



ENCORE INTERNATIONAL CONFERENCE-2023



Digital Transformation and Entrepreneurship Education: Empowering the Next Generation

Date : 14th and 15th December, 2023

Venue



Souphanouvong University
Luang Prabang, Laos

Partner Universities

FH JOANNEUM
University of Applied Sciences

FH JOANNEUM Gesellschaft mbH, AT

GLOBAL COLLEGE
INTERNATIONAL

Global College International, NP

Haaga-Helia

HAAGA-HELIA
ammattikorkeakoulu OY, FI



Souphanouvong University, LA



ROYAL THIMPHU
COLLEGE
Inspiring Education in Bhutan

Royal Thimphu College, BT



Royal University of Bhutan

Royal University of Bhutan, BT



National University of Laos, LA



Tribhuvan University, NP

Universitat d'Alacant
Universidad de Alicante

Universidad de Alicante, ES

Introduction

Welcome to the final conference of the ENCORE project, a collaborative initiative co-funded by Erasmus+, held at Souphanouvong University in the picturesque city of Luang Prabang, Laos. The conference commenced with warm welcome speeches from Assoc. Prof. Dr. Birgit Burbock, the ENCORE project coordinator, and Assoc. Prof. Viral Anolac, the Acting President of Souphanouvong University.

With the overarching theme of “Digital Transformation and Entrepreneurship Education: Empowering the Next Generation,” the conference aimed to delve into the intersection of technological advancements and educational strategies for fostering entrepreneurship among the youth.

Distinguished keynote speakers enriched the event with their insights. The speakers included Prof. Dr. Birgit Phillips from FH JOANNEUM Austria, Assoc. Prof. Dr. Carlos Alario-Hoyos from Universidad Carlos III de Madrid, Spain, and Mr. Keovisouk Dalasane, Managing Director of Knowledge Consulting in Laos. Together, they addressed the conference theme, “Digital Transformation and Entrepreneurship Education: Empowering the Next Generation.”

This two-day conference, held on December 14th and 15th, 2023, featured compelling presentations from the case challenge winners of six partner universities. The program also incorporated a Panel Discussion session, where project coordinators from each partner university shared the impacts of the ENCORE project.

The conference reached its conclusion with an engaging workshop titled “How about your entrepreneurial spirit?” moderated by Dr. Subash Shrestha. The event was a resounding success, providing participants with valuable opportunities for exploration and networking.

What made this conference truly remarkable was its international representation, encompassing six countries: Nepal, Bhutan, Laos, Austria, Spain, and Finland. The diversity of perspectives and experiences contributed to the overall success of the ENCORE project's final conference.



Objective of the Conference

- To exchange good practices generated from the case challenge and spur international practices when it comes to entrepreneurship.
- To present the project together with its advantages to the target groups to increase international interaction, to enhance teaching expertise and to increase the employability of students due to increase university-business cooperation.
- To enhance the visibility of the project.
- To provide a platform for stakeholders, including academics, researchers, and practitioners, to share knowledge, experiences, and best practices in the field of higher education.
- To offer opportunities for networking and collaboration among participants from different countries and institutions.

Welcome Note

Birgit Burböck

Coordinator of the Project ENCORE,
FH JOANNEUM University of Applied
Sciences, Austria



Dear Ladies and Gentlemen,

Luckily the weather is on our side today! The sun and I are pleased to offer you a warm welcome.

First, I would like to express my sincere thanks to the Vira Anolac, the acting president of the Souphanouvong University, to host us for this conference. And of course, I would like to thank also Palitha and his team for being a great project partner, country coordinator in the past three years AND for organizing this wonderful conference here at the Souphanouvong University in Luang Prabang.

It is a privilege to be here with you today to welcome you to our final conference on "Digital Transformation and Entrepreneurship Education: Empowering the

Next Generation". When I say OUR conference, I'm referring not only to the international ENCORE Project-Consortium, which consists of project partners from Spain, Finland, Austria and with two higher institutions from Bhutan, Nepal and Laos but to all conference participants which are joining the conference today and tomorrow. We should have a great time and use this opportunity to engage and learn from each other.

ENCORE" is an Erasmus+ project which is funded with a volume of 830.000 EUR. It started in January 2021 and goes on until January 2024. The purpose of the project is on the one hand to establish Entrepreneurship Knowledge Centers and on the other hand to foster innovative Entrepreneurship Practices in Education and Research.

With other words, in each of the partner-countries

we are trying to foster the implementation and development of the concept of "entrepreneurship". We are thriving to support young people in developing their innovative business ideas, trying to reduce their risk by providing them with special entrepreneurship knowledge. Additionally, ENCORE, is facilitating and complementing the different frameworks, policies and initiatives which have been adopted by the governments to promote and establish the concept of "entrepreneurship" in each country.

You probably ask yourself; how can we do this? Well, this project is structured in eight different work packages. 1-5 relate to content related work packages while 6-8 are rather administrative. But let me explain only the WP 1-5. In the first WP we identified the status quo of entrepreneurship in each country by doing desk research and conducting qualitative interviews with different stakeholders, like entrepreneurs, governmental organizations as well as relevant entrepreneurship service organizations. The results showed the needs in terms of knowledge in the field of entrepreneurship. We tackled this by creating and developing a training plan for which each university has sent identified trainers or professors to the training sessions. Parallel to this, the partners have identified in WP 3 their technical needs to set up

their individual Entrepreneurship Knowledge Center, where they can give trainings or provide the facilities as training rooms.

