

NURCE.KZ NOVEMBER DIGEST

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

NURCE NEWS

MASTER-TRAINING FOR WOMEN ENTREPRENEURS IN ALMATY & ASTANA



Our team at NURCE proudly orchestrated two impactful training sessions for women entrepreneurs held in Almaty from November 23rd to 25th and in Astana from November 27th to 29th. The heart of this program beats with the goal of empowerment, aiming to equip women with the essential tools, insights, and confidence vital for their entrepreneurial journeys. Read our section about the trainings to uncover the stories, experiences, and successes that unfolded during these remarkable training sessions.

DAAD APPROVES NURCE'S PROPOSAL FOR 2024 WORKSHOP

We're thrilled to share the fantastic news that our proposal to the German Academic Exchange Service (DAAD) for the 2024 workshop has been approved! This success marks a significant milestone for NURCE and underscores our commitment to advancing knowledge and fostering collaboration.

The approval comes with a generous grant of over 40,000 Euros, providing us with the resources to conduct an impactful workshop next year. This financial support from DAAD is a testament to the importance and potential impact of our proposed workshop.



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



NOVEMBER,
2023

NURCE DIGEST

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NURCE RESEARCH NEWS

NURCE'S ACHIEVEMENT: RESEARCH ON GENDERED ENTREPRENEURSHIP POLICIES



We are delighted to announce that the paper titled "Breaking Barriers and Bridging Gaps: The Influence of Entrepreneurship Policies on Women's Entry into Entrepreneurship," authored by Dr. Shumaila Yousafzai, Dr. Ali Raza from Teesside University, UK, and Dr. Saadat Saeed from Durham University, UK, has been accepted for publication in the International Journal of Entrepreneurial Behavior & Research.

This achievement is particularly noteworthy as it contributes to the output for the NURCE's CRP grant and meets the criteria for Scopus Q1 top 20% publications. Heartfelt congratulations to Professor Shumaila, our principal investigator at NURCE, for her leadership and dedication in advancing impactful research in entrepreneurship!

ACCEPTED PAPER EXPLORES THE ROLE OF LOCAL GOVERNMENT IN WOMEN'S ENTREPRENEURSHIP IN KAZAKHSTAN



Exciting News! We are thrilled to announce that our policy paper, "Strengthening the Women's Business Ecosystem: The Role of Regional Government Bodies in Kazakhstan," authored by N. K. Aljanova, N. Zhaksybayeva, and Sh. Yousafzai, has been accepted for publication in an MES accredited journal, CAER.

This research explores the vital role of local government in promoting women's entrepreneurship in Kazakhstan, offering valuable insights and recommendations for policymakers, driven by a comprehensive methodology encompassing literature analysis, official statistics, and stakeholder interviews.

NURLYAIYM'S RESEARCH SHINES AT QAZAQSTAN GRADUATES ASSOCIATION CONFERENCE



In a dynamic exchange of ideas and insights at the recent scientific conference, organized by "Qazaqstan Graduates Association" in the Warwick University (UK), Nurlyaiym Zhaksybayeva presented a research on circular entrepreneurship in Kazakhstan. The research underscored the pivotal role circular entrepreneurship plays in fostering environmental stewardship while fostering economic growth.

PROCESS OF PREPARATION FOR WOMEN ENTREPRENEURS MASTER TRAINING



Welcoming guest Trainers, Dr. Shahid Qureshi and Ms. Ambreen R. Khan.



Dr. Shahid Qureshi in a visit with the Dean of the Faculty of Philosophy and Political Science, KAZNU, Meirbaev Bekzhan Berikbayevich.



Our team prepared everything for the participants - Bags ✓, Materials printed ✓, Pencils sharpened ✓.



Team photo at the airport before our journey.
Excitement in the air!



Explored Kok Tobe with our guest lecturers in Almaty.

