



Sustainable and Responsible Management:
A decade of Integrating Knowledge and Creating Societal Impact through Innovation and Entrepreneurship

TRACK 10:
Positive impact of innovation and entrepreneurship in rural areas

TRACK CHAIR(S)

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KEYWORDS

Entrepreneurship, Social and ecological Innovation, Rural Area, Societal and environmental impact

TRACK HIGHLIGHT

This track highlights studies, best practice, requirements, or examples on entrepreneurship in rural areas to impact these regions positively. According to the UN Sustainable Development Goals the track demonstrates that a responsible entrepreneurship by providing innovative solutions will contribute to economic prosperity, social justice, or environmental protection.

TRACK DESCRIPTION

75 % of the territory are rural areas and count almost a quarter of the population in OECD (OECD 2006). For this, entrepreneurship is a generator for economic growth by innovation and job creation. Since economic growth is part for sustainable development, it is also criticized for its negative impact. Rural areas are facing manifold challenges as emigration, transformation of labour markets, demographic change – also before Covid, but also provide a lot of advantages for entrepreneurship. Further, changes in sectors make social and human capital crucial for the attractiveness of rural areas. For that, rural areas need a sustainable development, not only counteract climate change (e. g. extreme weather phenomena) but also mobility, care for the elderly, shortage of skilled workers.

This track can focus on circumstances empowering these regions to being attractive for entrepreneurship and innovation.

Also, this track considers the necessity of sustainable entrepreneurship, the effective factors, and the barriers to entrepreneurship in rural areas.

This track considers contributions to the following topics:

- Influence of (fe/male) Role Models (Entrepreneurs) on the regional Mindset
- Impact of innovative business solutions to environmental and social aspects
- Networks and partnerships between different actors (Public-Private-Partnerships, transfer networks, (micro)finance etc.)



- Research or Case Studies for innovative approaches addressing rural areas topics like Future of work, Childcare and care for the elderly, Well-being, mobility, leisure activities, social or political engagement, Work-life Balance, residential conditions.
- Global benchmark and scientific research

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