

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: <i>'I am famous now !' - Entrepreneurial Leadership in a Kenyan Social Enterprise Context</i></p>
<p>Purpose of this paper (please also indicate whether empirical, conceptual or case study etc)</p> <p>The paper presents an empirical study of Gupta et al's (2004) cross-cultural entrepreneurial construct to examine the leadership orientation of social entrepreneur franchisees in a rural Kenyan context. The research (originating from a Comic Relief funded initiative) examines the work of <i>Farm Shop</i> which is a social enterprise aimed at bringing supplies, knowledge and profit to farmers through the creation of locally sited franchises. The paper applies the entrepreneurial leadership framework and identifies the utility and shortcomings of the model for our understanding of entrepreneurial leadership in this context.</p>
<p>Design/methodology/approach (including limitations if applicable)</p> <p>The research adopts an ethnographically influenced mixed methods approach. It involves the presentation of data derived from focus groups, one-to-one interviews and a questionnaire. The derived data is evaluated and used to explore the utility of the Gupta et al (2004) cross cultural leadership orientation in the context of a rural Kenyan case study. A range of analytical methods were used including thematic coding and narrative/discursive approaches.</p>
<p>Findings</p> <p>A multiplicity of orientations were uncovered which substantiate and also challenge the leadership orientation modelling. The complexity of personalised experiences and the individual motivational drivers present a fascinating exploration of diverse orientations</p>

which are not fully captured by the model in its original form.
<p>Practical implications</p> <p>The research findings are being used to engage in dialogue with the social enterprise management team to support their understanding of franchisee experiences and to inform further extensions of the business model. A further aspect of the paper is its theoretical contribution as it seeks to develop and extend the model of cross-cultural leadership orientations and its utility in a range of contexts.</p>
<p>Policy Implications (if applicable)</p> <p>The research outputs will be used to contribute to an evaluation of the <i>Farm Shop</i> social enterprise model's success and will identify key factors for future funding policies.</p>
<p>What is the originality/value of paper</p> <p>This paper provides a rich empirical account of the cross-cultural leadership orientation model and furthers and contributes to our understanding of leadership orientation in practice in a rural Kenyan social enterprise setting. Through the use of narrative and discourse the paper gives voice to the individual accounts of social entrepreneurs and foregrounds their experiences. The combination of an applied theoretical framework of analysis, in a rural Kenyan setting which gives voice to the social entrepreneurs offers an original contribution.</p>
<p>Please state if your paper is a:</p> <p><input checked="" type="checkbox"/> Refereed research paper</p>
<p>Please indicate the theme(s) that you consider most appropriate for your paper:</p> <p><input type="checkbox"/> Entrepreneurship, farming and the natural environment</p> <p><input type="checkbox"/> Digital Rural Entrepreneurship</p> <p><input checked="" type="checkbox"/> International dimensions of rural entrepreneurship</p> <p><input type="checkbox"/> New approaches in rural theory, method and measurement</p> <p><input type="checkbox"/> Opportunities and challenges for rural development</p> <p><input type="checkbox"/> Rural Innovation, EU funding and the role of Universities</p> <p><input checked="" type="checkbox"/> Rural Social Entrepreneurship</p> <p><input type="checkbox"/> Rural Place Marketing</p>

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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).