21st Rural Entrepreneurship Conference, Leeds University Business School

Conference Programme

June 5th- June 7th

#REC2024

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**Welcome**

Dear Delegates,

Welcome to the 21st annual Rural Entrepreneurship Conference hosted by Leeds University Business School. This year, the conference theme is "Empowering Rural Futures: Unleashing Entrepreneurial Potential in a Net-Zero Era." As the UK has created a legally binding commitment to reach Net Zero by 2050 and many other countries around the world have made pledges to combat climate change, this introduces a new playing field for rural entrepreneurs. However, much uncertainty remains. What do these commitments, transitions, and individual journeys to Net Zero mean for business and society? How will they impact business practices, for better or for worse? How will society transform and adjust? What differences will they make to our planet and our individual lives? How much will it cost? Who will lead us? Will there be winners and losers? What will they mean for agriculture and rural society? These are all important questions to ask.

This year, we want to reflect on this theme, understanding both the constraints and opportunities for rural entrepreneurs. Rural entrepreneurship will play a crucial role not just in assisting in meeting Net Zero, but also in making progress towards the United Nations Sustainable Development Goals. Indeed, many of these wicked problems are especially prominent in rural areas. This is why I am thankful that such a conference exists, whereby academics, practitioners, and policymakers can come together and share ideas on these important matters.

This year, the conference has attracted delegates from over 20 different countries, contributing their knowledge to academia, practice, and policy. Throughout the conference days, in addition to the fifty paper presentations, we will hear from our keynotes on important matters, with speakers addressing various themes, such as the challenges and opportunities in delivering 'Public Goods,' the role of agriculture in the Net Zero transition, the role of rural enterprise in Middle Eastern contexts, and potential new market opportunities for rural entrepreneurs following these transformations.

In 2024, we want to reflect on this dynamic and highly unpredictable environment and explore its impact on farmers, rural businesses, community-led social enterprises, as well as wider rural communities. How can rural businesses not simply survive, but thrive in these often constrained contexts yet still deliver strong economic, social, and environmental contributions?

We hope that you enjoy your time at the conference, find time to network, build connections, and share ideas.

We look forward to welcoming you to campus.

Kind regards,

Dr. Peter Gittins,

Conference Organiser

REC2024 Organising Committee

* University of Leeds, CEES - Dr Peter Gittins, Dr Deema Refai,
* Keele University - Dr Pattanapong Tiwasing
* Northumbria University - Prof Gary Bosworth and Prof Robert Newbery

**Conference Programme**

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| **Wednesday June 5th 2024** | | |
| 08:45-09:45 | Registration and refreshments | Esther Simpson, Lower Ground Floor |
| 09:45-10:00 | Opening and Welcome- Dr Peter Gittins | Esther Simpson, Lower Ground Floor (**LG.08**) |
| 10:00-10:45 | Plenary | Keynote: Professor Gerard McElwee, Public Goods: Challenges and Opportunities (Esther Simpson, **LG.08**) |
| 10:45-11:00 | Break | Charles Thackrah Foyer |
| 11:00-12:30 | Parallel Session #1 | Room details listed, see full programme (all rooms in Charles Thackrah). |
| 12:30-14:00 | Lunch | Esther Simpson, lower ground. |
| 14:00-15:30 | Parallel Session #2 | Room details listed, see full programme (all rooms in Charles Thackrah) |
| 15:30-16:15 | Brexit, Net Zero and UK Farming | Charles Thackrah G.05 |
| 19:00-20:00 | Evening drinks reception | To be confirmed. |