PROGRAM OF THE TRAININGS

Day 1

Day 2

| День 1 – 23 ноября, четверг | | День 2 – 24 ноября, пятница | |
|--|--|------------------------------|---|
| 09.30 – 10.30 (20 минут - Введение) (40 минут - Нетворкинг) | Открытие тренингов и знакомство с участницами PhD доктор Шумайла Юсафзай, PhD доктор Шахид Куреши, PhD доктор Нурлыхан Альджанова, Амбрин Р. Хан Тренер: Екатерина Чегнова - Нетворкинг-сессия | 09.30 – 10.30 (60 минут) | Сессия # 6 Принципы теории эффектуации Предпринимательское упражнение - Принцип № 1: Птица в руках (Кто я, Что я знаю, Кого я знаю?) (синхронный перевод) Тема обсуждения: Важность небольших задач Кейс Стади: FREITAG Brothers Тренеры: PhD доктор Шахид Куреши, PhD доктор Анджан Гош, PhD доктор Нурлыхан Альджанова, Айгерим Тарбагатаева |
| 10.30 – 11.30 (60 минут) | Сессия # 1 Развитие предпринимательского мышления Видео-упражнение: Beaver Building Dam (Бобер строит плотину) Тренер: PhD доктор Шахид Куреши (синхронный перевод) | 10.30 – 11.30 (60 минут) | Сессия # 7 Кейс Стади: Roxanne Quimby Тренеры: PhD доктор Шахид Куреши, PhD доктор Анджан Гош, PhD доктор Нурлыхан Альджанова, Айгерим Тарбагатаева |
| 11.30 – 11.45 | Кофе-брейк (15 минут) | 11.30 – 11.45 | Кофе-брейк (15 минут) |
| 11.45 – 13.30 (105 минут) | Сессия # 2 Что делает предпринимателей предприимчивыми? Принципы теории эффектуации Тренер: PhD доктор Шахид Куреши (синхронный перевод) | 11.45 – 13.30 (105 минут) | Сессия # 8 Принципы теории эффектуации (продолжение) Принцип № 2-5 (синхронный перевод) Тренеры: PhD доктор Шахид Куреши, PhD доктор Анджан Гош, PhD доктор Нурлыхан Альджанова, Айгерим Тарбагатаева |
| 13.30 – 14.00 | Перерыв на обед (30 минут) | 13.30 – 14.00 | Перерыв на обед (30 минут) |
| 14.00 – 14.45 (45 минут) | Сессия # 3 Предпринимательское упражнение – Упражнение для тимбилдинга (Строительство Бумажных башен) Тренеры: Екатерина Чегнова, Айгерим Тарбагатаева | 14.00 – 14.45 (45 минут) | Сессия # 9 Упражнения на холсте бизнес-модели Тренеры: PhD доктор Шахид Куреши, Амбрин Р. Хан, PhD доктор Нурлыхан Альджанова, Айгерим Тарбагатаева |
| 14.45 – 16.00 (75 минут) | Сессия # 4 Тренер-миллионер Тренеры: Асель Муратова, Айгерим Тарбагатаева | 14.00 – 15.00 (60 минут) | Сессия # 9 Упражнения на холсте бизнес-модели Тренеры: PhD доктор Шахид Куреши, Амбрин Р. Хан, PhD доктор Нурлыхан Альджанова, Айгерим Тарбагатаева |
| 16.00 – 17.00 (60 минут) | Сессия # 5 Тематические исследования казахстанских женщин-предпринимателей (кейс-стади): Руфинат Орынбаева, Дана Аскар и Гаухар Аскар, Захира Бегалиева, Анара Абжанова, Мейрамгуль Жаксылыкова, Айгерим Сабденова Тренеры: PhD доктор Нурлыхан Альджанова, Алуа Нурбай, Амина Чайя, Алуа Сулейманова | 15.00 – 15.45 (45 минут) | Сессия # 10 Карта пути Клиента Тренеры: Айгерим Тарбагатаева, Улдан Абдукалыкова |
| Домашнее задание | Напишите размышление на одной странице и принесите на следующий день | | |
| Конец 1 дня | | | |

