

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

Name	Jane Glover
Position	Research Fellow
Institution/organisation and Postal address	University of Birmingham Birmingham Business School Edgbaston Birmingham B15 2TT
Email address	J.Glover@bham.ac.uk

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

<p>Title: Paradoxes of Sustainable Practices in the British Countryside: Investigating the dairy supply chain</p>
<p>Purpose of this paper (please also indicate whether empirical, conceptual or case study etc)</p> <p>The purpose of this paper is to investigate the paradoxes of sustainable practices and critically assess the role of sustainable supply chain contracts in creating paradoxes of power, emotion and prosperity.</p>
<p>Design/methodology/approach (including limitations if applicable)</p> <p>The research uses a qualitative approach which includes interviews with the dairy farming community and other supply chain actors although the paper has limitations in terms of generalisability to other food supply chains it does raise important questions over the role of sustainable practices and the need to create fair systems of practice.</p>
<p>Findings</p> <p>The findings indicate that whilst the principle of sustainable supply chain contracts in the dairy sector has the potential to create a fair return for farmers, those who are not able to part take in securing these contracts feel that they undermine their product and in fact create increased levels of unjust pricing systems in a sector dominated by powerful buyers. Interestingly these sustainable practices create a paradox of power, emotion and prosperity within the British countryside with the potential to create divisive rural communities.</p>
<p>Practical implications</p> <p>In creating a dual system supply chain whereby sustainable and unsustainable contracts sit side by side where price disparities exist for the same product and suppliers incur similar costs creates a rural community whereby farmers on sustainable contracts, may in fact exacerbate an already unsustainable supply chain particularly given the deep financial crisis experienced by many over the last 24 months. This then makes it difficult for farmers to successfully manage their enterprises.</p>
<p>Policy Implications (if applicable)</p>

<p>In the search for creating sustainable farming practices policy makers need to be aware of the implications of creating a dual system within supply chains, by this it is evident from the findings that either the entire supply chain should be on sustainable contracts receiving a fair price or no-one should be on sustainable contracts. At a farm level rather than a supply chain one, without a way to deliver prosperity, creating sustainable farm businesses becomes an emotional drain for farmers.</p>		
<p>What is the originality/value of paper</p> <p>Little research has critically assessed sustainable practices across supply chains and explored the micro (firm) level implications in relation to power, emotion and prosperity.</p>		
<p>Please state if your paper is a:</p> <p>Refereed research paper Practitioner Paper Presentation only</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 type="checkbox"/> International dimensions of rural entrepreneurship <input 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 		

Are you interested in the Early-Career researcher development seminar on the 14th June?

Yes **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).