

NURCE.KZ SEPTEMBER DIGEST

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

NURCE RESEARCH NEWS

NURCE IN GEORGIA: UNVEILING ENTREPRENEURIAL DISCOVERIES



We are thrilled to announce that NURCE members participated in the 'Entrepreneurship as Driver of Economic and Social Change: Insights from Eastern Europe, South Caucasus, and Central Asia' International Academic Workshop, held in Tbilisi, Georgia from September 13 to 16, 2023. This event was organized and generously funded by Goethe University Frankfurt and the DAAD (German Academic Exchange Service).

We are proud to report that our participation was a resounding success.


The workshop explored diverse entrepreneurship motives, strategies, and practices, with a focus on informality, social networks, influential industries, government policies, and their impact on emerging market economies.


NURCE made a notable contribution to the workshop by presenting seven insightful research papers:


1. Nurlyaiym Zhaksbayeva and Shumaila Yousafzai *"Forging a Path to Circular Prosperity: Entrepreneurship, Sustainability, and Policy Reform in Kazakhstan"*.
2. Zhansaule Kimel and Yousafzai Shumaila *"Entrepreneurial Resilience in the Face of Technology and Consumer Evolution: Insights from Kazakhstan"*.
3. Yelena Muzykina, Nurlykhan Aljanova and Shumaila Yousafzai *"Embracing Resilience and Forging New Horizons: The Untold Stories of Migrant Women Entrepreneurs"*.
4. Anian Ghosh and Nurlykhan Aljanova *"Entrepreneurship at Intersectionality: How Motherhood is influencing Innovations and Ethics in Women Entrepreneurship in Central Asia"*.
5. Nurlykhan Aljanova, Nurlyaiym Zhaksbayeva and Shumaila Yousafzai *"Empowering Women Entrepreneurs: Local Government as the Cornerstone of Success"*.
6. Shumaila Yousafzai, Nurlykhan Aljanova and Wojdan Omran *"Unleashing the Power of Entrepreneurship: Decolonizing Systems, Empowering Communities in Uzbekistan"*.
7. Chaia Amina, Nurbayeva Alua, Nurlykhan Aljanova and Yousafzai Shumaila *"Can Entrepreneurship Ignite Kazakh Cultural Resurgence and Identity Reclamation in the Era of Decolonization?"*.

SEPTEMBER,
2023

NURCE DIGEST

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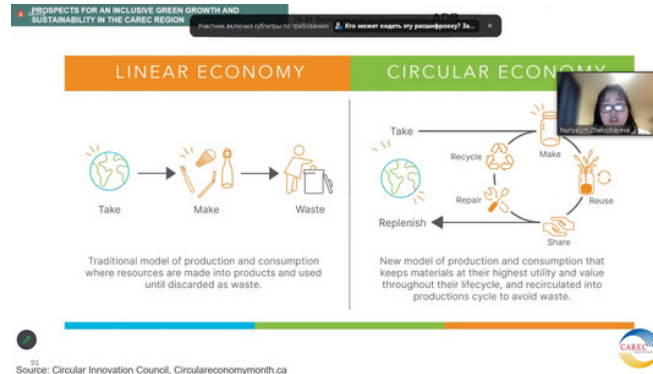
NURCE TEAM AT ESCAS 2023



NURCE team members participated at the European Society for Central Asian Studies (ESCAS) 2023 Regional Conference in Almaty, Kazakhstan, held from September 21 to 24, 2023.

1. Emina Yessekeyeva, explored 'Religion and Contemporary Art in Kazakhstan,' focusing on shamanism and ritual in the country's artistic sphere.
2. Philipp Schroeder presented 'Entrepreneurship across Central Asia,' offering early insights from ongoing research in applied economic anthropology.
3. Indira Alibayeva led a discussion on 'Post-Liberal Statebuilding and Social Ordering in Central Asia,' examining imaginaries, discourses, and practices shaping social order in the region.