In WP 4 each partner had to give at least ten workshops/trainings with at least 15 participants each. This means, each university has trained a minimum of 150 people on different topics that seemed to be relevant for them. If you multiply this number by 6, because of 6 universities, around 900 people have been trained. Isn't this amazing?

In WP 5 the universities implemented a student case study challenge. In this case study challenge, several students or student-teams had to identify key challenges of the company and write a very comprehensive report, develop a video for social media and pitch their findings in a presentation to a jury, which they have never seen before. These students were supported by a mentor from the university. I would say this was a lot of work for all parties involved, but also where all parties learned from each other. As you can imagine, going this extra mile besides the regular workload that a study program brings with it, is very special. Therefore, I'm very happy to welcome the winning teams from each university here at this conference and - dear students I can tell you already:

I'm very proud of you - and I think they deserve already a great applause.

The last initiative of this work package is this conference today. The purpose of this conference is to inspire us to see where digitalization maybe is leading us and how we can support the young or our next generation. I'm very happy to welcome today Carlos Alario from the University of Madrid in Spain and Birgit Philipps from the FH JOANNEUM in Graz, Austria. Both are EdTech-Enthusiast and I'm sure their insights will enrich our understanding of how we must teach in the future the next generation.

Tomorrow, we are having a rather active day. We are kicking off tomorrow with a keynote from Keo Dalasane. Keo is an entrepreneur and managing director of the company called "Managing Knowledge Consulting", which is in Vientiane, and he will share his insights from an entrepreneurial perspective. Afterwards we invite you to participate in interesting workshops and a field trip in the afternoon.

I'm fully aware that with ENCORE we cannot solve all the challenges which you are confronted with in your

country, but I sincerely hope that with all the initiatives we have implemented in the past three years, you have room, space and sufficient opportunities to let the knowledge of entrepreneurship flow and grow within your society and your country.

Therefore, I invite all of you to actively participate to let our knowledge flow together and grow!

Thank you!

Welcome Note

Dr. Subash Shrestha

Principal, Global College International
Work Package Leader, Work Package 5



Dear Esteemed Participants,

On behalf of the organizing committee and as the Work Package Leader of Work Package 5, it is my pleasure to welcome you to the conference proceedings of our international conference, "Digital Transformation and Entrepreneurship Education: Empowering the Next Generation," held at Souphanouvang University, Laos.

The two days have been filled with insightful discussions, engaging sessions, and the exchange of innovative ideas. The contributions from distinguished keynote speakers from Spain, Austria, and Laos have added immense value to our collective understanding of digital transformation and entrepreneurship education.

Our heartfelt gratitude goes to our keynote speakers for sharing their expertise and shedding light on the crucial aspects of the conference theme. Their valuable insights have undoubtedly inspired and enriched our perspectives on the intersection of digital transformation and entrepreneurship education.

The diverse sessions have covered a broad spectrum of topics, fostering a collaborative environment where participants have had the opportunity to share their experiences, challenges, and successes. One noteworthy session, "How about your entrepreneurial spirit?" aimed to ignite a deeper conversation on the entrepreneurial mindset, encouraging participants to reflect on their own spirit of innovation and creativity.

As we delve into the conference proceedings, I encourage you to explore the wealth of knowledge and ideas encapsulated within these pages. The comprehensive documentation of the presentations, discussions, and outcomes will serve as a valuable resource for academia, industry professionals, and policymakers alike.

I extend my deepest appreciation to all the participants, presenters, organizers, and sponsors who have contributed to the success of this conference. Your enthusiasm and commitment have made this event a memorable and intellectually rewarding experience.

May the insights gained during this conference continue to guide us in our pursuit of empowering the next generation through digital transformation and entrepreneurship education.

Thank you for your active participation, and we look forward to the continued success of our collaborative endeavors.

Thank you!

Welcome Note

Assoc. Prof. Vira ANOLAC

Acting President of Souphanouvong University



Dear Esteemed Participants,

On behalf of leadership board of Souphanouvong University, I am delighted to welcome you all from ENCORE's partner Universities to "Digital Transformation and Entrepreneurship Education: Empowering the next Generation" conference hosting by our university.

Souphanouvong University (SU) is based in Luang Prabang a former Capital city of Laos. Luang Prabang is famous for its beautiful geography, cultural heritage and unique history, which is extremely attractive to tourists all over the world to visit Luang Prabang, and Tourism industry is the main factor driving socioeconomic of Luang Prabang and it becomes a

social and economic hub in the northern part of Lao PDR.

Souphanouvong University wants to take this opportunity and potentials to work on entrepreneurship education and research with our partner Universities in Bhutan, Nepal and Lao PDR. The ENCORE project fits squarely within the Lao PDR Ministry of Education and Sports (MOES) strategic plan of integrating entrepreneurship into all curricula in higher education institutions (HEIS) in Lao PDR and all entrepreneurship teachers of SU were trained and coached by ENCORE team.

Again I would like to express my appreciation for project leaders, team and ENCORE's partners for giving Souphanouvong University this precious opportunity



to be part of the project as part of the development for SU. We recently celebrated the 20th anniversary of our university.

