



11th Diana International Research Conference 2018
31 July – 3 August, 2018

Bangkok / Thailand

Bangkok University School of Entrepreneurship and Management

Women's Entrepreneurship and Culture

Interactions between and among cultures and societies, cross-cultural similarities and differences, the impact *of* culture and the impact *on* culture





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Women's entrepreneurship has been identified as an increasingly important contributor for economic growth and welfare, in particular for developing nations. The Association of Southeast Asian Nations (ASEAN) alone counts 61 million women entrepreneurs in its 10 member countries, more than in Europe and the USA combined (Xavier et al., 2016).

The Diana Project was established in 1999 by Professors Brush, Carter, Gatewood, Greene, and Hart – in partnership with ESBRI in Stockholm. The Diana Project has led the research agenda in women's entrepreneurship across continents, cultures, and contexts, providing an arena to share a global research agenda dedicated to answering questions about women entrepreneurs.

It is for the first time that the Diana Conference is hosted in Asia and we welcome researchers from 16 different countries to Bangkok, the "big mango", at Bangkok University School of Entrepreneurship and Management (BUSEM), Thailand. We have prepared three special conference days, including paper presentation, the Academic Impact Day, the traditional Sip & Shop event with a twist, and plenty of room for socializing. We hope to share our insights with entrepreneurs, policy makers to help everybody to better understand Women's Entrepreneurship and Culture: Interactions between and among cultures and societies, cross-cultural similarities and differences, the impact *of* culture and the impact *on* culture.

We would like to whole heartedly welcome you to this conference and we are looking forward to the opportunity to make this a truly inspirational, educational and fun event.

Asst. Prof. Dr. Ulrike Guelich (Uli)
Bangkok University School of Entrepreneurship and Management

Conference Schedule Overview

TUESDAY 31 JULY 2018	SIP & SHOP (<i>researchers</i>)	LOCATION
15.00-17.00	Registration	Jasmine Grande Residence, Lobby
17.30	Depart from Lobby to Sip & Shop	
18.30-21.00	Sip & Shop Meet women entrepreneurs @Groove	The Greyhound Café @Groove Central World
21.15	Depart to Hotel Jasmine Grande Residence	
WEDNESDAY 1 AUGUST 2018	PAPER PRESENTATIONS (<i>researchers</i>)	LOCATION
08.00-08.50	Registration	Bangkok University City Campus Building 9, 3rd Floor
09.00-17.15	Welcome, Plenary Session, Paper Presentations	
THURSDAY 2 AUGUST 2018	ACADEMIC IMPACT DAY (<i>public event</i>)	LOCATION
08.00-08.50	Registration	Bangkok University City Campus Building 9, 3rd Floor
09.00-12.00	Academic Impact Day with Panel Discussion	
12.00-13.00	Lunch	
THURSDAY 2 AUGUST 2018	GALA DINNER (<i>researchers</i>)	LOCATION
17.30	Busses leave from hotel to pier	Jasmine Grande Residence
18.30-21.00	Gala Dinner Cruise on Chao Phraya River, Best Paper Awards	Chao Phraya River, Bangkok
21.15	Busses leave from pier to hotel	
FRIDAY 3 AUGUST 2018	FAREWELL BREAKFAST (<i>researchers</i>)	LOCATION
08.45	10 min walk to Au Bon Pain from hotel	Lobby Jasmine Grande Residence
09.00-11.00	Farewell Breakfast	Au Bon Pain Summerhill Phrakhanong

Wednesday 1 August: Paper Presentations

08.00 – 08:55
Registration Floor 3

SEM 2 (Room 932)

SEM 1 (Room 933)

09:00 – 09:10

Welcome and Conference Overview
Dr. Siriwan Ratanakarn, Vice President for International Affairs,
Bangkok University
Asst. Prof. Dr. Ulrike Guelich, Conference Director

09:10 – 09:20

About the Diana Project
Ashley Lucas, Babson College

09:20 – 09:45

Women Entrepreneurship in ASEAN
Asst. Prof. Dr. Ulrike Guelich, BUSEM

09:45 - 10:00

Refreshment Break Floor 3

TRACK: WELL-BEING **(Chair: Nawangpalupi)**

Shetty Datta, Fitzsimmons, Khan Women entrepreneurs and their subjective well-being: The effects of social comparison orientation

Sullivan, Bendell An exploration of gender and culture relative to the career expectations of entrepreneurs and non-entrepreneurs

Murphy, Shaffer
A model of women entrepreneurs' well-being

Firoz
Mumpreneurs' well-being: The 3D model

10:00 – 11:40

TRACK: INSTITUTIONAL FACTORS FOR GROWTH **(Chair: Manolova)**

Haj, van Haeringen Entrepreneurship in unlikely places? Women maneuvering institutional voids in less developed countries

