

# 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.

Name	Shelley Lin
Position	Post-doctoral researcher
Institution/organisation and Postal address	Wenzao Center for Societal Entrepreneurship / Wenzao Ursuline University of Languages
Email address	<a href="mailto:neo.shelley@gmail.com">neo.shelley@gmail.com</a>

Name	Ming-Rea Kao
Position	Professor
Institution/organisation and Postal address	Dept. of International Business Administration / Wenzao Ursuline University of Languages
Email address	<a href="mailto:mrkao@mail.wtuc.edu.tw">mrkao@mail.wtuc.edu.tw</a>

## Your Details

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

<b>Title: Exploring Rural Social Entrepreneurial Process - case studies in Taiwan</b>
<b>Purpose of this paper (please also indicate whether empirical, conceptual or case study etc)</b> - Rural social entrepreneurship is usually seen as a solution to problems in rural development through rural mobilization and stagnating rural are expected to return to growth. the question of what social entrepreneurship is and how it emerges remains unanswered or neglected. the purpose of our case study is tried to answer this question and reveal the rural social entrepreneurial process from Meinong rural in Taiwan.
<b>Design/methodology/approach (including limitations if applicable)</b> - A general overview the problems of rural areas and their manifestation in the case study of Meinong in Taiwan is followed by the narratives of social entrepreneurs's storytelling of their experience. With the concept of social entrepreneurial process, the result of this case study revel and embody the understanding of the rural social entrepreneurship.

<p><b>Findings</b> - Rural social entrepreneurship is solving the rural problem-oriented in the beginning and create social value in the end. our research conducted with two rural social entrepreneurs provides evidence and insight into how social impact or social value emerged upon their social entrepreneurial process.</p>
<p><b>Practical implications</b> - From our case studies, we reveal 5 steps of rural social entrepreneurial process and show how to evaluate the outcome of rural social entrepreneurship with the concept of SROI (social return in investment).</p>
<p><b>Policy Implications (if applicable)</b> - Rural social entrepreneurship is a problem-oriented solving in the beginning and community value creating in the end. In our case studies, we reveal who are main stakeholders and how SROI (social return of investment) is a good way for evaluating the outcome from the process of rural social entrepreneurship.</p>
<p><b>What is the originality/value of paper</b> - The use of narrative for the analysis of rural social entrepreneurship is rare and this paper open new ways of working for social entrepreneurs and other stakeholders promoting the rural development.</p>
<p><b>Please state if your paper is a:</b></p> <p>* Refereed research paper                      Practitioner Paper                      Presentation only</p>
<p><b>Please indicate the theme(s) that you consider most appropriate for your paper:</b></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 type="checkbox"/> Opportunities and challenges for rural development</p> <p><input type="checkbox"/> Rural Innovation, EU funding and the role of Universities</p> <p>* Rural Social Entrepreneurship</p> <p><input type="checkbox"/> Rural Place Marketing</p>

**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).