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| **Thursday June 6th 2024** | | |
| 09:00-09:45 | Refreshments | Esther Simpson, Lower Ground Floor |
| 10:00-10:45 | Plenary | Keynote Dr Deema Refia, Rural Entrepreneurship in the Middle East, Esther Simpson, Lower Ground Floor. (**LG.08**) |
| 11:00-12:30 | Parallel Session 3 | Room details listed, see full programme (all rooms in Charles Thackrah) |
| 12:30-14:00 | Lunch | Catering ordered to Esther Simpson Lower Ground |
| 14:00-15:30 | Parallel Session 4 | Room details listed, see full programme (all rooms in Charles Thackrah) |
| 15:30- 17:00 | Optional campus tour and pub visit to continue research talks. | (more details to follow) |
| 19:00-late | Conference dinner | University House. |

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| **Friday June 7th 2024** | | |
| 09:00-09:45 | Refreshments | Esther Simpson, Lower Ground Floor (LG.08) |
| 10:00-10:45 | Plenary | Keynote Dr Awal Fuesini from AHDB (keynote from Oxford farming conference). New market opportunities for farmers. Esther Simpson Lower Ground Floor. (LG.08) |
| 11:00-12:30 | Parallel Session 5 | Room details listed, see full programme (all rooms in Charles Thackrah) |
| 12:30-13:00 | Publishing Rural Enterprise Research. Q&A session about publication opportunities from editors and academics. | Charles Thackrah G.05 |
| 13:00-13:15 | Close- Dr Peter Gittins | Charles Thackrah G.05 |
| 13:15-14:00 | Grab and Go Lunch | Brown bag lunch ordered to Charles Thackrah foyer |

**Conference Keynote Speakers and Talks**

In addition to the paper presentations, there will be four themed sessions. The opening keynote is Professor Gerard McElwee, who has supported the Rural Entrepreneurship Conference for many years. He is the founding editor of the International Journal of Entrepreneurship and Innovation, publishes extensively on farm entrepreneurship, illegal entrepreneurship, rural issues and is a dry stone waller.

Dr Deema Refai will give a talk on her recent and ongoing work into rural enterprise in the Middle East. Dr Refai is the current joint Editor-in-Chief for the International Journal of Entrepreneurship and Innovation and is currently researching in the areas of constrained rural entrepreneurship.

Dr Awal Fuesini, a meat scientist with a PhD in animal welfare and meat science, has recently contributed to social science research. He examines the potential of alternative markets for farmers, such as exploring the value of the halal market to the UK farming industry. Alongside his academic credentials, he is a Senior Halal Manager at the Agriculture and Horticulture Development Board and also holds a visiting lectureship at the University of Huddersfield.

Dr Peter Gittins will also give a talk on Net Zero, Brexit, and UK farming. Peter, the conference host, is a researcher in the area of rural enterprise and examines the constraints and challenges facing farm businesses. He has recently concluded a project that examined the impact of post-Brexit policy schemes on hill and upland farmers in England and is currently putting together a farming stakeholder briefing from this work. He is also a sheep farmer.

**Wednesday June 5th Parallel Sessions**

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| Wednesday June 5th : Session 1A (G.05) Charles Thackrah | | |
| Session : **Opportunities and challenges for rural development**  Chair: **Dr Deema Refai**  Room: Charles Thackrah , G.05. | | |
| Speakers | Title | Affiliation Speaker(s) |
| Nermin Elkafrawi & Deema Refai | The Role of Women Entrepreneurs in the Egyptian Rural Context: An Institutional Perspective | Zagazig University, University of Leeds, |
| Marwa Wael Abohamda Hulail  Nellie El Enany | The Role of Resilience Among Rural Entrepreneurs in Upper Egypt | The American University in Cairo, Egypt |
| Hajar Al-Alawi | Empowering Omani Female Farmers through Entrepreneurial Training: A Pathway to Sustainable Development | Buraimi University College , Buraimi, Oman. |
| Jawaher AL Balush | Investigating Determinants of Entrepreneurial Intention among Omani Adults: Insights from Global Entrepreneurship Monitor (GEM) Database. | Corvinus University of Budapest / Hungary |