Day 3

| | |
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| 15.45 – 16.30 (45 минут) | Сессия # 11 Упражнение по предпринимательству – «Мозаика» и «Лоскутное одеяло» Тренеры: PhD доктор Нурлыхан Альджанова, Алуа Нурбай, Амина Чайя, Алуа Сулейманова |
| Домашнее задание | Напишите размышление на одной странице и принесите на следующий день |
| Конец 2 дня | |
| День 3 – 25 ноября, суббота | |
| 09.30 – 11.00 (90 минут) | Сессия # 12 Как получить финансирование для своего бизнеса? Тренер: Алуа Нурбай |
| 11.00 – 11.30 (30 минут) | Сессия # 13 Предпринимательские финансы Кейс Стади: Stacy Pita Chips Тренеры: PhD доктор Шахид Куреши, Алуа Нурбай |
| 11.30 – 11.45 | Кофе-брейк (15 минут) |
| 11.45 – 12.45 (60 минут) | Сессия # 14 Тематические исследования казахстанских женщин-предпринимательниц: Дана Солтанова, Ксения Драчукова, Динара Шукижанова, Аружан Меде, Назгүл Насиева Тренеры: PhD доктор Нурлыхан Альджанова, Алуа Нурбай, Амина Чайя, Алуа Сулейманова |
| 13.30 – 14.00 | Перерыв на обед (30 минут) |
| 12.45 – 13.30 (45 минут) видео = 20 мин., обсуждение = 15 мин., дебрифинг = 10 минут | Сессия # 15 Видео-упражнение: Как великие лидеры вдохновляют на действия? Тренеры: PhD доктор Шахид Куреши, PhD доктор Нурлыхан Альджанова |
| 13.30 – 14.00 | Обеденный перерыв (30 минут) |
| 14.00 – 14.45 (45 минут) | Сессия # 16 Упражнение по предпринимательству – Упражнение на намерениях Тренеры: PhD доктор Шахид Куреши, Алуа Нурбай |

| | |
|-----------------------------|--|
| 14.45 – 15.30 (45 минут) | Сессия # 17 Упражнение по предпринимательству: Парсимония & Использованию ресурсов (Птичий домик) Тренеры: PhD доктор Нурлыхан Альджанова, Эмина Есекеева, Амина Чайя, Алуа Сулейманова |
| 15.30 – 16.30 (60 минут) | Сессия # 18 Интерактивная Сессия по Предпринимательскому маркетингу и продажам Тренеры: Амбрин Р. Хан, Улдан Абдукалыкова |
| 16.30 – 17.00 (30 минут) | Сессия # 19 Вручение сертификатов и фотосессия |
| Конец 3 дня | |

WOMEN ENTREPRENEURS MASTER TRAINING ALMATY, NOVEMBER 23-25

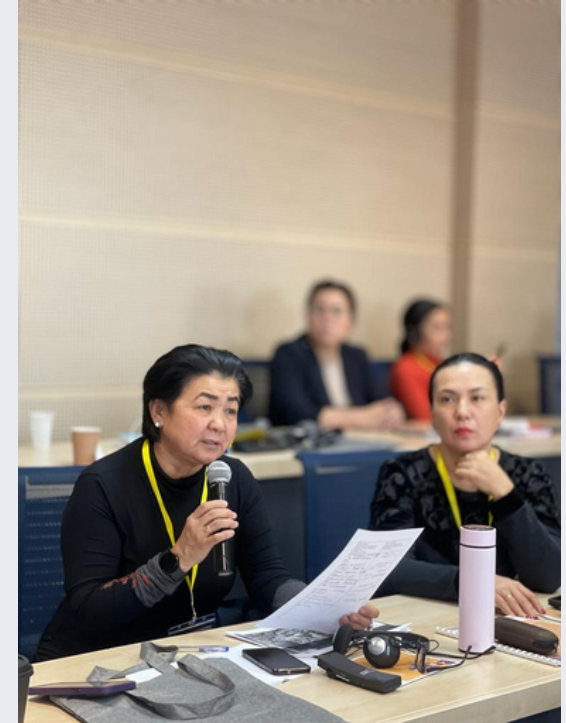


We are excited to announce the successful conclusion of our Women Entrepreneurs Master Training program—an enriching and transformative experience that unfolded for aspiring women entrepreneurs. This dynamic initiative embraced diverse elements, featuring enlightening case studies showcasing the real-life successes of women entrepreneurs. The program also included hands-on workshops that fostered practical skills and inspiring master classes led by esteemed guest speakers who brought their wealth of knowledge to the forefront.

