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	Matthew Gorton[1]; Jeremy Phillipson[2], Pattanapong Tiwasing[3]
Position	[1]Professor; [2]Professor, [3]Research Associate
Institution/organisation and Postal address	[1]Newcastle University Business School, Barrack Road, Newcastle upon Tyne, NE1 4SE [2,3]Centre for Rural Economy, Newcastle University, School of Agriculture, Food and Rural Development, Newcastle upon Tyne, NE1 7RU
Email address	[1]matthew.gorton@ncl.ac.uk; [2]jeremy.phillipson@ncl.ac.uk; [3]pattanapong.tiwasing@newcastle.ac.uk

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

Title: Impact Analysis of New Technologies for Rural SMEs
Purpose of this paper (please also indicate whether empirical, conceptual or case study etc) The adoption of new technologies can aid Small and Medium Sized Enterprises (SMEs) to improve their profitability, access new markets and create jobs, benefiting rural economies. However the adoption of new technologies does not always lead to such benefits. This paper analyses the impact of selected technologies on the competitiveness and productivity of rural SMEs in European regions to provide the improvement of rural economic policies regarding the integration of new technologies.
Design/methodology/approach (including limitations if applicable) This analysis draws on data from the INNOGROW project funded by Interreg Europe. Online survey data of 68 SME managers/owners in rural areas from eight European countries: Greece, Czech Republic, Slovenia, Latvia, Italy, Hungary, Bulgaria and the UK are collected. Requirements, enablers, and barriers to the adoption of new technologies by rural SMEs are explored using univariate analysis. Discriminant Analysis is also applied to understand how the characteristics of rural SMEs affect the impacts of the adoption of new technologies.
Findings The analysis identifies that the main requirements for rural SMEs adopting new technologies are access to new markets and the SME manager/owner's personal interest in the new technology. Rural SMEs face a wide range of barriers, hampering the adoption of new technologies including lack of relevant expertise and market information as well as a shortage of skilled workers. Difficulties in securing finance, unfavourable regulatory conditions and market risk also constitute significant obstacles to the adoption of new technologies.
Practical implications -
Policy Implications (if applicable) The paper concludes that the availability of diversified funding sources, promoting collaboration between rural SMEs in developing technological skills and knowledge, and encouraging

SMEs to enter new markets are important elements to improving the economic outcomes of the adoption of new technologies by rural SMEs
What is the originality/value of paper   The paper draws on a unique dataset concerning the impact of technological adoption on the rural economy SMEs in European regions. It provides important policy suggestions to improve the economic outcomes of the adoption of new technologies by rural SMEs.
Please state if your paper is a: 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 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).