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| Wednesday June 5th: Session 1B (11:00-12:30) (Chalrles Thackrah, G.07) | | |
| Session: **Technology, innovation and digitalisation**  Chair: **Dr Peter Gittins**  Room: Charles Thackrah… G.07 | | |
| Speakers | Title | Affiliation |
| Nadia Blanchfield, | Field to Facebook – a digital marketing training intervention in a sustainable pork farmFrom Field to Facebook – a digital marketing training intervention in a | Nadia Blanchfield, PhD Scholar, Irish Research Council and Údarás na Gaeltachta Enterprise Partnership Scheme, South East Technological University, Waterford, Ireland  Dr Órla Hayes, Lecturer in Marketing, Technological University Dublin, Ireland  Prof Felicity Kelliher, Professor of Management Practice, South East Technological University, Waterford, Ireland |
| Medina Savira, Koen Salemink | Digital Engagement and Community Dynamics: Evidence from a local community in Yogyakarta, Indonesia | University of Groninge |
| Dylan Henderson, Kevin Morgan, Rick Delbridge | Innovation in the periphery: Further Education Colleges in the green and digital transition | Cardiff University |

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| **Wednesday June 5th Thursday Session 1C (11:00-12:30) (Charles Thackrah, G.29)** | | |
| Session: Chair:  Room: Charles Thackrah… G.29 | | |
| Speakers | Title | Speaker affiliations |
| Dias et al. | Rural Entrepreneurship and Migration: A bibliometric analysis on the field. | Universidade da Beira Interior-NECE |
| Sotiris Apostolopoulos, Menelaos Gkartzios, Nikolaos Apostolopoulo | Rural traditional cafes and commercial counterurbanisation. | Neapolis University Pafos; Newcastle University; University of Peloponnese |
| UCHENNA AKPOM | Land values in rural Alabama, examining the Black Belt region. | The University of West Alabama |

**Wednesday Afternoon Sessions (Charles Thackrah)**

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| **Session 2A (14:00-15:30) (Charles Thackrah, G.05)** | | |
| Session: Social enterprise and sustainable development  Chair: Robert Bowen  Room: Charles Thackrah… G.05 | | |
| Speakers | Title | Speaker affiliations |
| Dr Pattanapong Tiwasing, Professor Autur Stainer, Dr Sajal Day, Abdullah AI Mamu | Navigating business goals towards environmental sustainability: A comparative analysis of rural and urban social enterprises in the UK. | Keele Business School, Keele University, UK Glasgow Caledonian University, UK Northampton University, |
| Dr Robert Bowen | Rural SME Resilience: A Well-being Perspective | Cardiff University |
| Dr Subhan Shahid | The rise of frugal entrepreneurship in resource scared rural environments | Kedge business school, France |

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| **Session 2B (14:00-15:30) (Charles Thackrah, G.07)** | | |
| Session: Opportunities and challenges to rural development  Chair: Dr Deema Refai  Room: Charles Thackrah… G.07 | | |
| Speakers | Title | Speaker affiliations |
| Micaela Mazzei\* Danielle Hutcheon Gill Murra | Policy innovation or policy transfer? The ‘mobilisation’ of Community Wealth Building in Scotland | Glasgow Caledonian, Yunus Centre for Social Business and Health |
| Melek Karahasan, Aliye Ahu Gülümser | Rural Social Entrepreneurs in the Rural Innovation Ecosystem: The Case of Türkiy | Istanbul Technical University, Urban and Regional Planning, Harbiye Mahallesi, Taşkışla Cad. No:2 34367, Şişli/ İstanbul/Türkiy |
| Anita Busljeta Tonkovic, Natasa Bokan. Ema Bascic. | "If I were to return, I would return as an entrepreneur": The apolitical nature of rural youth in the Croatian region of Lika and the dream of entrepreneurship - myth or reality. | Ivo Pilar Institute of Social Sciences 2. University of Zagreb, Faculty of Agriculture: Department of Agricultural Economics and Rural Development 3. Ivo Pilar Institute of Social Science |

