

# Women Entrepreneurship Conference Bangkok

BUSEM & British Council Research Links, 2015

22-24 June 2015, Bangkok University, Thailand

## CONFERENCE PROCEEDINGS

International research conference, 22-24 June 2015



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Bangkok University, School of Entrepreneurship and Management

[www.women-entrepreneurship.org](http://www.women-entrepreneurship.org)

# Proceedings

This conference proceedings collection includes full papers or extended abstracts of research work presented at Women Entrepreneurship Conference Bangkok 2015. Authors retain copyright of their work. The conference was co-organised by Bangkok University School of Entrepreneurship and Management (BUSEM) and Imperial College Business School, London. With the support of the British Council and the Thailand Research Fund (under the Newton Fund) the conference was held at the premises of Bangkok University (city campus) from June 22-24, 2015. All submitted proposals were peer reviewed, acceptance being based on quality and relevance of the research. A selection of 27 papers were presented at the conference and subsequently published within these proceedings.

The conference was fortunate enough to host two outstanding keynote speakers, both influential academics in the field of women entrepreneurship and the Global Entrepreneurship Monitor.

## **Prof. Susan Marlow**

### **“Exploring the gender agenda: thinking ahead to future research pathways”**

*Head of Entrepreneurship, Nottingham University*

*Editor of the International Small Business Journal*

*Fellow of the Institute for Small Business and Entrepreneurship*

*Holder of the Queen’s Award for Enterprise Promotion*

## **Prof. Erkkö Autio**

### **“Big data in entrepreneurship: GEDI and GEM”**

*Chair in Technology Venturing and Entrepreneurship, Imperial College Business School*

*Director of the Doctoral Programme at Imperial College London Business School*

*Founding team member of the Global Entrepreneurship Monitor GEM initiative*

*Co-founder of the Global Entrepreneurship and Development Institute*

*Co-author of the Global Entrepreneurship and Development Index*



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# Introduction

This conference proceeding includes full papers and extended abstracts of research work presented at the Women Entrepreneurship Conference Bangkok, 22-24 June 2015. Authors retain copyright of their work.

This British Council supported conference invited papers that explore female entrepreneurship. According to the Global Entrepreneurship Monitor (GEM), Thailand does not only have the world's highest rate of women entrepreneurship, but it is also one of the only countries in the world where both nascent and established female business owners match their male counterparts. A total of 35 participants, predominantly from Thai and UK institutions spend three productive days to exchange ideas and knowledge in the field of female entrepreneurship. Emphases were placed on analysing the strengths, challenges and business models of female entrepreneurs as well as strategies to promote and support women entrepreneurship.

The three-day conference was intended for early-career researchers in UK and Thai academic institutions (Post-Docs and within the first 10 years of their career), although applications from advanced researchers as well as PhD candidates in their final year were also considered. The conference provided participants with workshop-style feedback on their papers, career guidance by senior researchers in the field and opportunity to strengthen UK-Thai research collaborations. Participants also had the opportunity to apply their insights and skills during a practitioner day at Giffarine Skyline Unity Co., Ltd., where they met the successful and famous Thai female entrepreneur Dr. Nalinee Paiboon.

## Topics

Topics discussed during the conference included, but were not limited to, the following areas:

- Women entrepreneurship
- Cross-cultural studies in entrepreneurship (with a particular focus on comparisons between the UK and East-Asia)
- Female entrepreneurship and innovation
- Business models and strategies, what we can learn from female entrepreneurs
- Policies and practices for women entrepreneurship
- Gender, identity and leadership
- Big data: Evidence on women entrepreneurship from GEM and GEDI

# Executive Committee

## Conference Chair

Dr David Achtzehn, Bangkok University

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Prof Erkkö Autio, Chair in Technology Venturing and Entrepreneurship, Imperial College London

Prof Susan Marlow, Nottingham University and Mrs. Ulrike Guelich, BUSEM

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Dr Koson Sappasert, Director of Research at BUSEM and GEM Thailand