I would like to take this opportunity to wish you all to have a good stay in the World Heritage City of Luang Prabang, a successful conference and enjoy Lao food and Culture.

Keynote Speech

Title: Challenges for universities to educate future entrepreneurs in an AI-driven world

Author: Carlos Alario-Hoyos

Affiliation: Universidad Carlos III de Madrid

Email: calario@it.uc3m.es

Date of Presentation: 14/12/2023



Abstract:

2023 has marked significant progress in AI, particularly Generative AI (GenAI), driven by the release of ChatGPT in late 2022 and the subsequent release of Bing Chat, Google Bard, and Claude, among others. Over the past year, several valuable GenAI tools have been created, impacting multiple industries, including education. Educational institutions must urgently reconsider their training methods for future professionals, including those in the entrepreneurship area, and evaluate which AI tools to adopt to enhance their operations and increase their personnel's productivity. This keynote discusses the impact of AI tools, in particular GenAI tools, in higher education and entrepreneurship with

applied examples that may be useful for conference attendees.

Introduction: Over the past year, several GenAI tools have been released. These tools are utilized for text generation in human-like style as well as for generating images, audio, and video from natural language descriptions, commonly referred to as prompts. GenAI tools present a plethora of opportunities, allowing for personalized assistance across various sectors. In numerous industries, customer care is progressively being replaced with this kind of AI assistants. In academia, such AI assistants can support students and educators in their regular duties, including studying and preparing materials and activities that are better suited to the situation. Nevertheless, the

use of these resources is not without challenges and obstacles. These are precisely discussed throughout this keynote.

Key Points:

1. The Evolution of AI research and its relevance for universities in the context of the conference
2. Implications of AI for present and future entrepreneurs. The Impact of AI on Employment and the redistribution of tasks. It is crucial to analyze the impact of AI on the future of jobs and the tools available as of today to support entrepreneurs.
3. Discussion on the effects of AI on universities as it fosters their digital transformation. University personnel must receive adequate training using established frameworks to effectively manage the proliferation of AI tools.
4. Moving forward, it is imperative to address numerous issues that require attention in the near future regarding the appropriate use of AI tools.

Main Contributions: The keynote includes three main contributions. Firstly, it reflects on the impact of AI on higher education and the training of future professionals. Secondly, it discusses the

future of employment in the context of AI. Thirdly, it presents various AI tools that can enhance the digital transformation of universities, including content generation, student support, and assessment.

Interactive Elements: Two interactive elements are used to demonstrate the potential of GenAI-based personalized assistants during the keynote. These two interactive elements are based on the technologies by Google (NotebookLM) and Microsoft (Copilot), which are trained with data (files) from the ENCORE project.

Conclusion: Currently, there are numerous challenges and open issues associated with implementing GenAI in various industries, especially education. The necessity for national or institutional regulation, guidelines, and training has become increasingly apparent. Consequently, the role of the teacher in this new technological context must be reexamined.

Acknowledgments: FH Joanneum University of Applied Sciences and Birgit Burböck (coordinator of ENCORE) for the invitation to present as keynote speaker at the ENCORE International Conference 2023. The Erasmus+

Capacity Building in Higher Education “ENCORE” project - Entrepreneurship Knowledge Centers to Foster Innovative Entrepreneurship Practices in Education and Research (617589-EPP-1-2020-1-AT-EPPKA2-CBHE-JP) for the funding to present as keynote speaker; this publication reflects the views only of the authors.

If applicable, express gratitude to any collaborators, sponsors, or organizations that supported the keynote presentation.

Contact Information: calario@it.uc3m.es. Universidad Carlos III de Madrid. Avda de la Universidad, 30, E-28911, Leganés (Madrid), Spain.

Biography of the Keynote Speaker: Carlos Alario-Hoyos is Associate Professor at the Department of Telematics Engineering at Universidad Carlos III de Madrid (UC3M), Spain. He received M.S. and PhD degrees in Information and Communication Technologies from Universidad de Valladolid, Spain, in 2007 to 2012, respectively. He is Subdirector of the UNESCO Chair “Scalable Digital Education for All” since 2013. He was Deputy Vice President for Strategy

and Digital Education at UC3M since 2017 to 2023. His main research interests include MOOCs, Artificial Intelligence in education and educational. He has co-authored more than 100 related publications in this field.

Keynote Speech

Title: Entrepreneurship education as catalyst for job creation and preparing our youth for the future

Author: Keovisouk Dalasane

Affiliation: 108Jobs

Email: keo@108.jobs

Date of Presentation: 15 December 2023



Abstract:

The presentation highlights a personal entrepreneurial journey of the speaker since his childhood. Key lessons provided to the audience are 1) employee to entrepreneur transition; 2) the practical implementation and lessons learned from the ground of various levels of entrepreneurship education in Laos; 3) the importance of entrepreneurial mindset to the youth and to their future of work.

Introduction:

Entrepreneurship education should go beyond business plan competitions and start-up pitching. In Laos, there are some initiatives being tried and some lessons drawn for grassroots entrepreneurship education and training.

