



UNIVERSITY OF  
LINCOLN

# DETAILED PROGRAMME

**14<sup>th</sup> RURAL ENTREPRENEURSHIP CONFERENCE**  
Hosted by Lincoln International Business School

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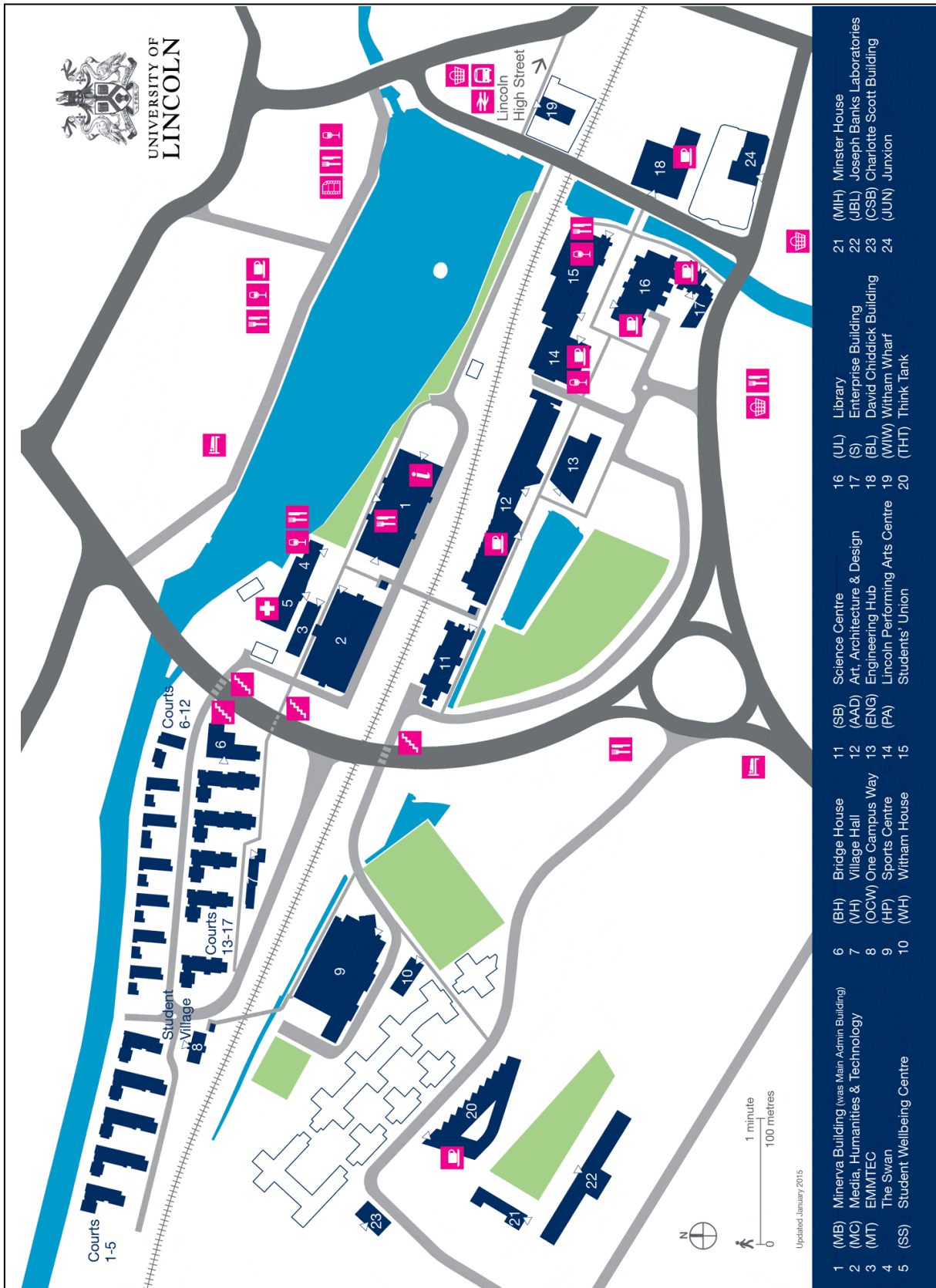
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Improving rural lives together





