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MAY DIGEST

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

NURCE NEWS

BOOK PROGRESS



We are pleased to report that our book on women entrepreneurs from Kazakhstan is currently in progress. Alexander Parkyn-Smith, NURCE's visual anthropologist, has successfully completed the photoshoots, capturing the essence and stories of these inspiring women. Alongside the visual elements, we are diligently crafting narratives that showcase the journeys, achievements, and challenges faced by these remarkable women entrepreneurs.

INTERNATIONAL WORKSHOP

We are delighted to announce that five abstracts have been accepted for the International Workshop on "Entrepreneurship as Driver of Economic and Social Change: Insights from Eastern Europe, South Caucasus, and Central Asia," scheduled to take place in Tbilisi, Georgia, from 20-23 September 2023. The workshop is fully funded by the German Academic Exchange Service (DAAD).

Accepted abstracts are as follows:

- *Unleashing the Power of Entrepreneurship: Decolonizing Systems, Empowering Communities in Uzbekistan* - Shumaila Yousafzai, Nurlykhan Aljanova, Wojdan Omran
- *Forging a Path to Circular Prosperity: Entrepreneurship, Sustainability, and Policy Reform in Kazakhstan* - Nurlyaiym Zhaksybayeva and Shumaila Yousafzai
- *Embracing Resilience and Forging New Horizons: The Untold Stories of Migrant Women Entrepreneurs* - Yelena Muzykina, Nurlykhan Aljanova, Shumaila Yousafzai
- *Empowering Women Entrepreneurs: Local Government as the Cornerstone of Success* - Nurlykhan Aljanova, Nurlyaiym Zhaksybayeva, and Shumaila Yousafzai
- *Can Entrepreneurship Ignite Kazakh Cultural Resurgence and Identity Reclamation in the Era of Decolonization?* - Chaia Amina, Nurbayeva Alua, Nurlykhan Aljanova, and Yousafzai Shumaila

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NURCE TEAM

INTERVIEW



Nurlan Kulbatyrov started his career in 2009 at the Institute of Economic Research JSC under the Ministry of National Economy of the Republic of Kazakhstan, where Nurlan worked as a senior expert at the Center for Economic Development Planning. Currently, Nurlan works as the Deputy General Director of the Joint-stock company "Center for the Development of Trade Policy "QazTrade" under the Ministry of Trade and Integration of the Republic of Kazakhstan. Nurlan shares that prior to joining NURCE, he worked closely with the Nazarbayev University Graduate School of Business (NU GSB) in 2014.

He was honored to become a member of the national team "Global Entrepreneurship Monitor" based at Nazarbayev University. As part of their cooperation, they submitted the first application for Kazakhstan's participation in the Global Entrepreneurship Monitor report and submitted the first national report the following year. Nurlan highlights that Kazakhstan was the first country in the Central Asian region to be included in this global entrepreneurship study. He emphasizes that the report is considered a reliable resource by international organizations such as the United Nations, the World Economic Forum, the World Bank, and the OECD.

At NURCE Nurlan is conducting a study on the ecosystem of SME support in Kazakhstan together with Professor Shumaila. "We have compiled a portrait of Kazakhstan's SMEs, where the main focus group were women entrepreneurs working in the male dominated industries", shares Nurlan. Nurlan also mentioned that he likes that with qualitative research, the focus is on communicating with people, and describing their stories. He concludes: "To be honest, one of the interesting aspects of my work is getting to know new people, where each person's story turns into narratives".

NEW ROLE, NEW RESPONSIBILITIES



In addition to Dr. Nurlykhan Aljanova's role as a research fellow, she has recently taken on the position of Deputy Director. This new role involves contributing to public engagement efforts, such as writing blog posts and preparing material for the centre's website. She also engages with the media to increase coverage of the centre's activities.

Dr. Aljanova presents papers and reports at project team meetings, conferences, and public meetings, and I lead seminars to share our research findings. She assist in planning and organizing workshops, conferences, and other events related to the NURCE's activities, including business networking events, book launches, and photo exhibitions.

"NURCE strives to become a leading center of research excellence in the field of entrepreneurship. We aim to establish strong partnerships with regional, national, and international research enterprises in universities, businesses, and other networks, and I enjoy being a part of this", shared Dr. Aljanova.