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| **Session 2C (14:00-15:30) Charles Thackrah G.29** | | |
| Session: Chair: Dr Peter Gittins  Room: Charles Thackrah… G.29 | | |
| Speakers | Title | Speaker affiliations |
| Dash Anderson | Problematizing Rurality in Labour Market Theory: Reimagining Assumptions about Rationality and Mobility | University of Leeds |
| Christina Noble, Mags Currie and Isabel William. | Creative micro-enterprises in rural Scotland: A “Living Labs” approach with Perthshire Artisan. | The James Hutton Institute |
| Peter Gittins, Nathalie Benesova. | Exploring the Role of Myth and Folklore in Rural Business and Society: Insights into Place-Based Marketing Strategies for Agri-Tourism. | University of Leeds |

# **Thursday June 6th Parallel Sessions**

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| **Thursday June 6th : Parallel Session 3A 11:00-12:30 (Charles Thackrah, G.05)** | | |
| Track: Rural Policy, Support and Investments  Chair: Gary Bosworth  Room: Charles Thackrah… G.05 | | |
| Speakers | Title | Speaker affiliations |
| Jackie Brierton/ Dr Debra Blisson | Supporting the drive to Net Zero in rural Scottish businesses; how it is going, and what we do next. | CEO GrowBiz Scotland, Strategic Development Manager |
| Gary Bosworth, Robert Newbery, David Jamieson, Pattanapong Tiwasing; Yacine Mohamme | A spatial analysis of the conditions for rural entrepreneurship | Northumbria University |
| Lorna Pate, Francis Naab, and Steven Thomso. | Understanding childcare provision in rural Scotland | Rural policy centre, SRUC |

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| **Thursday June 6th Session 3B (11:00-12:30) Charles Thackrah, G.07)** | | |
| Session: Farming and land based entrepreneurship  Chair: Dr Peter Gittins  Room: Charles Thackrah… G.07 | | |
| Speakers | Title | Speaker affiliations |
| Dr Anne Smith | Family Farm Succession Planning; A Solutions Approach Using Complexity Theory | Glasgow Caledonian Business School |
| Dr Scott Henson, Associate Professor of Political Science and International Studies. | The balancing act of rural entrepreneurship: Paradoxical strategies for socio-cultural,  environmental, and economic sustainability for agriculture in the Highland and Islands of  Scotland. | Maryville College, Vrije University |
| Ron Methorst, Bianca Koorn. | Integral and holistic tool for the assessment of socio-economic and ecological effects of farm practices | Aeres University of Applied Sciences, The Netherland. |

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| **Thursday June 6th Session 3C (Charles Thackrah, G.29)** | | |
| Title: Challenges and opportunities for rural development  Session: Chair: Dr Deema Refai  Room: Charles Thackrah G.29 | | |
| Speakers | Title | Speaker affiliations |
| Dr Dani Hutcheon. | Rural Assets: Policy and Practice Insights form the Devolved Nation | Yunus Centre for Social Business and Health, Glasgow Caledonian University |
| Emeritus Professor Mark Shucksmith | Wellbeing, Governance and Rural Development: Towards an Agenda for Research and Policy. | Newcastle University |
| Dr Ana Vuin | Housing Challenges and Rural Economic Potential: A Case Study of Scotland’s rural and island communities | SRUC, Rural Policy Unit. |

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| **Thursday June 6th Session 4A (14:00-15:30) (Charles Thackrah, G.05)** | | |
| Session: Technology, Innovation and Digitalisation  Chair: Peter Gittins  Room: Charles Thackrah… | | |
| Speakers | Title | Speaker affiliations |
| Dr Asim Hashim | Examining Temporal Digital Entrepreneurial Intention among Skilled Women in Rural Pakistan | Azman Hashim International Business Schoo |
| Dr Ralph Ritcher | Rural places as niche environments for product innovations? Insights from an innovation biography perspective | Leibniz Institute for Research on Society and Space |
| Yang Bong | Sustainable Rural Digitalisation: A Participatory Approach towards Digital Marketplaces with Rural Entrepreneurs in Sarawa | Horizon EPSRC Centre for Doctoral Training, University of Nottingham. |

