



## Entrepreneurship, creativity, and education: Key characteristics of successful female entrepreneur with a case of 'After You'

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### Abstract

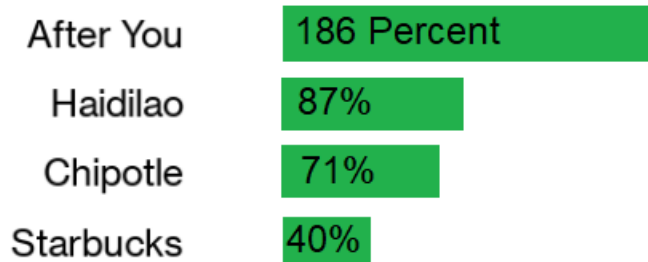
It is controversial whether entrepreneur is 'born to be' or 'can be trained'. This never-ending arguments generated numerous studies, both qualitatively and quantitatively, to find the answer. Interestingly, praised as the global best performance restaurant stock by Bloomberg news agency before the Covid-19, After You, a Thai cafe and restaurant seemed to have a bright fortune ahead. Established in 2007, After You was led by a successful female entrepreneur 'Kulapat Kanokwatanawan', a graduated from Thammasat Business School, Thailand. Furthermore, this study, with qualitative approach - systematic reviews, aims to explore the key vital sources for After You's entrepreneurship and creativity, along with how studying in business school can boost and impact the chance for being success businesswomen. Consequently, authors initially collected information from related 3,343 news (ranged from 1<sup>st</sup> January 2007 – 31<sup>st</sup> May 2023) from secondary source (news database) with the keyword 'After You' - InfoQuest News (2007 regarded as the year for After You opening). Later on, 295 news (both in Thai and English) were extracted to find the key characteristics of successful female entrepreneur. The results show that prone to risk, passion, and determination are the key aspects for successful entrepreneur of After You. This paper is thus arranged: The first section introduces 'After You' and rational aspects of her CEO's winning attitudes; secondly, authors reconnoitered the reviews of literature in many standpoints to support the grounding assumption; thirdly, research methodology was elucidated and investigated by using secondary data from InfoQuest New; lastly, research findings and future research were deliberated.

**Keywords:** Entrepreneurship, female entrepreneur, restaurant, After You, Thailand

### Introduction

Nowadays, it is definitely controversial whether entrepreneur is 'born to be' or 'can be trained' (University of Bolton, 2023). In fact, this never-ending arguments generated numerous studies, both qualitatively and quantitatively, in order to find the answer. Interestingly, praised as the global best performance restaurant stock by Bloomberg news agency before the Covid-19 (Miller & Nguyen, 2019), After You, a Thai cafe and restaurant seemed to have a bright fortune ahead (see Figure 1). What can be the key for this successful business governed by a Thai female executive – Miss Kulapat Kanokwatanawan? This is the key aspect author would like to explore.

**Figure 1.** The Rise of Stock of ‘After You’ Compared to Other Restaurants/Cafes (Miller & Nguyen, 2019)



In fact, there are differences between women and men when conducting businesses. For instance, Cromie (1987) and Dorward (2023) suggests that when doing business, men manipulatively seem to be making money and be their own chief; while, women tend to be balanced between family and work. Moreover, there are research articles study the key characteristics of female entrepreneurs worldwide. For example, Thudam, Trichan, & Bunmak (2015) study 800 female executives in order to find important factors resulted to future career advancement. Phonthanukitithaworn, Ketkaew, & Naruetharadhol (2019) study the key factors for successful online entrepreneurs in general. However, the key characteristics of female entrepreneurs in Thai context is still lacked and unfulfilled and authors believe this research will fill in such discrepancy. Finally, this research is arranged accordingly: The first section introduces ‘After You’ and rational aspects of her CEO’s winning attitudes; secondly, authors reconnoitered the reviews of literature in many standpoints to support the grounding assumption; thirdly, research methodology was elucidated and investigated by using secondary data from InfoQuest New; lastly, research findings and future research were deliberated

## Reviews of Literature

### The born of ‘After You’

Established in 2007, right after her graduation, After You was led by a successful female entrepreneur 'Kulapat Kanokwatanawan', a graduated from Thammasat Business School, Thailand (Suriyamongkol & Thongteeraparp, 2017; Miller & Nguyen, 2019; Top 10 of Asia, 2020). Assigned by The Top 10 magazine, Kanokwatanawan is considered to be one of Thailand’s top ten young female entrepreneurs (Top 10 of Asia, 2020). The slogan for ‘After You’ is 'There's always room for dessert' (Rassarin, 2019). Thanks to After You’s creativity, her cafes also offer drinks, puddings, cheesecakes, brownies, platters, and pancakes (Miller & Nguyen, 2019; After You, 2023), see figure 2 for example of After You’s dessert menu.