Moreover, Dr. Aljanova shared about the upcoming event she is currently working on. This event is dedicated to increasing the participation of girls and women in technology industries, promoting women entrepreneurship, and empowering progressive women in Central Asia. This event will be led by Aziza Shuzheyeva, the CEO of Techno Women, a non-profit organization that brings together women working in various technology industries.

PROPOSAL FOR THE JOURNEY AHEAD



"I started at NU as a Professor of Sociocultural Anthropology in January 2023. Already soon after, I got in touch with NURCE because of my long-standing fascination for how entrepreneurs across Central Asia shape livelihoods and adjust to a rapidly changing environment. In my previous research, I followed Kyrgyz bazaar traders in Novosibirsk, Kyrgyz middlemen in Guangzhou and entrepreneurs in Kyrgyzstan's agriculture and manufacturing sectors. Coming to NU, I was excited to continue learning about the everyday evolution of capitalism in Central Asia through the eyes of active businesswomen and -men. Latest during my second encounter with the NURCE team, a joint lunch to celebrate International Women's Day, I was convinced to have found an inspiring, new intellectual home. Not only did I sense an encouraging collaborative spirit, but also an eagerness to capture practical aspects of entrepreneurship beyond disciplinary boundaries. And this trait of NURCE just marvelously aligns with two priorities that I have pursued for some time, as a scholar and consultant. First, to refine an ethnological perspective with theories, methodologies and experiences that originate from other academic traditions; and second, to explore the potential of such adjusted ethnological perspective to also be considered valuable in the field of applied research, such as impact evaluation or policy advise. Apparently, the attraction was mutual. I was delighted to get invited as a contributor to NURCE's research workshop on 'narrative approaches' in early April." shares Professor Philipp Schröder.

In his new role as a Deputy Director, Professor Philipp proposes an approach that features an academic and an applied component to improve that track record. He is currently comparing entrepreneurship in Kazakhstan and Uzbekistan with a mixed methods-design that leads him from in-depth case studies to a quantitative survey.

NURCE BUSINESS EVENTS

GUEST LECTURE



NURCE hosted an event on May 11 featuring a guest lecture by Akbota Sabetova, a renowned mentor, speaker, and business consultant. Akbota shared her valuable insights on effective strategies and common mistakes in the process of building a personal brand. During the event, Akbota drew from her extensive experience working with entrepreneurs and experts from various parts of the world, including Kazakhstan, the USA, Poland, and more.

Akbota shed light on the pitfalls to avoid when building a personal brand and highlighted the significance of incorporating an entrepreneur's personal brand into a company's overall development strategy. The mastermind session provided attendees with practical guidance and actionable tips to kickstart their personal branding journey. Participants gained valuable knowledge on the essential steps to take and the potential obstacles to watch out for along the way.

CONNECT COMMUNITY



During the exclusive Connect Community meeting held on May 13, business coach Ekaterina Chegnova gave a talk, which focused on the art of launching projects from the ground up, all without the need for initial investments. Drawing from her personal experience with Star Talk, her language school, Ekaterina provided a captivating example to illustrate her insights. She shared practical strategies and success stories that showcased the possibilities of starting a venture with limited resources. The session left attendees feeling inspired and armed with the knowledge to embark on their own entrepreneurial journeys with confidence and creativity.

Moreover, Ekaterina Chegnova shared her experience and tips on business communication with foreigners. Together with the participants, they discussed intercultural communication and the importance of successful business communication.

BUSINESS GAME



NURCE hosted a business networking game titled "UN Summit: Negotiations on measures to curb climate change." This engaging gathering provided participants with a unique opportunity to assume the roles of world leaders and make consequential decisions pertaining to climate strategy.

Throughout the event, attendees wholeheartedly embraced the challenge before them, honing their negotiation skills and cultivating metaskills and soft skills essential for systems thinking and critical analysis. A central focus of their deliberations involved assessing the long-term effectiveness of climate projects, thereby encouraging thoughtful consideration of sustainable approaches.

The event provided a dynamic platform for participants to delve into the complexities of climate change, fostering a deepened understanding of its multifaceted nature and encouraging the exploration of innovative solutions.

GUEST LECTURE



We are pleased to provide you with a summary of our recent lecture held on May 24 featuring Marina Egorova, the CEO and Founder of SMART AND TALENTED, the largest business assistant school and agency in Russia.