The intensive three-day training sessions in Almaty took place from November 23rd to 25th. A total of 37 women actively participated in the Almaty training, contributing to its dynamic and engaging atmosphere.



WOMEN ENTREPRENEURS MASTER TRAINING ASTANA, NOVEMBER 27-29



In Astana, from November 27th to 29th, a total of 28 women successfully completed the empowering training, gaining valuable skills in entrepreneurship. Let's delve into the valuable feedback received from one of our dedicated trainers:

"The participants were exceptionally dynamic, and this was especially evident during the games. Each participant expressed her creativity and values while completing team tasks. Everyone was different but equally fascinating individuals, who came with clear intentions for themselves and their businesses. Their questions and examples were so genuine and vivid that discussing these topics could have continued for several more sessions. As a trainer, I can say there was an exchange of energies, leading to both exhaustion over the three days and a recharge of energy from providing valuable insights for women and their development."

- Aigerim Tarbagatayeva

AFTER THE TRAININGS...



NURCE team celebrates the successful conclusion of training in Almaty, with Professor Anjan treating the whole team to dinner.



The team after the Astana training.

Professor Shumaila hosted a warm end-of-training party at her home, expressing her gratitude for the Astana training.



CONFERENCE RESCHEDULING NOTICE

Dear Conference Participants,

We hope this message finds you well.
We are writing to inform you of a change in plans regarding the upcoming **"Impact Central: Bridging Social Development and Entrepreneurship in Central Asia"**.

Due to the recent spread of measles and careful consideration of the current circumstances, Nazarbayev University has taken precautions to ensure the safety and well-being of all participants.

In this regard, NURCE and SDFNU have decided to **postpone the conference**.

The new dates of the conference are

22-23 February 2024.

In light of this decision, we are also extending the deadline for the acceptance of abstracts for participation.

The new deadline for abstract submission is now **February 9, 2024**. We hope that this extension allows you the necessary time to finalize and submit your contributions to the conference.

Our team is working diligently to address the logistics of the rescheduled conference, and we will keep you updated with the revised dates and any additional information as soon as possible.

Details regarding the conference will be published on our **NURCE website and Instagram page**.

Thank you for your understanding and continued support.

Best regards,

NURCE Team

Impact Central: Bridging Social Development and Entrepreneurship in Central Asia

Уважаемые участники конференции!

Мы хотим сообщить вам об изменении планов относительно предстоящей конференции «Impact Central: Bridging Social Development and Entrepreneurship in Central Asia», запланированной на 30 ноября и 1 декабря.

В связи с недавним распространением кори и тщательным учетом текущих обстоятельств, Назарбаев Университет принял меры предосторожности для обеспечения безопасности и благополучия всех участников.

В связи с этим NURCE и SDFNU решили перенести даты проведения конференции.

Новые даты конференции:

22-23 февраля 2024 г.

В связи с этим решением мы также продлеваем сроки приема тезисов к участию.

Новый срок подачи тезисов – **9 февраля 2024 г.**

Наша команда усердно работает над организацией перенесенной конференции, и мы будем держать вас в курсе любой дополнительной информации.

Подробности о конференции будут опубликованы на нашем сайте NURCE и странице в Instagram.

Благодарим вас за понимание и постоянную поддержку.

С наилучшими пожеланиями,

Команда NURCE

NURCE DEVELOPING PARTNERSHIPS

In a mission to strengthen the relationship with the leading universities of Central Asia, NURCE co-founder Dr. Anjan Ghosh – traveled to several universities to describe how the universities can leverage the relationship with NURCE to engage their students and faculty members in cutting edge management research in Central Asian contexts.

In the initial sessions of the series, Prof. Ghosh discussed the case-studies method and the ABCD framework, sharing some success stories from Central Asia. The sessions were followed by workshops to assist interested scholars in developing their case studies for leading international case study conferences and SCOPUS-indexed journal publications.



