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# ABSTRACT BOOKLET

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**Title:** The Ontario Farm Fresh Marketing Association: A Decade of Data

**Purpose of this paper**

The Ontario Farm Fresh Marketing Association (OFFMA) surveyed its membership on three occasions over the past decade. The focus of 2005 and 2009 studies were on benchmarking the economic impacts, and beginning to identifying opportunities and challenges faced by direct-farm marketers in the province. The 2016 survey again looked at similar areas; however, it added questions related to working with family members and farm/business succession.

**Design/methodology/approach**

All three studies used surveys. Over time the questions asked have varied. Previous studies included farmers and visitors, while the last one involved only farmers. Implementation has changed from administered by telephone to the questionnaire being online. Finally, contextualizing and comparing each studies over the past decade will be incorporated.

**Findings**

The results of the 2016 survey will be shared, along with a longitudinal analysis of the three studies over the past decade.

**Practical implications**

Results from the 2016 study, similar to those found in 2005 and 2009, will identify how OFFMA can best service its members ensuring they remain viable farm operations.

In addition, undertaking a longitudinal analysis will provide a comprehensive understanding of the economic impacts, challenges and opportunities faced by direct-farm marketing in Ontario. It may also illuminate the value of being an OFFMA member. This knowledge may attract other farms to join OFFMA.

**Policy Implications (if applicable)**

The results will help OFFMA promote direct-farm marketing to policy makers and the general public. Doing so may help keep these farms profitable and relevant in the future.

**What is the originality/value of paper?**

Reporting the methodology and results of the 2016 study to practitioners. Providing a longitudinal analysis of the economic impact, opportunities and challenges faced by direct-farm marketers in Ontario will demonstrate the value of ongoing monitoring of entrepreneurial farmers.

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**Title:** The impact of agro-tourism entrepreneurship in rural development

**Purpose of this paper**

The purpose of this empirical paper is twofold. The first purpose is to highlight the significant role of agro-tourism entrepreneurship in rural economy and development. The second purpose is to explore and identify if funding from European Funds for rural growth through the agro-tourism entrepreneurship development and enhancement, produce the desired and expected results.

**Design/methodology/approach**

The research aims were approached by designing a prototype questionnaire focusing on the interaction between agro-tourism entrepreneurship and European funding. This research exploits the records from 1105 agro-tourism enterprises which were funded by the European Structural Funds in Greece during the period 2007-2013. These enterprises were funded with the amount of 173,068,087.68 euro, and through the ATED-Q (Argo-Tourism Entrepreneurship Development-Questionnaire) it is attempted to analyse the factors contributing or not to rural development. In addition, GIS is used in order to depict and analyse the agro-tourism entrepreneurship in Greece in order to explore in depth the rural regions where the agro-tourism entrepreneurship concentrated.

**Findings**

As it is presented from the empirical data analysis, the results of funding agro-tourism entrepreneurship in rural areas through the Structural Funds weren't the expected ones; the impact on rural development was low in relation to the funding programme aims.

**Practical implications**

This research could be used as a practical tool from new entrepreneurs in the field of agro-tourism concerning the exploitation of funding, avoiding possible shortfalls.

**Policy Implications (if applicable)**

This research could be used as a policy navigator in redesigning the funding strategy concerning agro-tourism entrepreneurship in rural areas.

**What is the originality/value of paper?**

The novel aspect of this research is to bring out the complex issue of funding agro-tourism entrepreneurship in rural areas and its impact, and highlight the factors affecting this form of entrepreneurship.

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**Title:** Barriers and Drivers of Entrepreneurship in Rural Northern Ghana: A Community Capitals Framework Approach

**Purpose of this paper**

This paper critically examines the entrepreneurial potential of rural northern Ghana within the Community Capitals Framework (CCF) to establish which forms of capital are either drivers or barriers to entrepreneurial development in this region.

**Design/methodology/approach**

The study adopts a qualitative research approach (n=72) to examine community capitals within four case study districts. Focus groups and semi-structured interviews were employed, with two levels of data gathered at the district and community levels.

**Findings**

The findings reveal, that the natural, cultural, social and human capital of the research communities offers significant entrepreneurial potential for rural northern Ghana. However, in contrast, the regional built capital (or infrastructure) in the form of water, electricity and road network and conditions, coupled with the scarcity of financial capital, poses a major challenge to meaningful entrepreneurial development.

**Practical implications**

The study serves as a reminder to organisations engaging in entrepreneurship as a means of development, to not focus too narrowly on people and the sum of potential opportunities but, rather, to critically analyse the rural environment. Specifically, the paper advocates the Community Capitals Framework, to establish the linkages between forms of capital and as a mechanism to identify drivers and barriers to entrepreneurship.

**Policy Implications (if applicable)**

**What is the originality/value of paper?**

It is believed that this paper is the first to apply the Community Capitals Framework to the conditions affecting rural entrepreneurial development in sub-Saharan Africa. Moreover, the paper also addresses a notable gap in the literature in regards to entrepreneurship and infrastructure in rural contexts.

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**Title:** Roles of Social Entrepreneurs in rural tourism development

**Purpose of this paper**

This paper seeks to explore how social entrepreneurs are relevant to our consideration of rural tourism development. At a time when many peripheral rural areas face significant challenges in terms of sustaining communities and attracting tourists it is often social entrepreneurs as much as traditional entrepreneurs who are involved in developing new ideas, new products and activities and visioning a future for the area. This paper, which is based on case studies from rural areas in Ireland, South Africa and USA, identifies key roles that social entrepreneurs play in terms of rural tourism development.

**Design/methodology/approach**

The methodological approach relies on case study, qualitative research that has been undertaken in separate studies in Ireland, South Africa and the USA. The geographical reach of the data provides an interesting insight into experiences in very different contexts, and yet identifies similarities that provide insight into the roles social entrepreneurs can adopt. While this is an advantage it also creates limitations as the data was not originally collected for the purpose of studying the issue of roles, this finding has instead emerged from the data and researchers' insight.

**Findings**

The key findings are that social entrepreneurs play important roles in terms of identifying tourism potential, developing networks and identifying and developing common goals/visions.

**Practical implications**

The study has practical implications for those interested in enhancing the tourism potential of an area and policy makers dealing with social entrepreneurs as it provides insight into the important role that social entrepreneurs can play in rural development.

**Policy Implications (if applicable)**

**What is the originality/value of paper?**

While the role of traditional entrepreneurs in tourism development has been discussed in the literature, this is the first effort at exploring the different roles that social entrepreneurs can play.

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**Title:** Interrogating the Meaning of a Rural Business Through a Rural Capitals Framework

**Purpose:** The purpose of this paper is to use 2 new case studies of businesses established in England's rural areas to explore what features might make them distinctively "rural businesses". This draws on an earlier framework proposed by Bosworth (2012) where location alone was considered an insufficient discriminant.

#### **Design/methodology/approach**

Two case studies are presented as the basis for analysis against a set of parameters defined from earlier research. The case studies are drawn from personal experiences of working with the companies and additional interviews and secondary materials are introduced to collate a detailed representation of rural characteristics of the businesses and the owners' motivations throughout the development of the businesses.

#### **Findings**

One business was founded in a rural location but now operates nationally, and through its growth it has drawn different values from its rural origins. Initially it supplied a local rural market and early growth was a response to demand from other rural businesses. Now, the rural head office remains, generating local employment, but otherwise the rural setting appears only to provide a strong business identity. The second is a small business that operates from a single remote location but is tied into global supply chains. Although its connections to the rural economy are less obvious the stillness and quietness of its location is essential for the precision manufacturing processes.

#### **Practical implications**

With rural economies across the developed world increasingly mirroring those of urban regions, the need to better understand what, if anything, distinguishes businesses in rural areas, and how rural qualities can be harnessed as such businesses develop is of increasing importance. Rural businesses that have strong connections to local communities and draw on local assets are considered more likely to support local development trajectories than more footloose and less embedded ones.

#### **Policy Implications (if applicable)**

A clearer understanding of specifically "rural" characteristics of a business can guide policy towards approaches that deal with rural challenges and support the harnessing of rural opportunities for businesses that are connected to rural places. Such approaches would be better tailored to local conditions than broad-brush spatial policies.

**What is the originality/value of paper?** A clearer understanding of how "rural-ness" defines and influences a business and the relationship which a business has with its local environment.

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**Title:** How to enhance the impact of rural social enterprises on rural development?  
Learning from the rural context

### **Purpose of this paper**

This paper is based on an empirical study that aimed to explore how to enhance impact of rural social enterprises on rural development in the South of Scotland. In order to fulfil this aim, the study objective was to identify opportunities as well as key challenges and threats to local social enterprise development.

### **Design/methodology/approach**

This paper focuses on rural social enterprises and it is based on a desk analysis of policy documents, strategies and reports, and 11 interviews with regional and national social enterprise stakeholders. While the study was located in rural areas in the South of Scotland, the findings might be relevant to other rural social enterprises. To verify that, more studies in this field should be conducted.

### **Findings**

Our findings identify key opportunities and threats to the development of social enterprises in the South of Scotland. These are then used to generate recommendations for practice and policy.

### **Practical implications**

Key practical implications of the study highlight that, in order to grow, rural social enterprises should engage in co-production of public services and turn existing needs into business opportunities. Moreover, rural social enterprises can take advantage of the rural context by engaging in new emerging markets associated with rural economies as well as creating locally tailored solutions to local challenges.

### **Policy Implications (if applicable)**

The paper identifies that there is a need to recognise regional variations and acknowledge rurality as factors influencing the activities of social enterprises. When designing and implementing social enterprise strategies and support structures it is important to engage multiple and diverse local stakeholders to make social enterprises work more efficiently. Finally, in order for social enterprise to provide localised services and contribute to national and regional policy objectives, there is a need to adopt an integrated approach to service delivery that recognises the long term economic, social and environmental impacts, as well as added value of local social enterprises.

### **What is the originality/value of paper?**

Despite increasing interest in social enterprises and their potential role in local development, and in spite of growing recognition that geographical context matters (Steiner & Atterton, 2015), little is known about activities of rural social enterprises and knowledge about how social enterprises function in rural areas is scattered (Monoz et al., 2015). This paper addresses this knowledge gap by developing understanding of how to enhance the impact of rural social enterprises on rural development.



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**Title:** Why is Social Entrepreneurship an attractive development strategy in rural Africa?

**Purpose of this paper**

Most of the schemes and initiatives of rural development in Africa are mostly focused on Agriculture. Current opinion in Africa is however divided concerning the relative importance of the different sectors and especially of Agriculture. Secondly, rural development in Africa continue to have a strong poverty focus, but the approach of combating the issue of rural poverty remain business as usual. That is to say, stimulate output in the productive sectors of the economy and expect that poverty would decrease or disappear in the rural areas once these macro issues had been addressed. The fact is that other dimensions come into play in the process of rural growth, such as health, education and other activities outside the agricultural sector. It is in this respect that the paper based on case study examples argue for the social entrepreneurship model as a smart development strategy in rural Africa. The paper presentation is arranged as follows. Firstly, it points to two tenets of the social enterprise concept and use proverbial description to show their relevance in Africa rural development. Secondly it deliberates on two reasons that make social entrepreneurship an attractive development strategy in Africa and thirdly it concludes by case study examples to highlight the significance of rural social entrepreneurship in Africa.