## Outline Programme

### Wednesday 15<sup>th</sup> June

13.00 – 16.30 NARTI research training workshop, **Lincoln Business School, BL1104**

18.00 – 21.30 Social Entrepreneurship keynote presentations and dinner, **Hill Holt Wood**

***\*bus departs Lincoln Business School at 4.45pm & Newark Northgate Station 5.45pm\****

*Paul Benneworth, University of Twente, The Netherlands*

*Nigel and Karen Lowthrop, Founders of Hill Holt Wood*

### Thursday 16<sup>th</sup> June (all events in “the Junxion” building, No 24 on the map overleaf)

09.00 – 09.30 Registration will take place in the lobby of the Junxion

09.30 – 10.30 Opening welcomes and plenary session

“Opportunities and challenges in rural entrepreneurship”

***Guest Speaker: Peter Couchman, CEO of The Plunkett Foundation***

10.30 – 11.00 Coffee break

11.00 – 12.30 Parallel track sessions (1a, 2a, 3a)

12.30 – 13.15 Lunch

13.15 – 14.45 Parallel track session (1b, 2b, 3b)

15.00 – 17.30 *Cultural Interlude* (details to follow)

18.30 – 22.00 **CONFERENCE DINNER.** Minerva Building, University of Lincoln (No. 1 on the map)

### Friday 17<sup>th</sup> June (starting in “the Junxion”)

09.15 – 10.45 Parallel track sessions (1c, 4a, 5a)

11.00 – 12.30 Global café session on rural data & parallel track sessions (4b, 5b)

13.00 – 15.00 Lincolnshire Lunch featuring local produce (**Minerva building**)

incorporating 2 closing keynote presentations:

“Collaboration in the Microbrewery sector – women do it best!” *Victoria Ellis and Agnieszka Rydzik*

“Local food networks – University and business collaboration” *Martin Hingley and Gillian Richardson*

Closing event...

15.00 – 16.00 Lincolnshire business and stakeholder group workshop: “Developing entrepreneurial opportunities for Lincolnshire”

Panel to comprise: Gary Bosworth, Geoff Whittam, David Charles, Bob Newbery

16.00 **CLOSE**

## TRACK 1: Entrepreneurship, Farming and the Natural Environment & Rural Tourism Enterprises

<b>(1a) Entrepreneurship, Farming and the Natural Environment</b>		<b>Thursday 11-12.30, JUN0001</b>
<b>Chair: Ron Methorst</b>		
Tracey Nelson	New Zealand farm diversification	Research paper
Cath Milne, Lorna Paton	Agricultural students perceptions of entrepreneurship	Presentation
Suzanne Ainley	The Ontario Farm Fresh Marketing Association: A Decade of Data	Practitioner paper
Ron Methorst	Embeddedness of the farm in relation to farm development strategies	Research paper

<b>(1b) Farm Tourism: Policy and Development</b>		<b>Thursday 13.15-14.45, JUN0001</b>
<b>Chair: Chris Phelan</b>		
Villy Søggaard, Annette Thuesen	The role of LAG funds in stimulating rural innovation and entrepreneurship.	Research paper
Nikolaos Apostolopoulos	The impact of agro-tourism entrepreneurship in rural development	Presentation
Mandy Talbot	Farm Tourism in Wales - A new peasantry perspective	Presentation
Carol Kline, Chris Phelan, Sue Ainley	More than pumpkin patches and corn mazes: a review of agri-tourism literature from the last three decades	Presentation

