



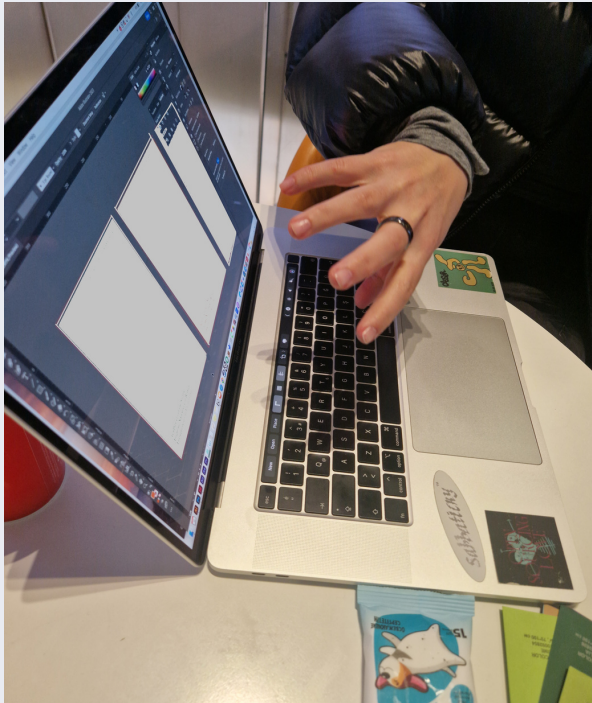
NURCE.KZ

DECEMBER DIGEST

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

NURCE NEWS

PROGRESS ON THE BOOK




Work on "Trailblazers of the Steppe: Inspiring Narratives of Women Entrepreneurs in Kazakhstan" is progressing. In December, project manager Emina Yessekeyeva met with the book's art director, Aigerim Tumenbay, to discuss the final cover design. This meeting marks an important step in bringing the book to life. Excitement for the book's release is growing!


NURCE RESEARCH

WOMEN ENTREPRENEURS IN KAZAKHSTAN'S DIGITAL LANDSCAPE




Zhansaule Kimel, a valued member of our team, is planning to embark on a compelling study presented through a conceptual tree diagram. This conceptual tree diagram, predominantly in shades of green, encapsulates the essence of her project in a vivid and educational manner.


 **The Roots:** Representing Catalysts like 'Societal Trends' and 'Government Support,' these roots symbolize the foundational elements that nourish and support the entrepreneurial spirit in Kazakhstan.

 **The Trunk:** Standing tall for Motivational Factors such as 'Financial Independence', 'Empowerment through Dekret', and 'Self-Realization', the trunk signifies the core drivers propelling women entrepreneurs forward.


DECEMBER,
2023

NURCE DIGEST

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

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



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



🌿 The Branches: Labeled 'Digital Education', these branches extend into 'Digital Literacy', 'Structured Knowledge', and 'Practical Application', illustrating the growth and expansion of knowledge that empower women in the digital realm.

🌿 The Leaves: Each leaf represents a different Business Model - 'E-commerce Marketplace', 'Instagram as a Business Model', 'Omni-Channel Shopping', with sub-points like 'Customer Engagement', 'Brand Building', 'Global Connectivity'. These leaves depict the diverse strategies and approaches adopted by women entrepreneurs.

This tree is more than just an illustration; it's a visual story of resilience, growth, and innovation, showcasing how various elements combine to support women's entrepreneurial journeys in Kazakhstan's digital landscape.



A CONVERSATION WITH SHAHZADA SHOGELBAYEVA AND THE NEW BOOK



On December 13th, our team member, Nurlykhan Aljanova, met with Shahzada Shogelbayeva, a Brand Strategist at KIMEP University, as part of our ongoing research for an upcoming book focusing on women excelling in traditionally male-dominated sectors. Shogelbayeva's insights and experiences offer a valuable perspective on navigating challenges and achieving success in the dynamic field of brand strategy. This interview represents a significant contribution to our exploration of women's roles and achievements in industries where they are typically underrepresented. Stay tuned for more in-depth narratives and reflections in our forthcoming publication.