NURCE AT CAREC 2023 CONFERENCE



Our team member, Nurlyaiym Zhaksybayeva recently attended The CAREC Institute's Third Annual Research Conference, titled "Prospects for Inclusive Green Growth and Sustainability in the CAREC Region." The conference took place online on September 20–21 with over 120 researchers and experts participating. This conference, financially supported by the Asian Development Bank (ADB), sought to enhance the link between research and policymaking by systematically capturing policy-focused research and current perspectives on environmentally sustainable and inclusive economic growth.

Nurlyaiym Zhaksybayeva addressed circular economy issues to reduce the region's vulnerability to climate change. She emphasized that formulating policies that promote the incorporation of environmental, social, and governance principles along with circular economy concepts into business operations will effectively redirect capital towards sustainable initiatives.

PUBLICATION ON GASLIGHTING



We are pleased to spotlight a significant publication by Dr. Shumaila Yousafzai from NURCE, GSB, and Wojdan Omran from Queen's University Business School, Belfast, UK. Their paper, titled "Navigating the twisted path of gaslighting: A manifestation of epistemic injustice for Palestinian women entrepreneurs," has been accepted by the renowned "Human Relations" journal. This journal is not only placed on the Financial Times list of top 50 journals but also ranks in the top 2% on Scopus, marking it as a leading platform for scholarly research.

Employing a postcolonial feminist perspective, the research delves deep into the concept of gaslighting within the sphere of women's entrepreneurship. Through a comprehensive study of forty Palestinian women entrepreneurs, the paper unveils the intricate, gendered nuances of gaslighting and its diverse effects. The study introduces the concept of the 'twisted path' of gaslighting, adding depth to Stern's 3-stage model. It further unravels the dimensions of secondary and tertiary gaslighting.

The framework of epistemic injustice used in the paper sheds light on the complex reasons some women entrepreneurs might seem to accept specific injustices. The geopolitical backdrop of the research, coupled with discussions on testimonial injustice and infrapolitics, offers invaluable insights and a fresh perspective on the subject.

This publication serves as a beacon for those interested in understanding the deeper implications of gaslighting in entrepreneurship. Our commendations go to Dr. Shumaila Yousafzai and Wojdan Omran for this outstanding contribution to academic literature.

NURCE NEWS

NURCE SHOWCASE SEMINAR



On September 4th, the Nazarbayev University Research Center for Entrepreneurship (NURCE) hosted an insightful session on "How do we run a research center?" Led by Dr. Shumaila Yousafzai, our dedicated team shared remarkable insights into our research activities, recent partnerships, community outreach initiatives, and upcoming projects.

The session started with Dr. Shumaila passionately discussing NURCE's values, objectives, ongoing projects, and introduced our exceptional team members. One notable highlight is the upcoming II International Conference on Entrepreneurship, Innovation, and Technology: Challenges, Opportunities, and Prospects in the CIS Region, scheduled for December of this year.

NURCE APPLIED FOR DAAD FUNDING

NURCE has taken an exciting step in its academic endeavors by applying for funding from the German Academic Exchange Service (DAAD) to host an international workshop in 2024. The workshop, titled "Decolonizing and Diversifying Entrepreneurship: Unearthing Assumptions and Expanding Paradigms with Evidence from Central Asia, South Caucasus, and Eastern Europe," promises to be a platform for exploring new frontiers in entrepreneurship research and fostering collaboration across diverse regions.



NURCE TEAM MEETING



The NURCE team had a meeting on September 1st. This gathering provided an invaluable opportunity for team members to reflect on the progress made and assess the alignment with their strategic objectives.



The meeting served as a platform for comprehensive discussions, where participants shared their insights, identified areas of improvement, and formulated action plans to address any challenges or gaps.

NURCE AS AN IMPORTANT PART OF GSB'S ACCREDITATION



NURCE plays an important role in the Nazarbayev University Graduate School of Business's (GSB) pursuit of prestigious dual accreditation from the Association of MBAs (AMBA) and the Business Graduates Association (BGA). The impact generated by our center is prominently showcased in GSB's accreditation application. A crucial milestone in this journey was marked on September 15 when the AMBA and BGA accreditation team visited NUGSB. This visit underscores GSB's unwavering commitment to delivering world-class business education and attaining esteemed accreditation status, with NURCE as an important part of this process.

PHOTO EXHIBITION IS BACK!



