

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	Jennie Cederholm Björklund
Position	PhD student and agricultural advisor
Institution/organisation and Postal address	The Rural Economy and Agricultural Society Lilla Böslid 146 305 96 ELDSBERGA
Email address	jenniecederholmbjorklund@outlook.com

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

<p>Title: Challenges and Barriers to Sustainable Business Model Innovation in Swedish Agri-food Production</p>
<p>Purpose of this paper (please also indicate whether empirical, conceptual or case study etc)</p> <p>The aim is to explore and illustrate how sustainable business models (SBM) have developed in the Swedish agri-food sector, and to visualise the challenges and barriers to SBM innovation. The aim is also to contribute to research about SBM in the agri-food sector, since this research is limited and there is a need for solving the society challenges related to an increased global food production.</p>
<p>Design/methodology/approach (including limitations if applicable)</p> <p>Six case studies from Sweden provide the data. Primary data includes in-depth interviews with agricultural entrepreneurs and documents from the companies.</p>
<p>Findings</p> <p>Similarities and differences regarding, ways of thinking and acting, business model innovation activities, barriers and challenges are identified. The entrepreneurs are aware of necessary changes in mind-set regarding running businesses, understanding the need for change from traditional farming to professional businesses, from having the business as a lifestyle, with the family involved and usually living at the firm - to a professional company, sometimes in larger scale, but most important with good self-leadership. They see greater economic profitability in diversification, and some driving forces for change are dissatisfaction with pressure from big cooperatives, increased competition from imported food and ability to control and influence their future. Some barriers to innovation in form of legislation and the Swedish advisory system are shown, but otherwise the entrepreneurs are solution-oriented and see opportunities in for example cooperation with neighbours and other stakeholders in a way that traditionally have not existed in Swedish agriculture. Ecological sustainability is in focus for the agri-food entrepreneurs who work and live in symbiosis with nature, so this approach is not new. Neither is economic sustainability. However, the social sustainability is increasing in importance and awareness.</p>
<p>Practical implications</p> <p>The results will increase the understanding of developing SBM. Implications for research and practice are to focus on cognitive barriers and drivers in BMI process.</p>

<p>Policy Implications (if applicable)</p> <p>Swedish Board of Agriculture requests research to increase understanding of opportunities, strategies and success factors at both corporate and individual level, to be able to encourage and support rural entrepreneurs and create policies.</p>
<p>What is the originality/value of paper</p> <p>Previous research about business models has predominantly focused information and technology in large companies. This research will contribute to the empirical context of agri-food industry.</p>
<p>Please state if your paper is a:</p> <p><u>Refereed research paper</u> Practitioner Paper Presentation only</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 type="checkbox"/> International dimensions of rural entrepreneurship</p> <p><input type="checkbox"/> New approaches in rural theory, method and measurement</p> <p><input checked="" type="checkbox"/> Opportunities and challenges for rural development</p> <p><input checked="" type="checkbox"/> Rural Innovation, EU funding and the role of Universities</p> <p><input type="checkbox"/> Rural Social Entrepreneurship</p> <p><input type="checkbox"/> Rural Place Marketing</p>

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).