Key Points:

- Students should take part in internship or apprenticeship programs to understand deeply the industry's problem.
- Another way of approaching entrepreneurship is to understand and solve the business problems that matter to the local communities.
- "Start where you are. Use what you have. Do what you can" is a powerful and call-to-action for all. This is applicable to both HEIs, future entrepreneurs.

Main Contributions: The keynote speech brings attention of the HEIs to more real-world problems / issues of most entrepreneurship education programs. To produce meaningful impact, the students participating in entrepreneurship programs should understand

as deep as possible of the problems society and businesses are facing.

Interactive Elements: Not applicable.

Conclusion:

Participating HEIs shared that most of the discussions are useful for them to improve their EKC's practice on entrepreneurship training and start-up incubation program, where applicable. Female-focused entrepreneurship activities tend to gain more interest from the participants. There are possibilities for future cooperation in entrepreneurial (mindsets) teaching in the HEIs and business communities.

Acknowledgments:

I would like to thank FH Joanneum University of Applied Sciences and Birgit Burböck (coordinator of ENCORE) for the invitation to present as keynote speaker at the Final Conference of the "ENCORE" project. The Erasmus+ Capacity Building in Higher Education, which is a project on Entrepreneurship Knowledge Centers to Foster Innovative Entrepreneurship Practices in Education and Research (617589-EPP-1-2020-1-AT-EPPKA2-CBHE-JP). All the presentation materials, information and opinions presented at the conference reflects the views only of the authors.

In addition, I would like to express my gratitude to Dr. Subash Shrestha, Dr. Toulany Thavisay for their support and encouragement for the keynote presentation.

Contact Information: 108Jobs office is located at 108Hill No. 049 Donpaina Road, Saphanthong Neua Village, Sisattanak District, Vientiane Capital, Laos.
Email: keo@108.jobs Phone: +856 20 5646 3959

Biography of the Keynote Speaker: Keovisouk Dalasane (Keo) is one of Lao PDR's leading entrepreneurs, currently running the biggest job portal site www.108.jobs and leading training company Katalyst Partners. He is passionate about helping businesses, employees, aspiring entrepreneurs, and youth to unleash their potential in their areas of interest. Keo is especially keen to provide business mentorship to new start-ups and to help established businesses adopt the start-up thinking that's essential to their continued growth in a rapidly- changing business environment.

As a champion for youth empowerment and entrepreneurship, Keo is also actively involved in promoting startups and youth leadership through the Youth Empowerment Scheme, Startup Weekend,

the Career Readiness Workshop and seminars in various educational institutes. He is regularly invited as keynote speaker and moderate panel discussions on entrepreneurship, future of work, skills and youth development.

Keo holds a Bachelor in Business Administration (Majoring in Human Resource Management) from Bangkok University, Thailand, graduating with first class honors, a Master's degree in Economics from Waseda University in Tokyo, and undertook research as a PhD student at Tokyo's National Graduate Institute for Policy Studies in Tokyo. He speaks five languages: Lao, Thai, English, Chinese, and Japanese.

Keynote Speech

Title: Education on the Edge: How AI and New Work Paradigms are Shaping Entrepreneurship Education

FH JOANNEUM UNIVERSITY OF APPLIED SCIENCES
Email: birgit.phillips@fh-joanneum.at
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Tel. +43 316 5453 8957
Date of Presentation: 14/12/2023



Abstract:

This article explores the transformative impact of Artificial Intelligence (AI) and new work paradigms on entrepreneurship education. Drawing from the presentation "Education on the Edge: How AI and New Work Paradigms are Shaping Entrepreneurship Education," it delves into the evolving dynamics of the educational landscape, under the influence of technological advancements and shifting work cultures. The article critically analyzes traditional learning models, the advent of AI, innovative didactic approaches, and the emergence of modular and flexible degree programs, providing insights into the future trajectory of entrepreneurship education.

1) The Imperative of Progress: Why Standing Still is Not an Option

The 21st century has heralded a significant shift in educational paradigms, driven by rapid technological advancements and evolving work cultures. This era, marked by non-linear learning paths and an unpredictable job market, is further complicated by challenges like geopolitical tensions and the pressing climate and biodiversity crises. These issues necessitate a departure from traditional disciplinary boundaries and underscore the importance of critical thinking and analytical skills in the digital age. Concurrently, the emergence of generative AI offers potential solutions and risks, catalyzing fundamental

changes in entrepreneurship education to prevent stagnation in a rapidly changing world.

At the forefront of this educational evolution is the role of entrepreneurship education in addressing global challenges, particularly climate change and biodiversity conservation. Moving beyond business creation, this field now focuses on nurturing leaders capable of driving social and environmental change. Incorporating social entrepreneurship, sustainable practices, and ethical decision-making into the curriculum empowers students to use their entrepreneurial skills for societal good. The integration of AI and digital technologies in simulating real-world challenges enriches this learning, equipping future leaders with the necessary tools for innovative problem-solving. This approach not only broadens the scope of entrepreneurship education but also aligns it with the critical needs of our global community.