Cuifang Lim, Suseno, He Women's entrepreneurship in Singapore: Unpacking the interactions between culture, gender and entrepreneurship

Knox, Bressers, Mohlakoana, de Groot Aspirations to grow: When micro- and informal enterprises in the street food sector speak for themselves

Itani What does success really mean? The case of women tech-entrepreneurs in Lebanon

11:40 – 13:00
LUNCH Floor 3

TRACK: IMMIGRANT WOMEN (Chair: Bullough)

Chreim, Spence, Crick, Liao Female immigrant entrepreneurs' business endeavors: A comprehensive literature review and synthesis

Ngaosong, Kimbu, Daniel Collaborative learning networks for empowering women entrepreneurs in African countries

Vickerie The resource-based view and entrepreneurship capital in emerging economies

13:00 – 14:15**TRACK: RELIGION AND CULTURE (Chair: Elam)**

Schwab, Novani, Putro, Mayangsari, Fauzi, Anggahegari, Rashid, Pawitan, Nawangpalupi, Widyarini Status and trends in woman entrepreneurship in Indonesia: An empirical investigation based on Global Entrepreneurship Monitor data

Nikaido, Pais Women owning small firms in India: Analysing social and cultural diversity

Borquist, de Bruin Women and social entrepreneurship: The role of values in women's empowerment

14:15 - 14:30**Refreshment Break Floor 3****TRACK: PERSONALITY TRAITS (Chair: Murphy)**

Premarathne WG, Dharmadasa MPP Strategic orientation of small business entrepreneurs: A case of female entrepreneurs in indigenous medicine sector in Sri Lanka

Kawai, Kazumi Entrepreneurs' cognitive attributes and the performance of women-owned businesses in Japan: The role of legitimacy

Schwab, Novani, Putro, Mayangsari, Fauzi, Anggahegari, Rashid, Pawitan, Nawangpalupi, Widyarini Self-efficacy of women entrepreneurs: Effects of culture, religion and regional environments in Indonesia, 2013 - 2017

14:30 – 15:45**TRACK: FAMILY BUSINESS (Chair: de Bruin)**

Nawangpalupi, Camelia, Pawitan, Schwab, Novani The effect of gender on the entrepreneurship discontinued: Determinant reason of female for quitting business in Indonesia

Manolova, Brush, Edelman Female succession in family firms: The effect of family business practices and national cultural values

Mitra, Byrne A life perspective on women social entrepreneurs: Three exploratory cases from India

15:45 - 16:00**Refreshment Break Floor 3****BEST EMPIRICAL PAPERS (Chair: Guelich)**

Bendell, Sullivan, Marvel Does entrepreneurial self-leadership play a role in improving intellectual property outcomes – a gender-aware framework?

Schjoedt, Fitzsimmons, Shetty Datta, Sangboon Emirati women entrepreneurs: the effects of work and family on life satisfaction

16:00 – 17:00**BEST CONCEPTUAL PAPERS (Chair: Achtzehn)**

Byrne, Bullough, Shantz Build me up! Rebuilding victims' shattered assumptions through entrepreneurship Education

Shankar, Elam, Mc Conagle Glinski Building the evidence base for women's entrepreneurship in the clean energy sector: A literature review

Thursday 2 August: ACADEMIC IMPACT DAY

Bangkok University School of Entrepreneurship and Management, Floor 3

8.00 - 8.50 **Registration**

9.00 - 9.10 **Welcome**

Asst. Prof. Dr. Somyot Wattanakamolchai, Vice President for Bangkok University International
Asst. Prof. Dr. Ulrike Guelich, Conference Director, GERA Board member

9:10 - 9:40 **Keynote Speech:**

“Like Father, Like Daughter: Female Succession in Thai Family Business”

Ms. Chirawan Diskul, Vice President of Siam Park City, Bangkok

9.40 - 10.00 **Female Leadership in Action**

Ms. Nhoo Matthews, Fashion Designer and founding owner of Nhoo Matthews Atelier

10:00 - 11:30 **Panel Discussion: Women Entrepreneurship and Culture**

Ms. Cai Cai, Chief, Gender Equality and Social Inclusion Section, Social Development Division at
United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP)

Ms. Sirasom Borisutsuwan, Managing Director and Co-Founder of U Drink I Drive

Ms. Nuntiya Hame-Ung-Gull, Founder and General Manager of Gourmet-one

Assoc. Prof. Dr. Amanda Bullough, University of Delaware, USA

Mr. Nadim Salhani, CEO Mudman Group

Moderator: Asst. Prof. Dr. Ulrike Guelich, Bangkok University and GEM Thailand

11.30 - 11:50 **Outlook: 2019 Diana Conference @ Babson, Wellesley, MA, USA (June 2-5)**

