

AUGUST DIGEST

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

NURCE NEWS

NURCE SHOWCASE SEMINAR ON SEPTEMBER 4TH



HOW DO WE RUN THE RESEARCH CENTRE?

4TH OF SEPTEMBER
12:30 - 13:30
VENUE: ROOM, 1010 BLOCK C3

- CONSIDERING OPENING A RESEARCH CENTRE?
- CURIOUS ABOUT DAILY OPERATIONS AND LONG-TERM PLANNING?
- HOW TO ENGAGE IN COMMUNITY OUTREACH AND FORM OUTSIDE COLLABORATIONS?

AGENDA:

1. OPENING REMARKS
2. PRESENTATION OF RESEARCH ACTIVITIES AND ACHIEVEMENTS
3. OVERVIEW OF FUTURE PROJECTS AND EVENTS
4. COLLABORATIVE VENTURES: PARTNERSHIPS AND COMMUNITY IMPACT
5. CLOSING REMARKS AND Q&A

NAZARBAYEV UNIVERSITY RESEARCH CENTRE FOR ENTREPRENEURSHIP

We are excited to announce an upcoming special event that you won't want to miss: The NURCE Showcase Seminar. This is a golden opportunity to delve into the inner workings, accomplishments, and future endeavors of NURCE.

Whether you're a seasoned researcher, a curious student, or a faculty member considering research center involvement, there is something at this seminar for everyone. Don't miss out on this chance to be part of an enlightening experience that promises not just information but also opportunities for collaboration.

NURCE INITIATES POTENTIAL PARTNERSHIP WITH AMANAT PARTY UNIVERSITY



This month brought exciting developments for the NURCE community. As part of the MES grant evaluation, Saule Baktymbet from Amanat Party University was assigned as our evaluator. Her thorough assessment concluded with high praise for our progress, leading to discussions about a potential collaboration between NURCE and her institution.

Taking proactive steps to capitalize on this opportunity, our team visited the Amanat Party Headquarters. There, we had the honor of presenting to an audience of delegates from across Kazakhstan. These delegates, currently enrolled in a one-week training program on women's leadership, showed considerable interest in NURCE's initiatives.

What caught their attention specifically were our upcoming training on women's entrepreneurial leadership and the highly-anticipated 2nd NURCE academic conference. The positive response from the delegates indicates promising prospects for future collaborations.



AUGUST, 2023

NURCE DIGEST



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TRAINING WOMEN LEADERSHIP AT AMANAT PARTY ACADEMY



Director of NURCE, Associate Professor Shumaila, and Deputy Director of NURCE, Nurlykhan Aljanova, actively engaged in a Training Workshop on "Women's Political Leadership." This workshop was part of the Tomiris Project, hosted by the Academy of Political Management, an educational institution affiliated with the AMANAT Party. During their participation, they highlighted NURCE's pivotal initiatives, research undertakings, project executions, book presentations, and their significant role in gathering data on women entrepreneurship across Kazakhstan, Kyrgyzstan, Uzbekistan, and Tajikistan. Additionally, they delved into discussions about impactful business events and networking sessions and shed light on the upcoming Women Entrepreneurship Training.

Notably, NURCE's upcoming second annual conference, themed "Entrepreneurship, Innovation, and Technology: Challenges, Opportunities, and Prospects in the CIS region," was also a key point of conversation. Collaborating with the Deputy Director of the Academy of Political Management, Mrs. Saule Baktymbet, alongside public figures, politicians, and accomplished female leaders, they contributed to a stakeholder consultation session as part of the workshop's endeavours.

NURCE TEAM RECONNECTS WITH WOMEN ENTREPRENEURS FROM THE PAMIR REGION OF TAJIKISTAN



In an inspiring journey that took place last month, our Nazarbayev University Research Centre for Entrepreneurship (NURCE) team ventured to the breathtaking Pamir Region of Tajikistan. The focus of the trip was to engage with local women entrepreneurs whom some of us had the pleasure of meeting earlier in Astana during a Tajikistan expo. The expo was specially organized to coincide with the visit of Tajikistan's President to Kazakhstan.

It was truly heartwarming to reconnect with these talented women, deepening bonds and witnessing firsthand the entrepreneurial spirit that drives them. These connections go beyond professional courtesies; they are bridges that facilitate cultural exchange, knowledge sharing, and mutual growth.

We are thrilled to announce that some of these remarkable entrepreneurs visited Nazarbayev University to showcase their beautiful handicrafts. The exhibition was held in the upper atrium. This was a unique opportunity for our community to experience the rich culture of Tajikistan and appreciate the craftsmanship that goes into creating these artisanal products.