**Design/methodology/approach**

The paper builds on the tenets regarding social entrepreneurship and use proverbial description and case study examples. The small sample size limits generalizations to other settings.

**Findings**

That Entrepreneurs not only build their businesses, but they also inspire and pass along skills to others.

**Practical implications**

Provided insight into the importance of business development in rural Africa. That charity is not enough.

**Policy Implications (if applicable)**

For policy makers, it turns the spotlight on the need to create an environment that will make rural people talk freely and listen to them and not dictate to them to find the way out.

**What is the originality/value of paper?**

The framework helps lay a foundation for further research on rural social entrepreneurship in the African context.



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**Title:** Social Entrepreneurship as Sustainable Rural Development Supporting Model: The Case Study of Croatian Mountain Rural Area "Lika"

**Purpose of this paper**

The main purpose of the paper is to present social entrepreneurship as sustainable rural development supporting model that could bring development dimensions in balance.

**Design/methodology/approach**

The paper design is connected to the case study that will use desk method and statistic data analysis in the first part. Second part will be created by using structural interviews results. The interview was oriented to the social actors who are interesting in sustainable development and have its own vision of socio-economic prosperity of the rural area in which they live.

**Findings**

Research results are showing social actors awareness about sustainable development possibilities and also awareness about alternative economy that could lead to enhanced life conditions. Social entrepreneurship is economical model that social actors see as part of alternative economy opportunity.

**Practical implications**

Practical implications of the paper are connected to the dissemination of the social entrepreneurship idea as supporting model that could help in achieving initial stadium of sustainable rural development in Croatian rural area in general.

**Policy Implications (if applicable)**

Both mountain counties in Croatia (Lika-senj and Primorsko-goranska) have to bring new development strategies. This paper could be useful as background for strategy conceptualization.

**What is the originality/value of paper?**

The originality of the paper is in its theme field which is talking about social entrepreneurs as sustainable rural development supporting model in particular rural area that is one of the most neglected in Croatia.

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**Title:** The decline of rural services and facilities in England and its impact of local communities: a longitudinal study

**Purpose of this paper**

The empirical study presented in this paper explores the decline of services in rural areas of England and its impact on local communities and economies. The author uses a unique dataset comprising information about facilities and services available in the English countryside. Data are reported at a parish level, the lowest administrative level in the UK. Moreover, information is provided in two different points in time (2000 and 2010), allowing for a longitudinal analysis of the changes occurred in the selected parishes.

**Design/methodology/approach**

Use of SEM models/regression models.

**Findings**

Results provide factual evidence of the decline of rural services, measuring the impact this decline has on a wide range of activities carried out at a local level. In addition, findings corroborate evidence gathered from previous studies on the relationships between small retailers and social engagement in rural communities

**Practical implications**

The analysis demonstrated the disappearance of essential facilities in the rural communities examined, while others maintain their number constant and some others even increase. Outcomes of this analysis are discussed and explored with regard to possible policies and initiatives which could help preserving the positive impact that local businesses and entrepreneurship have on the English countryside.

**Policy Implications (if applicable)**

N/A

**What is the originality/value of paper?**

A unique longitudinal dataset of rural data provides multiple information of different aspects of rural life.

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**Title:** A Visual Tour of the Challenges of Rural Social Enterprise in the Scottish Highlands & Islands

**Purpose of this paper:**

Through a photographic tour of the Highlands and Islands of Scotland we will explore a number of issues faced by rural communities in the 21<sup>st</sup> century. These will include:

- Community ownership – ownership by who and for whom? What have the benefits been? What difference has it made? What next?
- Rural enterprise – who and what are the drivers for development?
- What and who is the community?
- What do we expect from rural social enterprises, and is this realistic and reasonable? What are the limitations?
- What happens when you grant fund a project? On what is the decision made, who designs it, manages it and runs it, and on behalf of whom?

The paper is based on years of experience of working directly with communities and social enterprises in the Highlands & Islands, providing business and development support. As such it is a combination of case study, conceptual and empirical work. HISEZ is Scotland's first CIC (Community Interest Company), based in Inverness, employing 6 people. We survive without grant assistance, and we are a profitable social enterprise.

Through a photographic tour of the Highlands and Islands of Scotland we will explore a number of issues faced by rural communities in the 21<sup>st</sup> century. The Highlands and Islands has a unique history and geography which has led to a disproportionately high number of social enterprises being established. Although the area only covers around 10% of the Scottish population, 22% of Scottish social enterprises are found in the area. The profile of this 22% is different to that of the rest of Scotland, both in terms of size (they tend to be smaller) and purpose (more focus on ownership of assets and filling service gaps). Based on years of working with community enterprises in the Highlands and Islands, providing business support, we will explore what social enterprise means in the context of the area, the challenges they face, what they achieve, and what some of the limitations are. We will examine what drives communities to take on local assets and start community enterprises, and look at how representative of the community the individuals involved actually are. This raises questions which we will explore about what is community, how do small communities manage to deliver, how should we best support them in the process (financially and otherwise), and what is it realistic to expect of communities?

**Design/methodology/approach:**

The paper and the discussion are based on our observations from years of engagement with over 100 rural enterprises, from the very small to the very large. Given the unique nature of the Highlands & Islands we illustrate the presentation photographically, as only in this way can you appreciate the constraints and opportunities that the region presents to those entrepreneurs operating locally. The paper aims to stimulate discussion through first a painting of a picture and a scenario based on the findings from our work, and then the posing of a series of challenging questions.

**Findings:**

The main finding of our work is that the journey from the inception of an enterprising idea (for a

land buyout, creation of a community hub, development of a village hall or transport scheme, for instance), to its ultimate creation and operation, is not always what it seems. There is a naivety in seeking community buy-in by funders, which doesn't reflect the nature of the communities and how they work. Similarly, the person who is driven enough to make a project happen is unlikely to represent the community because it is their very difference from the others that drives them in the first place. Community land buy-outs do not necessarily give control of the asset to the community in the way that has been envisaged, and perhaps it is unrealistic to have expected this to happen.

**Practical implications****Policy Implications (if applicable):**

The implications for policy are centred around how to best support the development and growth of community and social enterprises across rural areas, what some of the unintended consequences of this development might be, and how these could best be ameliorated. There is also learning for how services can be better commissioned by public bodies, to get a better return for the public pound.

**What is the originality/value of paper?**

The paper is based on our own work as the only organisation providing in-depth 1-2-1 business support to community enterprises across the Highlands and Islands. As well as drawing on the qualitative experience we have gained, we have also piloted and developed a small research tool which explores the differing approaches people have to grants and contracts, and the implications of these for the support of the sector.

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**Title:** Rural university campuses and support for entrepreneurship

**Purpose of this paper**

The paper examines the extent to which universities and satellite campuses in predominantly rural areas are able to provide significant support for rural innovation and entrepreneurship. It presents empirical evidence from six case study university locations in the UK.

**Design/methodology/approach**

The study used a case study approach with interviews in the universities and with local development agencies and local authorities in each location. Altogether 14 staff were interviewed across seven universities as there were two universities present on the Dumfries campus. Also in each case representatives of external stakeholders in local authorities, enterprise agencies or chambers of commerce were interviewed. A total of 15 external stakeholders were interviewed.

**Findings**

The university campuses were highly varied in their strategies, structure, disciplinary orientation and relationship with any parent university. However almost all struggled with the tension between specialisation on the research needs of the local business community and the educational needs of the local population. Support for entrepreneurship was often seen as a means of connecting the two but with limited impact on the wider region. Local agencies were keen to support the universities in these efforts but reported that additional support was still needed from outside the region to address the diversity of need.

**Practical implications**

The paper provides some practical lessons for universities and local stakeholders in developing regional innovation and enterprise strategies.

**Policy Implications (if applicable)**

Overall policy lessons can be drawn relating to the national policy for the distribution of university campuses, and current government policies to encourage more small campuses in rural areas.

**What is the originality/value of paper?**

There has been little previous empirical research on rurally based universities and their interactions with industry. The paper is exploratory.

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**Title:** Female-only brewing collaborative learning networks: How trust unlocks knowledge

**Purpose of this paper**

The microbrewing industry – a traditionally male-dominated sector – has seen increased participation of women, consistent with the sectors significant growth. Indeed, since 2000, the number of breweries has expanded by 122.6%, an increase of 613 breweries across the UK, many of which are located in rural economies. Networks offer a forum for collective learning which is considered a dependent variable for success (Fulmer et al, 1998). It involves “social interaction, relational synergies, a strong sense of belonging, and the development of shared understanding and meaning resulting in outcomes that are both explicit and implicit in nature” (Cross and Armstrong, 2008, 601). However, masculinised occupations downgrade feminised skills and characteristics (Ridgeway, 1988) where the female body in physically demanding occupations such as brewing, further devalues their technical competencies (Woodfield, 2014). Therefore women are judged by different standards than their male counterparts (Baack et al, 1994) thus requiring a network that offers psychological safety to provide a “sense of confidence that the [members] will not embarrass, reject, or punish someone for speaking up” (Edmondson, 1999, 354). As such, network members must trust each other to share knowledge and information (Holton, 2001) without the fear of gendered based prejudices. By situating female microbrewing entrepreneurs and their experiences at the centre, this presentation examines how a female-only brewing collaborative learning network uses trust as a facilitator for learning and knowledge exchange.

**Design/methodology/approach**

This study examines the Project Venus network, a closed group of female brewers (Brewsters), designed to support female microbrewers across the United Kingdom and Ireland through collaborative brewing events and a closed Facebook forum. The study is based on 16 in-depth interviews and participant observation at five Project Venus brewing events.

**Findings**

The female-only nature of the network promoted psychological safety (Edmonson, 1999) which increased and unrestricted the dialogue between members which might have otherwise been silenced due to perceived gender prejudices. In addition, the intensive social engagement of the network empowered the members and provided ongoing support via the closed Facebook group which offered opportunities to collectively learn, exchange and create knowledge. Perhaps more importantly, this ongoing support enabled greater risks to be taken.

**Practical implications**

This research provides evidence that trust in a female-only collaborative learning network in a male-dominated industry acted as a facilitator to learning and knowledge creation which is significant for rural communities to promote female entrepreneurial participation.

**Policy Implications (if applicable)**

**What is the originality/value of paper?**

This presentation presents findings from a Project Venus network member, Elizabeth Clarke (Head Brewster of Horncastle Ales – Lincolnshire) and provides greater understanding of learning facilitators for female entrepreneurs.