<b>(1c) Rural Tourism: Challenges and New Directions</b>		<b>Friday 9.15-10.45, JUN0005</b>
<b>Chair: Agnieszka Rydzik</b>		
Anne-Mette Hjalager, Grzegorz Kwiatkowski	Entrepreneurial implications of rural festivals	Presentation
Eifiona Thomas Lane, Rebecca Jones, Arwel Jones	A Tale of Two Fishes: Exploring the delivery of Wales' Rural Food Tourism Strategy (through responsible rural development and social entrepreneurship)	Practitioner paper
Gabriella Parkes	Strategic responses to the challenges facing rural Pick Your Own entrepreneurs	Practitioner paper
Tom Mordue	The Impacts of Onshore Wind Farms on Tourism and the Visitor Economy	Presentation

## Track 2: Rural Social Entrepreneurship

<b>(2a) Social Entrepreneurship: Practicalities and Potentials</b>		<b>Thursday 11-12.30; JUN0005</b>
<b>Chair: Geoff Whittam</b>		
Otto Kroesen	Economically feasible, but not financially sound? – Charity and/or business in rural development	Research paper
Geeta Lakshmi	Accounting and Financial Concepts in Territorial Capital: As stakeholder approach	Research paper
Karla Boruk, Carol Kline, Ziene Mottiar	Roles of Social Entrepreneurs in rural tourism development	Presentation
Anne Smith, Geoff Whittam	Three Pillars of Knowledge for Social Innovation in the Rural Third Sector	Presentation

<b>(2b) Social Entrepreneurship: The Community Perspective</b>		<b>Thursday 13.15-14.45; JUN0005</b>
<b>Chair: Rebecca Herron</b>		
John Shepherd	Social Enterprise in Rural England; the case of Community Interest Companies in small towns	Presentation
Anita Busljeta Tonkovic et al	Social Entrepreneurship as Sustainable Rural Development Supporting Model: The Case Study of Croatian Mountain Rural Area Lika	Research paper
Polly Chapman, Brian Weaver	A visual tour of the challenges of rural Social Enterprise in the Scottish Highlands and Islands	Practitioner paper
Rebecca Herron	Modelling rural Social Enterprise: How different aspects of 'rurality' shape the social enterprises found in rural locations	Research paper

## Track 3: Opportunities and Challenges for Rural Entrepreneurship

<b>(3a) Opportunities and Challenges for Rural Development: Rural Services</b>		<b>Thursday 11-12.30, JUN0004</b>
<b>Chair: Sarah Schiffling</b>		
Gerard McElwee, Rob Smith, Peter Somerville	Rural community animateurs	Research paper
Ignazio Cabras	Measuring the availability of services and facilities in rural England	Research paper
Claire Markham	The village shop in the rural community	Presentation
Chris Phelan & Sarah Schiffling	Conceptualising capital assets: towards a framework for entrepreneurial places	Presentation

<b>(3b) Opportunities and Challenges for Female, Family and Home-Based Entrepreneurship</b>		
<b>Chair: Gary Bosworth</b>		<b>Thursday 13.15-14.45, JUN0004</b>
Claire Seaman	In Search of the business family: Exploring rural portfolio entrepreneurship	Presentation
Lavinia Wilson-Youlden	The Journey from farmer's wife to small business owner	Research paper
Mahdieh Zeinali	European female entrepreneurs and social value creation in rural UK	Research paper
Gary Bosworth Roger Turner	Searching for the distinctiveness of rural enterprises	Research paper

#### Track 4: International Rural Entrepreneurship

<b>(4a) International Rural Entrepreneurship</b>		<b>Friday 9.15-10.45, JUN0001</b>
<b>Chair: Robert Newbery</b>		
Kenny Odunukan	Internationalisation of rural SMEs in Nigeria	Presentation
Akanganggang Asitik, Chris Phelan, Richard Sharpley	Barriers and drivers of entrepreneurship in rural Northern Ghana: A Community Capitals Framework approach	Presentation
Waliou Yessoufou, Vincent Blok, Onno Omta	An inductive generated entrepreneurial process at the 'Base of the Pyramid' in Benin	Research paper
Bob Newbery, Stephen Roderick	Competing institutional orders and entrepreneurial orientation amongst the Maasai: the impact of a changing culture in dual-system nomadic-farming households in Kenya	Research paper