TAJIK TREASURES UNVEILED: A VIBRANT SHOWCASE OF CULTURE AND COMMERCE IN ASTANA



An exhibition-fair of agricultural, industrial products, folk crafts and national dishes of Tajikistan was held at EXPO Square in Astana as part of the celebration of the Days of Culture of Tajikistan in Kazakhstan. (August 26-27, 2023). Over 300 agricultural producers from the Sughd region came to Astana with their goods. They sold more than 1,000 tons of products, including fresh vegetables, fruits, traditional melons, honey, sweets, and various drinks. A wide range of handicrafts, souvenirs made from natural materials, felt, textile, knitted and forged decorative items, as well as knives and the world famous Tajik atlas, were also on display.

During the exhibition in Astana, a notable presence was observed of women artisans who had previously engaged in interviews during a business trip of the research team of NURCE to Tajikistan. These women, primarily from Khorog, showcased their diverse products, reflecting their entrepreneurship spirit and the country's commitment to gender equality. Their displays not only highlighted the rich cultural heritage of Tajikistan but also underscored the increasing role of women in the region's economic growth. Attendees and fellow exhibitors alike expressed appreciation and admiration for their craftsmanship and business acumen.

NURCE RESEARCH

PARTICIPATION IN 83RD ANNUAL MEETING OF THE ACADEMY OF MANAGEMENT IN BOSTON, MASSACHUSETTS



Between 4-8 August in collaboration with co-authors (Roy, N., Baskynbayeva N., Paromita, Ghosh A.), Nurykhan Aljanova presented the research paper titled "Decolonizing Feminist 'Knowledge': 'The Modern Woman' in Kazakh Influencer Culture" at the distinguished 83rd Annual Meeting of the Academy of Management held in Boston, Massachusetts, USA. The paper received recognition from Academy of Management reviewers as one of the most outstanding contributions in the program, a distinction that led to its inclusion in the esteemed Proceedings of the 2023 Academy of Management Meeting.

Furthermore, this paper has earned the distinction of being a finalist for the prestigious 2023 Carolyn Dexter Award for Best International Paper. Additionally, it was honoured with the inaugural Professor Anshuman Prasad Award, recognizing it as the best paper in the realm of Postcolonial Scholarship and Decolonial Practice. This esteemed recognition was conferred by the Academy of Management Critical Management Studies Program Chairs and Division Chairs Elect.

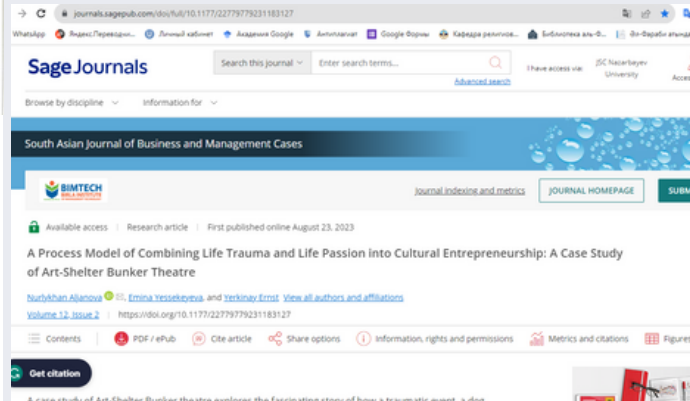


This paper seeks to deepen the understanding of gendered influencer cultures and the construction of women's subjectivities through their relationships with religion, work, family, motherhood and the state. We situate our research in Post-Soviet Kazakhstan and study the three most popular female influencers and their followers. We question existing dominant and universalist Western feminist frameworks (post-feminist and neoliberal) of reading women's roles in influencer cultures and their imbrications in the market. Deploying theories of decoloniality and epistemic reconstitutions, this paper uncovers underlying forms of imperialism in knowledge construction.

This epistemic reconstitution is necessitated by our respondents' ambivalent identification and disidentification with feminism, which our respondents see as Western, neo-colonialist and imperialist. Instead, they choose to use the idea of the modern woman, which is a complex amalgam of their historical legacies and lived realities. Exploring modalities of border thinking, we analyse this category of the modern woman to think beyond ideas of Anglo-American modernity to better understand the realities and aspirations of Kazakh women within influencer cultures. This paper reads this idea of 'alternative modernity' in light of the construction of the 'new woman' in colonial India. To this end, the paper brings together the two discursive fields of post-colonialism and post-socialism to decolonize Western feminist theoretical paradigms of reading women dominated influencer cultures. Thus, this paper contributes to widening the notions of transnational intersectionality in constructions of gendered influencer culture.

