

## ABSTRACT SUBMISSION

Abstracts are invited for papers from those with an interest in rural entrepreneurship. We encourage contributions from academics and practitioners alike. Please use the template below and indicate which of the theme(s) you consider most appropriate, limiting your abstract to 300 words.

*The deadline for receipt of abstracts is 31<sup>st</sup> January 2023*

### Your details:

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

<p><b>Title: Rural entrepreneurship as a tool for sustainable development while ensuring poverty alleviation: An Analysis of Opportunities and challenges of Female entrepreneurs in the informal sector from an Asian context</b></p>
<p><b>Purpose of this paper (please indicate whether empirical, conceptual, case study etc):</b></p> <p>Most of the research on female entrepreneurship focuses on urban settings, and the topic is mostly examined from the point of view of opportunity exploitation. This type of entrepreneurial behaviour typically takes place in rural regions that have limited access to resources, which necessitates an examination from the perspective of resources given that rural entrepreneurship possesses its own unique characteristics. When it comes to rural entrepreneurship, the sustainable livelihood perspective is a useful framework to explore since it considers the resources and capacities necessary to combat poverty in rural areas. In this article, we investigate the opportunities and challenges of rural female entrepreneurship as a strategy for assuring sustainable development and the alleviation of poverty.</p>
<p><b>Design/methodology/approach (including limitations if applicable):</b></p> <p>A conceptual framework was created based on the literature review and A qualitative approach was taken by Interviewing 15 Bangladeshi female entrepreneurs in the</p>

rural areas of Dhaka, Rangpur and Khulna city of Bangladesh. This sample size depends on the research aim and design. In this case, the objective was to collect rich and thick data that could support the development of themes and sub-themes in the research area. Indeed, the number of respondents in qualitative research can vary and may range from as few as 1 to as many as 20 or 30 (Creswell, 2009) or even 60. The researcher implemented a thematic analysis, adapted from the main stages developed by Braun and Clarke, (2014).

**Findings:**

According to the finding, women, poverty alleviation, social entrepreneurship, and institutions are the key ideas involved in rural entrepreneurship and sustainable living and female entrepreneurs in informal sector of Bangladesh plays an important role in sustainable development while ensuring poverty alleviation. We discover that (a) female entrepreneurs in the Bangladeshi informal sector face a variety of obstacles that are primarily gender-related and (b) their entrepreneurial success is engendered by several informal and formal institutional factors that are connected to aspects of their lives as women in Rural areas of Bangladesh.

**Practical implications:**

In order to broaden the definition of rural entrepreneurship from the perspective of sustainable livelihoods, the study provides research opportunities in emerging themes connected to social entrepreneurship, female entrepreneurship, Policy framework, governance and institutions, livelihood growth, and eco-entrepreneurship. for extending the boundaries of rural entrepreneurship from the sustainable livelihood framework.

**Policy Implications (if applicable):**

the research contributes to practice by providing evidence that can be used to guide the development of appropriate institutional initiatives in Bangladesh that are intended to encourage female entrepreneurial activity for sustainable development through poverty alleviation.

**What is the originality/value of paper:**

The study provides directions regarding areas of possible future research on rural entrepreneurship, social entrepreneurship from gender and institutional perspective, which might be of interest to scholars in entrepreneurship area. This study will serve as a valuable document for policy-making decisions by stakeholders, such as the Bangladesh Small and cottage industries corporation (BSCIC), the Bangladesh Women's Chamber of Commerce and Industry (BWCIC), and Non-Governmental Organizations (NGO) and the SME Foundation of Bangladesh.

**Please state if your paper is a:**

**Refereed Research Paper**  Practitioner Paper  Presentation only

(we will request final copies of full papers at the start of June so that they can be uploaded to the conference website in advance)

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

- Opportunities and challenges for rural development**
- Resilience of rural businesses in times of crisis
- Technology, digitalisation and innovation in the rural economy
- Farming, land-based entrepreneurship and the natural environment
- Tourism, heritage and culture in the rural economy
- Migration and rural development
- Communities and Land
- Rural policy, support and investments in rural entrepreneurship
- Regional and international dimensions on rural entrepreneurship
- Entrepreneurship and public service co-production
- Social entrepreneurship and community enterprise**
- Social innovation and sustainable development**
- Innovative approaches to rural entrepreneurship research and practice
- Critical perspectives and approaches informing rural theory
- Open stream

Please email your abstract to [artur.steiner@gcu.ac.uk](mailto:artur.steiner@gcu.ac.uk) by 31<sup>st</sup> January 2023