2) Envisioning Future-Oriented Education

To adapt and thrive in this changing landscape, we must reimagine education with a focus on competency-based education. This involves critical thinking, teamwork, and communication, moving beyond rote memorization to practical, applicable skills. Innovative pedagogical approaches include:

- **Project-Based Learning:** Engaging students in real-world projects that foster creativity, planning, and teamwork.
- **Problem-Based Learning (PBL):** Addressing specific, often interdisciplinary problems to develop critical thinking and problem-solving skills.
- **Challenge-Based Learning:** Tackling broader, often transdisciplinary challenges with a focus on societal responsibility and teamwork.
- **Flipping the Classroom:** Theoretical content is learned at home, while application and deepening occur during class time.
- **AI and Adaptive Learning Systems:** Personalizing learning paths and optimizing content.
- **Digital and Online Platforms:** Expanding learning spaces beyond the classroom.
- **Gamification and Serious Games:** Enhancing engagement and understanding through game-based learning.

3) Learning from the Best: Good Practice Examples

The examination of successful educational models at leading institutions like Stanford University and MIT underscores the effectiveness of innovative teaching methods in higher education. These institutions have set benchmarks in project-based learning,

fostering a practical, hands-on approach that bridges academic theory with real-world application. Their collaboration with industry partners provides students with invaluable insights into current market trends and future industry needs, enhancing the relevance and applicability of their education.

Additionally, the flexibility in learning processes at these universities illustrates a progressive approach to education, accommodating diverse learning styles and schedules. This adaptability is crucial in a rapidly changing global landscape, allowing students to tailor their learning experiences to their individual needs and goals.

Online courses and certifications, such as the MITx MicroMasters Program, exemplify the transformative potential of digital platforms in specialized education. These online offerings democratize access to high-quality education, enabling learners from around the world to benefit from the expertise and resources of top-tier universities. They also exemplify how digital learning can be seamlessly integrated into traditional degree programs, offering a blend of in-depth specialization and broad accessibility.

Expanding on this, the role of entrepreneurial incubators and accelerators as essential platforms in cultivating entrepreneurship skills is vital. These entities serve as hubs for innovation and business development, offering resources, mentorship, and networking opportunities crucial for budding entrepreneurs. Globally recognized examples include Y Combinator and Techstars, which have a track record of fostering successful startups. These incubators and accelerators are instrumental in bridging the gap between academic knowledge and practical entrepreneurial experience, enabling students and emerging entrepreneurs to translate innovative ideas into viable business ventures. Their success stories underline the importance of such platforms in nurturing the entrepreneurial ecosystem, equipping individuals with the skills and support needed to navigate the complexities of today's business world.

Conclusion

The changing landscape of higher education is a challenge and an opportunity. As we witness a paradigm shift marked by technological advances and global challenges, adaptability becomes a necessity. It's time to rethink education and equip our students with the tools they need for this exciting, complex future. Embracing these changes and working collaboratively can guide us safely through these tumultuous times.



Global College International Nepal

MAIN CHALLENGE

Foodmandu contends with fierce competition in Nepal's food delivery sector, demanding ongoing innovation and customer satisfaction for market leadership and profitability. It also grapples with labour turnover and logistics issues.

METHOD

To tackle the company's challenges, I conducted interviews with customers and employees to improve operations and foster loyalty. Furthermore, I engaged with Foodmandu's board members to discuss strategies for gaining a larger market share. Additionally, I sought advice from university mentors to address supply chain management issues and devise innovative strategies to surpass new competitors in the food industry.

FOODMADU

Foodmandu is a prominent online food delivery platform in Nepal which was established in 2010 by entrepreneur Mr. Manohar Adhikari. The company's core mission is to provide seamless access to an extensive array of restaurants and cuisines, facilitating convenient online ordering and home delivery services for customers seeking diverse culinary experiences.

Company Website

<http://www.foodmandu.com/>

MENTORS

Mentor from the Company: Manohar Adhikari

Mentor from the University: Rishav Dev Khanal

TEAM

I worked on this case independently, but with the support of my mentor, Mr. Rishav Dev Khanal, and other professors, who assisted in developing and overseeing it throughout the entire process.

PICTURES



This is the image where I engaged in a productive discussion with the co-founder, Manohar Adhikari, focusing on the company's business challenges and potential solutions during a healthily interactive session.



There are the group of Customer Service team within the operation department dedicated to interacting with customers and managing their complaints and grievances.



Tribhuvan University Nepal

MAIN CHALLENGE

Given that both the company and its solution are relatively new, in Nepal, a major challenge they encounter is creating awareness. Encouraging people to utilize their product. The company has not extensively marketed the solution. It is still unfamiliar, to its target audience.

METHOD

The product was still being developed and it seemed unlikely that it could be tested in the real world scenarios or gather customer feedback from its usage. To gain insights, on the product we conducted interviews with stakeholders such as the company's CEO and team members. We also collected research on solutions. Studied their strategies to identify and implement potential solutions for overcoming the challenges.

AIFIVERSE TECH SERVICES

Aifiverse Tech Services, a software firm, introduced Omnecal Transportation, a smart public transit solution. Aifiverse was founded on October 23, 2022, and Omnecal Transportation was the winning concept at the OSM hackfest in 2022, with CEO and entrepreneur Nirman Khadka among the participating team members. This initiative seeks to bring innovation and a contemporary touch to public transportation by harnessing mapping and open-source technology.