Our forthcoming book is a comprehensive exploration of women's experiences and triumphs in sectors traditionally dominated by men. From corporate boardrooms to technical industries, these narratives highlight the resilience, innovation, and leadership of women who have navigated and excelled in male-dominated landscapes. The book seeks to inspire and empower readers by showcasing real-world examples of female professionals in Kazakhstan who have overcome challenges, shattered stereotypes, and paved the way for greater gender inclusivity.

NURCE TEAM NEWS: CELEBRATING SUCCESS

BIG WIN FOR ALUA SULEIMENOVA AND "UNLOCK" EDTECH STARTUP!



We're thrilled to announce that NURCE research assistant, Alua Suleimenova, from our team, has secured a 3 million tenge government grant for her EdTech startup, "Unlock"! "Unlock" is an AI-based platform aiding IELTS writing and speaking prep. Excitingly, we're expanding to develop a Learning-Management System for IELTS tutors and educational centers.

Alua has also received offers for these programs: MSc. Entrepreneurship at Birkbeck University London, Queen Mary University, University of East Anglia and MSc. Ed Education Entrepreneurship at University of Pennsylvania.

ADIYA AKHMER TAKES THE UN STAGE: A VOICE FOR NUCLEAR DISARMAMENT!



In late November, NURCE media manager, Adiya Akhmer, was a youth delegate to the meeting of state parties to the Treaty on Prohibition of Nuclear Weapons in New York. With fellow activists from Steppe Organization for Peace, she had a chance to attend side events and speak up in the UN headquarters. She shared a story of her Apa who was a survivor of the nuclear testings at Semey polygon. She plans to connect nuclear activism with her research interests in the future.

EMINA YESSEKEYEVA: SCHOLARSHIP FROM THE NIJMEGEN FEMINISM AND RELIGION FUND



NURCE Research assistant and Project manager Emina Yessekeyeva received a scholarship from The Nijmegen Feminism and Religion Fund to conduct research as part of her PhD topic. Emina is a PhD candidate at Radboud University (Netherlands). Her main research interest concerns the dimensions of religion in contemporary art, specifically material religion, material culture and visual anthropology.

INSIGHTS AND FEEDBACK FROM WOMEN ENTREPRENEURS MASTER TRAINING PARTICIPANTS

"I thank the organizers for their patience, handouts, food, attention; the speakers for the presentation of the material, completeness of information, for the fairy tale and energy!!! I thank everyone!!!! And also for such a wonderful team from all over Kazakhstan!!! We are together👏👏👏👏"

- Anara Raushanova



"I express my gratitude to NURCE for providing an exceptionally compelling speaker whose topics resonate deeply with my heart and soul!"

- Anara Abzhanova



“Thanks a lot to the organizers of the training, it was very interesting! And food breaks, and filming, and translation - everything was taken care of 🌸 Thanks to all the speakers - I received a lot of useful and important information Also thanks to all the participants - the atmosphere of support and creativity was with us all three days ❤️”

- Abzhanova Dinara

“Please send my gratitude to the speakers - Dr. Shahid and Dr. Shumaila, for coming all the way to Almaty to share their experience and knowledge with us. Effectuation theory - explained with such a simple and understandable language, but really is the game-changing one. I'm looking forward to share my gained knowledge with other people who are going to use them and become more confident in entrepreneurial decisions.”

- Maria Kraineva



CERTIFICATES AWARDED TO MASTER TRAINING PARTICIPANTS



Women continue to return to the NU Executive Office in Almaty and Nazarbayev University in Astana to collect their certificates from the Women Entrepreneurs Master Training. The ongoing distribution has sparked happiness and satisfaction among the recipients as they receive tangible acknowledgment of their accomplishments. The enthusiasm and joy expressed by these women highlight the significance of the program and the pride they take in their achievements.