<b>(4b) International Opportunities and Challenges for Rural Development</b>		<b>Friday 11-12.30, JUN0001</b>
<b>Chair: Juliana Siwale</b>		
Eliseo Vilalta Perdomo et al.	Micro-businesses' contributions to territorial capital: visiting different research approaches	Research paper
Sandeep Jagger, Jill Venus, Rachel Casiday	Challenges for women's indigenous micro entrepreneurship, farming and natural environment in Southern Belize using the Toledo Methodology	Research paper
Michael Sofer	Entrepreneurship in the rural space in Israel as a driver for local and regional development	Presentation
Juliana Siwale, Cristian Chileshe	Examining factors affecting firm size and growth aspirations in a developing country context: A Socio-cultural perspective	Presentation

## Track 5: Technology and Innovation in the Rural Economy

<b>(5a) Technology, Innovation and Rural Enterprise: Rural Broadband</b>		
<b>Chair: Ted Fuller</b>		<b>Friday 9.15-10.45, JUN0004</b>
Sandeep Jagger, Rachel Cassidy	Diffusion of GIS & GPS technology in rural Belize	Presentation
Liz Price	Supporting rural SMEs in the take up and use of broadband: what works?	Presentation
Leanne Townsend	Rural creative industries in the digital age	Presentation
Ted Fuller	Anticipating technological futures in rural enterprises	Research paper

<b>(5b) Technology, Innovation and Rural Enterprise: Rural Broadband</b>		
<b>Chair: Koen Salemink</b>		<b>Friday 11-12.30, JUN0004</b>
David Charles	Rural university campuses and support for entrepreneurship	Presentation
Deycy Janeth Sánchez Preciado	Enablers of the technology transfer to rural enterprises in developing economies	Research paper
Megan Palmer-Abbs	Innovation and digital equity in rural businesses: Necessity is the mother of invention ( <i>Mater artrium necessitas</i> )	Presentation
Koen Salemink, Dirk Strijker, Sanne Kasten	A stressful game: narratives from rural broadband in the Netherlands	Presentation

## KEYNOTES AND WORKSHOPS

**To be presented at Hill Holt Wood, Wednesday 18.00**

Nigel Lowthrop	Economic Conservation and its Role in Sustainable Development	Practitioner paper
Paul Benneworth	Social Enterprise and Social Entrepreneurship	Keynote

**Opening Plenary: 9.30-10.30 Thursday JUN0005**

Mary Stuart & Gary Bosworth	Welcome addresses from the Vice Chancellor of the University of Lincoln and the conference organiser	Welcome
Peter Couchman	Community-led enterprise – The Plunkett Foundation and international examples	Keynote

**Consortium building workshops**

Claire Seaman	Transgenerational Rural Family Entrepreneurship: Meeting to Discuss Future Bids for Research Funding	15.00-16.00 JUN0001
Gary Bosworth	Rur-09-2017: “Business models for modern rural economies”	16.15-17.15 JUN0004

**Rural Data – Round table discussion 11-12.30 Friday JUN0005**

Roger Turner	CHAIR: the changing rural policy landscape and the need for evidence-based policy	Chair
Anne-Mette Hjalager	Rural data – A Danish perspective	Discussant
Ivan Annibal	Rural data – The consultant’s perspective	Discussant
John Shepherd	Rural Evidence Research Centre – lost opportunities?	Discussant

**To be presented at the lunchtime event on Friday, 13.00, Minerva Building**

Victoria Ellis, Agnieszka Rydzik & Elizabeth Clarke	Female-only brewing collaborative learning networks: How trust unlocks knowledge	Research paper
Martin Hingley, & Gillian Richardson	Small business networks for local food: The case of Select Lincolnshire	Keynote – Practitioner paper