**Thursday Afternoon Parallel sessions**

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| **Thursday June 6th Session 4B (14:00-15:30) Charles Thackrah (G.07)** | | |
| Session:  **Rural Policy, Support and Investment**  Chair: Robert Newbery  Room: Charles Thackrah… | | |
| Speakers | Title | Speaker affiliations |
| Nikolaos Apostolopoulos, Dimitrios Petropoulos, Eleni E. Anastasopoulo | Perspectives on the Green transition of rural agri-food enterprises- | University of Peloponnese |
| Apostolopoulos, N. Apostolopoulos, S. Božić Miljković, I. King, M. Maniatopoulos, G. \*Newbery, R. Paunovic, I | The value of care: a cross-country analysis of rural healthcare entrepreneurship | Northumbria |
| Rodrigo Frias | Designing Context-Sensitive Rural Entrepreneurship Policy | Durham |

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| **Thursday June 6th Session 4C (14:00-15:30) Charles Thackrah (G.29)** | | |
| Track title: Technology, innovation and digitalisation  Session: Chair: Artur Steiner  Room: Charles Thackrah… G.29 | | |
| Speakers | Title | Speaker affiliations |
| Yang Bong | Mapping the Ecosystem of Sarawak’s Digital Entrepreneurship Initiatives using Isenberg’s Entrepreneurship Ecosystem Framework. | University of Nottingham |
| Artur Steiner | Simple interventions tackling complex issues: exploring pathways from online mental health forums to resilience of rural people. | Glasgow |
| Suhail, Ghouse. Gerard McElwee. Ali BaAwain | Technology Adoption and Entrepreneurial Resilience among Rural Women Entrepreneurs in Oman | Dhofar University, Oman. York Business School, York St. John University. Economics and Business Administration, University of Technology and Applied Sciences, Oman. |

# **Friday 7th June Parallel Sessions**

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| **Friday 7th June Session 5A (Charles Thackrah, G.05) (11:00-12:30)** | | |
| Session:  **Tourism, Heritage and Culture in the Rural Economy**  Chair: Eifionia Lane  Room: Charles Thackrah… G.05 | | |
| Speakers | Title | Speaker affiliations |
| Dr. EIFIONA THOMAS LANE Dr. REBECCA JONES IAN HARRIS | Pillagers’,’scapegoats’, and ‘digon yw digon’: Land based innovation for Carbon descent in rural Wales | Bangor University |
| Gary Bosworth; Rebecca Fisher. | Outdoor Entrepreneurship: A field of its own- Leanne Townsend | Northumbria |
| Dr Lavinia Wilson-Youlden | Opportunity identification & resource assemblage in Rural Entrepreneurship: integrating heritage and local resources within hospitality | Northumbria |

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| **Friday June 7th Session 5B (Charles Thackrah, G.07) 11:00-12:30** | | |
| Session:  **Rural policy, support and investments**  Chair: Dr Peter Gittins  Room: Charles Thackrah… G.07 | | |
| Speakers | Title | Speaker affiliations |
| Dr Ana Vuin | Exploring the “post-actional” phase of the migration experience in a rural area: factors influencing decisions to stay or leave | SRUC, Rural Policy Centre |
| Shivani1 , Ismail Akbani1 , Vijayaraghavan M Chariar | Mapping Investor Perspectives on Impact Enterprise Funding: A Comprehensive Analysis of Key Interlinkages | Centre for Rural Development and Technology,  IIT Delhi |
| Mark Schucksmith, Professor Emeritus | Rethinking Natural Resources, Energy and Rural Environments- | Newcastle University |