Step into the world of inspiring women entrepreneurs! NURCE has brought back the captivating photo exhibition featuring 'Together We Have It All: Women Entrepreneurs in the Community-Based Tourism Sector of Kyrgyzstan (CBT).' These remarkable photographs offer a unique glimpse into the lives of women entrepreneurs in Kyrgyzstan's CBT sector, showcasing their profound contributions to their communities and sharing their inspiring tales of resilience and success.

INTRODUCING NEW TEAM MEMBERS



Dr. Jessica Neafie is an Assistant Professor at the Department of Political Science and International Relations at Nazarbayev University.

Dr. Neafie's research focuses on various issues, including the impact of Foreign Direct Investment (FDI) on the environment, the interactions between society and Multinational Corporations (MNCs), and the impacts of the Chinese Belt and Road initiative on Developing Countries. She also does surveys on public opinion in Central Asia and social media analysis.

She has authored a peer-reviewed article for *Politikon* and *International Politics*. Her current research projects include an analysis of public opinion of China in Kazakhstan on Twitter and a survey of SDG implementation in Corporations in Kazakhstan.

INTRODUCING NEW TEAM MEMBERS



Dr. Indira Alibayeva recently joined NURCE as a Post-Doctoral Research Fellow. She holds a PhD degree in Social Anthropology from the University of Zurich. Indira has an extensive experience in anthropological research in Central Asia on topics of local social relations, ethnic identification, migration, and the role of the state in forming the power relations between population groups.

She has been a PhD researcher at the Max Planck Institute for Social Anthropology in Halle, Germany. In her doctoral project, Indira studied ethnic identification in southern Kazakhstan, and the ethnicity concepts of the local population.

INTRODUCING NEW TEAM MEMBERS



Aizhan Kalassova is a 2023 alumni of Nazarbayev University with a Bachelor's degree in Political Science and International Relations.

She is ex-research Assistant of PhD student at University of Cambridge specializing in renewable energy projects of Kazakhstan.

Aizhan is also a former intern of Wonder Woman - a Central Asian women empowering startup. Moreover, Aizhan was the President of one and only women association of NU. Currently, Aizhan is a research assistant at NURCE.

NURCE TEAM MEMBERS GET A SHOWCASE WALL



NURCE team members got a showcase on the 6th floor of Block C3! Discover our latest achievements and research highlights displayed on our dedicated showcase wall.

NURCE BOOK NEWS

Trailblazers of the Steppe: Inspiring Narratives of Women Entrepreneurs in Kazakhstan

Our much-anticipated book is set to launch very soon, casting a spotlight on the formidable journeys of women business leaders in Kazakhstan. Across a rich tapestry of sectors and promising an in-depth look into the unique journeys of women business pioneers in Kazakhstan, it showcases their incredible resilience, innovations, and their transformative societal contributions.

Tapping into the nomadic heritage of Kazakhstan, the book illustrates how women leverage their rich cultural roots to establish sustainable enterprises. Readers will be introduced to innovators at the forefront of the circular economy, creative changemakers shaping the nation's modern cultural fabric, and trailblazers who are carving a niche in traditionally male-dominated sectors.

Beyond individual achievements, "Trailblazers of the Steppe" reflects on the broader impact of these entrepreneurs, emphasizing their role in fostering community development, economic empowerment, and inspiring the next generation. The book serves as both a testament to their remarkable journeys and an invaluable source of inspiration for all those aiming to bring about positive change in their spheres of influence.

FUNDING FROM CARDIFF UNIVERSITY, UK

Cardiff University Business School is supporting the creation of case studies of women entrepreneurs in Kazakhstan. With their generous support of up to £5000, they are enabling Dr. Alexander Parkyn-Smith to capture original photographs of these remarkable women, who will be featured in the upcoming book titled 'Trailblazers: Women Entrepreneurs in Kazakhstan.'



VISUAL ETHNOGRAPHY TRIP

Dr. Alexander Parkyn-Smith started his Visual Ethnography Trip, conducting 28 photoshoots to capture the essence of remarkable women in Kazakhstan. These compelling photographs will take center stage in the upcoming book, 'Trailblazers: Women Entrepreneurs in Kazakhstan.' Dr. Parkyn-Smith's dedication and keen eye have beautifully showcased the stories of these women, highlighting their exceptional journeys as entrepreneurs in Kazakhstan.