NURCE DEVELOPING PARTNERSHIPS

CASE COMPETITION AT KAZGUU



On the 6th of December, the MNU Case Club held the MNU Cup Case Championship among our university students and Case Club members. Professor Anjan Ghosh of NURCE partnered with Professor Tom Vinaimont of NUGSB to visit MNU as judges for the Students Case Conference. The award-winners in the competition held on 6th Dec 2023 were given special consideration for participating in the forthcoming NURCE conference in February 2024.

NURCE will conduct masterclasses for the members of MNU case club and help them to develop research cases for the NURCE conference.

UIB WINTER SCHOOL 2023



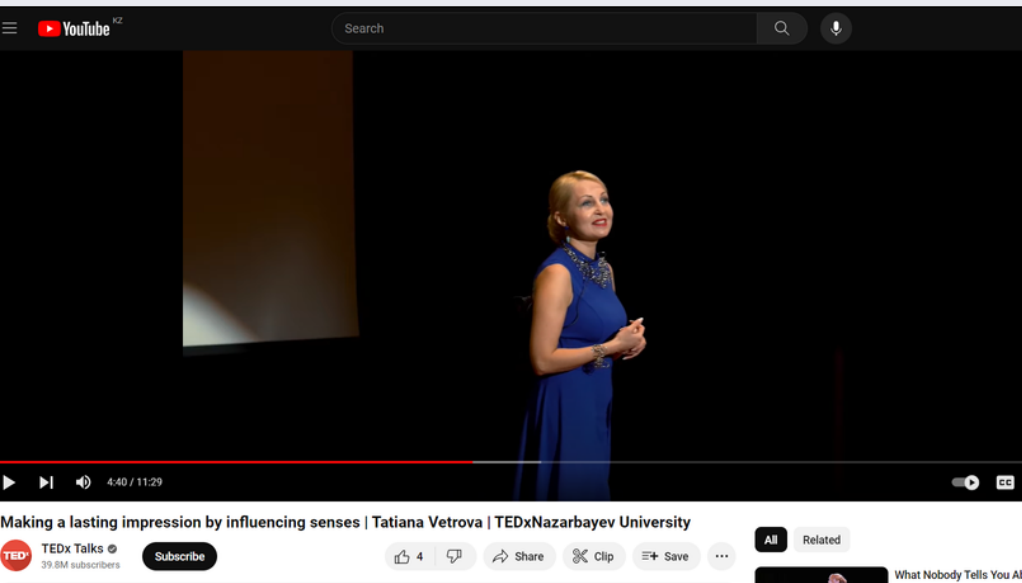
On 27th Dec 2023, Professor Anjan Ghosh along with Dr. Madina, research at NURCE, conducted a 3 hour masterclass on Case Study Research and publication. The session was part of the UIB Winter School 2023 at the main campus of University of International Business in Almaty. Over 30 participants received training on the elements of case method and discuss their case ideas. We are expecting many of the participants to submit their research works at the NURCE 2024 Annual Conference.

EMIN ASKEROV AND DR. BEKZHAN MEIRBAEV



In the final weeks of December, NURCE also had two eminent personalities visiting NURCE. Emin Askerov - the founder of Green TAL Social Enterprise visited NURCE and met Prof Anjan Ghosh. They discussed the possibilities of collaborations towards developing a convergent platform for Social Entrepreneurship in Central Asia. Professor Anjan Ghosh alongwith Nurlykhan and Emina also hosted Dr. Meirbaev Bekzhan Berikbayevich - the dean of the Faculty of Philosophy and Political Science of Al Farabi Kazakh National University. Their meeting opened up new opportunities for interdisciplinary collaborative research.

TEDx NAZARBAYEV UNIVERSITY HIGHLIGHTS: NURCE TEAM CAPTURES AND SHARES INSPIRING TALKS ON YOUTUBE



NURCE took part in organizing the TEDxNazarbayevUniversity event on November 12th in Astana, an unforgettable experience filled with inspiring talks and thought-provoking ideas. In December, our dedicated team members Anastasiya and Ekaterina have been diligently working on uploading these remarkable talks to YouTube. Their efforts ensure that the impactful messages and innovative ideas shared during the event reach a broader audience.