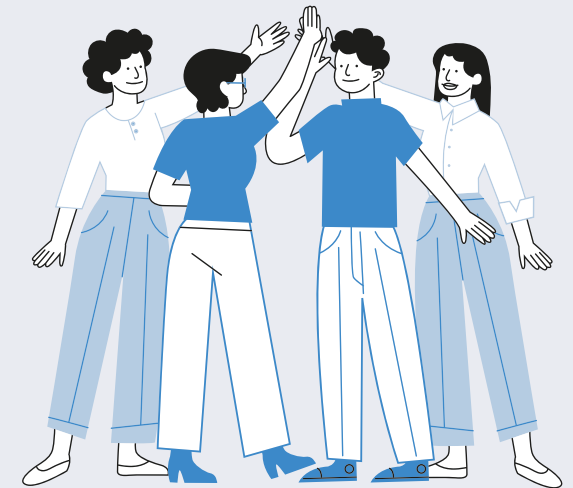
Marina's extensive experience in building successful businesses and collaborating with renowned brands in Russia and worldwide made her an invaluable speaker for this event. Attendees had the privilege of gaining insights into the critical aspects of finding and training talented business assistants, as well as strategies for establishing a robust network and expanding business ventures globally.

The event provided a relaxed yet professional setting, allowing participants to connect with like-minded professionals. This occasion attracted entrepreneurs, business owners, and individuals eager to learn from the industry's best.

ORATOR-FEST



We are delighted to announce the successful completion of Oratorfest, our monthly festival dedicated to the development of speech skills. The event took place on May 27 at Nazarbayev University in Astana. Participants had the unique opportunity to immerse themselves in a full day of engaging trainings led by experienced trainers, covering various aspects of speech. The festival was a resounding success, allowing attendees to enhance their oratory skills and discover new horizons in communication. We extend our heartfelt gratitude to everyone who joined us and made Oratorfest an unforgettable experience. Stay tuned for future events that will continue to empower and inspire individuals to become masters of oratory.



Follow us on Telegram to learn about the the business events first. You can scan the qr-code to see the NURCE's channel and entrepreneurship events in Astana.



UPCOMING EVENTS: CONFERENCE



We invite you to join us at our international conference dedicated to women's entrepreneurship, organized in collaboration between the TechnoWomen community and NURCE.

Prepare to be inspired as you listen to real success stories from women who have successfully launched their own IT businesses. Our esteemed speakers will delve into engaging discussions on e-commerce and ESG for business, providing valuable insights and strategies. Moreover, Aziza Shuzheyeva, the leader of TechnoWomen, will deliver a speech on the mission of TechnoWomen, an international community that united women from CIS countries. Additionally, we are thrilled to announce that professors from Nazarbayev University will be sharing their expertise on the latest trends in entrepreneurship.

Place: Room 1010, Block C3, Nazarbayev University

Time: 22 June 12 pm

Click [here](#) to register for the event.

NURCE RESEARCH

BUSINESS DIGEST

Check out the business digest prepared by our team members, Yelena Muzykina, Nurlykhan Aljanova, and Shumaila Yousafzai. The team looked into the topic called *Breaking Boundaries: The Agile Journey of Migrant Russian Women Entrepreneurs*.

This digest explores the extraordinary journey of two migrant Russian women entrepreneurs who adapted to new environments and overcame various obstacles to establish and grow their businesses in unfamiliar contexts.

This study explores the significance of agility in navigating complex and uncertain situations, focusing on the narratives of Anna and Olga. Their experiences highlight the multifaceted nature of agility, emphasizing the need to consider various dimensions, including the moral aspect, during times of crisis. The study contributes to the existing literature by outlining the resilience strategies employed by migrant women entrepreneurs when facing crises related to [re]starting, recovering, exiting, and surviving in their businesses. Additionally, it underscores how psychological resilience attributes shape the effectiveness of these strategies. The findings demonstrate that despite their different backgrounds and migration trajectories, Anna and Olga employed similar resilience strategies in most crisis situations. However, their perceptions of the host country's support systems, influenced by their experiences in their home countries, shaped how they utilized resources during different crises.

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

JOURNAL SPOTLIGHT

NURCE is thrilled to announce that a paper authored by our team members, Wojdan Omran and Shumaila Yousafzai, has been successfully accepted by the prestigious journal, *Entrepreneurship Theory and Practice (ETP)*.