Ala-Too International University, Bishkek, Kyrgyzstan, on November 17th



AUCA, Bishkek, Kyrgyzstan, on November 17th



UIB and AlmaU, Almaty, Kazakhstan, November 27th



KIMEP, Almaty, Kazakhstan, November 16th



SDU, Almaty, Kazakhstan, November 29th

M. Narikbayev KAZGUU, Astana, Kazakhstan, November 7th and 14th

NURCE AT CENTRAL ASIAN KURYLTAI OF SOCIAL ENTREPRENEURS 2023



On November 24 an important event for Social Entrepreneurship was held in Astana – the first “Central Asian Kuryltai of Social Entrepreneurs 2023” supported by “Social Development Fund” Corporate Fund of Nazarbayev University. Bringing together more than 200 social entrepreneurs as well as the Nazarbayev University graduates, this event became a platform for the exchange of experiences and ideas.

Anjan Ghosh, Assistant Professor of Management and Entrepreneurship at the Nazarbayev University Graduate School of Business and one of the co-founders of NURCE, actively participated in the Kuryltai. He shared his research experience, insights into social impact, and information about the University and the Social Development Fund's initiatives in the field of social entrepreneurship.



NURCE TEAM NEWS



CELEBRATING TEAM SUCCESS: TAYLOR WESSING PORTRAIT PRIZE

On November 7, 2023, the Taylor Wessing Portrait Prize opened its doors at the National Portrait Gallery in Trafalgar Square, London. We are delighted to share that our team member, Alexander Parkyn-Smith, made a significant contribution with his portrait of Mars, captured as part of our NURCE project, 'Together we have it all.' This exceptional portrait stood out among 5000 entries, earning its place in the exhibition. The event created an incredible atmosphere, attracting 20-30,000 viewers throughout its run, and garnered international press coverage, providing substantial publicity for our project. Notably, this photograph is acknowledged on the gallery wall, further emphasizing its impact.



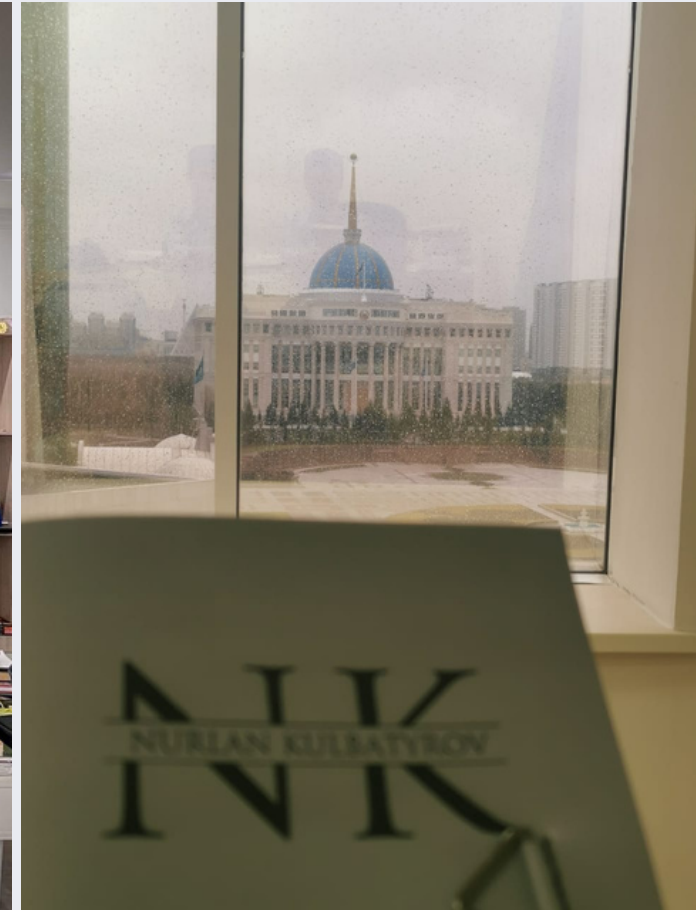
NURLYKHAN ALJANOVA'S PRESENTATION

Our team member, Nurlykhan Aljanova, delivered a guest lecture focusing on the research and practices of the NURCE Centre for bachelor's, master's, and PhD students enrolled in Sociology, Anthropology, Economy, and Eurasian Studies programs. During the session, she presented the center's research outputs, insights from fieldwork, and highlighted its community outreach activities. The students expressed particular interest in exploring the diverse dynamics of women entrepreneurship in Central Asian countries.