Dr David Achtzehn, Lecturer at Bangkok University

## Special thanks go to

Dr Uttama Savanayana, President of Bangkok University

Sir Andrew Glass, Director of the British Council Thailand

Dr Wutnipong Warakraisawad, Director of Administrative Affairs

Ms Chanya Tangsuk, British Council

Mrs Ulrike Guelich, Lecturer at Bangkok University

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## Host institution

Bangkok University,

School of Management and Entrepreneurship, Building 9, 3<sup>rd</sup> Floor

119 Rama IV, KluayNamThai, KlongToey,

Bangkok, 10100



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# Selected Papers

## Day 1: June 22nd 2015

Author	Paper	Time
<b>Session 1 – June 22nd 2015, Room SEM1 – Cultural and social norms</b>		
<i>Session Chair: Prof. Susan Marlow and Prof. Erkkö Autio</i>		
Boddington, M.	<i>University of Cambridge</i> Boy's Things and Girl's Things – A Conceptual Framework of Structural Social Barriers to Women's Entrepreneurial Practice	15:15 – 15:45
Mu'minah, I Virasa, T.	<i>Mahidol University</i> Investigating Socio Cultural Factors Affecting People to be Entrepreneurs And Venturing New Business in the Context of Indonesian Women Society	15:45 – 16:15
Sachayansrisakul, N.	<i>Bangkok University</i> The application of Buddhism to business start ups by successful female entrepreneurs	16:15 – 16:45
Fu, K. Autio, E.	<i>Imperial College London</i> Do Male and Female Entrepreneurs React Differently to National Culture?	16:45 – 17:15

## Day 2: June 23rd 2015

<b>Session 2 (a) – June 23rd 2015, Room SEM1 - Education</b>		
<i>Session Chair: Prof. Susan Marlow</i>		
Barakat S.	<i>University of Cambridge</i> Making enterprise training and education more accessible to women in science and engineering: the case of EnterpriseWISE	14:15 – 14:45
Timur, F.	<i>Cranfield University</i> From Cleaner to Chief Executive: Financial Education as the Catalyst for Engendering Entrepreneurship Amongst Migrant Domestic Workers in Singapore	14:45 – 15:15
<b>Session 2 (b) – June 23rd 2015, Room SEM2 - Leadership</b>		
<i>Session Chair: Prof. Erkkö Autio</i>		
Basuki, W.	<i>Southampton Solent University</i> Strategic Managerial Behaviour and Attributes of Female Entrepreneurs in Small and Medium-sized Enterprises in the UK	14:15 – 14:45
Tariq, M.	<i>University of Huddersfield</i> South Asian Muslim women in employment and leadership positions in UK organisations	14:45 – 15:15
Huang, Q.	<i>Lancaster University</i> Gender, leadership and human capital in family controlled entrepreneurial firms: empirical evidence from China	15:15 – 15:45

### Day 3: June 24th 2015

#### Session 3 (a) – June 24nd 2015, Room SEM1 - Networking

Session Chair: Mrs Ulrike Guelich

Sapleton, N.	<i>Manchester Metropolitan University</i> Who gives? Role congruity as a mediating variable between social networks and social capital for women entrepreneurs	09:00 – 09:30
Huang, Q.	<i>Lancaster University</i> Liu, Yipeng - University of Birmingham Gender, networking intentions and entrepreneurship	09:30 – 10:00
Choochatpong, S. Triposakul, S.	<i>University of Warwick/Bangkok University</i> Does education influence the innovativeness of Thai entrepreneurs: An analysis of female vs male entrepreneurs using GEM data	10:00 – 10:30

#### Session 3 (b) – June 24nd 2015, Room SEM2 - Local communities

Session Chair: Dr David Achtzehn

Srikham, W.	<i>Ubon Ratchathani University</i> Transborder Trading and Cambodian Women Division of Labour Changes	09:00 – 09:30
Thechatakerng, P.	<i>Maejo University</i> Developing Women Entrepreneurship towards Women Farmers in Sansai, Chiangmai: the beginning	09:30 – 10:00
Dowudom, P. Sankatiprapa, K.	<i>PiChitt Community College/Srinakharinwirot University</i> Striving towards success of rural Thai female entrepreneur	10:00 – 10:30

