

**CALL FOR  
ABSTRACTS**



**Diana International Research Conference 2018  
Bangkok University, Thailand  
31 July - 2 August 2018**

**Theme:  
Women's Entrepreneurship and Culture**

The Diana Project was established in 1999 by Professors Brush, Carter, Gatewood, Greene, and Hart – in partnership with ESBRI in Stockholm. Since then the Diana Project has led the research agenda in women's entrepreneurship across continents, cultures, and contexts. Diana conferences now annually convene more than 100 scholars worldwide, providing an arena to share a global research agenda dedicated to answering questions about women entrepreneurs and their businesses.

For the 2018 Diana Conference, we invite participants to investigate female entrepreneurship in a variety of cultural and societal settings, with particular interest on 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.

Emphasis is placed on studies that consider the opportunities, strategies and business models, as well as the challenges faced in today's increasingly digitized and networked world, emphasizing how women start and grow their businesses.

We invite papers that broadly fit with the overarching themes and to topics within the scope of the Diana International Research as related to gender and entrepreneurship. Submitted papers may be conceptually or empirically-based, and employ quantitative or qualitative methodologies. The 2018 Diana International Conference will take place from 31 July to 2 August 2018 at Bangkok University, Bangkok / Thailand.

Submissions of abstracts are welcome from 15 October to 15 December 2017 on [www.diana-conference.com](http://www.diana-conference.com).

More information, see the conference website: [www.diana-conference.com](http://www.diana-conference.com)  
For questions please email Asst. Prof. Dr. Ulrike Guelich at [ulrike.g@bu.ac.th](mailto:ulrike.g@bu.ac.th).

Abstract submission deadline  
**December 15, 2017**

Paper submission deadline  
**April 30, 2018**

Author notification  
**February 15, 2018**

Registration opens/closes  
**January 31, 2018 / June 30, 2018**

Sponsored by:



WELCOME



Diana International Research Conference 2018  
Bangkok University, Thailand  
31 July - 2 August 2018

Dear Diana Researchers,

It is for the first time that the Diana Conference is hosted in Asia and we look forward to welcoming you in Bangkok, the “big mango”, at Bangkok University School of Entrepreneurship and Management (BUSEM) in Thailand.



The conference program features the Sip ‘n’ Shop’ evening, connecting Thai female entrepreneurs with researchers from across the globe, paper presentations, and panel discussions to bring our research findings to policy makers and practitioners, amongst others. Please follow our regular updates on [www.diana-conference.com](http://www.diana-conference.com).

สวัสดีค่ะ Sawatdii kha Welcome  
The Diana Conference Team at BUSEM

