

21<sup>st</sup> Rural Entrepreneurship Conference, Leeds  
University Business School  
Conference Programme  
June 5<sup>th</sup>- June 7<sup>th</sup>

#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

<b>Wednesday June 5<sup>th</sup> 2024</b>		
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 ( <b>LG.08</b> )
10:00-10:45	Plenary	Keynote: Professor Gerard McElwee, Agricultural Policy in a Very Uncertain Future (Esther Simpson, <b>LG.08</b> )
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
18:00-19:30	Evening drinks reception	Helix. (Located in EC Stoner Building).

<b>Thursday June 6<sup>th</sup> 2024</b>		
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. <b>(LG.08)</b>
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.

Friday June 7 <sup>th</sup> 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. He will deliver the opening keynote on the topic of 'Agricultural Policy in a Very Uncertain Future.'

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 5<sup>th</sup> Parallel Sessions

Wednesday June 5 <sup>th</sup> : Session 1A (G.05) Charles Thackrah		
Session : <b>Opportunities and challenges for rural development</b> Chair: <b>Dr Deema Refai</b> 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

Wednesday June 5<sup>th</sup>: Session 1B (11:00-12:30) (Charles 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 farm From 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

**Wednesday June 5<sup>th</sup> 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)

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 Artur Steiner, 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

**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

**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 Artisans.	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

Thursday June 6 <sup>th</sup> : 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 Thomson.	Understanding childcare provision in rural Scotland	Rural policy centre, SRUC

**Thursday June 6<sup>th</sup> 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.



**Thursday June 6<sup>th</sup> 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 from 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.

## Thursday Afternoon Parallel sessions

Thursday June 6 <sup>th</sup> 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 Nasar	Examining Temporal Digital Entrepreneurial Intention among Skilled Women in Rural Pakistan	Azman Hashim International Business Schoo
Dr Ralph Ritche	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 June 6<sup>th</sup> Session 4B (14:00-15:30) Charles Thackrah (G.07)**

Session: **Rural Policy, Support and Investment**

Chair: Robert Newbery

Room: Charles Thackrah... G.07

Speakers	Title	Speaker affiliations
Nikolaos Apostolopoulos, Dimitrios Petropoulos, Eleni E. Anastasopoulo	Perspectives on the Green transition of rural agri- food enterprises-	University of Peloponnese, Neapolis University
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

**Thursday June 6<sup>th</sup> 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

Friday 7 <sup>th</sup> June Session 5A (Charles Thackrah, G.05) (11:00-12:30)		
Session: <b>Tourism, Heritage and Culture in the Rural Economy</b> 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
Leanne Townsend, Gary Bosworth; Rebecca Fisher.	Outdoor Entrepreneurship: A field of its own-	Northumbria
Dr Lavinia Wilson- Youlden	Opportunity identification & resource assemblage in Rural Entrepreneurship: integrating heritage and local resources within hospitality	Northumbria

**Friday June 7<sup>th</sup> 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

**Friday June 7<sup>th</sup> 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	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. 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 and booking hotel accommodation.
- **Navigation:** Using Google Maps is a good way of navigating the campus. All buildings are listed on google maps including Charles Thackrah, Esther Simpson and University House. 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>.
- There will not be any luggage storage provided so please bear this in mind. Bags can be left in the rooms but this is done so at your own risk. Building doors lock at 6pm so please consider this.