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Professor of Entrepreneurship and Strategic  
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**Title:** Technological Futures in Rural Enterprises

**Purpose of this paper**

The purpose of this paper is to elaborate ways in which rural enterprises prepare for their futures with respect to technological developments. It sets out a methodological framework for operationalizing the notion of Anticipation and applies this to data from interviews with a range of rural small enterprises.

**Design/methodology/approach**

The methodology takes an anticipatory perspective. Anticipation is conceptualised as processes that mediate between knowledge and action; how knowledge is 'used' to guide and motivate practices. The data is drawn from ten case studies of small enterprises in rural areas, based on interviews with the principals and follow-up engagement with the firms to help them shape their digital strategies.

**Findings**

Analysis to date, initially published at the ISBE conference in 2015 and subject to more data and analysis for this paper, highlights the particular concerns and focus of the business owner-managers with regard to their identify and practices the digital economy. This analysis also helps to reveal the more precise nature of the mediating quality of anticipation between knowledge and action in rural entrepreneurial contexts in a digital economy.

**Practical implications**

The work allows us to understand the actual challenges being addressed by rural enterprises, rather than taking a supply-side perspective on what these might be. In particular it helps us understand how these challenges are constructed, anticipated and responded to. This knowledge is likely to be of value to other rural enterprises in that they can learn and judge what anticipatory practices might help them to achieve their prospects. This in turn will have effect on the design of rural business models.

**Policy Implications (if applicable)**

The work provides qualitative contribution to areas of enterprise and rural policies by understanding more clearly the needs and practices of enterprises with respect to the digital economy.

**What is the originality/value of paper?**

This paper contributes to empirical and theoretical knowledge with regard to the forward-looking capacities of rural enterprises; in particular their anticipatory practices and some further clarification of the diversity of rural business models in the digital economy.



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**Title:** Modelling Rural Social Enterprise: How different aspects of 'rurality' shape the social enterprises found in rural locations.

**Purpose of this paper**

The purpose of this paper is conceptual in that it uses examples from existing literature and previous work within rural communities to develop a model for discussing different types of rural social enterprise found in Lincolnshire and elsewhere.

**Design/methodology/approach**

The approach involves creating a taxonomy of forms of Social Enterprise based around different notions and conceptualisations of rurality. This is compared with existing frameworks and populated with examples of local and national/international cases.

The model is part of a 'work-in-progress' and the author hopes other conferences participants will help to develop and enrich it; through critique, extension and the addition of further examples.

**Findings**

The model presents several distinct forms of Rural Social Enterprise and links these to local cases.

**Practical implications**

The main practical implication is to develop distinctions that help to further understand how the notion of rurality helps shape different forms of Social Enterprise and to help reflections on ways in which these might differ from more urban contexts.

**Policy Implications (if applicable)**

Not yet applicable – though there may later be potential to consider the different support needs for the different forms of enterprise.

**What is the originality/value of paper?**

The paper looks afresh at the rural social enterprises found in Lincolnshire and hopes to help encourage and extend theoretical modelling of these.

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Danish Centre for Rural Research  
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**Title:** Entrepreneurial implications of rural festivals

**Purpose of this paper**

Rural festivals emerge in numbers, scale and variety. They contribute to the attractiveness and viability of rural places for citizens as well as visitors. Typically, festivals are deeply embedded in the local ecosystems of sports, cultural, business and other types of associations, and they benefit from the participation as they deliver elements of coherence, commitment and meaning, and sometimes economic benefits as well. The purpose of this empirical study is to investigate the business entrepreneurship element in Danish rural festivals.

**Design/methodology/approach**

The study is based on a survey among 315 rural festivals and events in Denmark. This paper focuses on the nature, prevalence and importance of business activities at such festivals, and on the opportunities (or lack of such) for entrepreneurs to utilize festivals as platforms for business development such as sales activities, marketing, product testing, and customer feedback.

**Findings**

Only very few festivals are entirely commercial. For a number of reasons, the business element is generally low-gearred, even de-professionalized. New types of rural festivals are emerging, indicating the existence of gaps in the festival portfolio landscape that evolving categories of entrepreneurs are seeking to exploit.

**Practical implications**

Potential negative implications of the typical "arm-length" approach is discussed, taking into considering wider rural development interests. However, as shown, there are many ways for festival organizers, business associations and authorities to include business interests in rural festivals without compromising popular, cultural and social objectives.

**Policy Implications (if applicable)**

See above

**What is the originality/value of paper?**

The study builds on a relatively large survey, which not often seen in the festival and rural research. It adds new perspectives to the rural entrepreneurship research by emphasizing the links between local business actors and business motivations on the one hand and civil society and communities processes on the other.

**Sandeep Jagger, Dr Jill Venus & Dr Rachel Casiday** [1302192@student.uwtsd.ac.uk](mailto:1302192@student.uwtsd.ac.uk)  
 PhD Researcher  
 Swansea Business School, University of Wales



**Title:** Challenges for women's indigenous micro entrepreneurship, farming and natural environment in Southern Belize using the Toledo Methodology

**Purpose of this paper:** Empirical research. The aim of the paper is to share the findings from above referenced research by effective use of the Toledo methodology.

**Design/methodology/approach:** The Toledo methodology consists of three phases, two of which are qualitative (Semi structured & then structured interviews) and one phase is quantitative. Combined these three phases effectively answer many research questions in rural, micro and indigenous entrepreneurship. To our knowledge, this is the first time that a distinct, multi-stage methodology has been articulated for the study of micro, rural and indigenous entrepreneurship in its contexts, it will thus be of interest at the conference.

**Findings:** The research outlines the challenges faced by women micro entrepreneur in rural Southern Belize for the first time. These challenges are directly related to entrepreneurship, farming and the natural environment. Some examples of the findings concerning entrepreneurship involves market forces, social forces such as gender roles and spousal relationships. For farming; crop mix, crop diseases to mention a few. For natural environment things like jaguars eating livestock, droughts, river water levels are things that were shared by respondents.

**Practical implications:** The paper will allow practitioners, governments and funding agencies to understand rural entrepreneurship in Southern Belize better. It will also allow for conference participants to know more about the use of the Toledo methodology for inquiry into micro, rural and indigenous entrepreneurship.

**Policy Implications (if applicable):** In 2012, the Belize Government developed a Micro, Small and Medium Enterprise (MSME) Policy and Strategy report in an effort to put policies in place to support MSMEs. The paper assists the government to further understand rural entrepreneurship so as to bring the challenges faced by these micro entrepreneurs to light in policy development. Assisting the government in management of government resources in certain ways and in specific villages. The feedback from the academic community will assist in fine tuning the Toledo methodology. The paper will lead into the development of a tool kit for use by practitioners and academics alike.

**What is the originality/value of paper?** This is the first time Mayan women entrepreneurs in Southern Belize have been studied. From this paper we have found that women in the Mayan society play a very important role in entrepreneurship. Most women who were interviewed stated that entrepreneurship was not an option, they had to do something in order to ensure their children school fees are paid and certain items like soap are purchased. Most, if not all their husbands are subsistence farmers. Farming we have been told is not always profitable or sustainable. In the authors' opinion, entrepreneurial drive of the Mayan women, if channelled properly, could be the key that unlocks an economically stable future for rural Belize.

**Sandeep Jagger & Dr Rachel Casiday**

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PhD Researcher

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UNIVERSITY OF  
**LINCOLN**

**Title:** Diffusion of GIS & GPS technology in rural Belize

**Purpose of this paper**

Case study of a growers' cooperative implementing GIS and GPS technology in rural Belize, mapping member farms to facilitate traceability and strategic decision making. Purpose is to showcase solutions on challenges faced in rural areas and the solutions that were found. Hopes are that the case study could assist with regional development in rural areas using diffusion of GIS/GPS technology.

**Design/methodology/approach**

Case study description involving stakeholder interviews, consultancy and observation of training sessions. Case Study Research Methodologies and Applied Social Research Methods developed by Robert K Yin (2013)

**Findings**

The case study research found numerous challenges in adopting GIS technology for entrepreneurs in rural areas of Belize, including a paucity of thematic / data layers and buy-in from farmers with little understanding of GIS mapping. There was a need for simple but effective solutions to deal with a long learning curve and infrastructure-related challenges. These included innovative training techniques such as Geocache, mobile GIS-enabled survey technology and role-playing to teach enumerators to explain the purpose of GIS/GPS to farmers. Training in GIS/GPS assisted in the employability of local enumerators.

**Practical implications**

Up to now it has been difficult to gather data in rural areas due to tree canopies and access to cellular signal. This research outlines the use of the beta stage Survey 123 by ESRI for data collection online and offline combined with a GPS eTrex device. Solutions proposed to challenges presented will help practitioners involved in rural entrepreneurship.

**Policy Implications (if applicable)**

Although GIS/GPS use in agricultural entrepreneurship is in its infancy in Belize, the Belize Ministry of Agriculture has expressed a desire to learn from this project as it seeks to develop GIS/GPS across the agricultural sector.

**What is the originality/value of paper?**

First case study on the challenges that were faced in implementation of a GIS program in the cacao (also termed cocoa) sector in southern Belize and the resultant solutions that were found for the successful diffusion of GIS & GPS technology. First time documentation of survey123 by ESRI being used in rural Belize.



UNIVERSITY OF  
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**Dr Carol Kline, Dr Chris Phelan & Sue Ainley**

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Associate Professor

Appalachian State University, NC, USA

**Title:** More than pumpkin patches and corn mazes: a review of agritourism literature from the last three decades

**Purpose of this paper**

Agritourism has long been recognised as a diversification strategy to to reinvigorate rural economies and maintain the farm family way of life. Thus, it is unsurprising that scholarly interest in the phenomenon has developed significantly over the last three decades; covering a variety of research themes, phenomenological approaches, and methodologies, intent on understanding this form of agricultural restructuring in all its forms. However, whilst the importance of farm tourism has been demonstrated in a range of international contexts, coverage remains fragmented, often draws from a narrow case study base and lacks conceptual clarity. This presentation will critically explore a range of key studies on the topic, evaluating both supply and demand-side works on farm tourism, before establishing a future research agenda.

**Design/methodology/approach**

The paper is in the form of a literature review.

**Findings**

The presentation summarises three decades of agritourism research and establishes a research agenda of value to academics and practitioners.

**Practical implications**

This review will be of value to agritourism farmers, tourism planners and destination managers.

**Policy Implications (if applicable)**

**What is the originality/value of paper?**

Despite an emerging body of work on agritourism, a holistic review does not yet exist. This presentation will offer greater conceptual clarity as well as identifying key research questions worthy of future theoretical and empirical study.