**Figure 2** After You's Dessert Menu (After You, 2023)

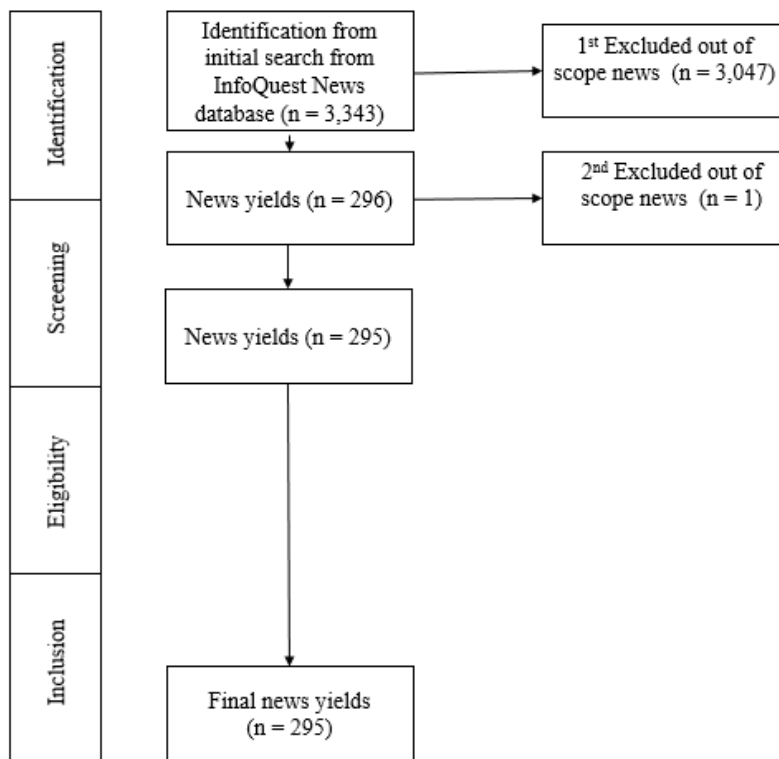
### Female entrepreneurs

Ipsa facto, existing literatures on female entrepreneurship and creativity are focusing on the factors those contribute to success (e.g. Marshallian Entrepreneurs (Karayiannis, 2009) and Schumpeter's Theory (Schumpeter, 2011)). In terms of doing business, both women and men can be good entrepreneurs. Nevertheless, in order to reach higher career advancement, women tend to be highly committed to their career (Thudam, Trichan, & Bunmak, 2015). They also cultivate their new skills with friends and family members, as well as other social interactions (Godefroit-Winkel & Peñaloza, 2020). In addition, according to Cromie (1987), married female entrepreneurs with children perceive entrepreneurship as ways to advancement in careers. This shows that there is advantage for married female entrepreneurs, not only unmarried female entrepreneurs can be successful. In addition, unmarried female entrepreneurs can plausibly face the problem of office syndromes (Tamdee, Dendoung, Muttiki, & Sringeriyuang, 2016). Thence, two research questions are provided:

- 1) What are the key aspects/characteristics of successful female entrepreneurs?
- 2) Do the esteemed business school play the vital role for being successful entrepreneurs?

### Research Methodology

This study, with qualitative approach - systematic reviews, aims to explore the key vital sources for After You's entrepreneurship and creativity case, along with how studying in business school can boost and impact the chance for being success businesswomen. Symptomatic reviews is different from a case study research in terms of intensive archival search (Putthiwani, 2015), rather than looking on a single case (Putthiwani, 2014). Consequently, authors initially collected information from related 3,343 news (ranged from 1<sup>st</sup> January 2007 – 31<sup>st</sup> May 2023) from secondary source (news database) with the keyword 'After You' - InfoQuest News database (2007 regarded as the year for After You opening). Later on, 295 news (both in Thai and English) were extracted to find the key characteristics of successful female entrepreneur (please kindly referred to figure 3).

**Figure 3.** Current Research's Systematic Review Process

### Results, Conclusions, and Recommendations

According to a systematic reviews of 295 news (both in English and in Thai), the results show that the key characteristics of successful female entrepreneur with a case of 'After You' are risk-proneness (Chaipiboolwong, 2019), passion (Suriyamongkol & Thongteeraparp, 2017), and determination (Top 10 of Asia, 2020). However, risking too much can cause a catastrophe, like the case of female entrepreneur 'Elizabeth Holmes's' Theranos (Hartmans & Leskin, 2020). There is also no differences in success between married and unmarried female entrepreneurs. Authors also conclude that entrepreneurship education is vital for conducting businesses (Putthiwani & Taeporamaysamai, 2023). Corresponded to University of Bolton (2023), it is noted that studying in an esteemed business school influences entrepreneurial success (Jones, 2009). There are also potential benefits such as acquiring business acumen/insight, networking opportunities, and access to resources and mentorship. Regarding suggestion for future research, conducting interviews or surveys with successful female entrepreneurs to gain deeper insights (inspecting the role of business school education in enhancing the prospects of female entrepreneurs) is highly recommended.

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