Topic: Women's Entrepreneurship: Catalyzing Change and Innovation

Ashley Lucas, Director of Marketing at Babson's Center for Women's Entrepreneurial Leadership

11.50 - 12:00 **Photos**

12.00 - 13.00 **Lunch**

Speakers and Panelists

Keynote Speech "Like Father, Like Daughter: Female Succession in Thai Family Business"

Chirawan Diskul

Vice President of Siam Park City, Bangkok

Chirawan Diskul is the Vice President of Siam Park Bangkok. The company operates the first ever amusement park and water park in Thailand, situated across 120 acres and widely recognized as "Siam Park City (Suan Siam) Bangkok Inland Sea". Today, Siam Park City is one of the largest Water Parks in Southeast Asia with 40 rides including certified world-class rides, featuring 5 separate attraction zones with the World's Largest Wave Pool in the Guinness World Records.

Chirawan is the second generation of Luangamornlert family and graduated with a Bachelor degree in Financial Economics and Finance from the London Metropolitan University. Involved in the traditional family business since her childhood, she joined the Siam Park Bangkok management team after graduation with strong dedication to her family business.



Speaker "Female Leadership in Action"

Nhoo Matthews

Fashion Designer and founding owner of Nhoo Matthews Atelier

Nhoo Matthews trained in fashion design, haute couture tailoring, and pattern-making at the Fashion Institute of Technology in New York City. She also worked in the New York fashion industry in a variety of companies including haute couture houses such as Marchesa, Zac Posen, and Cynthia Rowley, as at ready-to-wear manufacturers like Garan Inc., August Silk, and Notations. In 2014, Nhoo returned to Thailand to found her own fashion house, Nhoo Matthews Atelier, offering custom-designed-and-made bridal wear. Her plan has been to differentiate her business by the high design and production standards from her New York experience as well as through an exceptional quality of personalized customer service for every client. Nhoo also taught private classes in fashion design, draping, and fashion history while she was developing her initial lines.

Currently, she is expanding her business with a new bridal line using exclusively Asian fabrics, called "East Couture," a soon-to-be-launched retail line of casual-and-party wear, called "Uptown," and a new line of bridal cosmetics beginning with bridal lipstick in once-in-a-lifetime colors.



Panelist :**Cai Cai**

Chief, Gender Equality and Social Inclusion Section, Social Development Division
United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP)

Ms. Cai Cai is the Chief of the Gender Equality and Social Inclusion Section of the Social Development Division, United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP). UNESCAP is the largest and most comprehensive United Nations entity in the Asian and Pacific region with a membership of 62 governments.

Ms Cai Cai is responsible for overseeing UNESCAP's programmes in advancing gender equality and women's empowerment as well as disability-inclusive development in the Asia-Pacific region. She has 16 years of rich experience with the United Nations at the country, subregional and regional levels, covering a wide range of socioeconomic development issues. Prior to joining UNESCAP, she had worked with UNICEF and UNDP, focusing on policy development and advocacy that aimed to empower women and girls as well as vulnerable groups as a key strategy for pro-poor growth and sustainable development. Ms Cai Cai holds a Master in Public Policy from the Kennedy School of Government, Harvard University.



Panelist :**Sirasom Borisutsuwan**

Managing Director and Co-Founder of U Drink I Drive

Sirasom (Si) started U drink I drive five years ago as a chauffeur-on-call service to partygoers, driven by the mission to lower road accidents caused by drunk-driving and by doing so, helping to save people's lives. Road accidents caused by drunk-driving in Thailand still remain high despite ongoing awareness campaigns when findings from the World Health Organization showed that 40% of the road accidents in Thailand, ranking 2nd in road accidents globally, are caused by drunk-driving.

Instead of defining her business success by an increase in application users, Si defines success by reduced road accident numbers, caused by drunk-driving. Her ultimate goal is to target zero drunk drivers behind the wheel. Sirasom now expanded U Drink I Drive in a 24-hour service called U Sit I Drive when seeing a high demand for professional chauffeurs who could drive customer's cars and run errands on their behalf.



Panelist :
Nuntiya Hame-Ung-Gull

Founder and General Manager of Gourmet-one, Bangkok

"Being a young entrepreneur at 24 is already tough, but being a young entrepreneur and a woman at that age is much more tougher. No doubt it is challenging".