**Dr Otto Kroesen** [j.o.kroesen@tudelft.nl](mailto:j.o.kroesen@tudelft.nl)

Assistant Professor, Delft Centre of  
Entrepreneurship

Delft University of Technology, Netherlands



UNIVERSITY OF  
LINCOLN

**Title:** Economically feasible, but not financially sound? – Charity and/or business in rural development.

#### **Purpose of this paper**

The paper shows that instead of presenting a business approach or a community (NGO) approach towards development as an alternative, these two approaches in actual fact constitute a continuum. This is particularly the case if the bottom of the pyramid is targeted, e.g. smallholder farmers. Social enterprises often cannot avoid building up the social and institutional conditions for their own proper functioning as a business. That may take investment costs (also social investment costs, time and energy) that cannot be integrated into a straightforward business model.

The paper is conceptual, but it uses examples and cases as concrete illustrations, primarily from a minor and internship program from the Delft University of Technology on international entrepreneurship and development.

#### **Design/methodology/approach**

The paper adopts a civil society approach in that a well-functioning civil society is understood as a condition for doing business. Free association and shifting memberships of individuals and organizations, not confined to specific ethnic groups or under strict state authority, and not part of patrimonial systems, requires a universalist state (rule of law, law enforcement, transparency) and capable citizens.

#### **Findings**

Where such an institutional framework is lacking either NGOs or social enterprises have to fill the gap. Building up the social conditions for doing business involves costs that cannot always be integrated in the business model.

#### **Practical implications**

Cooperation between social enterprises and NGOs may be more effective if they have a better understanding of their mutual contribution and role in development.

#### **Policy Implications (if applicable)**

A bottom of the pyramid approach can be designed more effectively by including civil society partners and by understanding the roles of the different stakeholders.

#### **What is the originality/value of paper?**

It takes an entrepreneurial approach towards rural development within a framework of (1) a universalistic state, (2) an open civil society, and a (3) capable citizenry/labor force.

**Dr Geeta Lakshmi, Muhammad Burdbar Khan  
& Dr Dimitrios Vortelinos**

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University of Lincoln



UNIVERSITY OF  
LINCOLN

**Title:** Accounting and Financial Concepts in Territorial Capital: As stakeholder approach

**Purpose of this paper**

This paper builds a conceptual framework of financial concepts as applied to territorial capital and social enterprise valuation. Traditional capital systems reward capital investors but ignore the rest of the stakeholders, thus inadvertently, making the business unsustainable. We deviate from the traditional concepts of accounting, finance and valuation which have permeated modern finance theory and explain how a stakeholder approach is necessary to ensure the business's survival.

**Design/methodology/approach**

We discuss the literature on stakeholder value and social enterprise. We then use data from a live case study to illustrate our concepts. We may also endeavour to propose grounded theory based on this (ethnographic) research. We discuss the difficulties of transferring these concepts.

**Findings**

We find that what is classified as costs can often be interpreted as returns. Performance measurement can be interpreted in many ways than is currently accepted in modern finance theory.

**Practical implications**

This approach allows researchers and practitioners to evaluate businesses in a variety of ways.

**Policy Implications (if applicable)**

The cutting of green subsidies has been the subject of debate recently based on traditional costing structures. This paper makes a case to view green social enterprises in an alternative manner.

**What is the originality/value of paper?** Although, there are papers critiquing the limited role of modern finance theory, this paper would suggest and develop a conceptual framework which has not been done before.



**Dr Eifiona Thomas Lane, Rebecca Jones & Arwel Jones**

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Lecturer

Bangor University



UNIVERSITY OF  
LINCOLN

**Title:** A Tale of Two Fishes: Exploring the Delivery of Wales' Rural Food Tourism Strategy (through Responsible Rural Development and Social Entrepreneurship)

### **Purpose of this paper**

This paper is based on a range of empirical case studies of *place based* rural food tourism events e.g. food festivals, fairs and trails across Wales. The research examines the theoretical concept of responsible tourism as applied to local food development using the perspectives of resilience and sustainability to explore and question emerging realities of equitable access to and development of local food.

### **Design/methodology/approach**

The methods employed are

1. Policy Implementation/Funding based Interviews.
2. Detailed Case study Analysis including practitioner evaluations
3. Stakeholder analyses and field based survey.
4. Content Analysis of Food Governance and Policy.

### **Findings**

- An ongoing rise in number diversity and scale of food based tourism events in Wales ,
- Increased incidence of running events by commercial organisations
- Need to monitor and build in community value added for festivals that are funded
- Issues of socio-cultural, environmental impacts should be address for future such events
- Requirements for better forward/strategic planning for event timing, geographical spread and 'ownership' of food trails events etc.
- Initial comments on guidance /toolkits for responsible event planning and managing to coincide with growth in funding for events and Welsh Rural Food Tourism strategy

### **Practical implications**

Many outcomes to better delivery of funding and rural development support locally to area of paper research and also for similar culturally/linguistically sensitive geographical areas across EU.

### **Policy Implications (if applicable)**

Review of funding for rural entrepreneurship – focus on capacity building and resilience not only short term economic output targets e.g. attendees/footfall and immediate employment created

### **What is the originality/value of paper?**

Provides an interdisciplinary insider view on the issues raised by current methods of regulating rural development funding and explores areas of development equity within food governance.

**James Loveday & Dr Gary Bosworth**

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UNIVERSITY OF  
**LINCOLN**

**Title:** Home based Retail businesses – opportunities and challenges

**Purpose of this paper**

Current research into HBBs has tended to either consider them as a whole group or to attempt to develop typologies to better understand their characteristics. Taking this forward, our research draws on interviews with a group of home-based retail businesses in order to understand the challenges and opportunities that are most pertinent in this sub-sector. The research drew upon Jayawardena's (2011) life course model to interpret the motivations of HBB operators.

**Design/methodology/approach**

Two phases of interviews were carried out with a total of 16 businesses. The first round formed part of an Undergraduate dissertation project and then 2 businesses were re-interviewed following significant developments in their businesses and an additional 4 interviews were carried out.

**Findings**

Retail businesses encountered significant space problems, making the balance between "home" and "workplace" challenging at times.

Retailers relied heavily on the ability to sell on-line and this enabled them to develop a strong web-profile to promote their businesses. Competing with national retailers brought about specific challenges with exclusivity arrangements In one case.

**Practical implications**

As a HBB operator, the learning from this study are relevant to the graduate and he is therefore well placed to communicate these to a wider HBB audience.

**Policy Implications (if applicable)**

The value of HBBs have been championed within government in recent years but tailored measures to support them remain somewhat elusive. Therefore, better recognition of the financial and planning constraints can feed into policy as part of a growing body research in this area.

**What is the originality/value of paper?**

A clearer understanding of the unique challenges and opportunities associated with rural home-based retail businesses in a digital age.

**Nigel Lowthrop** [nigel@econs.org.uk](mailto:nigel@econs.org.uk)

Senior Partner, ECONS

Founder of Hill Holt Wood, Norton Disney,  
Lincolnshire



UNIVERSITY OF  
LINCOLN

**Title:** Economic Conservation and its Role in Sustainable Development

**Purpose of this paper**

Empirical and case study

**Design/methodology/approach**

The culmination of developing the 'ECONS' concept in 1993 leading to the establishment and development of Hill Holt Wood. Inclusion and consideration of numerous research reports and case studies carried out by a diverse range of academics from business, architecture, social policy, health and conservation. Reflection on considerable international contacts and an assessment of lessons learnt, the future and potential for international learning and sharing.

**Findings**

A holistic approach to the management of land can lead to social, economic and environmental benefits within a truly sustainable framework. Development in what is considered green space can be positive and more appropriate than development concentrated around existing settlements.

**Practical implications**

A review of the rural planning framework with a need for more and larger examples based on the Hill Holt Wood approach.

More research on the policy implications and into the development of smaller scale power, waste and water solutions for low impact development.

Greater engagement with conservation organisations and more open and balanced discussion on the meaning and location of development.

Longer term thinking in the management of the land and the design of future developments.

**Policy Implications (if applicable)**

Key is the implications to the planning system and how applications are assessed within a complex balance of social, environmental and economic objectives.

**What is the originality/value of paper?**

A 22 year unique approach to economic land management and rural sustainable development. A personal interpretation by the founder.

**Dr Claire Markham** [cmarkham@lincoln.ac.uk](mailto:cmarkham@lincoln.ac.uk)  
Research Fellow  
University of Lincoln



**Title:** The village shop in the rural community

**Purpose of this paper**

The purpose of the paper is to explore how the village shop has, over time, changed socially, economically and culturally, and the impact of this on rural communities.

**Design/methodology/approach**

Qualitative methodology. The paper will make use of semi structured interviews with service providers and village residents conducted specifically for the purpose of the paper. It will also draw conceptually on my conducted PhD study.

The paper is a work in progress. It aim is to provide a scoping study to enable for submission of a small scale research bid.

**Findings**

N/A

**Practical implications**

N/A

**Policy Implications (if applicable)**

**What is the originality/value of paper?**

There is very little research conducted on the village shop. This paper aims to provide the building blocks to change this. This paper offers the chance to gain valuable feedback on a piece of work that I want to develop and submit for a research grant.

**Prof. Gerard McElwee, Prof. Rob Smith &  
Prof. Peter Somerville** [g.mcelwee@hud.ac.uk](mailto:g.mcelwee@hud.ac.uk)

University of Huddersfield

University of the West of Scotland

University of Lincoln



UNIVERSITY OF  
LINCOLN

**Title:** Animateurs and community to community learning

**Purpose of this paper**

In this paper we introduce, theorise and discuss the concept of animateurship, a novel concept in enterprise development circles. At its most simplistic level, an animateur is someone who animates others to achieve their objectives. We use the terms mentor and animateur interchangeably, because both share related themes and organizing principles and also because they are practices, not labels. The same individual can be both mentor and animateur in different contexts. Typologies are provided in the results section. The overall aim of the paper is to develop a more nuanced understanding of the concepts of animateur and community-to-community learning (C2C).

**Design/methodology/approach**

The primary methodology of this paper is the structured face-to-face interview (Yin, 2002; Smith and McElwee, 2013). This approach is used in the spirit of being a serious research strategy or empirical inquiry investigating a phenomenon within a real-life context (Yin, 1981). Interviews were held with animateurs in Northern Ireland, Scotland and Northern England in November-January 2015/2016.

**Findings**

Animateurs actively stimulate, motivate and inspire others and orchestrate situations and people to bring about change through others, not merely doing things for them. They build environments and relationships in which people grow, directing and focusing energies. They develop and empower people's emotional and social lives and relationships through patient, open, listening and group conversation.

**Practical implications**

Provides Recommendations for Rural Policy

**Policy Implications (if applicable)**

**What is the originality/value of paper?**

Two novel concepts 'rural animateur' and 'community-to-community' learning (C2CL) are presented for the first time.

