

# 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	Dr. Nikolina Fuduric
Position	Professor of Marketing & Entrepreneurship
Institution/organisation and Postal address	University of Applied Sciences Northwestern Switzerland
Email address	nikolina.fuduric@fhnw.ch

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

<b>Title: Entrepreneurship in Rural Regions: A literature review</b>
<p><b>Purpose of this paper (please also indicate whether empirical, conceptual or case study etc)</b></p> <p>EU regional policies aim at stimulating economic and social development in rural regions through fostering entrepreneurship. Indeed, entrepreneurship is seen as the magic elixir remedying weak governance, brain drain, thin social networks and diminishing resource landscapes. Scholars have had rural entrepreneurship on their research radar for decades but we still have a fragmented, multi-level, research field that has little cross-disciplinary dialogue. The result is that policy makers and practitioners have little use for the research findings because they do not easily bridge into practical solutions for suffering regions. To understand why we have so much research and so few solutions, this paper reviews rural/peripheral entrepreneurship literature reviews and attempts to categorize the topical perspectives, isolate the advancements and shortcomings. The goal is to provide answers to the question: What else is needed to make rural entrepreneurship research useful and scalable for practitioners to solve their pressing problems.</p>
<p><b>Design/methodology/approach (including limitations if applicable)</b></p> <p>Desk Research</p>
<p><b>Findings</b></p> <p>This paper attempts to create order out of the literature along the context, the process and the outcome of entrepreneurial activities.</p>
<p><b>Practical implications</b></p> <p>The practical implication of this paper is low. It is simply a sense-making of what we already know. However it is a call for more bridge-building between the theoretical and the practical.</p>
<p><b>Policy Implications (if applicable)</b></p> <p>A potential policy implication is that perhaps we could consider moving away from bureaucratic top-down approaches to more grassroots, market-realistic entrepreneurship development.</p>
<p><b>What is the originality/value of paper</b></p> <p>Objectively speaking, I think the originality is low but the value is high for researchers like me who can't see the woods from the trees while at the same time not being able to provide</p>

best-practices or scalable knowledge to regions in the EU or around the world who need the promise of entrepreneurship to lift its citizens from hopelessness to hope. This can be seen as my expression of frustration and a call to my colleagues for ideas on how to change this. Idealistic, I know, but you only live once.

**Please state if your paper is a:** It's a non-refereed research paper

Refereed research paper

Practitioner Paper

Presentation only

**Please indicate the theme(s) that you consider most appropriate for your paper:**

- Entrepreneurship, farming and the natural environment
- Digital Rural Entrepreneurship
- International dimensions of rural entrepreneurship
- New approaches in rural theory, method and measurement
- Opportunities and challenges for rural development
- Rural Innovation, EU funding and the role of Universities
- Rural Social Entrepreneurship
- Rural Place Marketing

**Are you interested in the Early-Career researcher development seminar on the 14<sup>th</sup> 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).