Here are the links:

- [Making a lasting impression by influencing senses | Tatiana Vetrova | TEDxNazarbayev University.](#)
- [Agression Benefits | Irina Barzhak | TEDxNazarbayev University.](#)
- [Be Mindful to Climate Change | Bilge Uzun | TEDxNazarbayev University.](#)
- [The connection between your surroundings and life span | Vera Veselova | TEDxNazarbayev University.](#)
- [The transformative power of art: Igniting change | Adiya Kakim | TEDxNazarbayev University.](#)

NURCE AT SDU HR FORUM 2023



In December NURCE wrapped up 8th December 2023 the year in style with collaborative events with our Strategic Partners - three of the top universities of Kazakhstan. NURCE and SDU jointly hosted the "HR Forum" at the beautiful campus of SDU in Almaty, Kazakhstan on . Prof Anjan Ghosh - the cofounder of NURCE and Prof Berik Sabdenaliev, the Dean of SDU Business School were the joint convenors of the conference. Professor Loretta O' Donnell - the Vice Provost of Nazarbayev University delivered the keynote speech. The NURCE team comprised of Nurlykhan, Emina and Anjan led the 'students case competition' event where over 50 students represented the leading universities of Kazakhstan. NURCE sponsored several special awards in the Case Conference.

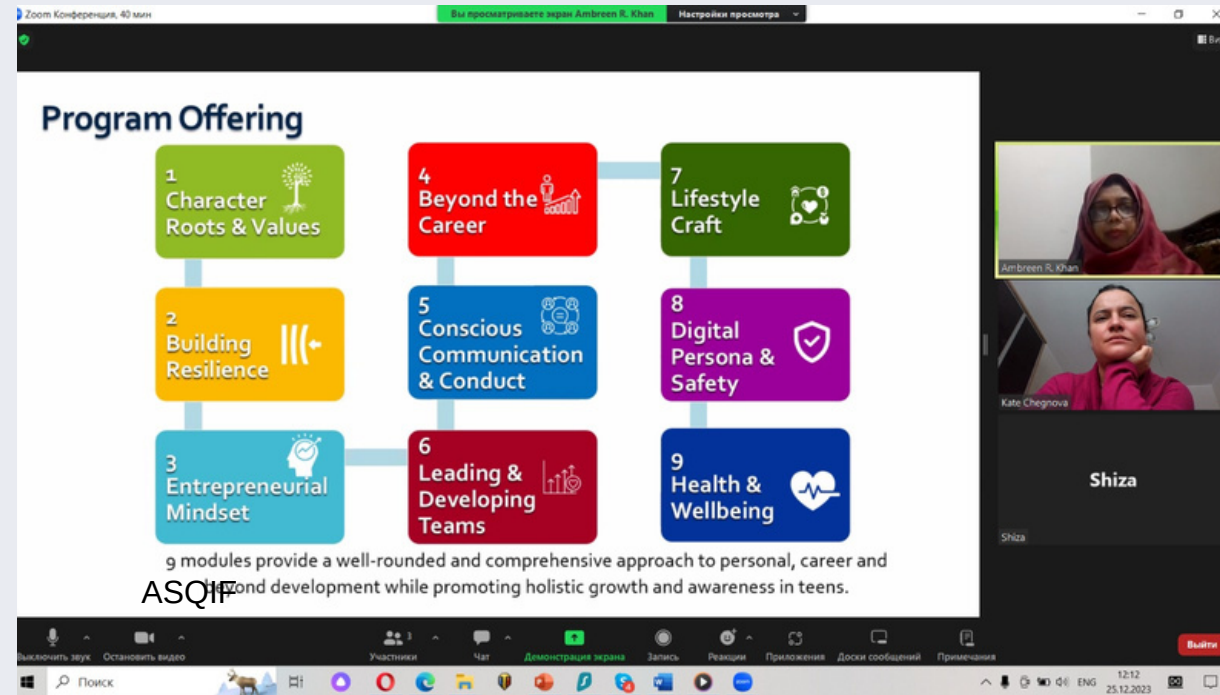
NURCE BUSINESS EVENTS

EDUFEST 2023



We are proud to highlight the active involvement of our esteemed team member, Ekaterina Chegnova, who served as a Jury member at the Edufest Startups presentations held in the Congress Hall. Her passion for networking has been a driving force within our team, and we applaud her for contributing to the growth and development of the entrepreneurial community.