Photoshoot with Dinara Satzhan.



More photographs from the process.



NURCE BOOK NEWS

Trailblazers of the Steppe: Inspiring Narratives of Women Entrepreneurs in Kazakhstan



These remarkable women entrepreneurs come from a diverse range of industries, including construction, the creative sector, waste management, fish farming, and more. Stay tuned for updates on NURCE's upcoming book, 'Trailblazers: Women Entrepreneurs in Kazakhstan,' where their inspiring stories and contributions will be celebrated and shared with the world. It's a testament to the resilience and innovation of women entrepreneurs across a multitude of fields in Kazakhstan.

PIONEERING EXCELLENCE: GULMIRA ISSABAYEVA'S EMPOWERMENT IN OUTSOURCING AND CONSULTING



Explore the first narrative from our upcoming book, 'Trailblazers of the Steppe: Inspiring Narratives of Kazakh Women Entrepreneurs'.

Gulmira Issabayeva's entrepreneurial journey in the male-dominated sectors of outsourcing and management consulting is an inspiring tale of resilience, expertise, and a relentless pursuit of success. With over 15 years of experience in the public sector, particularly in the financial department of the North Kazakhstan region, Gulmira's journey has been shaped by her unwavering determination and deep knowledge of budgeting and financial management.

As Gulmira reflects on her public sector experience, she shares how her time in the treasury department of purely governmental organizations provided her with a profound understanding of financial regulations, compliance, and strategic planning. It was within these financial realms that she honed her skills and gained invaluable insights that would later become the foundation of her entrepreneurial endeavors.

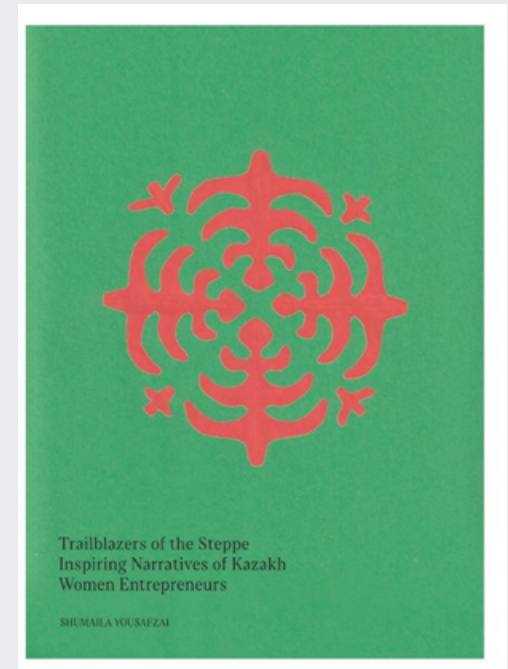
Click [here](#) to read the full story.

BOOK DESIGN UPDATES

We're thrilled to share the latest progress on our upcoming book, "Trailblazers of the Steppe: Inspiring Narratives of Kazakh." The book's design process is currently in full swing, with our talented designer and art director working diligently to create a visually captivating and reader-friendly layout that will enhance the overall reading experience. Expect a seamless blend of typography, imagery, and graphic elements meticulously curated to breathe life into the content, making it visually compelling and engaging.

We're crafting more than just a book; we're shaping an immersive journey through the inspiring narratives of Kazakh women entrepreneurs.

Stay tuned for updates as we bring this vision to life, ensuring that the stories within these pages resonate powerfully with every reader.



Draft Cover of the book (Design in progress)

A SNEAK PEAK TO THE DRAFT OF THE BOOK

Section

SISTERHOOD AMPLIFIED Bayan Maxatkyzy's Journey Of Empowerment And Transformation In The Entertainment Industry By Nurlykhan Aljanova

Bayan Maxatkyzy, born in 1974 in Uralsk, Kazakhstan, is a remarkable figure in the entertainment industry. Hailing from a creative family background, her talents as an actor, TV presenter, and producer have made her a prominent name in Kazakh show business. Bayan has achieved significant success and made a lasting impact in the industry.