#### Session 4 (a) – June 24nd 2015, Room SEM1 – Fear

Session Chair: Prof. Erkkö Autio

Guelich, U. Shukla, M.	<i>Bangkok University</i> Is the fear to fail an obstacle for women entrepreneurs to be innovative?	11:00 – 11:30
Luangrath, P.	<i>Bangkok University</i> No Gender Difference in Risk Behaviour	11:30 – 12:00

#### Session 4 (b) – June 24nd 2015, Room SEM2 – Special Topic

Session Chair: Prof. Susan Marlow

Hutangabodee, S.	<i>University of Westminster</i> Thai women as immigrant entrepreneurs in the UK	11:00 – 11:30
Itani, M.	<i>University of Leicester</i> Women entrepreneurship in developing countries: A qualitative research agenda	11:30 – 12:00
Prakongpan, P.	<i>Srinakharinwirot University</i> A qualitative study on conditions for Thai female entrepreneurship empowerment	12:00 – 12:30

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**Session 5 (a) – June 24nd 2015, Room SEM1 - Policy**

*Session Chair: Dr. Koson Sapprasert*

Sachayansrisakul, N.	<i>Bangkok University</i>	14:00 –
	Policy Implications for Female Entrepreneurs in Thailand	14:30
Saeed, S.	<i>University of Essex/ Cardiff University</i>	14:30 –
Yousafzai, S.	Gendered normative institutionalization of women's entrepreneurship	15:00
Wright, L.	<i>Manchester Metropolitan University</i>	15:00 –
	Resilience strategies amongst female entrepreneurs in Science, Engineering and Technology	15:30

**Session 5 (b) – June 24nd 2015, Room SEM2 - Special Topic**

*Session Chair: Prof. Erkkö Autio*

Swaile, Janine	<i>Nottingham University/University of Liverpool</i>	14:30 –
Jayawarna, D.	Throwing out the business with the bath water' - the effect of	15:00
Marlow, S.	household determinants and life course dynamics on the entrepreneurial exit decision	
Guelich, H.	<i>Bangkok University</i>	15:00 –
Guelich, U.	Can women entrepreneurship education be empowered by short academic programs?	15:30

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# Best Paper Award

## **Making enterprise training and education more accessible to women in science and engineering: the case of EnterpriseWISE**

Shima Barakat<sup>1</sup>, Centre for Entrepreneurial Learning (CfEL), University of Cambridge Judge Business School. 10 Trumpington St, Cambridge CB2 1QA, UK, [s.barakat@jbs.cam.ac.uk](mailto:s.barakat@jbs.cam.ac.uk)

Michelle Rigozzi, CfEL, University of Cambridge Judge Business School.

Monique Boddington, CfEL, University of Cambridge Judge Business School.

Ros Mclellan, Faculty of Education, University of Cambridge.

### **Abstract**

The central objective for this research is to explore the value of women only enterprise training and education programmes to meet the needs of women in science and engineering and technology (WISE) through reviewing the impact of EnterpriseWISE, a women-only programme targeted at WISE. We address the current gender gap that exists in Enterprise and Entrepreneurship Education, specifically around the education of women postgraduate researchers from STEM disciplines by exploring the self-efficacy effects of such a programme as well as impacts on attitude, mind-set, perceptions and implications for habits and practices beyond the course.

EnterpriseWISE was evaluated as part of a EU-funded project. The quantitative aspects were measured using an instrument based on the EHGI questionnaire supplement by other previous works yielding 9 factors including 7 dimensions of Entrepreneurial Self-Efficacy (ESE) and 2 attitude ones. Participant ESE was measured before and after EnterpriseWISE.