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| **Friday June 7th Session 5C (Charles Thacrah, G.29) (11:00-12:30)** | | |
| Session: Establishing a conducive rural entrepreneurship ecosystem  Chair: Ian Merell  Room: Charles Thackrah… G.29 | | |
| Speakers | Title | Speaker affiliations |
| Rahman ULLAH, Subhan Shahid, Yasir Mansoor Kundi | How and when does entrepreneurial team conflict lead to entrepreneurs’ intention to exit? | IESEG School of Management – Paris, Franc |
| Ian Merell, Simon Gibson-Poole | A Geographic Typology for Rural Enterprise Hubs and Coworking Spaces- Ian Merell | SRUC |
| Claudia Dias Ricardo Gouveia Rodrigues João J. Ferreira. | Entrepreneurial Motivations of Small Agricultural Entrants | Universidade da Beira Interior-NEC. |

**Useful information for attending REC2024 at LUBS**

• Arrival: On arrival, please make your way to the registration, which will be held in the Esther Simpson building on the lower ground floor. There will be a stand there with name tags and lanyards. You will also be given instructions on how to access the conference programme and connect to the WiFi should you need it.

• Presentations: Please bring your presentations with you on a USB stick and give them to the track chair 5 minutes before the session starts.

• WiFi: You should be able to access Eduroam (more details will be emailed to you).

• Dietary Requirements: Please keep an eye on your emails regarding dietary requirements. A document will be shared with you where you can select what you want for the evening dinner, and there will be an opportunity for you to submit dietary requirements (e.g., vegetarian, halal, etc.).

• Photographs: Photographs will be taken throughout the conference and these will be shared on the LUBS websites. A blog post will circulate after the conference.

• Getting Here: Leeds University Business School is located approximately 20 minutes away from the train station, so please consider this when travelling.

• Navigation: Using Google Maps is a good way of navigating the campus. Alternatively, please access the following page: https://www.leeds.ac.uk/about/doc/find-us.

• Parking: No onsite car parking is provided; however, there are ample opportunities for parking within the city. Please follow this link: https://www.leeds.gov.uk/parking-roads-and-travel/parking/city-centre-car-parks.

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| **Time (Day 1) June 5th** | **Event** |
| **08:45-09:45** | Registration and Networking |
| **09:45-10:00** | Opening |
| **10:00-10:45** | Guest Speaker Session (Dr Deema Refai,- Rural Enterprise in the Middle East) |
| **10:45-11:00** | Refreshment Break |
| **11:00-12:30** | Parallel Session 1 |
| **12:30-14:00** | Lunch |
| **14:00-15:30** | Parrallel Session 2 |
| **16:00-17:00** | Brexit, Net-Zero and UK Farming- Dr Peter Gittins |
| **19:00-20:00** | Drinks reception |

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| **Time (Day 2) June 6th** | **Event** |
| **09:00-10:00** | Registration and Networking |
| **10:00:-10:45** | Guest Speaker Session (Professor Gerard McElwee- Public Goods Challenges and Opportunities) |
| **10:45-11:00** | Refreshment Break |
| **11:00-12:30** | Parralell Session 3 |
| **12:30-14:00** | Lunch |
| **14:00-15:30** | Parrallel Session 4 |
| **15:30-17:00** | Walking tour to Leeds City Centre and Optional Visit to local micro breweries |
| **19:00-late** | Conference sit down dinner |

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| **Time (Day 3) June 7th** | **Event** |
| **08:45-09:15** | Refreshments |
| **09:15-10:00** | Guest Speaker Session (Dr Awal Fuesini, AHDB- Keynote from Oxford Farming Conference) |
| **10:00-11:30** | Parallel Session 6 |
| **12:00-13:00** | Publishing Rural Enterprise Research- Contributions to Academia, Policy and Practice |
| **13:00-13:15** | Plenary/Close. Peter Gittins |
| **13:15-14:00** | Grab and Go Lunch and Finish |