Bayan's career started when, driven by her passion and ambition, Bayan ventured into various projects that showcased her abilities. She garnered attention from renowned directors, leading to her breakthrough role in Talgat Temenov's film, *Station of Love*, which catapulted her to stardom in 1993. This success laid the foundation for her future endeavors.

As she pursued her education in journalism, Bayan began working with different TV channels, gaining valuable experience in the industry. She later took the initiative to create her own projects, including her production company, Shine Production, allowing her to explore her creative vision and bring unique stories to life.



BUSINESS EVENTS

MASTERMIND ON PUBLIC SPEAKING



On September 2, attendees were treated to an immersive experience at the "Mastermind: TED-Style Public Speaking Edition" event. Designed to unlock the secrets of impactful communication, participants delved into the intricacies of TED-style talks and were equipped with expert insights and practical tips.

GUEST LECTURE: DINARA AUVELBEKOVA



On September 15, Dinara Auyelbekova conducted a training on setting the right mindset when starting a business. Each participant had a chance to reflect on and share their feelings and worries. There was such a cozy atmosphere!

GUEST LECTURE: ASSEL MURATOVA



In our September 12th training session led by Assel Muratova, trainers explored the essential soft skills of leadership and emotional intelligence. Muratova's expertise illuminated diverse leadership styles and the art of motivating teams, emphasizing the relevance of adaptive leadership in contemporary contexts. The session underscored the vital role of emotional intelligence in nurturing meaningful professional relationships, equipping trainers with invaluable insights for effective communication and collaboration.

THE COMMUNITY OUTREACH TEAM WORKING HARD BEHIND THE SCENE!



HOW TO START MAKING MONEY FROM SCRATCH?



On September 14th, a dynamic event titled "How to Start Making Money from Scratch?" was conducted. Led by the esteemed Kanat Saparbayev, founder of the "KaRima" restaurant network, attendees were enlightened on financial strategies and entrepreneurship. Delving deep into identifying lucrative opportunities to harnessing personal strengths for optimal gains, Saparbayev's expertise was a highlight. The event not only offered actionable insights but also treated participants to the renowned plov.

ORATORFEST ASTANA



Oratorfest continues to garner enthusiastic participation! Oratorfest took place on September 23, and participants had the chance to experience a range of dynamic workshops led by expert trainers, covering topics such as storytelling, feedback.

UPCOMING EVENTS: OCTOBER 2023

GO BEYOND
PUBLIC TALK CONFERENCE
OCTOBER, 2
NAZARBAYEV UNIVERSITY
NAZARBAYEV UNIVERSITY RESEARCH CENTRE FOR ENTREPRENEURSHIP

6 SPEAKERS
100+ GUESTS
3 HOURS

6 INSPIRING TALKS IN ENGLISH

Immerse yourself in the atmosphere of public speaking! Feel the inspiration and power of words! Get energized by the compelling speakers and make valuable connections by becoming a part of the international community in Astana! You will experience 6 TED-style talks in English on diverse topics. Join us for 3 hours of a full-scale international event right in the heart of Astana. Seize the opportunity to significantly enhance your English proficiency by listening to the speakers and engaging with participants from all around the world.

The Public Talk Conference is not just a TED-style event; it's also a unique opportunity for effective networking. Public Talk Conference.

Date and Time: October 2nd (Monday) 17:00-20:00

Venue: Nazarbayev University Address: Astana, Kabanbay Batyr Ave, 53

КАК СТАТЬ САМЫМ ВОСТРЕБОВАННЫМ ЭКСПЕРТОМ В СМИ

3 ОКТЯБРЯ
НАЗАРБАЕВ
УНИВЕРСИТЕТ

13:00 - 15:00
ROOM 2003

Join us for an engaging event, "HOW to Become the Most Sought-after Expert in the Media?"

Topics include personal presentation, crafting impactful press kits, the influence of appearance, and analyzing successful leaders' photos. Enhance your skills in interview preparation, comment crafting, and building journalist relationships.