Click [here](#) to read the full article.

CASE STUDY RESEARCH PAPER PUBLISHED ON SOUTH ASIAN JOURNAL OF BUSINESS AND MANAGEMENT CASES



A Process Model of Combining Life Trauma and Life Passion into Cultural Entrepreneurship: A Case Study of Art-Shelter Bunker Theatre

Our team members Nurykhan Aljanova and Emina Yessekeyeva published a paper together with Ernst Y.!

A case study of Art-Shelter Bunker theatre explores the fascinating story of how a traumatic event, a dog bite, inspired the creation of a successful theatre company. Drawing on a narrative inquiry approach, we examine the personal experiences and reflections of the theatre company's founder, who, after being bitten by a dog, underwent a profound transformation that ultimately led to the creation of a unique and impactful theatre company. Our examination underscores the significance of trauma and resilience within the dynamic model of the creative process, underscoring the crucial role that personal narrative plays in shaping artistic expression. Through this inquiry, we hope to better understand the complex and multifaceted relationship between personal experience, trauma, and creativity.

Click [here](#) to read the full article

MEET ZHANYL, FELT DESIGNER



Master felt designer Zhanyl Baisheva lives and works in the small town of Bokonbaevo, by the shore of Issyk-Kul lake. In 1994, with the assistance of 'Aid to Artisans' and Dinara Chochunbaeva, she founded 'Altyn Oimok' (Golden Thimble), which specialises in the production of traditional Kyrgyz felt carpets called shyrdaks. Zhanyl provides employment and a working space for 25 women from Bokonbaevo and nearby villages and has trained over 500 women from all over the world in making shyrdaks. Zhanyl is proud to see how the workshop develops women's skills, helping them find jobs and even establish their own businesses. Her objective is to preserve Kyrgyz handicrafts and turn them into an income-generating activity.

Her work has turned into an income-generating activity. The work of Zhanyl and her circle of sisterhood has been recognised by UNESCO and they have presented their shyrdaks at national and international exhibitions and festivals. However, reaching this point hasn't been easy. Both during and just after the Soviet era, Zhanyl and other artisans experienced a time of economic and social turbulence.

Click [here](#) to read the full story.

UNBREAKABLE RESOLVE: INDIRA AKHMETOVA'S TRIUMPH IN THE MALE-DOMINATED SECURITY SECTOR



In a realm dominated by men, Indira Akhmetova emerges as a fearless force, breaking gender barriers and forging her path to success in the security sector of Kazakhstan. Her journey is a testament to unwavering determination, defying societal expectations, and inspiring women everywhere to challenge the status quo.

Indira's story is one of extraordinary transformation and resilience. Starting her career in the finance department of a bank, fate dealt her a challenging hand when personal circumstances demanded a new direction. Amidst her daughter's health struggles and the tumult of divorce, Indira found herself navigating uncharted territory. Braving uncertainty, she ventured into the world of security, working as a taxi driver and eventually finding her way to a monitoring station operator role in a security organization.

From the very beginning, Indira faced formidable hurdles. Her audacity to enter a male-dominated industry was met with open disapproval. Critics declared that security was no place for a woman. But Indira defied their expectations, knowing that women were just as capable and deserving of success.

Click [here](#) to read the full story.

INTERVIEW WITH DINARA SATZHAN



Dinara Satzhan, a multifaceted professional encompassing roles as a journalist, TV presenter, blogger, entrepreneur, personal brand expert, and fashion producer, stands as a dynamic force in Kazakhstan's landscape. As the proprietor of a chain of Kazakhstani multi-brand stores and the visionary behind the esteemed Dinara Satzhan brand, she recently participated in an illuminating interview for the project "Trailblazers of the Steppe: Inspiring Narratives of Kazakh Women Entrepreneurs." This transformative book seeks to amplify the stories of 50 remarkable Kazakh women entrepreneurs, celebrating their triumphs across diverse industries and sharing their journeys of inspiration and achievement.

In her interview, Dinara Satzhan graciously shared her exceptional entrepreneurial voyage, a narrative of empowerment and encouragement for fellow women in business. Her partnership with Rufinat Orynbayeva and other pioneering entrepreneurs exemplifies determination, resonating with readers striving to surmount obstacles and catalyze positive change in their entrepreneurial pursuits. Her insights into feminist solidarity and the prevailing circle of sisterhood within Kazakhstan's business arena underscore the profound interconnectedness, cooperation, and shared wisdom that have nurtured personal growth and propelled these women towards a collective tapestry of success.