Company Website

<https://www.aifiverse.com/>

MENTORS

Mentor Company: Nirman Khadka

Mentor University: Nishan Kumar Aryal

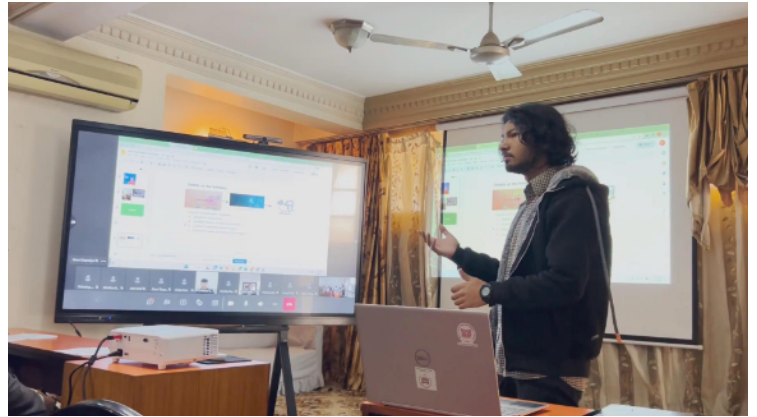
TEAM

Throughout the duration of the case challenge, the CEO of Aifiverse, Omnecal Transportation, played a crucial role in providing valuable insights for constructing the case report. Additionally, our mentor also played a role by offering guidance and feedback that greatly contributed to refining the case report.

PICTURES



With CEO and Entrepreneur of the company, certification and meetup.



Pitching for the business case challenge held on May 5th, 2023.



Conclusion and certificate distribution for the Entrepreneurship Case Challenge Pitching competition with fellow participants, mentors and judges



Royal University of Bhutan Bhutan

MAIN CHALLENGE

The main challenge confronting Chapcha Thada Menchhu is effectively promoting its services. Situated in a remote location, the business faces difficulty in reaching potential customers. The critical issue revolves around creating awareness and marketing the business to both local and tourist markets, given its secluded setting. Overcoming this promotional challenge is crucial for the business's success.

METHOD

Chapcha Thada Menchhu's primary challenge is raising awareness about its services due to its remote location. To address this, the company conducted feasibility testing to assess business viability, created a promotional video for social media outreach, designed brochures and signboards for local visibility, and gathered testimonials from satisfied customers to attract new clients. These strategies collectively aim to overcome the structural challenge of limited accessibility in their area.

THADRAK HOTSTONE

Chapcha Thada Menchhu, founded in 2022 by Mr. Chencho Gyeltshen, offers hot stone bath services using medicinal water from Thada Goenpa. Located near Chapcha highway, the business provides accessible hot stone therapy for locals and tourists, emphasizing sanitation, hygiene, and customer convenience.

Company Website

<http://www.>

MENTORS

Mentor Company: Mr. Chencho Gyeltshen

Mentor University: Mr. Dawala

TEAM

The team responsible for managing this case challenge is led by Mr. Karma Tenzin. Supporting him are team members, including Mr. Sonam Norbu, Mr. Sawan Rai, and Ms. Alina Rai.

PICTURES





National University of Laos

Laos

MAIN CHALLENGE

The goal of Thongsy Glass is to grow their firm horizontally by starting a new building industry. Since they are just starting out, they want to develop a marketing strategy to draw in potential clients and raise awareness of their brand.

METHOD

The approach employed was deliberated upon with our team, mentor, and proprietor regarding the challenge at hand. Subsequently, we commenced conducting surveys and interviews with local communities, prospective construction business clients, and past customers to acquire a comprehensive understanding of our concepts. Additionally, we utilized the internet to assess the market strategies of competitors. Subsequent to these processes, we made enhancements and alterations, culminating in the final solutions for our business.

THONGSY GLASS AND ALUMINIUM TRADE

Thongsy Glass was founded in 2000 by the cooperation between Thai and Lao businessmen under the name "Priza Glass and Aluminium". In 2002, all the shares worth 700,000 baht were sold to Mr. Thongsy Somphone as a sole trader. This business of installing glass and aluminium works as a main activity and has been an expansion of business into construction in 2014 onwards. In spite of that, there has been business expansion with the addition of interior design and installation work in the middle of 2022 onwards.

Company Website
<http://www.>

MENTORS

Mentor Company: Ms. Vadsana Somphon
Mentor University: Prof. Ajan Anitta Phommahaxay

TEAM

In this challenge, the owner of Thongsy Construction played a major role in achieving a solution by providing the essential information we needed to present the case challenge. We also had a very cooperative and supportive mentor by providing comments and guidance to achieve a resolute solution that's provided by Encore.

PICTURES



This picture is a part of our working process to receive recommendations from our mentor, Assistant Professor Ajan Anitta Phommahaxay, and to discuss the challenges related to our given case.



Next is the picture we took with Mr. Chanthakhad Somphon and Ms. Vadsana Somphon, who are the Operation Manager and Chief Marketing Officer of Thongsy Glass and Aluminium Trade respectively, to finalise our project proposal and provide comments on where we needed to make changes.



Finally, it is our pitching day where we showcase our solutions to the challenges.



Royal Thimphu College Laos

MAIN CHALLENGE

USD Driving Training Institute has been grappling with increasing employee attrition over the past three years. This issue arises from factors such as the need for a more competitive remuneration package, improved job security, and migration concerns, primarily stemming from the company's lack of effective human resources planning.

