

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

## NURCE NEWS

### EVENTS



NURCE team celebrated International Women's Day at Koktem.

We want to take a moment to celebrate the incredible contributions of women everywhere, including the brilliant women in our team and all the inspiring women in our university community!




Our team had the honor of meeting the Ambassador of Kyrgyzstan in Astana to discuss potential areas of cooperation for the upcoming launch of the book *Together we have it all Women Entrepreneurs in the Community-Based Tourism Sector of Kyrgyzstan (CBT)*.




One of our NURCE team members, Ekaterina Chegnova, recently held a workshop on self-presentation that focused on developing and practicing elevator speech.


MARCH, 2023

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**NURCE  
DIGEST**



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# NURCE NEWS

## BOOK LAUNCHES IN KYRGYZSTAN AND ALMATY



On March 20, 2023, CBT Arslanbob Book hosted a presentation.

The team conducted the presentation and photo exhibition of the book "Together we have it all: Women entrepreneurs in Kyrgyzstan's community-based tourism sector", dedicated to developing women's entrepreneurship and economic empowerment of women. The exhibition and book presentation took place in four cities across Kyrgyzstan and Kazakhstan, including Issyk-Kul, Arslan-bob, Kochkor (18.03.2023) and Almaty. At these events, visitors were able to see portraits and read narratives about our women in CBT.

Community-Based Tourism (CBT) is an entrepreneurial activity owned and administered by the local community in the tourism sector.

## BOOK LAUNCHES IN KYRGYZSTAN AND ALMATY



On March 23, 2023, Atelier Cauchemar hosted the presentation and photo exhibition of the book.

To read the full report on the book presentation click [here](#).



On March 17, 2023 another book presentation was held at Bel-Tam Yourt Camp, Issyk-Kul.

## MEET TORKUN, TAN-BIYKE FELT COOPERATIVE, AT-BASHY



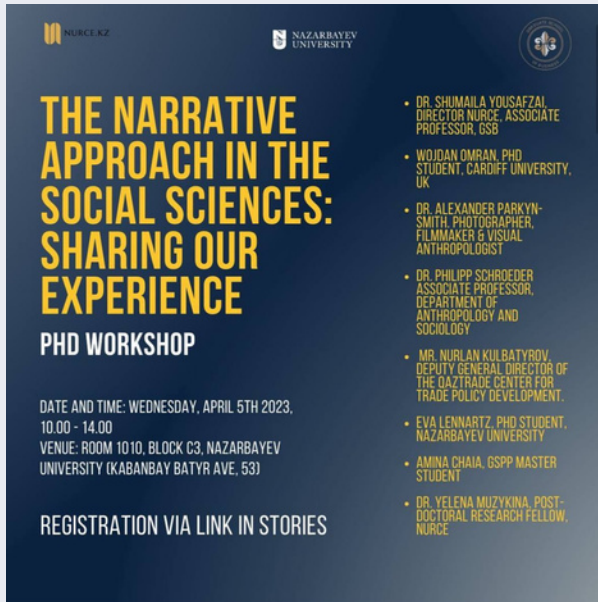
Tan-Biyke Felt Cooperative was initiated in At-Bashy by Torkun Baitikeyeva. Torkun has retained the stern countenance and military bearing that was required of Soviet school teachers. She was a physics teacher through the days of Brezhnev and Gorbachev and into the early years of Kyrgyzstan's independence. Her white elecheck (head covering), embroidered velvet waistcoat and flower-print dress sets her apart just like her dedication to the craft of high quality shyrdak (a traditional Kyrgyz felt carpet) making. Torkun has turned her backyard into a workshop where she gives women living nearby the opportunity to come and create shyrdaks.

"I have been making shyrdaks since my childhood, but originally we just did it for ourselves. It's only in the last few years that we have been marketing and selling them." She took great pride in her heritage, "At-Bashy is considered as the birthplace of shyrdak. Each house has a shyrdak. Sleeping on a shyrdak actually has health benefits."

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



## UPCOMING WORKSHOP: NARRATIVE APPROACH IN QUALITATIVE RESEARCH METHODS



**THE NARRATIVE APPROACH IN THE SOCIAL SCIENCES: SHARING OUR EXPERIENCE**

**PHD WORKSHOP**

DATE AND TIME: WEDNESDAY, APRIL 5TH 2023, 10.00 - 14.00  
VENUE: ROOM 1010, BLOCK C3, NAZARBAYEV UNIVERSITY (KABANBAY BATYR AVE. 53)

REGISTRATION VIA LINK IN STORIES

- DR. SHUMAILA YOUSAFZAI, DIRECTOR NURCE, ASSOCIATE PROFESSOR, GSG
- WOJIDAN OMRAN, PHD STUDENT, CARDIFF UNIVERSITY, UK
- DR. ALEXANDER PARKYN-SMITH, PHOTOGRAPHER, FILMMAKER & VISUAL ANTHROPOLOGIST
- DR. PHILIPP SCHROEDER, ASSOCIATE PROFESSOR, DEPARTMENT OF ANTHROPOLOGY AND SOCIOLOGY
- MR. NURLAN KULBATYROV, DEPUTY GENERAL DIRECTOR OF THE OAZTRADE CENTER FOR TRADE POLICY DEVELOPMENT.
- EVA LENNARTZ, PHD STUDENT, NAZARBAYEV UNIVERSITY
- AMINA CHAIA, GSPM MASTER STUDENT
- DR. YELENA MUZYKINA, POST-DOCTORAL RESEARCH FELLOW, NURCE

The Nazarbayev University Research Centre for Entrepreneurship (NURCE) is organizing its first research methods workshop, sharing its experience of narrative approach in qualitative research methods. NURCE recently completed publication of a narrative based book, "Together we have it all - Women's entrepreneurship in Kyrgyzstan's community based tourism sector" (see attached for an electronic version).