NURCE BUSINESS EVENTS

GLOBAL AND LOCAL MARKET TRENDS



On 23rd of August NURCE held a conference "Global and Local Market Trends: A Conference Celebrating Women Entrepreneurs in Tech" with our dearest colleagues - Techno Women Central Asia.

✦ Bikesh Kurmangaliyeva, Co-founder of Technowomen and CEO of "Digital economy development center" Subsidiary of JSC Kazakhtelecom, is presenting on how Track & Trace solutions facilitate development of digital economy. She highlights the benefits of Track&Trace B2G for business, government and consumers.

Our recent event also delved into the latest market insights, shedding light on both global and local trends that are shaping businesses today. Participants joined us for an enlightening session that equipped them with invaluable knowledge to navigate the dynamic marketplace successfully.

ORATORFEST ASTANA



Oratorfest continues to garner enthusiastic participation from both Astana and Almaty.

The impactful event that took place on August 26 from 13:00 to 18:30 at Nazarbayev University in Astana, was a resounding success! Participants had the chance to experience a range of dynamic workshops led by expert trainers, covering topics such as storytelling, feedback, project development, comedy improvisation, coaching, and acting. The event provided a unique opportunity for attendees to enhance their speech skills and foster personal and professional growth.

ORATORFEST NU ALMATY EXECUTIVE CAMPUS

Oratorfest, the dynamic event that took place on August 26 from 13:00 to 18:30 at the Nazarbayev University Executive Campus in Almaty, was a tremendous success! Attendees had the privilege of experiencing a variety of engaging workshops led by expert trainers, exploring subjects including storytelling, feedback, project development, comedy improvisation, coaching, and acting. This event provided a golden opportunity for participants to enrich their speech skills and embark on a journey of personal and professional growth.



Oratorfest at NU Almaty Executive Campus

TRAINING BY ASSEL MURATOVA



On August 28th, NURCE held a training for trainers by Assele Muratova. This event served as a valuable opportunity for those looking to enhance their leadership skills and emotional intelligence. The featured expert, Assele Muratova, is an accomplished professional in the field, serving as the Director of "International Academy of Emotional Intelligence." She holds certifications as an EACEIP trainer in emotional intelligence, a professional coach from Erickson International, and as a certified HR professional. With over 15 years of experience in personnel management and team building, as well as over 9 years of business coaching, Assele Muratova shared her extensive knowledge.

UPCOMING EVENTS:

MASTERMIND ON PUBLIC SPEAKING



Unlock the secrets of impactful public speaking at Mastermind: TED-Style Public Speaking Edition! Join us for a transformative event that will ignite your communication prowess. Get ready to dive into TED-style talks, expert insights, and practical tips to captivate any audience. Whether you're a seasoned speaker or just starting your journey, this immersive experience will empower you to craft compelling narratives, project confidence, and leave a lasting impression. Don't miss your chance to become a master communicator. Reserve your spot now!

Date: September 2

Time: 14.00-16.00

Location: Block C3, Nazarbayev University, Astana

Register for the event [here](#).

HOW TO START MAKING MONEY FROM SCRATCH?

Unlock the path to financial independence with Mastermind: "How to Start Making Money from Scratch?" Whether you're a budding entrepreneur or seeking to enhance your financial strategies, this event is your gateway to actionable insights and practical steps to kickstart your income journey. Immerse yourself in a transformative training session led by the esteemed Kanat Saparbayev.



From identifying opportunities to leveraging your strengths, Kanat Saparbayev will guide you through the path to financial success.

Date: September 14

Time: 13.00-15.00

Location: Block C3, Nazarbayev University, Astana

Register for the event [here](#).

ORATORFEST ASTANA



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

Date: September 23

Time: 13.00-18.30

Location: Block C3, Nazarbayev University, Astana

Register for the event [here](#).

ORATORFEST NU ALMATY EXECUTIVE CAMPUS



Experience a range of dynamic workshops led by expert trainers, covering topics such as storytelling, feedback, project development, comedy improvisation, coaching, and acting.

Date: September 23

Time: 13.00-18.30

Location: Satpayeva 4A, Nazarbayev University Executive, Almaty. Register for the event [here](#).

SELF-PRESENTATION WORKSHOP



Join us for a transformative self-presentation workshop and unlock the art of confidently showcasing your true potential.

Date: September 29

Time: 10.00-13.00

Location: Block C3, Nazarbayev University, Astana

Register for the event [here](#).