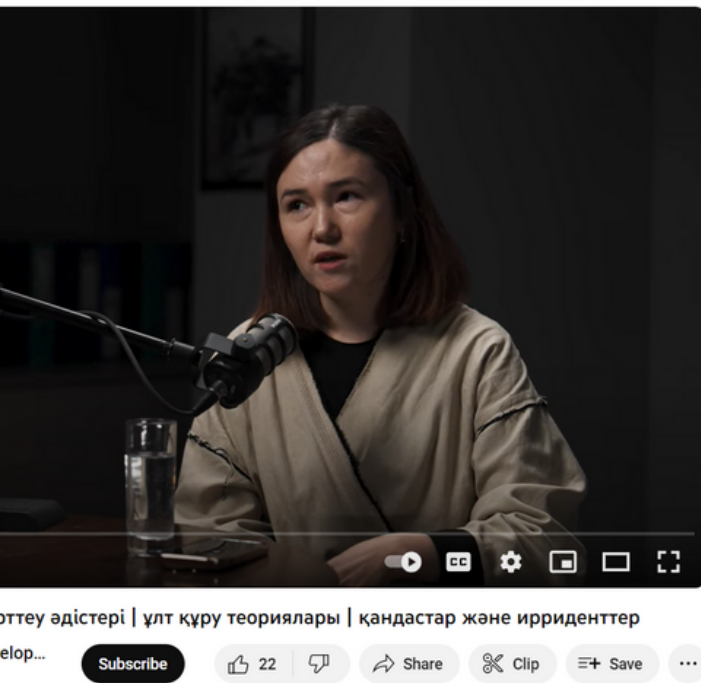


During the recent NURCE team meeting, team members took the opportunity to catch up and reconnect. The discussion seamlessly transitioned into key agenda items, including the upcoming conference and trainings. Adding a sweet touch to the gathering, our team member, Nurlykhan Aljanova, surprised everyone with personalized notebooks.

TEAM MEETING



DR. INDIRA ALIBAYEVA DISCUSSES IDENTITY RESEARCH IN A PODCAST



Our team member, PhD Indira Alibayeva, recently participated in a podcast hosted by the Kazakhstan Institute of Public Development. The insightful discussion centered around identity research methods, ethnic minorities, and bloodlines. The speaker shared perspectives on civic identity, the impact of the USSR on defining ethnic groups, and the concept of "nationality" across global populations, particularly among the Kazakhs. The exchange provided valuable insights into the complex dynamics of identity in diverse cultural contexts.

Press the [link](#) to see the full interview [🔗](#).