Date: 5 April 2023 (Wednesday)

Time: 10 am - 2 pm

Venue: Nazarbayev University, C3, 1010 room

Register via this [link](#).

## UPCOMING BOOK LAUNCH ON CBT KYRGYZSTAN



NURCE PRESENTS THE BOOK LAUNCH OF

**TOGETHER WE HAVE IT ALL**

NAZARBAYEV UNIVERSITY RESEARCH CENTRE FOR ENTREPRENEURSHIP

DATE: APRIL 7, 15.00.  
ADDRESS: ROOM 1009, BLOCK C3, NAZARBAYEV UNIVERSITY.

*Get inspiration from the book!*

We are delighted to invite you to the book presentation of "Together we have it all: Women entrepreneurs in Kyrgyzstan's community-based tourism sector". The presentation will take place on April 7, 2023, from 15:00-17:00 at Room 1009, Block C3, Nazarbayev University (Kabanbay batyr av., 53). We warmly welcome all members of the university community to join us for this exciting event. The book's authors will share insights from their research and discuss the challenges and opportunities faced by women entrepreneurs in Kyrgyzstan. There will also be an opportunity for attendees to ask questions and engage in dialogue with the authors and other participants.

Register for the book presentation in Astana using this [link](#).

## UPCOMING EVENTS: GUEST LECTURE



**HOW TO ATTRACT INVESTMENTS TO THE PROJECT?**

GUEST SPEAKER AT NURCE:  
AYAN BIRIMZHAN, CEO "HEALTH PROJECT"

DATE AND TIME: APRIL 6, AT 5 PM  
VENUE: ROOM 1010, BLOCK C3, NAZARBAYEV UNIVERSITY (KABANBAY BATYR AVE. 53)

REGISTRATION VIA LINK IN STORIES

The Nazarbayev University Research Centre for Entrepreneurship (NURCE) is inviting you to our upcoming event featuring a guest lecture by NURCE's Ayan Birimzhan on the topic of "How to Attract Investments".

Ayan owns a network of healthy food canteens and coffee houses named HEALTH PROJECT with a turnover of \$1 million per year, manages a team of 55 employees and has thousands of customers throughout Kazakhstan.

Date and time: April 6, at 5 pm

Venue: Room 1010,

Block C3, Nazarbayev University (Kabanbay batyr ave, 53)

Register via this [link](#).

## INTERVIEW WITH A TEAM MEMBER



Our new team member Ekaterina Chegnova shares her experience and impressions of working with NURCE and talks about the business events that she has conducted.

*"I joined NURCE because I fell in love with NU the moment I entered here in October 2022. It has a great spirit of cross-culture, knowledge, freedom"* says Ekaterina.

Ekaterina's role is to shape the entrepreneurship community, organize relevant events and invite bright speakers-entrepreneurs together with their audience, so that NURCE can build a win-win relationship.

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

## BUSINESS DIGEST

Check out the business digest prepared by our team member, Nurlyaiym Zhaksybayeva, Master of Public Policy.

Nurlyaiym looked into the topic of *Institutional support for Women Entrepreneurs at local level: Kazakhstan's case*".

Entrepreneurship has become an increasingly important driver of economic growth and job creation in many regions around the world. Local governments play a crucial role in supporting entrepreneurship by developing policies and initiatives aimed at creating an enabling environment for entrepreneurs. These policies can provide access to finance, networks, and business support services, as well as prioritize entrepreneurship education and training programs that build the necessary skills and knowledge for success. This paper examines the role of local governments in supporting entrepreneurship, with a particular focus on the case of Kazakhstan. Despite being a predominantly male-dominated society, Kazakhstan has seen an increase in women entrepreneurship in recent years, particularly at the regional level.

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



## Key takeaways from the digest:

This paper examines the role of local governments in supporting entrepreneurship, with a particular focus on the case of Kazakhstan and women entrepreneurship. The essay has highlighted that:

- Local governments can develop policies and initiatives aimed at creating an enabling environment for entrepreneurship, with initiatives that provide access to finance, networks, and business support services. They can prioritize entrepreneurship education and training programs that build the necessary skills and knowledge for success.
- Territorial policies are critical in attracting innovative firms and resources, by creating a supportive ecosystem that fosters collaboration, experimentation, and knowledge sharing.
- Local governments can create a supportive ecosystem for women entrepreneurs by improving policies, implementing programs and initiatives that enable women to start, grow, and sustain their businesses.
- Local governments can also create policies and regulations that promote gender equality and remove barriers to women's entrepreneurship.
- Local stakeholders can facilitate connections with other stakeholders to create a supportive ecosystem for women entrepreneurs.
- Women entrepreneurship has the potential to drive economic growth and job creation at the local level, and local governments have a critical role to play in supporting entrepreneurship.

## 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.



MARCH, 2023

## NURCE DIGEST



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