

ABSTRACT SUBMISSION

Abstracts are invited for papers from anyone with an interest in rural entrepreneurship; we encourage contributions from academics and practitioners alike. Please indicate which of the conference themes you think is/are most appropriate and limit your abstract to 400 words.

Your Details

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Please use the following headings: (boxes will expand as you type)

<p>Title: Does a rural location matter for innovative small firms? Comparing strategies of agri-business innovative small firms from rural and urban environments in New Zealand</p>
<p>Purpose of this paper (please also indicate whether empirical, conceptual or case study etc)</p> <p>The purpose of the paper is to examine qualitative evidence on strategies undertaken by 34 innovative small firms, solely recruited from the agri-business sector, that are located in contrasting environments varying from rural areas with low urban influence to areas with high urban influence and 'main' urban or city areas.</p>
<p>Design/methodology/approach (including limitations if applicable)</p> <p>We undertook a qualitative in-depth interview programme, with face-to-face interviews. The interviews with respondents were conducted using an open-ended interview guide which was used to investigate the role of factors affecting innovation in the context of issues and challenges faced by the respondents. A further nine interviews with key informants were used to provide thick description and a general picture of the agri-business and technology environment</p>
<p>Findings</p> <p>Although there is diversity in strategies across our 34 innovative small firms, irrespective of their 'rural' or 'urban' environment, qualitative evidence sheds light on differences in the way that strategies are pursued. All our firms were resourceful, but the nature of the environment subtly shaped the way that strategies were developed, influenced by the nature of networks, the development of human, financial and social capital required adaption of strategies utilising for example differences in the extent that firms used customers, early adopters, collaboration with partners and institutions, bricolage, private equity investors and bootstrapping as techniques to acquire resources to achieve innovation.</p>
<p>Practical implications</p> <p>The paper demonstrates how rural entrepreneurs can be innovative in relatively lean resource environments and strategies adopted</p>
<p>Policy Implications (if applicable)</p>

<p>What is the originality/value of paper</p> <p>The paper contributes to the limited literature on small firms in rural v urban environments. It is arguable that research with innovative small firms in a rural environment is a neglected area of study. There has been little previous research with such firms. There remain only a few research studies with innovative small firms in a rural setting, most studies have been concerned with innovative firms and urban or city environments.</p>
<p>Please state if your paper is a:</p> <p>Refereed research paper Yes Practitioner Paper No Presentation only No</p>
<p>Please indicate the theme(s) that you consider most appropriate for your paper:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Entrepreneurship, farming and the natural environment <input type="checkbox"/> Digital Rural Entrepreneurship <input checked="" type="checkbox"/> International dimensions of rural entrepreneurship <input checked="" type="checkbox"/> New approaches in rural theory, method and measurement <input type="checkbox"/> Opportunities and challenges for rural development <input type="checkbox"/> Rural Innovation, EU funding and the role of Universities <input type="checkbox"/> Rural Social Entrepreneurship <input type="checkbox"/> Rural Place Marketing

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No

To apply to participate in the Early-Career research development seminar, PhD applicants must submit a short project description (max 4 pages) with name, project title, affiliation, outline of methodology(ies) and a letter of recommendation from their supervisor. Post-doctoral researchers should submit a short description of their current research interest (max 1 page).