**Ron Methorst**[r.methorst@cahvilentum.nl](mailto:r.methorst@cahvilentum.nl)

Teacher and PhD Researcher

CAH Vilentum, Dronten, The Netherlands



UNIVERSITY OF  
LINCOLN

**Title:** Embeddedness of the farm in relation to farm development strategies

**Purpose of this paper:** We aim to better understand the origin of differences found between farmers in their perceived Room for Manoeuvre that were found in a case study where farmers operate in highly similar conditions. We know from earlier study that personal views and preferences of the farmer are important as driver for the differences. In this paper we focus on differences in the embeddedness of farm development strategies to better understand the relations of the farm with its context. The paper builds on a quantitative analysis in an empirical case study leading to 4 clusters of farmers with different perceptions of farm development options. We use the three dimensions of embeddedness as defined by Hess (2004) which are operationalised as the relations with 1) value chains, 2) socio-cultural, and 3) natural resources. This approach sees embeddedness as relational and not as binary which allows to overcome the dichotomy often found in embeddedness studies (either embedded or disembedded). The embeddedness is studied in the relation with the nearby surroundings of the farm as they affect and are affected by farm development.

#### **Design/methodology/approach**

A case study using a quantitative analysis (80% participation) followed by a qualitative analysis using interviews with 15 farmers and 16 stakeholders in dairy farm development. Using ideal-typical farms the differences in the three dimensions of embeddedness were analysed. The case study area has specific characteristics which possibly limits validity outside the case study, yet dairy farm development experts acknowledged the broader validity of the results.

#### **Findings**

The ideal-typical farms showed differences in their embeddedness in value chains, socio-cultural and natural resources. Embeddedness as a tool succeeded in showing the range of choices farmers make. The choices show an interaction between developments that steer farm development and the agency of the farmer in his farm development. The positioning in these relations of the farm with its context is strongly affected by personal views and preferences of the farmer.

#### **Practical implications**

Farmers position themselves in the field of influences on farm development. A better awareness of this process may support farmers in being more pro-active in their strategic decision making.

#### **Policy Implications (if applicable)**

For policy makers the findings offer an understanding of why farms develop in different ways and offer an understanding of how to design support programs for farm development.

#### **What is the originality/value of paper?**

The research is unique as it studies a group of dairy farmers operating in highly similar conditions which allows to study the personal differences between farmers.

**Dr Cath Milne & Lorna Anne Paton**

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Farm management Researchers

Scotland's Rural College, Edinburgh



UNIVERSITY OF  
LINCOLN

**Title:** Agriculture students: The perceived importance of cultural barriers to entrepreneurship perceived by agriculture students

**Purpose of this paper**

The purpose of this case study was to look at the barriers and opportunities to agriculture students starting their own businesses.

**Design/methodology/approach**

A focus group was held with seven second year agriculture students who volunteered to take part. This session comprised firstly of a discussion about what they felt an entrepreneur was, followed by a computerised questionnaire and finally a discussion about the barriers and opportunities to them becoming entrepreneurs. The computerised questionnaire has been distributed to the remainder of the class (a further 30 students) these results are pending.

**Findings**

The student group had a high level of awareness of what an entrepreneur was this may result from the self-selected group all wanting to start up their own business. The biggest barriers identified by students to starting an agricultural business were access to finance and access to and the price of land. Farming culture was a barrier which pervaded the discussion session and was perceived to have an impact on many barriers. It was felt that not being integrated into farming culture could prevent access to land, information about opportunities and getting jobs and work experience. There was acceptance that a good reputation could allow aspiring entrepreneurs to fit into farming culture, this could be done by recommendations by others for being hard working and knowledgeable and being from a known farming family. Some felt that social occasions such as farm discussion groups provided an opportunity to integrate into the local farming community. Mentoring was felt to be a "no-brainer" to the potential young entrants; some felt that this concept could be extended if they were paired with an experienced farmer looking for a successor as they could gain practical skills and knowledge alongside the possibility of land.

**Practical implications** This work highlights the importance of trusted networks within the farming sector, these could be extended by facilitating integration of those less well connected through networking events, mentoring and helping aspiring entrepreneurs gain work experience. Better dissemination of agricultural business opportunities and events would allow those out with or on the periphery of farming culture to expand their knowledge, skills and networks, thus improving their chances of business success.

**Policy Implications (if applicable):** Current mentoring programmes run by Scottish Government and others were felt to be a way to overcome cultural barriers, therefore extending these may result in improved opportunities for new entrants.

**What is the originality/value of paper?** This primary research highlights the cultural barriers which are often overlooked as an obstruction to entrepreneurship in agriculture.



**Prof. Tom Mordue**[tom.mordue@northumbria.ac.uk](mailto:tom.mordue@northumbria.ac.uk)

Norman Richardson Professor of Tourism

Northumbria University, Newcastle

UNIVERSITY OF  
LINCOLN**Title:** The Impacts of Onshore Wind Farms on Tourism and the Visitor Economy**Purpose of this paper**

This paper offers a reliable pathway through research on the impact of onshore wind farms on tourism and the visitor economy in a UK context. It then considers the issues raised in relation to the potential impacts of onshore wind farms on tourism and the visitor economy in Northumberland.

**Design/methodology/approach**

The paper comprises findings from four pieces of research: a 'meta-study' of research that has been published on the impacts of on shore wind farms on tourism throughout the UK; an online survey of potential tourists to Northumberland; an online survey of Northumberland based, tourism-related, businesses on the impacts of onshore wind farms on them; and a focus group with twelve people who represent various rural-based bodies and 'the voice of concern' regarding the impacts of onshore wind farms on tourism and the visitor economy in Northumberland.

**Findings**

The paper concludes that there is no evidence to date that onshore wind farms have either a positive or negative impact on tourism in the UK and given current trends there is no evidence to suggest this will be different for Northumberland in the near future. However, further research is needed to establish if and when a 'tipping point' will be reached when the development of onshore wind farms does negatively impact on tourism and the visitor economy.

**Practical implications****Policy Implications (if applicable)****What is the originality/value of paper?**

**Tracey Nelson & Dr Michael Mackay**

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Lincoln University, Christchurch, New Zealand



UNIVERSITY OF  
LINCOLN

**Title:** Rural entrepreneurship in 21st century New Zealand

### **Purpose of this paper**

This paper arises out of a larger research programme concerned with contemporary transitions and issues in New Zealand agriculture (namely, the *Resilient Rural Communities* project funded by the Crown Research Institute: AgResearch). Our particular study interprets the rise of the multifunctional family farm in New Zealand. These family-owned businesses are best characterised as hybrid commercial entities, where traditional production-orientated activities are entangled in novel ways with consumption-orientated interests, reflecting new lifestyle goals and concerns about the future of the family farm and the local community.

### **Design/methodology/approach**

We have taken an action-orientated approach to our research, placing the entrepreneurial *process* at the centre of our thinking. Qualitative social research methods – specifically, in-depth interviews with entrepreneurial farmers combined with interpretive farm-walks – have been deployed in order to gain a rich understanding of the processes, practices and outcomes of new farm enterprise development, and the factors which underpin success

### **Findings**

Our preliminary research findings point to two important conclusions. First, while often perceived as a creative individual act, successful rural entrepreneurship involves building on under-exploited local skills sets, while, at the same time, developing new social networks which are regional, national and global in their reach. Second, because of the peripheral location of many family farms, working in a resource-constrained environment is common to the experience of new rural business development: As a solution, many entrepreneurial farmers do, by necessity, adopt a “bricolage” approach to the development of new on-farm enterprises.

### **Practical implications**

Our action-oriented approach, focused on the lived experiences of New Zealand farmers who have successfully developed new on-farm enterprises (ranging from bio-gas firms to niche dairy processing plants to rural tourism ventures), draws attention to the conditions which *enable* new rural ventures to thrive and also the factors which may inhibit or constrain farm-based enterprise development. Thus, our research enables us to address the question: *What factors underpin the success (and lack of success) of new rural enterprise development in 21<sup>st</sup> century New Zealand?*

### **Policy Implications (if applicable)**

### **What is the originality/value of paper?**

The study on rural entrepreneurship is significantly under-explored in the context of the New Zealand experience. Thus, our study aims to: (1) open up a new conceptual and applied spaces for thinking about rural entrepreneurship in New Zealand, (2) inform the development of new resources to support the entrepreneurial process in rural areas, and (3) advance cutting edge international debates about rural entrepreneurship and countryside change.

**Robert Newbery & Stephen Roderick**

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Duchy College



UNIVERSITY OF  
LINCOLN

**Title:** Competing institutional orders and Entrepreneurial Orientation amongst the Maasai: the impact of a changing culture in dual-system nomadic-farming households in Kenya

**Purpose of this paper:** Entrepreneurial behaviour is embedded in a social and cultural context, with institutional 'rules-of-the-game' accounting for much variation at the national level, however research struggles to explore cultural differences at a more granular level. One approach at a local rural level is through the concept of institutional ordering. Here different enactments of culture result in its compartmentalisation. This provides a frame for exploring how entrepreneurial behaviour may be influenced by changes in culture.

**Design/methodology/approach:** This paper utilises a natural-experiment in Eastern Africa, where Maasai households have a traditional cattle-led institutional order and a non-traditional order, with its attendant necessity to deal with external commercial systems and various extension services. Using the phenomenon measure of Entrepreneurial Orientation (Covin and Miller, 2014), a survey of 349 Maasai heads of household was used to explore the variation between institutional orders and to examine how different entrepreneurial proclivities may co-exist simultaneously.

**Findings:** The research finds that the 'robust' measure of EO conceived of within Western economic systems does not prove a reliable instrument within this traditional institutional order. This may suggest that the measure of EO only works within a neo-liberal market order. There is however clear evidence of a plurality of institutional market orders amongst the Maasai that contain a range of entrepreneurial activities leading to forms of 'new entry'.

**Practical implications:** Whilst existing research suggests that we can extend existing measures of the EO concept to encompass other contexts, this research suggests that it is an instrument anchored within the institutional order that created it. Further research needs to be conducted to explore how the noted plurality of market orders interact to impact on entrepreneurial performance and outcomes.

**Policy Implications (if applicable):** The presence of different sets of entrepreneurial behaviour associated with varied institutional orders mean that policy-makers need to exercise caution in promoting one form of activity over another. The use of entrepreneurial measures created within one culture may be unsuitable and potentially damaging for another.

**What is the originality/value of paper?** The paper's contribution is to explore entrepreneurial culture through the concept of institutional orders. The findings a. suggest that EO is an instrument that may be tied to the institutional order that produced it, and b. that there are plurality of institutional market orders that support varied entrepreneurial activity operating within a wider Maasai culture.

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PhD researcher

University of Lincoln



UNIVERSITY OF  
LINCOLN

**Title:** Internationalisation of rural SMEs in a developing country (Nigeria)

**Purpose of this paper**

This paper is a conceptual study and its purpose is concern with investigating the growth and competitiveness of rural Small and Medium Enterprises (SMEs) in developing country (Nigeria) which are specifically stimulated by internationalisation. This study focuses on Nigeria where rural regions occupy 90% of the geographical landscape and two-thirds of its population live and work in rural areas. Studies show that 90% of enterprises in the rural regions are micro-small enterprises (MSEs) family driven businesses and SMEs.