NEW TEAM MEMBER

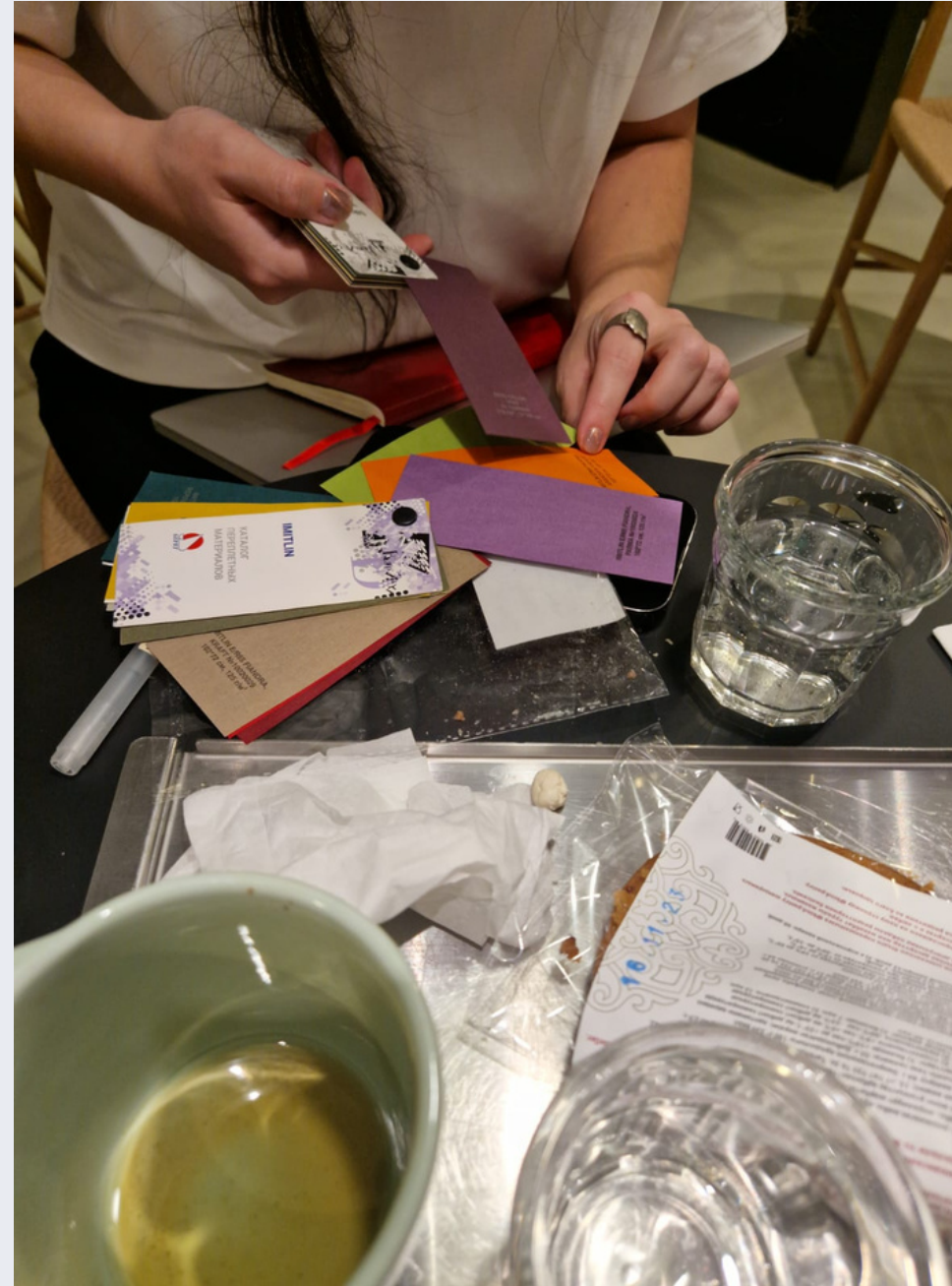


Aigerim Tarbagatayeva is a business-trainer, life coach, motivation speaker, mentor and the Head of the Association of business-trainers. Aigerim is an expert in methodology and project management of large state and quasi-state projects and mentor of startup business from idea to launch and sustainable development. Aigerim has research interest in the field of Women entrepreneurship in Kazakhstan and Central Asia and recently joined NURCE as a research assistant. Aigerim trained and educated +400 startup entrepreneurs, +1500 people on business mindset topic in 15teen regions of Kazakhstan, +600 people through online training and webinars.

NEW TEAM MEMBER



Mohammad Habib Abdullah recently joined Nazarbayev University's Research Centre for Entrepreneurship (NURCE) as a research Assistant. Prior to his work at NURCE, he also worked as a Research Associate at the Nazarbayev University Center for Leadership (NU Lead). Mohammad is a graduate of the Master of Public Administration (MPA) program of the Graduate School of Public Policy of Nazarbayev University from Afghanistan. He also holds a Master of Business Administration (MBA) degree from Beijing Normal University of China.



Assel Abdrakhmanova and Amina Yessekeyeva, team members behind our upcoming book on Women Entrepreneurs from Kazakhstan, recently met with the art director of the book. They discussed details and fine-tuned the draft. Stay tuned for the release of this exciting new book!

NURCE BUSINESS EVENTS

TEDx NAZARBAYEVUNIVERSITY



The TEDxNazarbayevUniversity event on November 12th in Astana was an unforgettable experience, filled with inspiring talks and thought-provoking ideas.

CHOOSE YOUR MAJOR FOR NIS STUDENTS



On November 7th, our team successfully delivered an engaging workshop on 'Choice of Major and Occupation' for 9th graders from the Nazarbayev Intellectual School, assisting students in making informed decisions about their future career paths.

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.



NOVEMBER,
2023

NURCE DIGEST

