

## Personal Information

Date of birth: 29 December 1959

Address: 46/31 Noble Lite, Soi Ari 1, Phahonyothin Rd.,  
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## Professional Work

### Since 2017- Assistant Professor (Business Administration)

Bangkok University School of Entrepreneurship & Management, Bangkok / Thailand

### Since 2013- Team Leader GEM Thailand Team, Senior Researcher and Faculty

Bangkok University School of Entrepreneurship & Management, Bangkok / Thailand;  
Conference Director Diana International Research Conference 2018 (31.7.-3.8.18), Bangkok;  
Academic Supervisor of Summer University 2015: "Entrepreneurship in Asia"

### Since 2011- Survey-Research & co-founder Start-up Pulse Thailand

Entrepreneur, Researcher and Advisor, survey and research in entrepreneurship, entrepreneurship education and management, e.g. for UNESCAP, UNESCO, IDRC (International Development Research Centre, Canada), UNDP

### 01/2017 – 02/2021- Board of Directors

Global Entrepreneurship Research Association GERA, London, United Kingdom

### 1985-2010 (25 years) Serial Entrepreneur, CEO

1985-2010 Business area 1: Production of bricks (4<sup>th</sup> generation family business)  
2001-2010 Business area 2: Software for the automotive industry (co-founder, CEO)  
2009-2010 Turnaround and sell-off business areas 1 and 2  
1985-2000 Lichtenfels Pottery and Ceramics Factory (founding owner)  
Germany

## Academia

### Since 01/2017- Assistant Professor in Business Administration

#### 2015 Ph.D. in Entrepreneurship (GPA 4.0, summa cum laude)

California University FCE, USA

#### 2009 Executive M.B.A. (GPA 3.82)

University of Maryland, USA

#### 2009 Executive M.B.A. (GPA 3.8)

GSBA Graduate School of Business Administration Zurich, Switzerland

#### 2006 B.B.A. (GPA 3.6)

GSBA Graduate School of Business Administration Zurich, Switzerland

#### 1994 Graduate Color Consultant ICA

Technical Universities Berlin, Germany / Budapest, Hungary / Bratislava, Czech Republic

#### 1983 Graduate Ceramic Designer

Technical College for Ceramic Design and Technical Ceramics at the University of Applied Sciences Koblenz, Höhr-Grenzhausen, Germany

## Professional Education

### 1984 Master Craftswoman in Ceramics (German Meisterbrief)

Technical College for Ceramic Design and Technical Ceramics at the University of Applied Sciences Koblenz, Höhr-Grenzhausen, Germany

### 1980 Professional Ceramics (German Gesellenbrief, 3 years vocational degree)

Stuttgart, Germany

## Visiting Faculty

- ▶ Gift University, Gujarnwala, Lahore / Pakistan (2022, 2023)
- ▶ IBA CED (Institute of Business Administration – Aman Center for Entrepreneurial Development), Karachi / Pakistan (since 2014)
- ▶ St. Thomas College (Autonomous), NSS College, and Prajyothi Niketan College, Kerala, India (2019, 2020 and 2019)
- ▶ De La Salle University, Manila / Philippines (Ph.D. in Business program, 2017)
- ▶ KMITL King Mongkut Institute of Latkrabang, Bangkok (2016)
- ▶ MBA and BBA programs; Asian University Chonburi / Thailand (2013 – 2014)

## Extra-Occupational Functions and Non-Profit Work

- ▶ 2006-2009: Executive Board VDU Hesse (Association of female German entrepreneurs)
- ▶ 1993- 2001: Managing Director of the German Ceramics Association
- ▶ 1998: President Junior Chamber Waldeck-Frankenberg, Germany
- ▶ 1997- 1999: Executive Board Junior Chamber Waldeck-Frankenberg, Germany
- ▶ 1991- 1999: Junior Chamber Germany (WJD)
- ▶ 1996: Conference Director State Conference Hesse
- ▶ 1994- 1996: Junior Chamber International (JCI);  
Member of Panels: International Awards Kobe / Japan and International Awards Pusan / Korea

## Honorary Office

- ▶ 2003 - 2009: Commercial Judge at State Court (Landgericht) of the state Hesse, Kassel, Germany
- ▶ 1998 - 2000: Foresight Panel Regional Development, County of Waldeck-Frankenberg, Germany

