

Women Entrepreneurship Conference Bangkok

BUSEM & British Council Research Links, 2015

Jun 22-24 2015, Bangkok University, Thailand

Call for Abstracts

Abstract submission deadline: [May 4, 2015](#)

This British Council supported conference invites 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 outnumber their male counterparts. The conference invites participants from both UK and Thai institutions to advance understanding of female entrepreneurship in Thailand, the UK and other cultural settings. Emphasis is 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 is 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 who are in their final year are also considered. The conference will provide participants with workshop-style feedback on their papers, offer career guidance by senior researchers in the field and facilitate the building of UK-Thai research collaborations. Participants will also have the opportunity to apply their insights and skills during a practitioner day at Samutprakarn Crocodile Farm and Zoo Co., where they will get the chance to meet the successful and famous Thai female entrepreneur Patcharapimol Youngprapakorn.

Feedback will be given by fellow students and three internationally reputed researchers:

- **Prof. Erkkö Autio**, Chair in Technology Venturing and Entrepreneurship, Imperial College Business School, London
- **Prof. Susan Marlow**, Professor in Entrepreneurship, Nottingham University
- **Dr. Koson Sapprasert**, Director of Research at BUSEM and GEM Thailand, Bangkok University

Topics

We welcome empirical and conceptual abstracts from early-career researchers (Post-Docs).

Potential topics include, but are 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



Application

To allow in-depth discussions and provide participants the opportunity to build new research links the conference is limited to a maximum of 50 early-career researchers (Post-Docs). The conference fee is 15,000THB (≈300GBP) and includes all domestic travel, food and excursions. In addition grants totaling 1.400.000THB are available to up to 40 best applicants (details below).

Applicants are asked to submit an abstract of no more than 400 words that addresses the following headings: Objective, Method, Expected Findings, and Contribution. Double blind selection will be based on abstract quality and relevance to the conference theme.

Please send your application via email to:

Dr. David Achtzehn (david.a@bu.ac.th)

School of Entrepreneurship and Management, Bangkok University

Please submit your abstract by

May 4, 2015

Applicants will be notified by

May 11, 2014

Final papers (5-10pages) must be received for circulation to conference participants by

June 15, 2014

Grants

With the kind support of the British Council Research Links the following grants are available:

- Conference grant: free accommodation at our 4 star partner hotel and full coverage of the FULL conference fee is available to 40 outstanding young scholars from the UK and Thailand
- 20 UK travel grants: up to 25.000THB ≈ 500GBP to contribute to your flight costs from the UK
- 20 Thai travel grants: up to 5.000THB to contribute to your travel costs within Thailand

To apply for any of these grants, please provide a Letter of Interest and a Reference Letter from a senior faculty member.



BUSEM

SCHOOL OF ENTREPRENEURSHIP
AND MANAGEMENT
BANGKOK UNIVERSITY



**BRITISH
COUNCIL**

**Imperial College
London
BUSINESS SCHOOL**

Bangkok University, School of Entrepreneurship and Management

www.women-entrepreneurship.org

Schedule

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

07:00 pm	Get together at Skybar
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Monday, 22nd June 2015

08:00am	Breakfast
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09:00-10:00	Welcome and introduction to the participants and programme Dr. Sapprasert and Dr. Achtzehn, BUSEM
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10:00-12:30	Female entrepreneurship in Thailand and the UK Prof. Susan Marlow and Mrs. Ulrike Guelich
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12:30-14:00	Lunch
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14:00-15:00	Big data in entrepreneurship: GEDI and GEM Prof. Erkkö Autio
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15:00-17:45	Paper discussion session 1*
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17:45-21:00	Welcome dinner
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Tuesday, 23rd June 2015

08:00am	Breakfast
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09:00-14:00	Company visit (Samutprakarn Crocodile Farm and Zoo Co.,Ltd) and meet the successor Patcharapimol Youngprapakorn (including lunch)
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14:00-15:00	Round table: Impact Strategies within academia and beyond Prof. Erkkö Autio, Dr. Sapprasert, Prof. Susan Marlow
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15:00-15:30	Coffee break
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15:30-17:30	Paper discussion session 2
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17:30-open	Free time
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Wednesday, 24th June 2015

08:00am	Breakfast
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09:00-10:30	Paper discussion session 3
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10:30-11:00	Coffee break
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11:00-12:30	Paper discussion session 4
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12:30-14:00	Lunch
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14:00-17:00	Network afternoon (Opportunity for bilateral talks with faculty)
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17:00-1800	Feedback Session and Next Steps Prof. Erkkö Autio and Dr. David Achtzehn
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18:00-21:00	Farewell Dinner and River cruise
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Thursday, 25th February 2015

08:00am	Breakfast & guided city tour – optional/extra curricular
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Feedback process

Paper discussion sessions

The participants will be split into two groups of twenty. Each of the four discussion sessions allows 4-5 early-stage researchers to present their work. The participant has 10 minutes to present the essence of his/her research paper (research questions, methodology, preliminary results). This is followed by 10 minutes feedback from two peers and one member of the guest faculty, before opening the up the discussion to the floor for another 5 minutes.

	Duration
Presentation of your research paper	10min
Feedback from the faculty	5min
Feedback from two participants (max. 5 min each)	5min
Open group discussion	5min

Please review the programme and participants list to find the two research papers you are invited to comment on.