**Design/methodology/approach**

Studies show that no single theory and approach of SMEs internationalisation can fully explain and justify the internationalization strategies and process in developing countries. However, the key approaches that have been considered popular and successful within rural region of Nigeria are set out in the stage Uppsala Internationalization Process Model, which emphasises exporting and is considered cost effective with a proven track record and lower risks.

This literature based study draws from both internationalisation and rural SMEs theories from past empirical studies.

**Findings**

The study identified indicative findings that suggest institutional, economic and social barriers are key factors affecting internationalisation process of rural SMEs.

**Practical implications**

**Policy Implications (if applicable)**

**What is the originality/value of paper?**

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University of Aberdeen



UNIVERSITY OF  
LINCOLN

**Title:** Innovation and digital equity in rural businesses: Necessity is the mother of invention (Mater artrium necessitas)

**Purpose of this paper:** Fast and reliable digital connectivity and associated ICT applications are acknowledged stimuli for business innovation, growth, internationalisation market areas and influencing practices and profitability of businesses. Commercial broadband infrastructure upgrades in the UK have concentrated on densely populated areas, leaving many rural areas lagging behind in terms of their ability to access fast and reliable digital connections, with implications for business competitiveness. The digital equity gap is acknowledged by government which, through the Broadband UK (BDUK) Next Generation programme publicly funds digital infrastructure improvements to resolve this issue. The BDUK Next Generation Broadband (NGB) upgrade programme offers an interesting framework within which to explore what NGB delivers and its impacts upon rural businesses, in particular small and micro businesses.

The geography of rural communities (distance, topography, small and dispersed populations) offers opportunities and disincentives to innovation, no more so than with digital communication. The research this paper draws upon, through empirical work, explores motivators for, and drivers of, innovation in small and micro businesses with particular reference to the role of ICT in business activities. The research is being undertaken in a region that is in a transitional stage; the ongoing upgrade of the North East of Scotland's digital infrastructure provides exciting opportunities to explore how innovation can change, as a result of infrastructure upgrades, and the impact this has on business competitiveness.

#### **Design/methodology/approach**

The paper will present preliminary findings from a longitudinal study tracking change in rural small and micro businesses, utilising longitudinal surveys and semi structured interviews, as the digital infrastructure technology is deployed.

**Findings:** Utilising data from three waves of a survey of businesses and one wave of semi structured interviews, the paper will evidence how poor digital connectivity has affected small and micro businesses, report on how online digital experiences have affected the day to day and more strategic practices of businesses participating in the study, reflect on what the NGB infrastructure upgrade offers those businesses in terms of accessibility, application and outcome and critique how the prospect of a greater digital capability is shaping business innovation and development.

**Practical implications:** To gain a greater understanding of digital accessibility in rural businesses, related business ICT use, and associated business advantages

#### **Policy Implications (if applicable):**

**What is the originality/value of paper?** There is little empirical evidence on the impact of NGB in rural small and micro businesses, their multi functionality, associated ICT use, and impacts on their business competitiveness.

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Harper Adams University



UNIVERSITY OF  
LINCOLN

**Title:** Strategic responses to the challenges facing rural Pick Your Own Entrepreneurs

**Purpose of this paper**

This paper will consider the challenges faced by the industry, and strategies for survival in order to share good practice.

**Design/methodology/approach**

The study is based on a survey of all PYO farms listed in the PickYourOwnFarms.org.uk website. It includes a customer feedback survey from a case study PYO, and qualitative research based on interviews with selected PYO farmers, to obtain rich data on the strategies used, and their outcomes.

**Findings**

Causes for decline of the PYO, suggest a misunderstanding of their market by the farmers. Evidence suggests that customers consider a trip to a PYO as a leisure experience, and hence should be served as 'tourists', while farmers consider it a product based sale, and fail to satisfy the needs of the visitors, or recoup their costs. There appear to be 5 basic challenges that PYO businesses face, and these are reviewed.

**Practical implications**

Farmers are applying a limited range of solutions to the challenges they face. Some cascading of good practice could be done, and setting of benchmarks in terms of processes, and practices.

**Policy Implications (if applicable)**

This is currently an unregulated area that receives little guidance, and may be worth future policy consideration.

**What is the originality/value of paper?**

Research into PYO is lacking, with very literature specific to these businesses. This original paper is based on primary research into this area. The challenges are of universal application to all customer facing rural businesses, particularly farm diversification businesses.

**Dr Chris Phelan & Sarah Schiffing**

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UNIVERSITY OF  
**LINCOLN**

**Title:** Conceptualising capital assets: towards a framework for entrepreneurial places

**Purpose of this paper**

Whilst the entrepreneur, as the agent of change, has long been recognised as a means of regional development there is a growing realisation that a combination of factors conducive to creating entrepreneurial places exists. Indeed, within an ecosystems approach, a number of key ingredients are said to provide the optimum conditions for entrepreneurship to thrive, including: human capital, a conducive culture, access to finance and markets, appropriate institutional and policy support, and effective leadership (Isenberg, 2010). However, whilst these ingredients remain critical success factors, this paper advocates that a still broader range of criteria, or capital assets, need to be considered, to evaluate the potential of place-based entrepreneurial strategies.

**Design/methodology/approach**

As an exploratory study, the presentation identifies forty-two assets developed from the extant literature, that are subsequently presented within a seven capitals framework (Emery and Flora 2006; O'Leary, Burkett and Braithwaite, 2011).

**Findings**

The resulting entrepreneurial assets framework is offered for discussion and as a starting point for future research directions.

**Practical implications**

The contribution of this presentation lies in understanding the interaction of the seven capitals from a systems perspective, to engage in a holistic analysis of the entrepreneurial development pathways for rural places.

**Policy Implications (if applicable)**

**What is the originality/value of paper?**

The originality of this presentation centres on the operationalisation of the seven capitals framework, into a scale of forty-two meaningful assets, that may facilitate the understanding of entrepreneurial places.



**Liz Price Jim Shutt & Dr Jessica Sellick**

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UNIVERSITY OF  
**LINCOLN**

**Title:** Supporting rural SMEs in the take up and use of broadband: what works?

### **Purpose of this paper**

This paper focuses on the experiences of SMEs participating in 'onlincolnshire', an ERDF-funded programme designed to stimulate demand for superfast broadband in the rural county of Lincolnshire. It examines the models of demand stimulation and business support used by 'onlincolnshire' and seeks to explore the patterns of broadband adoption by participating SMEs and the changes these have led to within the business.

The paper compares two periods of policy intervention: 2003-2006 when businesses were making the initial transition from dial up to broadband; and 2011-2015 with those making the move to superfast broadband. A number of approaches are compared, from connection subsidies, 1:1 support, Technology Hubs, and training workshops.

### **Design/methodology/approach**

The paper is based on primary research with SMEs that have received support from 'onlincolnshire'. The approach includes in-depth telephone and face-to-face interviews with over 200 businesses over an 8 year period.

### **Findings**

'onlincolnshire' has employed a variety of demand stimulation approaches to encourage take up and use of broadband among SMEs in Lincolnshire. While all approaches are associated with an increase in use of ICT within the business, the results suggest that SMEs that have engaged in more tailored approaches, such as 1:1 support and Technology Hubs, are more likely to demonstrate innovation in products and services, and increased productivity.

### **Practical implications**

### **Policy Implications (if applicable)**

The paper draws conclusions about the effectiveness of different business support interventions to support broadband take up and technology use. It includes policy recommendations for future programmes of business support.

### **What is the originality/value of paper?**

The paper presents in-depth fieldwork with SMEs. It draws on two research periods, in 2007 and 2015, which provides the opportunity for comparison between different phases in broadband availability and use.

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 PhD researcher, Faculty of  
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UNIVERSITY OF  
**LINCOLN**

**Title:** A stressful game: narratives from rural broadband in the Netherlands

**Purpose of this paper**

In the Netherlands, local rural broadband cooperatives and regional governments have been caught up in a strategic game for some years now. Market players are not delivering the service that rural communities ask for, while the regulatory framework does not allow for large-scale state interventions to take place. The cooperatives have expressed their goals and needs – superfast broadband access at a competitive price – and the governments have been responding to this by designing policies and funding arrangements. However, due to developments in a highly complex market which is organized by supranational regulations and global shareholder interests, the cooperatives and the governments frequently had to change their approaches. This paper aims to unravel the ongoing ‘cooperative’ – yet very complex – process around rural broadband.

**Design/methodology/approach**

Based on research projects with rural broadband cooperatives and regional governments in the Netherlands, we present two consolidated narratives from this complex context: ‘the cooperative narrative’ and ‘the government narrative’.

**Findings**

The narratives show that cooperatives and governments are ‘key partners by necessity’ in the process of realizing rural broadband. In this process, they regularly (re)negotiate the terms and conditions on which they cooperate. This means that cooperatives have to deal with regularly changing ‘rules of the game’. Hence, running a cooperative requires making strategic long-term choices, but also a fair degree of flexibility and adaptability. Following a clear strategy and managing expectations, especially those of internal stakeholders who are in urgent need of better broadband, become stressful and serious challenges. An important group of internal stakeholders, rural entrepreneurs, oftentimes feel forced to make a choice between ‘solidarity for the community’ and wait for the cooperative to make progress, or ‘going solo for their business’ and arrange a costly individual solution. Governments, on the other hand, want to keep the issue ‘manageable’, resulting in a governmentality-inspired style of governance.

**Practical implications** It is important that local and regional players understand their role and position in relation to the wider context of the telecommunications market.

**Policy Implications (if applicable):** Cooperatives and governments sometimes lose sight of what really causes the lack of broadband in rural areas, namely market failure. Tackling this issue, however, requires more players, including national and European authorities. If cooperatives are the preferred way to connect rural communities to broadband, then they should be accommodated accordingly.

**What is the originality/value of paper?** Because of extensive collaborations with regional governments and local rural broadband cooperatives (Jan 2012 – May 2016) we are able to build on longitudinal data. Furthermore, using such data for consolidated narratives is still quite a novel technique in social sciences.

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UNIVERSITY OF  
**LINCOLN**

**Title:** Enablers of the Technology Transfer to Rural Enterprises in Developing Economies

**Purpose of this paper**

The paper assesses the applicability and relevance of identified enablers for the transfer of technology to rural enterprises through university – industry (UI) collaboration in developing economies. The paper builds on prior literature pertaining enablers for the technology transfer by Sanchez Preciado, Claes & Theodorakopoulos (2016), and Theodorakopoulos, Sanchez Preciado & Bennet (2012, 2014). Specifically this paper evaluates empirically technology transfer enablers such as i) Absorptive capacity, ii) Understanding of the technology source and market maturity, iii) Cultural and geographic distance between transferor and recipient, iv) Recipient's comprehension of the financial implications of the technology transfer, v) Intermediaries connecting transferor and recipient, vi) Institutional network adapting the technology to the local needs and vii) Prior experience in technology transfer projects.