## Awards

- ▶ 2017: Laureate "Excellence Award in Global Entrepreneurship and Academic Teaching", GSBA Graduate School of Business, Zurich / Switzerland, now CEIBS China-European International Business School
- ▶ 2003: Laureate „Oskar for Small and Medium-Sized Businesses Germany 2003“
- ▶ 2001: Laureate, Competition „Fit for the Stock Exchange“, LRP Federal State Bank Rhineland-Palatinate (Business Plan Competition)
- ▶ 2000: Laureate "Autovision Promotion North Hesse", Award of the County of Hesse and of Volkswagen (Start-up Competition)
- ▶ 1995: Laureate "Karl-Miescher-Award in Science of Colors"; (for a remarkable scientific achievement)

## Research Fields and Personal Expert Knowledge

### Research Fields

- ▶ Women Entrepreneurship, Entrepreneurship and Gender
  - ▶ Networks
  - ▶ Innovation
  - ▶ Culture
  - ▶ Family businesses
  - ▶ ASEAN and AEC
- ▶ Youth Entrepreneurship and Social Entrepreneurship

### Reviewer and Editor in International Journals

- ▶ International Journal of Gender and Entrepreneurship (2024)
- ▶ Editorial Board at Arab Economic Business Journal (AEBJ, ongoing)
- ▶ Journal of Business Venturing (2022, 2023)
- ▶ International Review of Entrepreneurship (IRE, 2022 / 2023)
- ▶ Edward Elgar Publishing (2023) Reviewer for book proposals  
(2018-21); Main editor in the book "Women Entrepreneurship and Gender", published July 2021,
- ▶ Asian Journal of Social Science (since 2019); Reviewer; <https://www.scimagojr.com/journalsearch.php?q=24798&tip=sid>
- ▶ International Journal of Gender and Entrepreneurship (since 2018); Reviewer;  
<http://www.emeraldgroupublishing.com/products/journals/journals.htm?id=ijge>
- ▶ Diana International Research Conference (Babson College Conference); Reviewer (annually, since 2016)
- ▶ Small Business Economics (2018-20); Co-editor "Special Issue on Women Entrepreneurship and Gender", published in 2022

### Research Results

- ▶ UNDP Researcher in Youth and Youth Social Entrepreneurship in Asia and the Pacific (2017-19)
- ▶ Senior Researcher in GEM Thailand Research Projects annually since 2013
- ▶ GEM ASEAN Research Project 2015 and 2016
- ▶ GEM Policy Impact Research Project 2016, 2018 and 2020 (Thailand)
- ▶ GEM ASEAN Research Project 2015
- ▶ GEM Policy Briefs Research Project 2015 (Thailand)
- ▶ UNESCAP Researcher in Women Entrepreneurship in ASEAN (2015/2016)
- ▶ Researcher and Administrator in GEM Thailand Research Projects since 2011 until today

### Research Publications (excerpt)

- ▶ Guelich, U and Guelich, H. (forthcoming March 2024). Editors: Neck, H.M., Theodoraki, C., and Boronat-Clavijo, M.. Chapter in the book "Ideation in Entrepreneurship Education: Process, Practice, and Mindset", title "Candle Talk Heart-to-Heart: Where I failed (something/someone).
- ▶ Guelich, U and Guelich, H. (2022). "Determinants for Market Expansion of Thai SME Entrepreneurs as the ASEAN Economic Community is Taking Roots". ASEAN Journal of Management & Innovation, ISBN 2351-0307 Volume 9(2), July-December 2022
- ▶ Guelich, U. (2022). "Gendered Entrepreneurship Education and the Fear of Failure". International Journal of Instruction 15/3, p. 719-732.
- ▶ Guelich, U and Guelich, H. (2021). "The importance of innovation for entrepreneurial sustainability for social entrepreneurs in Asia-Pacific". UTCC International Journal of Business and Economics 13/2, p.97-112.
- ▶ Guelich, U., Bullough, A., Manolova, T., and Schjoedt, L. (2021, book chapter). "Introduction to women's entrepreneurship and culture: socio-cultural dynamics, role-influenced behaviors and constraint negotiation". Cheltenham, UK • Northampton, MA, USA: Edward Elgar Publishing. ISBN 978 1 78990 503 8 (cased). ISBN 978 1 78990 504 5 (eBook).
- ▶ Guelich, U., Bullough, A., Manolova, T., and Schjoedt, L. (2021). Editors of the book: "Women's Entrepreneurship and Culture: Socio-cultural Context, Traditional Family Roles and Self-determination". Cheltenham, UK • Northampton, MA, USA: Edward Elgar Publishing. ISBN 978 1 78990 503 8 (cased). ISBN 978 1 78990 504 5 (eBook).
- ▶ Bullough, A., Guelich, U., Manolova, T., and Schjoedt, L. (2021). "Women's entrepreneurship and culture: gender role expectations and identities, societal culture, and the entrepreneurial environment". *Small Business Economics*. <https://doi.org/10.1007/s11187-020-00429-6>.

