

Concept Note

Seminar “Promoting women entrepreneurship and responsible business conduct to advance sustainability and decent work”

As part of the Women Entrepreneurship Week 2020

Tuesday, 27 October 2020, 13.30 - 16.30.

5th Floor, Luang Damri'itsaranuwat Room,

Thammasat Business School, Thammasat University, Rangsit, Thailand

1. Introduction and rationale

The Women Entrepreneurship Week (WEW) was set up by Feliciano Center for Entrepreneurship of Montclair State University, United States of America. The objective is to raise awareness of the important role of female entrepreneurs and inspire the next generation to be creative, generate innovations and pursue their dreams. In 2019, 242 universities in 32 countries participated in the WEW and organized events on their respective campuses. In 2020, the 7th annual Weekly Women Entrepreneurship will begin on 21 September and run through 13 November 2020. For Thammasat University, it marks the fourth year that it has joined and organized a WEW event.

The Responsible Supply Chains in Asia Programme (Thailand) is a joint partnership between the European Union (EU), the International Labour Organization (ILO) and the Organisation for Economic Co-operation and Development (OECD). The programme works with partners in Asia to promote respect for human rights, including labour rights, and responsible business standards in global supply chains both in sectors where women are highly employed but also in sectors where women are underrepresented. The programme does not only ensure gender mainstreaming in all activities but also supports establishing more inclusive business models which can contribute to women's economic empowerment. The International Labour Organization, through the programme, is collaborating with Thammasat University to raise awareness in future business leaders on responsible business and, in this event, promote the leadership role of women and their role in making businesses more inclusive. The two organizations will co-organize the WEW under the theme of Women Entrepreneurship and Responsible Business Conduct on 27 October 2020.

2. Objectives

- 2.1 To disseminate and promote knowledge on women entrepreneurship and responsible business, as well as their interlinkages, to the targeted audience.
- 2.2 To create a forum and dialogue space for exchanging knowledge and experience about being a female entrepreneur among other entrepreneurs, lecturers, researchers, students and the general public.
- 2.3 To increase the exposure of students to the importance of responsible business conduct, real practices of entrepreneurship, and increase their professional experience.
- 2.4 To provide technical insights on women entrepreneurship and responsible business conduct from other countries to the university and the targeted audience.
- 2.5 To provide suggestions on promoting female entrepreneurs and socially responsible business practices to academic institutions and the Thai government.

3. Date, Time and Venue (face to face and online)

Date/Time: Tuesday 27 October 2020, 13.30 – 16.30

Venue: 5th Floor, Luang Damri'itsaranuwat Room, Thammasat Business School,
Thammasat University, Rangsit, Thailand

Online: Facebook Live, Thammasat Business School Page

4. Target group

80 participants including lecturers, researchers, students, public and media. Both in the conference room and online.

5. Methodology, speakers and moderator

This activity will be implemented as a seminar and it will be composed of three sessions: 1) Opening remark 2) Keynote speech and 3) a Panel discussion.

1. First session: Opening remark

The Dean of Thammasat Business School will first give an opening remark and share the objectives of the event.

2. Second session: Keynote speech

Dr. Naline Paiboon, President of Giffarine Skyline Unity Co., Ltd., a business leader in health and beauty products network, will give a keynote speech and presentation on "Women Entrepreneurship and Responsible Business Conduct" The keynote speech will be 60 minutes, followed by 15 minutes Q&A. She will address the following topics;

- Her inspiration to establish Giffarine Skyline Unity Co., Ltd.
- The strengths of being a woman entrepreneur and the challenges she faced in growing her business

3. Third session: Panel discussion

The panel discussion will focus on the topic of "Leading Responsible Business and Decent Work". The panellists and the moderator include;

- Ms. Joni Simpson, Senior Specialist on gender, equality and non - discrimination, ILO DWT for East and South-East Asia and the Pacific
- Miss Roongchat Boonyarat, Chief Executive Officer, Malee Group Public Company Limited
- Moderator: Assoc. Prof. Dr. Natenapha Wailerdsak (Yabushita), Head, Department of Organization, Entrepreneurship and Human Resource Management, Faculty of Commerce and Accountancy, Thammasat University

Ms. Joni Simpson and Miss Roongchat Boonyarat will share technical knowledge and their experiences on the linkages between women entrepreneurship and responsible business conduct as well as how female leaders have contributed to decent work and Sustainable Development Goals (SDGs). The panellists will speak for 20 minutes per person and, based on their presentations, Assoc. Prof. Dr. Natenapha Wailerdsak (Yabushita), the moderator, will lead the conversation between the two panellists for 20 minutes. The session will be concluded with Q&A (15 minutes).

6. Organizers

- Department of Organization, Entrepreneurship, and Human Resource Management, Thammasat Business School, Thammasat University
- The Responsible Supply Chains in Asia Programme (Thailand), the International Labour Organization (ILO)

Agenda

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| 13.00 - 13.30 | Registration |
| 13.30 - 13.45 | Welcome remark by Assoc. Prof. Dr. Ruth Bhanomyong, Dean, Thammasat Business School, Thammasat University |
| 13.45 – 14.45 | Keynote speech on "Women Entrepreneurship and Responsible Business Conduct" by Dr. Naline Paiboon, MD. President of Giffarine Skyline Unity Co., Ltd. |
| 14.45 – 15.00 | Q & A |
| 15.00 – 15.15 | Break |
| 15.15 – 16.15 | Panel discussion: "Leading Responsible Business and Decent Work" <ul style="list-style-type: none">• Ms. Joni Simpson, Senior Specialist on Gender, Equality and non-discrimination, ILO• Miss Roongchat Boonyarat, Chief Executive Officer, Malee Group Public Company Limited• Moderator: Assoc. Prof. Dr. Natenapha Wailersak (Yabushita), Thammasat Business School, Thammasat University |
| 16.15 – 16.30 | Q & A |

This event is a part of the Seventh Annual Women Entrepreneurship Week, from September 21 to November 13, 2020. For a list of WEW events happening throughout the world, please visit www.WomenEntrepreneurshipWeek.com