Additionally, the company faces the challenge of not having an online platforms to persuade and engage potential customers.

METHOD

In order to solve the challenges faced by the company, we conducted one-to-one interview with the Chief Executive Officer and General Manager of the company. Similarly, survey was carried out with 30 individual including both current and potential employees, to gain insights into various factors contributing to employee attrition. After careful considering of the gathered data, we identified the three key objectives:

1. Create a robust Human Resource Management System (HRMS) for the company.
2. Design and implement Internal Service Rules
3. Develop a company Website

Furthermore, we sought assistance from experts and relevant organization to help us achieve these objectives.

UGYEN SINGYE DORJI DRIVING TRAINING INSTITUTE

The Ugyen Singye Dorji (USD) Driving Training Institute specializes in offering cost-effective driving courses, including Professional Driving (PD), Tourist vehicle driving, and Light and Medium vehicle driving. Their primary goal is to enhance driving skills through specialized training, aimed at producing the finest drivers in Bhutan.

Company Website

<http://www.ugyensingyedorji.com>

MENTORS

Mentor Company: Mr. Ugyen Singye Dorji, Chief Executive Officer

Mentor University: Mr. Sonam Rinzin, Lecturer

TEAM

At the outset, we volunteered to participate in the case challenge and conducted an initial brainstorming session to identify and select a suitable company. With the guidance and support of our mentor Mr. Sonam Rinzin, we decided work on the case of Ugyen Singye Dorji Driving Training Institute, which was grappling with the employee attrition. We were fortunate to receive assistance from the company's CEO in this endeavour.

PICTURES



Figure 1: Interview with CEO & GM

This picture was taken during the interview session with the CEO of the company. It was mainly to find the challenges/issues of the company



Figure 2: Client review on product developed

This picture was taken during the client review with our organization's proprietor/ CEO



Figure 3: Receiving winner certificates

This is the picture taken during the time of announcing winner of the case challenge



Souphanouvong University

Laos

MAIN CHALLENGE

The challenges of the company are: (1) lack of trust of locals customers; (2) the product of Toyo Lao Pipe is still not well known by the international organizations in Lao PDR yet and (3) the International donors always imported the pipes and water supplier equipment from neighboring countries of Lao PDR.

METHOD

The qualitative research was designed for this a small scale research. Based on our experiences from this case challenge practices the both public and private organizations were selected for the interview to understand the challenges of the company. The data collection results that the company has to improve the marketing strategy into digital market mode to ensure the accessibility of the customers such as making VDO and post into the social media, organizing more events by inviting target customers and also help Developing networking and check list the tentative target customers of the TOYO Pipe as well as organizing an event with YES-ENCORE. The TOYO Lao products is high quality products that can save water and prevention the lot of supply water and this company also responsible for recycle plastic pipes.

LAO PIPE COMPANY

Toyolao Pipe Industrial Factory is based in Phokham Village, Sai Thani District, Vientiane Capital. The factory produces complete pipes such as PVC Pipe, HDPE PIPE, PPR PIPE, LDPE PIPE, etc. to serve in the field of water supply, electrical wiring, telecommunication wiring and agricultural pipes under the ToYo commercial machine. ToYo Lao Pipe Factory has received a certificate of quality as International standard ISO 9901:2015 and Lao National Standard 71:2019. There is also a technical team with more than 20 years of experience in technology. Currently, the production capacity of the factory is about fifty thousand tons per year. Toyo Pipe Factory operates clean production, modern machinery and professional technical team. Therefore, all products of Toyo pipe factory are technically guaranteed and clean.

Company Website
<https://toyopipe.com/>

MENTORS

Mentor Company: Mentor University: Champa Lattanasouvannaphonh

TEAM

During the study case; my mentor, the company and I had been working closely to each other. Moreover, I was surveying to get information from different organizations as well as the customers. Lastly, I did work with the other teams to make sure that I am on the right track such as: the Eco-printing team, and Davita Boutique Hotel.

PICTURES



We conducted an interview with the assistant of the station manager of the company in Luang Prabang where my study case focus on. We discussed about the problems and feasible solutions.



One of the staffs at the company took me around and explained to me about their products. We defined what were best sell and long stock.



This picture, I visited one of the company's retailers and surveyed to start our case study.

Theme

**Digital Transformation and
Entrepreneurship Education:
Empowering the Next Generation**

Date

14th and 15th December, 2023

Venue


Souphanouvong University
Luang Prabang, Laos

Program Schedule

Thursday December 14th, 2023

Time	Activity/Persons in activity
8:00 – 8:30	Registration
8.30 – 9.00	Welcoming by the Acting President of the Souphanouvong University Assoc. Prof. Vira Anolac Welcome remarks of the ENCORE Final Conference by Birgit Burböck Moderated by Palitha
9:00 – 9.15	Photography : Group Photo
9:15 – 10:00	Key-Note 1: Carlos Hoyos
10:00– 10:30	Coffee Break & Exhibition
10:30 – 11:00	“Education on the Edge: How Entrepreneurship and Digitalization shape the New Work Landscape” by Birgit Phillips
11:00– 11:45	Panel Discussion of project impact moderated by Clarissa Maierhofer - Tenzin Rabgay - Madhav Verma - Subash Shresta - Ram Thapaliya - Villayphone - Thoulany
11:45 – 13:00	Lunch Break