- ▶ Guelich, U. (2020). Wishful thinking versus reality: High-growth aspirations of start-ups and established entrepreneurs in ASEAN. *Asian Academy of Management Journal*, 25(1), 147–166. <https://doi.org/10.21315/aamj2020.25.1.8>.
- ▶ Guelich, U. (2020). “GEM Thailand Report 2018/19”; Bangkok University, School of Entrepreneurship & Management (BUSEM); available at <https://gemconsortium.org/report/50532>.
- ▶ Guelich, U. (2020). “GEM Thailand Report 2019/20”; Bangkok University, School of Entrepreneurship & Management (BUSEM); available at <https://gemconsortium.org/report/50538>.
- ▶ Guelich, U. and Bosma, N. (2019) “Youth Entrepreneurship in Asia and the Pacific 2018/19”; UNDP-GEM Special Topic Report; available at <https://gemconsortium.org/report/50262>.
- ▶ Guelich, U. (2018). “The importance of perceptions in promoting women’s entrepreneurship in Thailand” (published in: ILO (2018). *Game Changers: Women and the Future of Work in Asia and the Pacific*, ISBN: 978-92-2-03995-7; Thailand)
- ▶ Guelich, U., (2018) “GEM Thailand Report 2017/18”; Bangkok University, School of Entrepreneurship & Management (BUSEM); available at <http://gemconsortium.org/report/50189>
- ▶ Guelich, U. (2018). “The importance of perceptions in promoting women’s entrepreneurship in Thailand”. Chapter in ILO Publication: “Game changers: Women and the future of work in Asia and the Pacific”; available at [https://www.ilo.org/asia/WCMS\\_645601/lang-en/index.htm](https://www.ilo.org/asia/WCMS_645601/lang-en/index.htm) and ISBN: 978-92-2-03995-7
- ▶ Guelich, U., (2017) “GEM Thailand Report 2016/17”; Bangkok University, School of Entrepreneurship & Management (BUSEM); available at <http://gemconsortium.org/report/50188>
- ▶ Guelich, U. and Xavier, S.R. (2017). “Women entrepreneurship within the ASEAN Economic Community: Challenges and Opportunities”; book chapter for the book “Entrepreneurial Ecosystems and Growth of Women’s Entrepreneurship: A Comparative Analysis”; Edward Elgar Publishing; Ed.: Manolova, T., Edelman, L., Brush, C., Welter, F., and Robb, A.
- ▶ Guelich, U. (2017), Technical note for “Fostering Women’s Entrepreneurship in ASEAN. Transforming Prospects. Transforming Societies”. Ed.: UNESCAP Bangkok, available at <http://www.unescap.org/resources/fostering-womens-entrepreneurship-asean-transforming-prospects-transforming-societies>
- ▶ Xavier, S.R., Guelich, U., and Nawangpalupi, C. (2016), “ASEAN Entrepreneurship: The Context, Impact and Opportunities for Women Entrepreneurs and Startups; Key Pivots for Growth and Sustainability”; Gera; available at <http://gemconsortium.org/report/49766>

## Personal Expert Knowledge

- ▶ Writing of business plans and annual reports, strategic plans for IPO
- ▶ Change Management and Innovation Management (bottleneck elimination) in manufacturing businesses in Thailand
- ▶ Report writing (English and German)
- ▶ Strategic analysis of changes in the brick market in Germany and of the impact for the buyer of the sell-off area “bricks”
- ▶ Strategic options in the brick industry (Germany)
- ▶ Strategic real estate development of a large land plot with an international school, including the establishment of a university, villas and infrastructure (Phuket, Thailand)
- ▶ SPSS knowledge for data analysis, EndNote, MS Office, Datev (accounting software), etc.

## Social Media

- ▶ Research Gate: [https://www.researchgate.net/profile/Ulrike\\_Guelich](https://www.researchgate.net/profile/Ulrike_Guelich)
- ▶ Academia.edu: <https://bu-th.academia.edu/UlrikeGuelich>
- ▶ LinkedIn: <https://www.linkedin.com/in/ulrike-guelich-02a4b514/>



**Ulrike Guelich**