The results showed increases of individual's ESE across the board. The gender effects were consistent with the literature, and effects over time were significant but programme effects were not. The pre-course levels of ESE of WISE researchers was lower than women on mixed programmes across all ESE dimensions. However, their appetite for start-up and tolerance of risk was higher. Our sample is small and therefore results must be approached with caution and further research is required before concluding that freedom from tokenism is not significant for effective EEE for WISE researchers.

EnterpriseWISE offered evidence that the ESE dimensions of WISE can be enhanced over time through EEE. We illustrated that those that chose to come on EnterpriseWISE had particularly low ESE on all 7 dimensions indicating that a women-only course may have a place to offer education to participants with lower ESE. We contributed to the literature on the multi-dimensional, gendered aspects of ESE by illustrating a subset of highly educated women in mostly male dominated disciplines and we established the need to focus more on WISE researchers, their EEE needs and improving current practice.

**Keywords:** EnterpriseWISE, enterprise education; women in science, engineering and technology (WISE); tokenism; entrepreneurial self-efficacy (ESE), entrepreneurial learning.



# Schedule

## Sunday, 21st June 2015 - Arrival at Jasmine Grande Residence

19:00 pm Get together at Marriott Hotel Octave Skybar (Thonglor)

## Monday, 22nd June 2015

08:00-09:00 Registration, BUSEM, building 9, floor 3  
09:00-09:30 Welcome by Dr. Uttama Savanayana, President of Bangkok University  
Welcome by Andrew Glass, OBE, Director of the British Council Thailand  
09:30-10:00 Introduction to the participants and conference theme  
Dr. Pichit Akkrathit, Chairman of the Board, BUSEM, Bangkok University  
10:00-11:15 Exploring the gender agenda: thinking ahead to future research pathways  
Prof. Susan Marlow, Nottingham University  
11:15-11:30 Refreshment Break  
11:15-12:30 Female entrepreneurship in Thailand  
Mrs. Ulrike Guelich, BUSEM, Bangkok University  
12:30-14:00 Lunch  
14:00-15:00 Big data in entrepreneurship: GEDI and GEM  
Prof. Erkkö Autio, Imperial College London  
15:00-15:15 Refreshment Break  
15:15-17:15 Paper discussion session 1  
19:00-21:00 Welcome dinner – BUSEM, building 9, floor 14

## Tuesday, 23rd June 2015

08:45-09:45 Meet-up for company visit (BUSEM) and drive to  
Giffarine Skyline Unity Co., Ltd.- [www.giffarinefactory.com](http://www.giffarinefactory.com)  
09:45-10:00 Brief presentation about the success story of Giffarine  
10:00-10:30 Visit production line - [www.giffarinefactory.com](http://www.giffarinefactory.com)  
10:30-10:45 Refreshment Break  
10:45-12:00 Interview session with Dr. Naline Paiboon, founder and MD of Giffarine  
12:00-14:15 Lunch and drive back to BUSEM  
14:15-15:45 Paper discussion session 2  
15:45-16:00 Refreshment Break  
16:00-18:00 Bilateral talks / free time

## Wednesday, 24th June 2015

09:00-10:30 Paper discussion session 3  
10:30-11:00 Refreshment Break  
11:00-12:30 Paper discussion session 4  
12:30-14:00 Lunch  
14:00-15:30 Paper discussion session 5  
15:30-15:45 Refreshment Break  
15:45-17:00 Round table: Impact Strategies within academia and beyond  
Prof. Erkkö Autio, Prof. Susan Marlow  
Dr. Koson Sappasert, Dr. David Achtzehn  
19:30-21:30 Farewell Dinner at the Gardens - [www.thegardenspalace.com](http://www.thegardenspalace.com)

## Thursday, 25th February 2015

07:30-18:00 Guided city tour – optional/extra curricular  
[www.bangkokvanguards.com](http://www.bangkokvanguards.com)

# Sponsors

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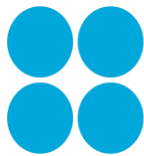


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