13:00 - 14:15	"Impression, feelings & learnings within ENCORE" University presentations (8-10 min/university)
14:15 - 14:30	Special short speech by the ENCORE Project Officer Alba Prieto Gonzalez
14:30 - 15:00	Coffee Break
15:15 - 16:30	Presentation of the Joint Publication
15:15 - 16:30	Students Case Challenge Presentations of the student's case challenge winner from each university Moderated by Subash Shresta
Evening program	Project Dinner

Friday December 15th, 2023

Time	Activity/Persons in activity	
8:30 - 9:30	Keynote: "Youth and Entrepreneurship Education", by Keovisouk Dalasane	
9:30 - 10:00	Coffee Break	
09:30 - 11:30	Students: Workshop with Cristina Beans and Elena Olmos: Planning Sustainability Ideation Workshop	Other participants: - Visiting EKC - Tour through Souphanouvong University - Site visit (?)
11:30 - 13:00	Lunch Break	
13:00 - 16:00	Workshop with all participants Workshop: How about your entrepreneurial spirit? Moderated by Subash Shrestha	
16:00 - 17:00	Time to say good-bye	

Photographs







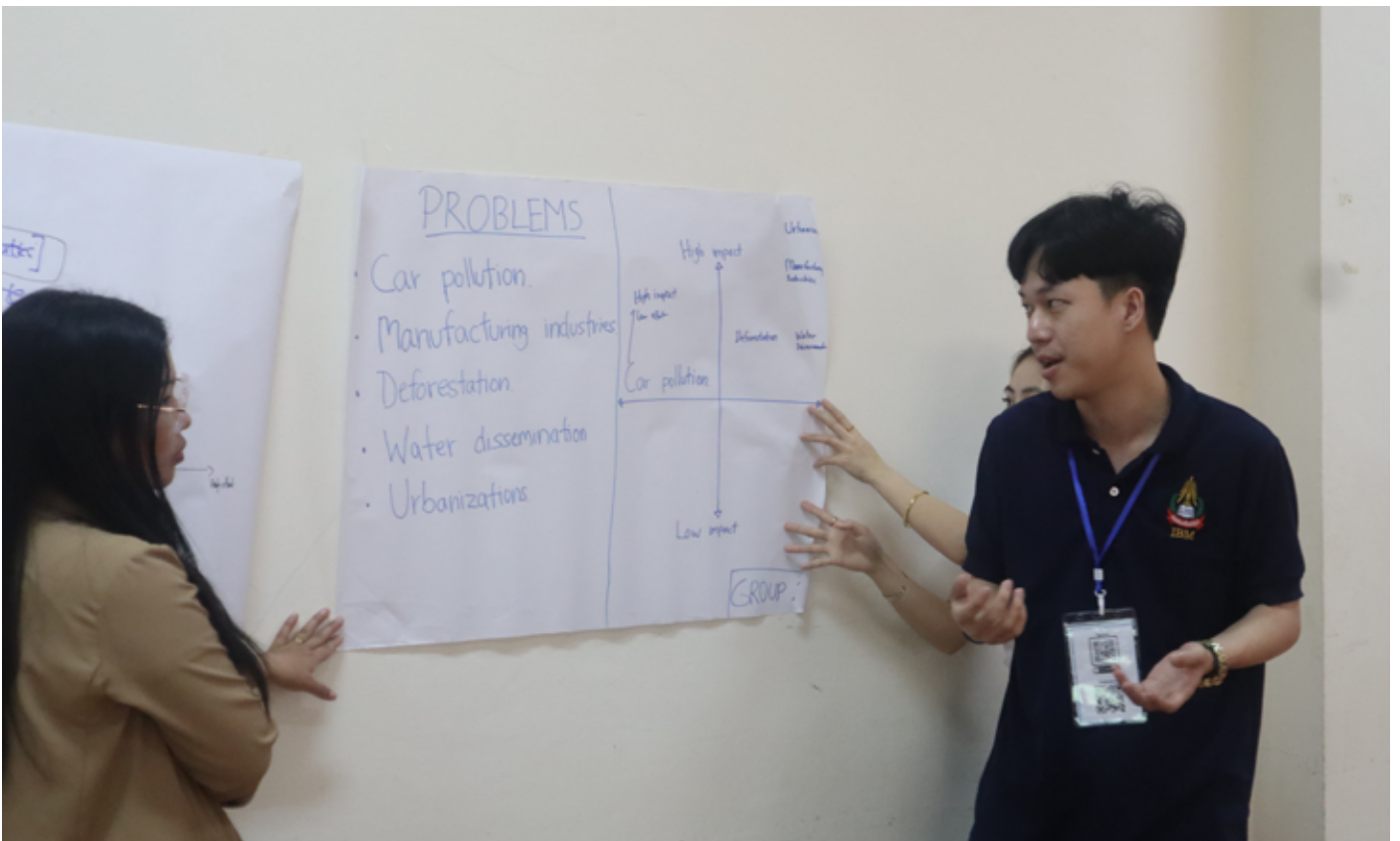


Photographs : Students Workhop















ENCORE INTERNATIONAL CONFERENCE-2023