Date and Time: October 3rd, 13:00 - 14:30

Venue: Nazarbayev University Address: Astana, Kabanbay Batyr Ave, 53

[Registration link](#)

ОРАТОРФЕСТ АСТАНА

ОТКРЫТЫЙ ЕЖЕМЕСЯЧНЫЙ ФЕСТИВАЛЬ РАЗВИТИЯ РЕЧЕВЫХ НАВЫКОВ

УЧАСТИЕ БЕСПЛАТНОЕ

НАЗАРБАЕВ УНИВЕРСИТЕТ

НАЗАРБАЕВ УНИВЕРСИТЕТ

НАЗАРБАЕВ УНИВЕРСИТЕТ

Discover the power of effective communication at Oratorfest! We invite you to our monthly event - Oratorfest at Nazarbayev University in Astana.

Venue: Block C3, Nazarbayev University, Astana

[Registration link](#)



Prepare to be inspired and engaged at our Open Mic event, where voices come alive and ideas take flight. Whether you're an aspiring or seasoned public speaker, this is your chance to captivate the audience with your unique perspective. Join us for an afternoon filled with eloquent narratives and compelling speeches - it's a fantastic opportunity not only to showcase your ideas but also to enhance your public speaking skills. Don't miss the chance to learn and connect with a receptive audience.

Date and Time: October 14, 18:00 – 20:00

Venue: Nazarbayev University Address: Astana, Kabanbay Batyr Ave, 53

[Registration link](#)



Get ready to connect with fellow professionals, exchange ideas, and broaden your professional horizons. This event promises a vibrant atmosphere where meaningful conversations and valuable connections flourish. Whether you're seeking potential collaborators, mentors, or simply aiming to expand your professional circle, this gathering offers the perfect platform. Don't miss this opportunity to enhance your network and engage with like-minded individuals. Mark your calendar for a fruitful networking experience!

Date and Time: October 19, 13:00 – 14:30

Venue: Nazarbayev University Address: Astana, Kabanbay Batyr Ave, 53

[Registration link](#)

NURCE PROGRESS

ACTIVITIES BY THE END OF 2023



With the end of September upon us, we are excited to share a series of engaging events that you won't want to miss. From November 15 to December 1, 2023, NURCE has planned an enriching lineup that celebrates entrepreneurship, innovation, and technology in the CIS region.

CONFERENCE UPDATE

NURCE and NUSDF come together for a two-day 2023 International Conference that brings together academia and practice to explore the evolving landscape of entrepreneurship, social entrepreneurship, and their impact on development in Central Asia.

This two-day event promises attendees invaluable insights, profound discussions, and the opportunity to connect with experts and entrepreneurs from the region. Moreover, outstanding contributions in these fields will be acknowledged with recognition awards, along with opportunities for publication. We eagerly anticipate your active participation and valuable contributions to this vibrant and dynamic conference.



NURCE AND THE SDF Team planning the events.

WOMEN ENTREPRENEURS MASTER TRAINING

The Women Entrepreneurs Master Training program is in the exciting stages of preparation, gearing up to provide a transformative learning opportunity for aspiring women entrepreneurs. This dynamic program is designed to encompass a wide range of enriching elements, such as illuminating case studies that highlight the real-life success stories of women entrepreneurs, hands-on workshops that foster practical skills development, and inspiring master classes led by esteemed guest speakers who bring their wealth of knowledge and experience to the forefront.

The ultimate goal of this program is to empower and equip women with the tools and insights they need to thrive on their entrepreneurial journeys. Stay tuned for more updates and details on this empowering initiative.

NURCE AND NUSDF WILL HOLD A JOINT CONFERENCE



The Nazarbayev University Research Centre for Entrepreneurship (NURCE) and The Social Development Fund of Nazarbayev University (SDFNU) come together for a two-day 2023 International Conference: "Impact Central: Bridging Social Development and Entrepreneurship in Central Asia" that brings together academia and practice to explore the evolving landscape of entrepreneurship, social entrepreneurship, and their impact on development in Central Asia.

Attendees will gain valuable insights, engage in meaningful discussions, and have the chance to network with experts and entrepreneurs from the region. Additionally, there are recognition awards and publication opportunities for those making significant contributions in these fields. We look forward to your participation and contributions to this dynamic conference. The conference will be held on 30 November - 1 December, 2023.

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.



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