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## FEBRUARY DIGEST

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

## NURCE NEWS

### EVENTS



The event was designed to help participants improve their networking skills and learn how to build meaningful connections in a professional setting. The event included tips on the importance of small talk, networking and goal setting. Participants were encouraged to network with other attendees to build meaningful connections.



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## Entrepreneurship Networking Event



with **Kate Chegnova**  
Cross-cultural Communication  
Trainer

The workshop is suitable for everyone who wants to move forward, develop and make new useful contacts.

Thu, March 2, 2023  
3:00 PM – 5:00 PM

Registration link

<https://www.eventbrite.com/e/entrepreneurship-networking-event-tickets-557607447887>

Qabanbay Batyr Avenue 53, Nazarbayev University, Block C3, room 3016

NURCE held a networking event on 2nd of March.

NAZARBAYEV UNIVERSITY

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## Business brunch

С ПРИГЛАШЕННЫМ СПИКЕРОМ  
ПРЕДПРИНИМАТЕЛЬНИЦЕЙ  
**ИРИНОЙ ШВЫГОВОЙ**

**ФОРМАТ:** ТОЛЬКО ДЛЯ ЖЕНЩИН, ОБМЕН ОПЫТОМ  
**ДАТА ПРОВЕДЕНИЯ:** ВТ, 7 МАРТА, 11:00  
**ЛОКАЦИЯ:** КАФЕ "KUNDE", БЛОК С2  
ВХОД СО СТОРОНЫ ПР. ТУРАН,  
НАЗАРБАЕВ УНИВЕРСИТЕТ (ПР. КАБАНБАЙ  
БАТЫР, 53)

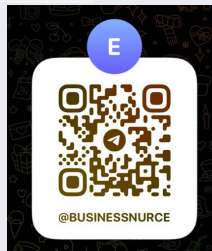
РЕГИСТРАЦИЯ: **GOOGLE FORMS**  
(ССЫЛКА В АКТУАЛЬНЫХ И В ОПИСАНИИ ПОСТА)

NURCE held a business brunch on 7th of March.

FEBRUARY,  
2023

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# NURCE DIGEST



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# NURCE NEWS

## BUSINESS DIGEST & BLOGS



*Gaslighting and its impacts on the career progress and well-being of female academics* written by Shumaila Yousafzai.

Gaslighting, a manipulative tactic used to make someone question their own sanity or perception of reality, can have profound and lasting effects on individuals. In the academic world, where competition and power dynamics are already prevalent, gaslighting can be particularly harmful for women. In this blog, Dr Shumaila explores the effects of gaslighting on female academicians and sheds light on this often-overlooked issue.

Check out Dr Shumaila's recent work on this [link](#).

## BUSINESS DIGEST & BLOGS

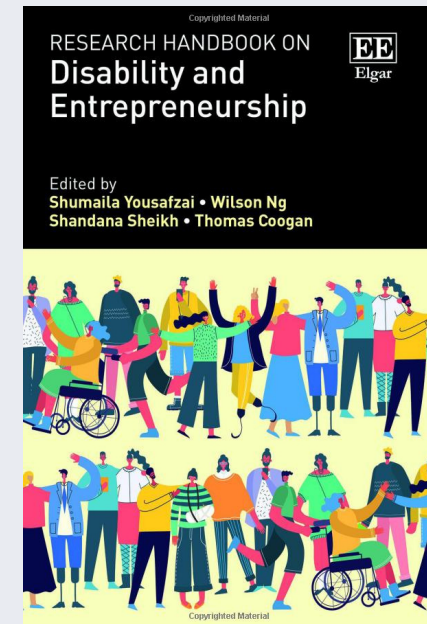
Check out the business digests prepared by our team members on various topics:

- "*Entrepreneurship - A Powerful Tool for Decolonization*" prepared by Dr. Shumaila Yousafzai, Dr. Nurlykhan Aljanova, and Dr. Wojdan Omran.
- "*The role of Universities in a Quintuple helix model to develop circular entrepreneurial ecosystems*" prepared by Dr. Shumaila Yousafzai.
- "*Gaslighting and its impacts on the career progress and wellbeing of female academics*" by Dr. Shumaila Yousafzai.

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



## BOOK PUBLICATION



*Research Handbook on Disability and Entrepreneurship* edited by Shumaila Yousafzai et al.