NURCE TEAM

INTERVIEW WITH A TEAM MEMBER



"The most inspiring part of work at NURCE is the welcoming atmosphere that encourages the sharing of diverse viewpoints. From the moment I became a part of this dynamic community, I felt a genuine sense of inclusion and a shared commitment to the pursuit of knowledge" shares Bibinur.

Bibinur Myrzatay's research interest focuses on the "role of women in Entrepreneurship." As a Research assistant, she is helping Professor Nurlykhan where her responsibilities encompass transcribing and skillfully translating interviews preserving the essence of participants' perspectives.

She has got offers from countries like the USA, the UK, Hungary, and Italy. Bibinur is planning to continue her studies. She has over two years of research experience and has participated in the 12th International APMAS 2022 Conference conducted in Turkey, Fethiye. Her long-run goal is to employ her expertise to provide a solution to a major environmental challenge in Kazakhstan - the Caspian Sea pollution and its level change - an issue of deep personal significance to Bibinur.

In her free time, she finds joy in providing guidance to students seeking admission to universities abroad. This experience has led her to reflect on the importance of strengthening one's personal brand. The knowledge that she has played a small part in their journey brings a sense of fulfillment to her.

EXHIBITION



Visual anthropologist and NURCE colleague Alexander Parkyn-Smith's portrait of a young boy Mars, from our project focused on women-led community tourism businesses in Kyrgyzstan, has been selected for exhibition at the National Portrait Gallery in London. Taken during fieldwork in 2022 the image is from the NURCE book project: 'Together we have it all - Women's entrepreneurship in Kyrgyzstan's community based tourism sector'.

Click [here](#) to download the book for free.

TEAM MEETING



The NURCE team held a meeting on August 23rd in Kunde. This gathering provided an invaluable opportunity for team members to reflect on the progress made during summer and assess the alignment with their strategic objectives. The meeting served as a platform for comprehensive discussions, where participants shared their insights, identified areas of improvement, and formulated action plans to address any challenges or gaps.

NURCE PROGRESS

ACTIVITIES BY THE END OF 2023



As we approach the end of summer, we are excited to share a series of engaging events that you won't want to miss. From November 15 to December 1, 2023, NURCE has planned an enriching lineup that celebrates entrepreneurship, innovation, and technology in the CIS region.

1. Photo Exhibition

"Trailblazers of the Steppe: Inspiring Narratives of Kazakh Women Entrepreneurs" Join us for a captivating photo exhibition showcasing the book "Trailblazers of the Steppe: Inspiring Narratives of Kazakh Women Entrepreneurs." The exhibition will run from November 15 to 30 at Nazarbayev University, Astana. This exhibition is open to everyone, offering a unique opportunity to explore the remarkable stories of Kazakh women entrepreneurs.

2. Women Entrepreneurs Master Training

From November 24 to 30, we invite you to the Women Entrepreneurs Master Training in Almaty and Astana. This training, in collaboration with the Academy of Political Management, will equip participants with valuable insights and skills to thrive in the world of entrepreneurship. Don't miss this chance to learn from experts and fellow entrepreneurs.

3. Conference

"ENTREPRENEURSHIP, INNOVATION AND TECHNOLOGY: CHALLENGES, OPPORTUNITIES AND PROSPECTS IN THE CIS REGION"

As the grand finale of our series, we're thrilled to present the conference on "Entrepreneurship, Innovation, and Technology." Join us from November 30 to December 1, 2023, for insightful discussions and valuable networking opportunities. Co-organized with The Social Development Fund of Nazarbayev University, the conference will also feature the presentation of the book "Trailblazers of the Steppe: Inspiring Narratives of Kazakh Women Entrepreneurs" on the first day.

Mark your calendars and get ready to immerse yourself in a month of learning, inspiration, and networking. We look forward to welcoming you to these exceptional events!

Stay tuned for more updates and exciting developments from the NURCE Center.

NURCE IN MEDIA



What is a common challenge faced by women entrepreneurs in digital technology?



Introducing an insightful article on the challenges confronted by women entrepreneurs in Kazakhstan's digital technology landscape.

As digital technology continues to reshape industries, this piece delves into the unique hurdles faced by aspiring female entrepreneurs striving to make their mark in this rapidly evolving sector within the Kazakh context. The article sheds light on the experiences, barriers, and opportunities that shape their journey, offering valuable insights into fostering a more inclusive and vibrant digital ecosystem.

Notably, this is NURCE's first media appearance in the Kazakh language, marking a significant step towards enriching our content diversity.

Click [here](#) for the full text.

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.



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