Feedback content

We encourage each participant to give structured feedback and constructive comments on the presented papers. You might consider some of the following questions by preparing your feedback statement: Does the paper include clear research questions? What methodologies, literature streams etc. are employed to answer the research question(s)? What is the unit of analysis?

As a presenter you may state the motivation for the paper and elaborate shortly on the kind of feedback you expect from both peers and faculty.

Opportunity for bilateral talks and feedback by the faculty

You will spend three days with the faculty and participants. We encourage you to take this opportunity to engage in dialogue and seek feedback from the faculty and peers on your research, academic career opportunities and potential collaborations. The program will allow plenty of time for professional networking.

Internet accessibility

Broadband wireless Internet access is freely available at the university. We thank you for supporting our closed laptop policy during sessions.

Audiovisual requirements

An LCD-projector, notebook computer and overhead projector will all be available for use during presentations. If you require the projector, please bring your presentation files on a USB stick or mail them to david.a@bu.ac.th.

The Faculty

Prof. Erkkö Autio



Professor Erkkö Autio (Imperial College) is Chair in Technology Venturing and Entrepreneurship and Director of the Doctoral Programme at Imperial College London Business School. At the Innovation and Entrepreneurship Group, he directs the Diffusion of Innovation theme and is Co-Investigator in the Digital City Exchange project and in the UK Enterprise Research Centre. He is also a member of the Senate of Imperial College and serves in the Research Committee of ICBS. He is an editorial advisory board member of many leading management and entrepreneurship journals, including the *Academy of Management Journal*; *Journal of International Business Studies*; *Journal of Business Venturing*; and *Entrepreneurship Theory & Practice*.

Dr. Koson Sapprasert



Dr Koson Sapprasert (Bangkok University) is Director of Research at BUSEM and coordinates The Global Entrepreneurship Monitor (GEM) Project in Thailand. He has been a major contributor to the DIME network (Dynamics of Institution and Markets in Europe) and Co-organizer of the IPP project (which led to the book *Innovation, Path Dependency and Policy: the case of Norway*, 2009, Oxford University Press).

Prof. Susan Marlow



Prof. Sue Marlow (University of Nottingham) is a leading expert in the field of female entrepreneurship. As the Alternate President of the Institute for Small Business and Entrepreneurship (ISBE) and Editor of the International Small Business Journal (ISBJ) she is well positioned to advise participants on issues of career progression and publication strategies. In 2011 she was recognised for her work by a Queen's Award for Enterprise Promotion.

Ulrike Guelich



Ulrike Guelich is the leading researcher of The Global Entrepreneurship Monitor (GEM) Project in Thailand. With twenty-five years of business experience as a female entrepreneur she embodies a viaduct between theory and practice. She was founding owner of a handicraft business in Germany; lead a family-run manufacturing business in the 4th generation and was head of an IT start-up as supplier to the automotive industry. She is the brains behind the theme of this conference and has spend much of the past three years researching and promoting female entrepreneurship in Thailand.

Dr. David Achtzehn



Dr. David Achtzehn is a lecturer in entrepreneurship at Bangkok University. He will be responsible for much of the conference's organisation. Having lived in the UK (twelve years) and Thailand, he himself acts as a bridge between the two countries and will help participants to build long-term research networks. In contrast to Dr. Sapprasert, Prof. Autio and Mrs. Guelich his research relies predominantly on qualitative methodologies and he will be a valuable mentor to early career researchers who would like to follow a similar path. For any questions regarding the organisation of the conference please email Dr. Achtzehn at david.a@bu.ac.th.

Location and travel trips

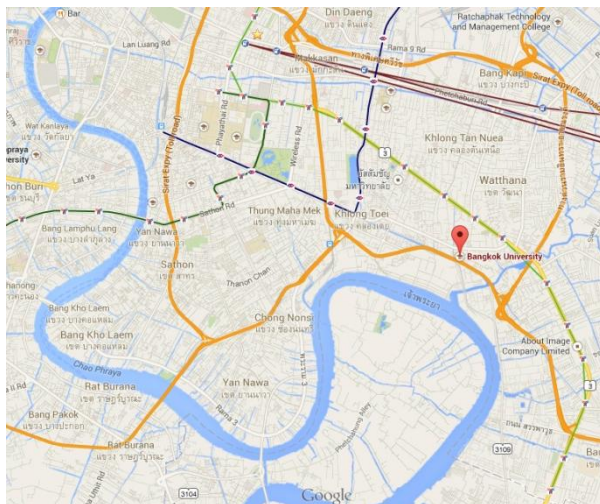
The conference will take place at the city campus of Bangkok University, Building 9, 3rd floor.

We strongly recommend participants to arrive early on Sunday, June 21. If you do not arrive on June 21, or if you have special dietary requirements, please let us know before May 4.

Hotel

Jasmine Grande Residence ****
4338 Rama IV Rd., Phrakanong
www.jasminegranderesidence.com

3 min walk from Bangkok University



Dress code

The dress code for the conference is casual. The program will include several trips around Bangkok as well as a company visit. Temperatures in June are expected to be between 33°C to 35°C.

Questions?

If there are any questions, please contact Dr David Ahtzehn at david.a@bu.ac.th

We look forward to welcoming you.

Directions

The campus can be reached by foot (10min) from BTS Ekamai (overground stop).

A 30min taxi ride costs approximately £2.

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