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MONTHLY DIGEST

Welcome to the first newsletter of 2023! The Nazarbayev University's Research Centre for Entrepreneurship (NURCE) newsletter shares news and accomplishments, training opportunities and related events that we hope will attract your interest!

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 API4871324.



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NURCE NEWS

CONFERENCE



On November 11, 2022, the first international conference of the Nazarbayev University Research Centre for Entrepreneurship (NURCE) was held on "Entrepreneurship, innovation, and technology: Challenges, opportunities, and prospects in the CIS region" at the Graduate School of Business of Nazarbayev University of Kazakhstan.

The conference particularly provided a unique platform for not only undergraduate, graduate, and postgraduate scholars but also faculty members from different universities in Kazakhstan and other Central Asian countries to share their researches on various issues, especially related to entrepreneurship, innovation, and technology, to the international audience of the conference in order to receive their supportive feedback for their researches so that their researches can ultimately be ready for publication, specifically in two Scopus Indexed Journals which are linked to the conference—South Asian Journal of Business and Management, and Emerald Emerging Markets Case Studies.

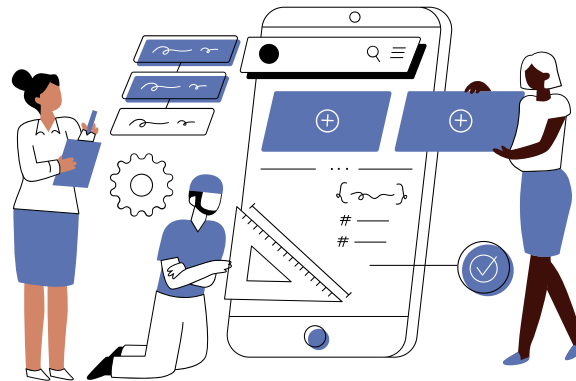
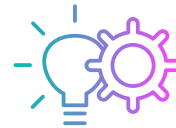
Click the [link](#) to learn more about the conference.

BUSINESS DIGEST

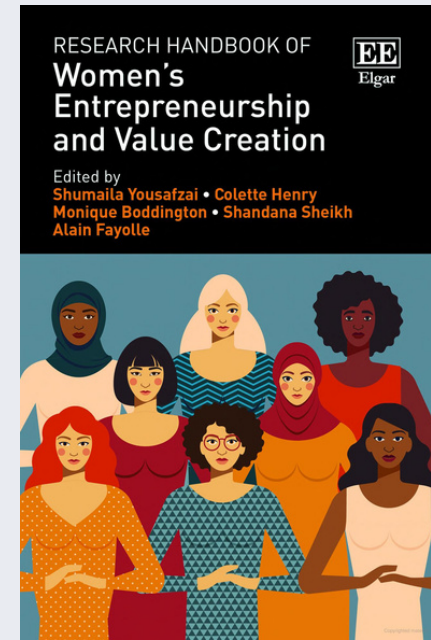
Check out the business digests prepared by our team members on various topics:

- *The influence of entrepreneurship education (EE) policy on women's entrepreneurial activity in Kazakhstan* prepared by Dr. Shumaila Yousafzai
- *"How and to what extent is current entrepreneurship policy Gendered in Kazakhstan?"* prepared by Dr. Nurlykhan Aljanova
- *Entrepreneurship policies of central asian countries: the cases of Kazakhstan and Uzbekistan* prepared by Dr. Yelena Muzykina

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



BOOK PUBLICATION



Research Handbook of Women's Entrepreneurship and Value Creation edited by Shumaila Yousafzai, Nazarbayev University, Kazakhstan et al.

This Research Handbook highlights the importance of women as agents of change, acknowledging women entrepreneurs' efforts and supporting their value-creation activities. With important implications for policymaking, contributing authors direct attention to and provide evidence for the positive contribution of women entrepreneurs to the economy, regardless of their businesses' size and formal status.

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

INTERVIEW WITH A TEAM MEMBER



Our new team member Dr. Nurlykhan Aljanova shares her experience and impressions of working with NURCE and talks about her trip to Uzbekistan.

Dr. Nurlykhan Aljanova is a senior Lecturer at the Department of Religious and Cultural Studies of the Faculty of Philosophy and Political Science of the Al-Farabi Kazakh National University of Kazakhstan. She has joined NURCE team as a post doc.

Dr. Aljanova says: "As *Cultural Studies scholar, I have been working on interdisciplinary entrepreneurship. Globally the practice of and scholarly interest on cultural entrepreneurship are on the rise*". She is currently working on issues of reviving national culture, preserving cultural values in women entrepreneurial activities.

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

UPCOMING EVENTS

ENTREPRENEURSHIP TRAINING



Entrepreneurship Development Program

Women's Entrepreneurship: Master Training Program

Harnessing Entrepreneurial Mindset in Kazakhstan

This training program is based on the award winning model of Women's Entrepreneurship (WE-PLUS) from USASBE 2021 (United States Association for Small Business and Entrepreneurship) by the Centre for Entrepreneurial Development at the Institute of Business Administration (IBA), Pakistan, Karachi. In collaboration with World Bank, UNDP, OXFAM, USAID, and GIZ in various countries, this program has been used to train more than 1000 women.

Registration link:
<https://www.eventbrite.com/e/master-training-on-entrepreneurship-tickets-530162338827>

	DATE 21-24 AND 28 FEBRUARY 2023		TIME 10 AM TO 12 AM		MODE HYBRID
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You can use this [link](#) to register for the event.

UPCOMING BOOK ON CBT KYRGYZSTAN

As part of the Faculty Development Grant from Nazarbayev University: *Kazakhstan's and Kyrgyzstan's community-based tourism sector*, team members of NURCE went on a data collection trip to Kyrgyzstan on the summer of 2022, where we interviewed 18 women entrepreneurs.

As part of these interviews, the first research output is the book 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.



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COMMUNITY BASED TOURISM

CBT is an entrepreneurial activity in the tourism sector that is owned and administered by the local community. In the last two decades, CBT has developed into a mechanism for facilitating sustainable and socially inclusive tourism activities in many developing and transition economies, including Kyrgyzstan. In 1995, the first Kyrgyz CBT was initiated in Kochkor village by a Swiss organisation called Helvetas through a women's promotion project as a way to motivate women in rural Kyrgyzstan to engage in entrepreneurship by starting their own projects.

The Kyrgyz CBT model, with a sustainable approach, has successfully generated economic livelihoods and reduced rural poverty, while also protecting the local environment and nomadic culture, and providing an alternative income and employment for local communities. In 2003, local CBT groups formed the Kyrgyz CBT Association (KCBTA) with the aim of assisting its members with marketing and training services and representing their interests at the national level. Since then, the innovative CBT business model in Kyrgyzstan has provided knowledge and skills training in local communities and has reached out to potential customers and tour operators through marketing campaigns and building trust. Today, there are eighteen other CBT offices located throughout Kyrgyzstan working towards their mission to contribute to the local economic development.

MEET LUIZA, CBT GUESTHOUSE OWNER



Luiza's journey did not start smoothly but is the one with a happy and proud ending, "It took me a long time to persuade my husband to allow me to attend the CBT training seminars. When I went, we would have these severe arguments that would sometimes last for days". He always questioned, "Why do you need this? I don't like that you spend all day there". Despite all the opposition from her husband, she would still go and attend the seminars, but at a cost. In between she would take time off to rush home, do the housework and go back to the seminar. Nevertheless, her inner strength prevailed, "I continued to stand my ground and did not leave the CBT."

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



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