

# WOMEN ENTREPRENEURS IN ASIA: EMPOWERING VULNERABLE COMMUNITIES (WEA) 2022

[Direct Zoom Link](#)

Meeting ID: 821 5773 2912, Passcode: 117619

## DAY 1: WEDNESDAY 13 JULY

TIME (GMT+8)	SESSION
10:00 – 11:20am	<b>KEYNOTE ADDRESS</b> <i>Women's Economic Empowerment (WEE): experiences from the ground</i> <b>By:</b> <a href="#">Palash K Das, Director of Ultra-Poor Graduation Programme, BRAC, Bangladesh</a>
11:20 – 11:30am	BREAK
11:30am – 12:00pm	<i>Strategies for empowering women from marginalized groups through entrepreneurship: best practices in Indonesia</i> <b>By:</b> <a href="#">Novita Hardini, SE, Founder and CEO, Uprintis Indonesia</a>
12:00 – 12:30pm	<i>Building entrepreneurship eco-systems for women: skills, policies and financing</i> <b>By:</b> <a href="#">Keiko Nowacka, Asian Development Bank</a> <a href="#">Tu Thu Hien, Founder and CEO – Women's Initiative for Startups and Entrepreneurship (WISE)</a>
12:30 – 1:30pm	LUNCH BREAK
<b>1:30 – 2:45pm</b>	<b>Chair:</b> <a href="#">Michael Mustafa, University of Nottingham Malaysia</a>
1:30 – 1:55pm	<i>Women's preference for entrepreneurship, entrepreneurial propensity and husbands' influence: evidence from randomized controlled experiments in rural bangladesh</i> <b>By:</b> <a href="#">Ishtiaque Selim, Jagannath University, Dhaka, Bangladesh</a> <a href="#">Grace H. Y. Lee, Monash University Malaysia</a> <a href="#">Asad Islam, Monash University</a> <a href="#">Habib Rahman, Curtin University</a>
1:55 – 2:20pm	<i>The mother's role in the children's choice of a career in entrepreneurship: an examination of mothers in Sri Lanka</i> <b>By:</b> <a href="#">E.S. Wickramasekera, Sri Jayawardenepura University, Sri Lanka</a> <a href="#">G. Paranamana, International College of Business and Technology Southern Campus, Sri Lanka</a> <a href="#">D. N. Wickramasekera, Sri Jayawardenepura University, Sri Lanka</a> <a href="#">Prof. R. Ulluwishewa, Center for Spirituality in Sustainable Business Management, Sri Jayawardenepura University, Sri Lanka</a>
2:20 – 2:45pm	<i>Does nudging motivate social media usage? Evidence from women micro-entrepreneurs in Malaysia</i> <b>By:</b> <a href="#">Jolynn Chu, Monash University Malaysia</a>
2:45 – 3:00pm	BREAK

3:00 – 4:40pm	<b>Chair:</b> Abu Zafar Shahriar, Monash University Australia
3:00 – 3:25pm	<b>Going digital? How technologies and Covid-19 change Thai women start-ups' business models</b> <b>By:</b> Ulrike Guelich, Bangkok University School of Entrepreneurship and Management Hans Michael Guelich, Stamford International University Thailand
3:25 – 3:50pm	<b>The lived experience of single mother micro-entrepreneurs in Indonesia: a qualitative study</b> <b>By:</b> Berto Mulia Wibawaa, Monash University Malaysia Imam Baihaqi, Institut Teknologi Sepuluh Nopember
3:50 – 4:15pm	<b>Does national culture explain women entrepreneurship? Evidence from Asian economies</b> <b>By:</b> Cong Tam Trinh, International University and Vietnam National University Nhut Quang Ho, International University and Vietnam National University Minh-Tri Ha, International University and Vietnam National University
4:15 – 4:40pm	<b>Trust and women entrepreneurship</b> <b>By:</b> Mita Zoraida, Monash University Malaysia
4:40pm	DAY 1 CONCLUDES

## DAY 2: THURSDAY 14 JULY

TIME (GMT+8)	SESSION
9:00 – 10:00am	<b>KEYNOTE ADDRESS</b> <b>Bridging opportunities: shaping capacity building for women</b> <b>By:</b> Dr Zurina binti Abdul Hamid, Director General, Department of Women Development, Ministry of Women, Family and Community Development
10:10 – 10:40am	<b>Nurturing potential entrepreneurs through microfinancing</b> <b>By:</b> Rozita Muhamad, Director of Financing, Planning and Budget, Amanah Ikhtiar Malaysia
10:50 – 11:20am	<b>Empowering B40 women entrepreneurs and their communities</b> <b>By:</b> Lakshwin Muruga, Chief Operating Officer, Women of Will
11:30am – 12:45pm	<b>Chair:</b> Hazel Melanie Ramos, University of Nottingham Malaysia
11:30 – 11:55am	<b>Motivations and challenges of educated women entrepreneurs in Bangladesh: understanding realities</b> <b>By:</b> Tahmina Akter Poli, Monash University Australia Ramanie Samaratunge, Monash University Australia Nilupama Wijewardena, RMIT University Australia
11:55am – 12:20pm	<b>Why is she starting her venture at the BOP? A field-based study in India</b> <b>By:</b> Arpita Ghatak, Indian Institute of Technology Kharagpur Dr. Bhaskar Bhowmick, Indian Institute of Technology
12:20 – 12:45pm	<b>Exploring women's entrepreneurial growth experiences: floriculture agribusiness sector in Sri Lanka</b> <b>By:</b> Chandra Padmini, Sri Lanka Council for Agricultural Research Policy, Sri Lanka Vilani Sachitra, University of Sri Jayewardenepura, Sri Lanka
12:45pm	CLOSING REMARKS
2:00 – 4:00pm	ROUNDTABLE DISCUSSION (closed door – by exclusive invitation)