Title: "Epistemic Injustice and Epistemic Resistance: Unveiling the Intersectional Study of Women's Entrepreneurship under Occupation and Patriarchy"

Abstract: In the face of distinct challenges encountered by women in their entrepreneurial pursuits, this study delves into the theories of epistemic injustice and intersectionality. Through a comprehensive analysis, we explore the overlapping impacts of various identity categories that intersect with gender within the context of oppressive power structures formed by occupation and patriarchy. Our findings shed light on how institutional oppressors perpetuate structural and normative discrimination, resulting in some Palestinian women entrepreneurs internalizing and accepting injustice, while others exhibit epistemic resistance by harnessing available resources.

Journal Information: *Entrepreneurship Theory and Practice (ETP)* is a renowned journal in the field of entrepreneurship, recognized for its four-decade legacy of rigorous peer-review and interdisciplinary approach. It attracts high-quality research from diverse disciplines, impacting academia, practitioners, and policymakers globally. With an impressive Impact Factor of 9.993 and a 5-Year Impact Factor of 14.105, ETP ranks among the top entrepreneurship journals, reflecting its scholarly influence. Furthermore, its inclusion in the prestigious FT50 ranking solidifies ETP's position as a leading outlet for entrepreneurship research.

NURCE PROGRESS

MEDIA



NURCE is proud to showcase its recent media coverage, which has garnered attention in the industry.

The first article on DKN is titled *Development of Women's Entrepreneurship in Kazakhstan: Challenges and Opportunities*, written by Dr. Nurlykhan Aljanova. This article summarizes that state-sponsored Entrepreneurship Education programs in Kazakhstan must be updated and made more efficient. Particular attention should be paid to developing youth women's entrepreneurship and orienting it toward creating new products in new niches of the post-industrial economy market.

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

The second article is written in Russian and it shares NURCE's values and plans, some of which are to develop strong external links with regional, national and international research enterprises in universities, economic development services, business and other networks.

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

WOMEN ENTREPRENEURSHIP PROGRAM

The NURCE team is preparing to launch a Women Entrepreneurship Program this year. The program will consist of several blocks, which focus on the entrepreneurial mindset, business start-up modelling, marketing, selling and more.

After a successful presentation to the faculty-level scientific council in mid-May, we are now due to present to the university-level scientific council on June 1, 2023. The team is planning on launching the course in Almaty and Astana, with a target start date in October this year.

NURCE team would love to collaborate with other schools at Nazarbayev University. If any student or faculty member wishes to initiate a collaboration, please do not hesitate to contact us.

CONFERENCE

NURCE is currently in the process of preparing for The 2nd International Conference on Entrepreneurship, Innovation and Technology: Challenges, Opportunities and Prospects in the CIS region. The event is currently designed as a series of sessions scheduled for Almaty (24–25 August 2023), Astana (mid-October), and Bishkek (late November or early December). However, dates and venues in Astana and Bishkek are subject to change.

Potential collaborators for securing speakers and reports from universities such as Narxoz, SDU and AUCA. Negotiations were held with Al-Farabi Kazakh National University, with the Dean of the Faculty of Philosophy and Political Science, Associate Professor Meyrbayev Bekzhan and the Dean of the Faculty of Economics, Professor Raushanbek Yelemesovich about cooperation in the event in Almaty.

UZBEKISTAN NARRATIVES

During our field work in Uzbekistan from January 23 to February 6, 2023, we conducted 31 interviews with Uzbek artisans and craftsmen, including ceramic masters, blacksmiths, and gold embroiderers. This project is aimed to explore the concept of decolonization through entrepreneurship in Uzbekistan and understand how these entrepreneurs are using their businesses to revive their identity and culture. Through the interviews, we examined the impact of colonization during the Soviet era on Uzbekistan's history, arts, traditions, religion, and way of life. We discussed how people withdrew from cultural practices and the subsequent process of rediscovery and recovery. The interviews revealed the significant role played by the "mahalla" institute, representing the local community, in preserving culture and traditions during the Soviet times. The rise of entrepreneurship in post-Soviet colonial countries, including Uzbekistan, has been facilitated by economic policies encouraging private business ownership, technological advancements, globalization, and increased investments. In addition to that Zhuldyz Zhumashova took part in discussing of narrative on the chapter on women's entrepreneurship in the context of Uzbek entrepreneurs and helped with the translation to Kazakh.



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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