**Design/methodology/approach**

Qualitative research approach, theoretical lenses of institutional theory and situated learning theory to assess these enablers in the context of two small-scale rural enterprises respectively involved in pisciculture (fish farming) and coffee production in the Cauca region of Colombia. These two enterprises have been in business for more than 15 years, have well-established internal and external networks and constitute exemplar cases of social and economic growth and organisational innovation.

**Findings**

This study validates the enablers identified by Sanchez Preciado et al (2013) and demonstrates how these factors are influenced by the social capital (Coleman, 2001) generated in the process of transferring technology among the actors.

**Practical implications**

The paper extends the work of authors like Tortoriello & Krackhardt (2010), who argue that spanning organizational boundaries (bridging ties) has a positive impact on the generation of innovations.

**Policy Implications (if applicable)**

**What is the originality/value of paper?**

The contribution of this paper is twofold. First, a contribution to the literature on situated learning by applying this theory in a research context that goes beyond a single functional area to a generic organizational level consisting of individuals with different functional or cultural backgrounds. Second, the paper contributes to the literature on the transfer of technology through UI collaboration in that it focuses on low-tech and organisational technologies rather than the high-tech solutions generally discussed in that body of literature. Also, it investigates enablers for technology transfer to small rural enterprises in developing countries rather than to more advanced organizations in more developed countries mostly discussed elsewhere.

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UNIVERSITY OF  
LINCOLN**Title:** In Search of the Business Family: Exploring Rural Portfolio Entrepreneurship**Purpose of this paper**

Standing at the divide between entrepreneurship research and research which looks at the family in a social paradigm, business or entrepreneurial families provide a vital but under-researched function within rural communities.

**Design/methodology/approach**

This paper will focus on the role of business families and the factors that facilitate their development of new and existing businesses from the family base, drawing on literature from the family business, entrepreneurship and new business start-up fields. By considering the family as the unit of analysis strands can be drawn together from different areas of research that demonstrate how families act as a platform for business development, their support typically mediated through social and financial capital.

**Findings**

Findings highlight the importance of business families and their contribution to the factors that facilitate their development of new and existing businesses from the family base. Whilst a variety of theoretical approaches have been used to consider business start-up in rural communities, this paper proposes that an extension of portfolio entrepreneurship is found in business families, taken here to mean families with a distinct track record in entrepreneurship, where the expertise is embedded within more than one individual within the family.

**Practical implications**

The existence of business families and the role they play has potential implications for business support agencies.

**Policy Implications (if applicable)**

The implications for business support policy will be considered as part of the paper.

**What is the originality/value of paper?**

The originality lies in the consideration of the family as a key support platform for innovation and new business development in a rural context.

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UNIVERSITY OF  
LINCOLN

**Title:** Social Enterprise in Rural England, the case of Community Interest Companies in Small Towns

**Purpose of this paper:** Community Interest Companies (CICs) were established by the Companies Act 2004 with a CIC Regulator. It is estimated that CICs now represent a quarter of all social enterprises in England and about a fifth of the SE monetary contribution to the economy. As social enterprises CICs must provide community benefit but also confer many of the advantages associated with a limited company. CICs are thus a hybrid legal form offering the potential for analyses of economic activity of 'doing good' on the one hand whilst demanding entrepreneurial acumen and skills on the other but within one business organisation. However, before researchers can get to this stage in any depth it is useful to have some understanding of the operating environments of CICs (including comparative urban/rural environments). CICs are amenable to such analyses since, via the Regulator, all 16,000 registered by June 2015 are tagged with a full postcode.

**Design/methodology/approach:** The paper is primarily empirical in nature taking its inspiration from within the tradition (though not the detail) of 'business ecology' as indicated by the work of Hannan and Freeman (1977), Aldrich (1990) and Muegge (2013). The paper thus proceeds from an analysis of indices of CIC density and compound average rates of growth by region further classified by urban/rural location to a contextually and statistically more sophisticated analysis of the 2500 CICs located within some 860 small towns that fall within the 2011 classification of rural/urban areas of England. The distribution of CICs within such towns is highly skewed with over 70% of CICs located in 30% of towns. Given this, analyses are carried out in the form of a multivariate classification of towns into 8 types and a logit regression model.

### Findings

- very significant regional variations in the density and rates of growth of CIC registration and dissolution
- both the density and growth of CICs in rural areas are slightly higher than the national average they is well below that for the larger metropolitan areas
- the density and average growth rates of CICs in small towns with older populations and more routine jobs are both higher than for small towns with more middle class and professional populations
- a small number but nevertheless very interesting small towns (e.g. Penzance, Bury St Edmunds and Lewes) have relatively high numbers of CICs (e.g. over 20)

**Practical implications :** These and other findings indicate the need for well chosen case studies involving, for example nature and degree of 'embeddedness' of CICs in the local economy and the role of social networks in encouraging and sustaining social enterprise in rural areas

**Policy Implications (if applicable):** There are several but at this stage the main policy implication is for the CIC Regulator in identifying where CICs do/do not thrive and how to encourage further growth in numbers and types

**What is the originality/value of paper?** This is the first time that a full census of data on CICs (and hence one form of social enterprise) has been applied in such detail to rural areas.

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UNIVERSITY OF  
**LINCOLN**

**Title:** Examining Factors affecting Firm size and Growth aspirations in a Developing country  
**Context:** A Socio-cultural Perspective

### **Purpose of this paper**

A significant amount of literature on firm size and growth focus on internal and external institutional factors ranging from managerial structure and systems to the legal and regulatory frameworks, while a few engage with less formalized structures. Fewer studies still, explore these within a developing and African country rural context. In-depth consideration of the sociological dimension, especially with regard to culture, remains sparse. Yet, there are indications that this dimension may hold hitherto under-researched aspects that may be vital to understanding the context-specific factors affecting rural entrepreneurship development and, in turn, firm size and growth.

### **Design/methodology/approach**

For this study, a series of semi-structured interviews were conducted with entrepreneurs in three rural provinces in the Northern part of Zambia. This was aimed at exploring the socially-constructed factors that may be influencing rural firm size and growth aspirations; and ultimately entrepreneurship development. This is done with a view to exploring areas of contrast with what is currently known from the developed world.

### **Findings**

Local socio-cultural factors such as belief in witchcraft and gender stereotypes are found to have far stronger influence of firm size and growth than access to finance, formal institutions and infrastructural development. Further, we find that lack of access to finance is not the main factor to growth aspirations among the survey rural entrepreneurs.

### **Practical implications**

The authors argue that researchers need to place greater attention on context-specific aspects that may, for instance, relate more to developing rather than developed countries-especially when rural development is driven by perspectives that emanate from outside the relevant region.

### **Policy Implications (if applicable)**

This study has been conducted in order to understand the key policy implications for supporting rural enterprise growth. In particular, this may aid government agencies and NGOs in developing context-specific strategies that best provide business support in rural areas.

### **What is the originality/value of paper?**

The paper makes a contribution towards greater regard for sociological aspects such as social systems, culture values and norms in rural entrepreneurship research and development practice. It also helps highlight some of the key issues particularly associated with a developing country context that might call for further research. Implications for rural entrepreneurship development are also discussed.

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UNIVERSITY OF  
LINCOLN

**Title:** Entrepreneurship in the Rural Space in Israel as a Driver for Local and Regional Development

**Purpose of this paper**

Applied Research.

**Design/methodology/approach**

Interviews of officials – particularly mayors of regional councils and heads of the economic commissions. Household questionnaires distributed in different forms of rural settlements: kibbutz, moshav, kehillati settlement.

**Findings**

Rural entrepreneurship in Israel is developing from below, the outcome of necessity and opportunity. It is supported in part by the local governments with an emphasis on tourism, recreation and farm-related businesses. The major obstacles to their growth are national bureaucracy and regulation and the location in sparsely populated regions.

**Practical implications**

The existence of business families and the role they play has potential implications for business support agencies.

**Policy Implications (if applicable)**

Will be detailed at the final stage of the study

**What is the originality/value of paper?**

It is the first detailed study of entrepreneurs in all major types of planned rural settlements in Israel, designed to provide information and insight to policy makers.



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 Associate Professors  
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UNIVERSITY OF  
**LINCOLN**

**Title:** In Search of the Business Family: Exploring Rural Portfolio Entrepreneurship

### **Purpose of this paper**

Despite several overviews of LAG projects, there is a dearth of deeper analyses of their innovation potential, their background, content and sustainability. Also, little is known about the role of business innovation and other business aspects. Although inspired by innovation and entrepreneurship theory, the approach taken here is mainly inductive, combining a quantitative study and a qualitative analysis of selected LAG projects. The quantitative part is based on approximately 2,000 Danish LAG projects carried out during 2007-13. Focus will be on the role of LAGs in fostering innovation by mobilising local resources and strengthening local co-operation. The impact of geographical characteristics on types of project will be examined, especially with respect to projects relating to tourism. The quantitative analysis will combine data from administrative archives and register-based data at parish level.

### **Design/methodology/approach**

In the quantitative analysis, both projects and areas will be classified by type. Relevant project characteristics include the orientation of the project (e.g. whether or not it is tourism and/or food related), the level of economic support granted, its innovativeness, its performance (e.g. in terms of employment), whereas areas will be characterised by other variables (the presence of tourist destinations, industry composition, population, etc.).

### **Findings**

At a macro level we wish to assess the impact of the neo-endogenous approach to rural development inherent in the LEADER programme. At a more operational level, the research is expected to generate some general insights into the local preconditions for successfully developing and implementing LAG projects. The basic distinction between development and implementation is inspired by innovation and entrepreneurship theory, and we hypothesize, for example, that the presence of local business experience and competences will turn out to be an important determinant of implementation success. The qualitative part of the analysis is expected to generate further insight into this issue.

### **Practical implications**

From the point of view of individual LAGs, the research may be valuable both as a source of inspiration for new ideas, but also as a tool for assessing their local viability.

### **Policy Implications (if applicable)**

From the regulator's perspective, the results of this study may be helpful in informing the future allocation of funds – both in terms of the size of funding required for success and in terms of the local conditions required for implementation.

### **What is the originality/value of paper?**

The value of the paper lies in synthesizing the lessons from previous programme periods



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 Teaching Fellow (Tourism Management)  
 University of Aberystwyth



**Title:** Farm Tourism in Wales: A new peasantry perspective

**Purpose of this paper**

This presentation examines farm tourism in Wales, a marginal area for farming which is, at the same time, popular for tourism due to its high quality natural environment. It is now over two decades since farm tourism was promoted through rural development policies as a way to support the farm household and revitalise rural economies. In the intervening years farm tourism has evolved and become a professional sector. It is therefore important to understand how the farm tourism sector has developed, and the impact that farm tourism has had on the farm household and wider rural economy.

**Design/methodology/approach**

In order to understand farm tourism development and its impact the presentation examines the subject from the perspective of Ploeg's (2008) new peasantry. The premise of this theory is that the new peasantry's struggle for autonomy and survival is achieved through the development of a self-controlled resource base and an avoidance of dependency relationships.