At 3am in the morning Nuntiya has to get up and be ready to supply all sorts of fruits and vegetable to Star cruise at Leamchabang Port. This has led her to setting up Gourmet one Food Service which has now become one of the top fine food suppliers to all five stars hotels in Thailand and in neighboring countries. Gourmet one is importing fine food such as beef, foie gras, truffle, and pastry items from around the world and perishable product from Europe, Australia and America.

Not only working in food industry, she is also one of the founders of one of the famous charities "Bangkok Chefs Charity Gala Dinner", established in 2009. The purpose of this charity is to raise funds for underprivileged children. All of the fund raising contributes to the Border Patrol Police under the patronage of Her Royal Highness Princess Maha Chakri Sirindhorn to underprivileged children in remote area in Northern Thailand. More than 120 million THB have been raised in these past 9 years.



Panelist :
Assoc. Prof. Dr. Amanda Bullough

Professor for Management and Global Leadership

Co-Director of the Women's Leadership Initiative at the University of Delaware, USA

Amanda Bullough is a Management and Global Leadership professor, and Co-Director of the Women's Leadership Initiative at the University of Delaware. Her research spans global leadership, organizational behavior, cross-cultural management, entrepreneurship, and international development. Amanda publishes in premier academic journals like the Journal of Management, Academy of Management Perspectives, Entrepreneurship Theory and Practice, Leadership Quarterly, and others, and have presented at numerous international business and management conferences. Her most prominent streams of research include entrepreneurship in war zones and under adverse conditions, global mindset, and women's entrepreneurship and leadership.

Amanda Bullough's teaching experience includes global leadership, organizational behavior, entrepreneurship, sustainability, multicultural teams and leadership, professional development, international business, and business plans, to executives, and undergraduate and graduate students. She has executive education teaching experience with clients like Christiana Healthcare, New Castle County, the Produce Marketing Association, and a program for high-potential women's leadership development. Amanda also does consulting for high-profile clients like the World Bank, the Goldman Sachs 10,000 Women program, and the Global Business School Network (GBSN).



Panelist :
Nadim Salhani

CEO Mudman Group, Bangkok

Nadim Xavier Salhani has twenty years knowledge in the hospitality industry. In 1997 he was the start up General Manager for Starbucks Coffee in Thailand, responsible for opening the first 40 stores and he established the brand in the market.

Being an entrepreneur, Nadim went on to assist a failing company and do a successful turnaround and develop a successful group of companies: "Mudman" being a house of international retail food brands and the authorized master franchisee for: **Au Bon Pain Bakery Café**, **Baskin Robbins**, and **Dunkin' Donuts**. The stock listed company also owns its own brands in Thailand and International markets: **Greyhound Original** that designs, produces and sells fashion and accessories, **Greyhound Café**, **Another Hound Cafe**, **Le Grand Vefour** (Paris), **MKitchen Catering Services**, altogether, owns and operates more than 400 locations in the domestic and international market. Besides being the CEO for Mudman PCL., Nadim Xavier Salhani is a dedicated speaker and guest lecturer at Bangkok University and at Chulalongkorn University.



Moderator :

Asst. Prof. Dr. Ulrike Guelich
Conference Director 2018 Diana Conference
Bangkok University School of Entrepreneurship and Management
Board Member GERA (Global Entrepreneurship Research Association)
GEM Thailand Team Leader

Ulrike Guelich is Assistant Professor at Bangkok University's School of Entrepreneurship and Management. Her 25 years of entrepreneurship experience include years as business owner in a manufacturing family business in the 4th generation and leading an IT start-up as supplier to the automotive industry. Ulrike's research interests evolve around women entrepreneurship, the use of entrepreneurial networks and their influence on innovation in entrepreneurial activities.

Ulrike joined the GEM Thailand team in 2012 and is currently its team leader (www.gemconsortium.org). She contributed to several national and international reports on entrepreneurial activities, attitudes and aspirations. She is currently also member of the Board of Directors with the Global Entrepreneurship Research Association.



The Academic Committee of the 2018 Diana Conference



Professor Dr. Candida Brush

Vice Provost-Global Entrepreneurial Leadership and Franklin W. Olin Professor of Entrepreneurship at Babson College, Wellesley, MA, USA



Associate Professor Dr. Amanda Bullough

Professor for Management and Global Leadership
Co-Director of the Women's Leadership Initiative at the University of Delaware, USA



Professor Dr. Friederike Welter

Prof. Dr. Friederike Welter is President of the IfM Bonn (Institut für Mittelstandsforschung) and Professor for SME management and entrepreneurship, at University of Siegen, Germany



Dr. Kate Lewis

Reader and RKE Lead in the Department of People and Performance at the Faculty of Business and Law at Manchester Metropolitan University, UK
Member of Sylvia Pankhurst Gender and Diversity Research Centre and University Centre for RKE in Decent Work and Productivity

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