By exploring the economic and social value of disabled people with positive entrepreneurial traits and adaptive skills, this innovative book breaks away from normative entrepreneurial studies to recognise the overlooked value in disabled entrepreneurs. Chapters explore disabled entrepreneurs from non-Western economies and marginalised social segments, with a focus on emphasising the importance of disabled women entrepreneurs from developing economies as agents of change for society and the economy.

Check out Dr. Shumaila's recent work on this [link](#).

# UPCOMING BOOK ON CBT KYRGYZSTAN



As part of the Faculty Development Grant from Nazarbayev University: Kazakhstan's and Kyrgyzstan's community-based tourism sector, the first research output was published.

The book is called *Together we have it all Women Entrepreneurs in the Community-Based Tourism Sector of Kyrgyzstan (CBT)*. This book presents a collection of 18 narratives bringing forward the message that CBT not only encourages a deeper connection between the host and visitor, but it also promotes the empowerment of women, cultural conservation, social responsibility, and the enhancement of livelihoods.

The approximate date for the book launch in Astana is in April. More information will be provided soon.

To access the full text of the book click [here](#).

## MEET AIDA, BEL-TAM YURT CAMP OWNER



The narrative of Aida, owner of Bel-Tam Yurt Camp, is an example of how CBT gives young people a chance to participate in cultural exchanges. Bel-Tam Yurt Camp is located on the shore of Issyk-Kul Lake providing a lake-front yurt experience as a fusion of nomadic and western cultures.

Aida has strived to build a place that serves as a source of adventure and authenticity, "I always wondered how great it would be if there was a way to share our knowledge and culture with the tourists and make friends with them," she recalls. She has successfully provided such an experience to countless tourists since the opening of Bel-Tam in 2001. One day early on in the yurt camp's development, Aida was so frustrated with a lack of guests that she challenged herself to close down if there were no tourists in the next 24 hours. That day a group of German tourists arrived which she interpreted as a sign to keep persevering.

Click [here](#) to learn more about Aida's journey in CBT.

## INTERVIEW WITH A TEAM MEMBER



Our new team member Dr. Muzykina shares her experience and impressions of working with NURCE and talks about her research on women relocated due to the recent events in the neighboring countries.

Dr. Yelena Muzykina is a fellow at the Centre for Postnormal Policy and Futures Studies (CPPFS). It is an international research and consultancy network that promotes futures literacy, focusing on marginalized peoples and Muslim societies. She is also a trainer at the Academy of Public Administration under the President of Kazakhstan. She has joined NURCE team as a research assistant.

Dr. Muzykina shares her impressions about relocated women due to the war: "*The war between Russia and Ukraine is an obvious example of Postnormal Times we are living in with their 3Cs characteristics - Complexity, Contradiction, and Chaos. Furthermore, all these characteristics are mirrored in the lives of the women interviewed for the project.*"

For the full interview click [here](#).

## UZBEKISTAN TRIP SUMMARY



As part of CRP grant, our team traveled to Tashkent, Samarkand, Shakhrisabz, Gijduan, Bukhara, Khiva and Ferghana Valley in Uzbekistan. 31 narratives were collected with a focus on how entrepreneurs were using their businesses to revive their identity and culture.



Traditions of the ancient Uzbek school of ceramics, Tashkent.

In recent years, there has been a growing interest in decolonisation efforts globally. This has led to increased discussion of the role of entrepreneurship in facilitating this process. While there is no one-size-fits-all approach to decolonisation, entrepreneurship can be a powerful tool for communities seeking to assert their autonomy and break free from the effects of colonialism. Through this research, we aim to explore some of the ways in which entrepreneurship can be used for decolonisation and consider the potential implications for academics and practitioners working in this area.



Bukhara, Uzbekistan.

## UPCOMING EVENTS: WORKSHOP



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### WORKSHOP: ELEVATOR PITCH, SELF-PRESENTATION



Come join the workshop to gain more knowledge and experience about the self-presentation for entrepreneurs.

**MARCH 29, 2023**  
**3 PM - 5 PM**

Block C3, Nazarbayev  
University (Kabanbay  
batyr av., 53)

Want to join our workshop?  
Register using this [link](#).

Self-presentation is something that is a must for an entrepreneur. The way you describe yourself and your project may affect the whole scenario of how people around will read you. At our workshop we will learn and practise the art of a self-presentation. Together with inspiring trainers you will shape your elevator pitch and practise it right there.

Registration [link](#).

## 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.



FEBRUARY,  
2023

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