**Findings**

The presentation outlines how the new peasantry model manifests itself in the context of farm tourism in marginal farming areas in order to establish if Ploeg's theory holds true. It also examines the extent to which other factors influence tourism development. The presentation draws on empirical evidence (interviews and surveys) of farm tourism in Wales from a recently completed PhD.

**Practical implications**

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**Policy Implications (if applicable)**

**What is the originality/value of paper?**

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 Research Fellow  
 University of Aberdeen



**Title:** Rural Creative Industries in the Digital Age

**Purpose of this paper**

Empirical/case studies

**Design/methodology/approach**

Reports findings and outcomes from three related projects exploring the role of digital technologies for rural creative practitioners, ranging from the more digital media-heavy sectors such as photography, film and music to the 'less digital' sectors such as craft, fine art and furniture making. Two projects were qualitative in-depth interview based (with one of these involving a technology intervention), and the third project was community-led and consisted of three hands-on digital engagement workshops.

**Findings**

The findings across the three projects relate to the critical role of digital technologies with focus on social media in particular as being a bridge to broader networks (both market and professional-based), to keep abreast of current movements and opportunities within one's sector, and to promote collaborative working and action. Findings also highlight the implications of poor connectivity for the rural economy and communities more broadly. The presentation will share outcomes of workshops with rural creatives both in terms of online engagement and entrepreneurial activities resulting from a workshop in a local maker lab.

**Practical implications**

Has practical implications in terms of how practitioners can best engage with technology, particularly social media, to expand their markets and professional networks.

**Policy Implications (if applicable)**

Has policy implications for UK Government/BDUK roll out of broadband technologies, as well as implications for digital engagement support and interventions for the rural creative economy.

**What is the originality/value of paper?**

Explores creative methodologies (including storytelling) for effective digital engagement of rural creative practitioners.

**Dr Geoff Whittam & Dr Anne Smith**

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UNIVERSITY OF  
LINCOLN

**Title:** Three Pillars of Knowledge for Social Innovation in the Rural Third Sector

### **Purpose of this paper**

Increasingly connected yet often remote the rural social organisation presents with a number of challenges for practitioners and policy makers. This paper navigates the rural dimension of social innovation in the third sector and through case study analysis, articulates the challenges they encounter and processes they enact when creating knowledge required for social innovation.

### **Design/methodology/approach**

Five rural case studies are reviewed and analysed based on prior work around knowledge acquisition in the following social innovation themes; identification of social problems, community sustainability, social venturing process and rural dimensions to social enterprise. Five cases were chosen because whilst they are all rural the degree of rurality is different, two of them are close to large urban areas, the other three are in sparsely populated areas and geographically remote. The remote rural data set features an island development trust, a mainland foundation trust and a remote mainland social enterprise. The connecting characteristic of the five cases is they are all rural to varying degrees and all socially innovative.

### **Findings**

Findings explain three discrete pillars of knowledge that together, are required for rural social innovation. The first pillar reveals how important knowledge is in correctly articulating the social problem. The second pillar highlights the processes involved in community organisation and the third and final pillar provides insights to collaborative activity as the organisation creates new knowledge to enable innovation. Whilst the three pillars of knowledge are evident in the creation, enacting and development of social innovation, it is evident in all third sector organisations that there are differences due to rurality and the degree of rurality.

### **Practical implications**

Within Scotland recent legislation has introduced the possibility of community asset ownership, which has led to the establishment of many new third sector organisations within rural communities. However, there are many examples where the transfer of asset has not taken place and instances of where the transfer has not been successful. Greater knowledge of the three pillars may have limited some of these unsuccessful transfers from taking place.

### **Policy Implications (if applicable)**

Equally from a policy perspective it is critical that there is access to knowledge which enhances social innovation and the social venturing process. In this paper the policy value and inextricable linkage between the rural third sector and the nature of the initial social problem is considered.

**What is the originality/value of paper?** This paper contributes to the social innovation debate on policy development specific to the creation of knowledge and in particular how this translates into rural social organisations. An understanding of the three pillars of knowledge and the importance of the degree of rurality will assist in the sustainability of these organisations.

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**Title:** The Journey from Farmer's wife to Small Business Owner

**Purpose of this paper**

The research reported for this paper investigates farm tourism in North East England and discusses the motives of women providing commercial hospitality on the family farm.

**Design/methodology/approach**

An interpretative approach was undertaken to understand the lived experiences of 17 women providing commercial hospitality on the family farm. Thematic analysis was used to elicit the key themes which emerged from personal narratives provided by the hospitality providers which clarified their motives for engaging in farm tourism.

**Findings**

Findings from the research suggest complex motives for women providers of commercial hospitality on farms, with a mixture of personal, economic, family and farm reasons for starting the business.

**Practical implications**

The study contributes to practice through identification and understanding of the challenges and barriers experienced by women providers of rural commercial hospitality in their business journey and the value to them of formal and informal networks of support and guidance during that journey.

**Policy Implications (if applicable)**

**What is the originality/value of paper?**

The research is based upon a case study of 17 women providers of commercial hospitality on farms within North East England, the focus being to understand their lived experience and the business journey they have taken with their hospitality enterprise.

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UNIVERSITY OF  
**LINCOLN**

**Title:** An inductive generated entrepreneurial process at the Base of the Pyramid in Benin

**Purpose of this paper**

The purpose of this research is twofold. First. The authors aim to investigate the emergence of entrepreneurial action in poverty settings at the Bottom of the Pyramid (BoP) in developing countries. Second, the research seeks to develop the entrepreneurial process model. Thus, it endeavours to examine the entrepreneurial process triggers as well as the dynamics by which people in poverty settings develop their businesses.

**Design/methodology/approach**

We adopt an inductive case study design and use a grounded theory (GT) method in data collection and analysis. Such analysis of one small business provides rich data, enabling the exploration of entrepreneurial process using qualitative methods.

**Findings**

The results suggest three trigger paths: the motivations of entrepreneur as endogenous dynamics, the challenging events and circumstances as exogenous dynamics and the interplay of the two dimensions. Finally, a model of entrepreneurial process is proposed based on the analysis. This model appears to challenge some conventional models of entrepreneurship

**Practical implications**

For public institutions, and development agencies that work to strengthen entrepreneurship at the BoP to reduce poverty, they should be aware of the entrepreneurial process triggers and dynamics. A better understanding of the entrepreneurial process will help predict and support potential entrepreneurs. With a better understanding of the entrepreneurial process triggers, they will be more able to explain the paths of individuals who take over or start new businesses.

**Policy Implications (if applicable)**

**What is the originality/value of paper?**

At the theoretical level, this research contributes to mapping out the triggers of new business creation in poverty settings. The research shed some light on the entrepreneurial process by showing the main factors that can lead an individual to entrepreneurial action. The interactions between personal and situational variables add to the complexity of the phenomenon, as situational and events factors play a significant role in the trigger of the entrepreneurial process.

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**Title:** European female entrepreneurs and social value creation in rural UK

### **Purpose of this paper**

This case study is intended to present aspirations and experiences of a well-established and accredited European female entrepreneur in the rural Lincolnshire. Little is accounted about immigrant females who have established highly skilled entrepreneurial venture in rural UK and their experience of being accredited by locals. This paper adds to our knowledge by exploring how an immigrant identity can be constructed as a “business woman” using networking strategy and social value creation concepts. Conceptualization of new identity creation through style of networking and social value creation, which are integral components of social capital theory, demonstrates how social capital can be utilized by an entrepreneur to pursue different ends. This study also reflects upon the implication of embeddedness which is emphasized on social innovation theory applied in this study. Social innovation has been recently introduced and supported by European policies as an antidote for long-lasting issues of rural development. It has been reinforced particularly after financial crisis because it realises the importance of community-led development in response to state withdrawal (Bock, 2016). The question this article is going to answer using embeddedness lens is whether social innovation may help MFEs (migrant female entrepreneur) to more effectively maintain the needs of immigrants and if that is the case what condition then must be met.

### **Design/methodology/approach**

The data for this case study is collected through semi-structured interview. Qualitative method is used to access rich and in depth information. Additionally, the aim of this research encourages understanding of motivations, social components and social value creation which cannot be measured through quantitative method. Thematic analysis is applied for the interpretation of data. Thematic analysis is flexible and provide chance to use uncover themes based on the intention of the research also researcher gets close to the data in order to develop some deeper appreciation of the content.

Limitation:

For conceptualisation of the phenomenon such as “social value creation” there is a need for triangulation of different parties’ perception and at this stage there was not a chance to do that because of time limitation. It is something that will develop towards the end of this research.

### **Findings**

- 1) The importance of embeddedness to find the niche within the local market (Iwona could find the niche within the mark because she has been in that community for about two years otherwise it would be difficult to notice such a need)
- 2) The role of “Social Capital” and “social value creation” in order to create new identity which is recognised and accepted by local community (Different events and cultural awareness

courses to provide a chance for strengthening trust, exchanging information and producing shared norms.”

4) The reflection of this social value creation at individual and community level:

At individual level on Iwona’s perception of herself as an European female with some strong connections back to her country whilst also developing a sense of belonging to the UK rural community

At community level on local people perception of European females’ motivations and aspiration of coming to the rural UK, help to ease off the tension and promote social inclusion.

### **Practical implications**

Key practical implication of this research, considering the population of CEE immigrants in the rural UK and concern about their social assimilation, would be bringing more clarity to the term “social assimilation” and possible ways to approach that in practice. Therefore, the practical implication would be looking at social assimilation from the perspective of an entrepreneur who has gone through it and developed the sense of belonging to the rural community. Thus, it is not having a society of all people “the same” with no difference but also it is more about using the element of diversity for growth and prosperity. It can be achieved through knowledge exchange which happens as a result of effective social networking which is more in consistence with Vetrovec (2016) social organisation of difference.

### **Policy Implications (if applicable)**

Based on this paper findings, there is a need to acknowledge social and cultural structure of the rural community as something influence the way immigrants running their business and contribute to the local community. When deciding on policies to encourage assimilation of immigrants through entrepreneurship it is crucial to engage them in the process of knowledge sharing through networking. This helps them to gain insight into the particular social and cultural structure of the rurality in order to be accepted and accredited.

### **What is the originality/value of paper?**

The consensus for researchers from various perspectives (Beaver and Jennings, 2005; Kets de Vries, 1985; Khan et al., 2007; Steinmetz and Wright, 1989; Wright and Zahra, 2011) public policymakers, well recognized world leaders (e.g., the President of the USA and the Pope) and even some successful entrepreneurs (e.g., Bill Gates and Warren Buffet) is that we need to rethink and redefine the social value added of entrepreneurial activities to society (Zahra and Wright, 2015). This paper sheds light on social outcomes and contribution of European females’ entrepreneur in rural UK and analyses its impact at different levels (individual and community).