙ ФЕСТИВАЛЬ РАЗВИТИЯ РЕЧЕВЫХ НАВЫКОВ

**АСТАНА**

**25 НОЯБРЯ**

ПР. КАБАНБАЙ БАТЫРА, 53. НАЗАРБАЕВ УНИВЕРСИТЕТ, СЗ

Discover the power of effective communication at Oratorfest! We invite you to our monthly event - Oratorfest at Nazarbayev University in Astana.

Date: November 25

Location: Block C3, Nazarbayev University, Astana

Register for the event [here](#).

## 2023 INTERNATIONAL CONFERENCE IMPACT CENTRAL: BRIDGING SOCIAL DEVELOPMENT AND ENTREPRENEURSHIP IN CENTRAL ASIA

**2023 INTERNATIONAL CONFERENCE**

**IMPACT CENTRAL: BRIDGING SOCIAL DEVELOPMENT AND ENTREPRENEURSHIP IN CENTRAL ASIA**

**30 - 1**  
NOVEMBER DECEMBER

**NURCE** **SDFNU** **UNIVERSITY OF TURKEY** **UNIVERSITY OF KAZAKHSTAN** **SDUJ** **AUCA**

NURCE and SDFNU are thrilled to invite proposals for our upcoming conference! This event, held from November 30th to December 1st, 2023, at 53, Kabanbay Batyr Ave., will serve as a vibrant platform for in-depth discussions, interactive sessions, and invaluable networking opportunities.

Join us as we explore impactful narratives and forge partnerships to drive sustainable social change.

Date: November 30 - December 1, 2023

Address: 53, Kabanbay Batyr Ave., Astana, 010000, Republic of Kazakhstan

Contact: [nurce@nu.edu.kz](mailto:nurce@nu.edu.kz)

[Link](#) for registration

## ABOUT NURCE

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.

## OUR 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.



OCTOBER,  
2023

## NURCE DIGEST