ASQIF PAKISTAN



On December 28, Ekaterina Chegnova collaborated with Dr. Shahid and Ambreen to support their teenage camp in Pakistan, volunteering as a communication strategies trainer. Ekaterina led a session for 27 teens in the ASQIF camp, focusing on the topic "how to use Small talk in conversation with strangers." Her expertise in communication proved invaluable in equipping the young participants with essential skills for effective and meaningful interactions. Ekaterina's commitment to knowledge-sharing and positive impact exemplifies the spirit of our team, showcasing her dedication to enhancing the personal and professional development of individuals globally.

BRAND STRATEGY WORKSHOP

On December 8th, The Business Trainers Association, in collaboration with Nazarbayev University Research Centre on Entrepreneurship (NURCE) hosted an open master class on "Brand Strategy for Business". Entrepreneurs benefited from a master class on Brand Strategies led by our new team member, Aigerim Tarbagatayeva. Renowned as a business trainer, life coach, motivational speaker, and mentor, Aigerim shared invaluable insights, empowering participants with effective strategies to enhance their brand presence in today's competitive market.



ORATORFEST

Oratorfest, a monthly event, continues to draw enthusiastic participation. Held on December 16 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.



UPCOMING EVENTS - JANUARY 2024


QUICK START AT SOCIAL MEDIA




Быстрый старт в соцсетях
Авторская методика «Интерактивная визитка»
Катерина Бугагова
15 января
14:00-16:00
ПР. КАБАНБАЙ БАТЫРА, 53.
НАЗАРБАЕВ УНИВЕРСИТЕТ, С3

On January 15th, join us for a dynamic event: "Quick Start in Social Media." Discover the essentials for navigating and making a swift impact in the realm of social networks. Whether you're a business owner, marketer, or enthusiast, this session will provide valuable insights and strategies to kickstart your journey in the ever-evolving landscape of social media.

 Date: January 15, 14.00-16.00

 Address: C3, 53, Kabanbay Batyr Ave., Astana, 010000, Republic of Kazakhstan

 [Link for registration](#)

ORATORFEST




ОРАТОРФЕСТ АСТАНА
ОТКРЫТЫЙ ЕЖЕМЕСЯЧНЫЙ ФЕСТИВАЛЬ РАЗВИТИЯ РЕЧЕВЫХ НАВЫКОВ
27 ЯНВАРЯ
УЧАСТИЕ БЕСПЛАТНОЕ, НО НУЖНО ПРОЙТИ РЕГИСТРАЦИЮ
ПЕРВЫЙ ОРАТОРФЕСТ В 2024 ГОДУ
ПР. КАБАНБАЙ БАТЫРА, 53.
НАЗАРБАЕВ УНИВЕРСИТЕТ, С3

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

 Date: January 27

 Address: C3, 53, Kabanbay Batyr Ave., Astana, 010000, Republic of Kazakhstan

 [Link for registration](#)


SMART BUSINESS CALLS




Умные звонки и предложения о сотрудничестве
Асылбекова Бибигуль
29 января
14:00-16:00
ПР. КАБАНБАЙ БАТЫРА, 53.
НАЗАРБАЕВ УНИВЕРСИТЕТ, С3

On January 29th from 14:00 to 16:00, don't miss our event: "Smart Calls and Collaboration Proposals." Explore the art of strategic communication and learn how to craft compelling collaboration offers. Join us for an insightful session that promises to enhance your approach to outreach and partnership. Save the date and set a reminder for this valuable opportunity! 🌟

 Date: January 29, 14.00-16.00

 Address: C3, 53, Kabanbay Batyr Ave., Astana, 010000, Republic of Kazakhstan

 [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.



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