

## PROGRAM

### The Fourth Subsistence Marketplaces Conference: “From Micro-Level Insights to Macro-Level Impact”

July 27 – 29, 2012  
Loyola University Chicago  
Chicago, Illinois

<http://www.luc.edu/sba/subsistence2012/>

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### CONFERENCE PROGRAM

All conference activities, except the reception on Friday, will be in  
Corboy Law Center, 25 E. Pearson St, Chicago

#### Friday, July 27

- 4:30 – 6:00 p.m.                      REGISTRATION, RECEPTION AND BRIEF WELCOME  
BAUMHART HALL/TERRY STUDENT CENTER (26 E. Pearson St.)  
ROOMS 303-304
- 6:00- 7:00 p.m.                      MOVIE SCREENING - [SHAKTI RISING](#)  
Room 711



## **Saturday, July 28**

8:00 – 9:30 a.m. REGISTRATION & CONTINENTAL BREAKFAST – KASBEER HALL

8:30 – 9:00 a.m. WELCOME AND INTRODUCTION – KASBEER HALL

*Chair: Clifford J. Shultz II, Loyola University Chicago  
Michael Garanzini, S. J., President, Loyola University Chicago  
Aric Rindfleisch, Head, Department of Business Administration,  
University of Illinois Urbana-Champaign  
Gary Magee, Deputy Dean, Faculty of Business & Economics, Monash  
University (via video)  
Madhu Viswanathan, University of Illinois Urbana-Champaign*

### CONCURRENT SESSIONS

*All concurrent sessions will emphasize dialogue and have presentations of a maximum of 10 minutes excluding transitions, using no more than 6-8 slides to convey the essence of the research. All questions will be kept to the end and each session will aim for discussion time of 45 minutes to an hour.*

*Presenters and chairs should be in the assigned rooms 10 minutes ahead of time to set up their presentations. Chairs will start off the session and lead the discussion. Presenters are requested to introduce themselves as they start their presentation.*

9:00 – 10:15 a.m. CONCURRENT SESSION I

Session 1.1 - What Subsistence Consumers Aspire For  
Room 206

Session Chair: Mary Ann McGrath, Loyola University Chicago

*Socio Economic Level and the Influence of Hope on Creativity*  
Carlos A. Trujillo, Universidad de los Andes, School of Management, Bogota, Colombia  
Jose Antonio Rosa, University of Wyoming

*Dignity in an Economy of Subsistence Consumption*  
Julie A. Ruth, Rutgers University, Camden  
Stacey Menzel Baker, University of Wyoming

*Effects of Presence and Search for Meaning in Life and Levels of Literacy on Income and Well-Being in  
Subsistence Marketplaces*

Kiju Jung, University of Illinois, Urbana-Champaign  
Madhu Viswanathan, University of Illinois, Urbana-Champaign

Session 1.2 - How Subsistence Entrepreneurs Negotiate the Marketplace  
Room 208

Session Chair: Ugur Uygur, Loyola University Chicago

*Intertwined Destinies: How Subsistence Entrepreneurs Use Social Capital to Overcome Constraints and Uncertainties*

Rajagopal Echambadi, University of Illinois, Urbana-Champaign  
Srinivas Venugopal, University of Illinois, Urbana-Champaign  
Madhu Viswanathan, University of Illinois, Urbana-Champaign

*The Role of Marketing Capabilities for Microventure Performance and Individual Well-being in Subsistence Markets*

Christopher P. Blocker, Baylor University  
Steven W. Bradley, Baylor University  
Jeffery S. McMullen, Indiana University  
Kendall W. Artz, Baylor University

Edward M. Simiyu, Jomo Kenyatta University of Agriculture and Technology, Nairobi, Kenya

*Transformative Entrepreneurship in Subsistence Marketplaces: Insights from India*

Srinivas Sridharan, Monash University, Australia  
Samir Gupta, Monash University, Australia  
Elliot Maltz, Willamette University

Sessions 1.3 - How Businesses Can Work With Subsistence Communities  
Room 209

Session Chair: Joan Phillips, Loyola University Chicago

*Firm Embeddedness in Subsistence Marketplaces: A Harmony-With-Community Perspective*

Raed Elaydi, Roosevelt University  
Josetta McLaughlin, Roosevelt University

*The Modern Firm as a Conduit for Indigenous People: A Conceptual Model*

Kabir. Sen, Lamar University  
Vivek S. Natarajan, Lamar University

*Barriers in Managing Corporate-led Pro-Poor Innovations: Case Study from Indian Dairy Sector*  
Shuan SadreGhazi, University of Gothenburg, Gothenburg, Sweden

10:15 – 10:30 a.m. BREAK

10:30 – 11:45 p.m. CONCURRENT SESSIONS

Session 2.1 - Impoverishment, Deprivation and Consumption  
Room 206

Session Chair: Julie Ruth, Rutgers University

*Consumer Desire Deprivation and Trajectories in Poverty*

Christopher P. Blocker, Baylor University

Andres Barrios, Lancaster University Management School, United Kingdom

*Intersectionality and Poverty: A Multidimensional Look into the Lives of the Impoverished*

Bige Saatcioglu, HEC Paris, France

*Choices of Consequence: Some Financial Decisions of the Rural Poor*

Dipankar Chakravarti, Johns Hopkins University

Sridhar Samu, Indian School of Business

K. Jayashree, Indian School of Business

Session 2.2 - Creativity and Cognition among Subsistence Entrepreneurs  
Room 208

Session Chair: José Antonio Rosa, University of Wyoming

*Creative Deviance among Subsistence Consumer-Merchants: Theory and Practice Implications*

José Antonio Rosa, University of Wyoming

*How Subsistence Entrepreneurs Think: An Inductive Study in Rural Northeastern Turkey*

Ugur Uygur, Loyola University Chicago

*Marketplace Metaphors and Microcredit in Subsistence Markets*

Esi Abbam Elliot, University of Illinois at Chicago

Joseph Cherian, University of Illinois at Chicago

Raed Elaydi, Roosevelt University

Session 2.3 - Multilevel Phenomena in Subsistence Marketplaces I: Emergence of  
Macro Level Implications from Micro Level Insights

Room 209

Session Chair: A.G. (Tassos) Malliaris, Loyola University Chicago

*The Concept of Firm Foreignness in a Subsistence Market Context*

Charles Harrison, University of Pennsylvania

Raed Elaydi, Roosevelt University

Jason D'Mello, University of Louisville

*On the Study of Marketization in Subsistence Contexts*

Sara Lindeman, Hanken School of Economics, Helsinki, Finland

*What Enhances New Product Usage at the Bottom of Pyramid? An Empirical Test from Chinese Migrant Workers*

Rongwei Chu, The John & Marilyn Long U.S-China Institute for Business & Law  
Matthew Tingchi Liu, University of Macau, Macau

11:45 – 1:00 p.m. LUNCH AND UNSESSIONS– KASBEER HALL

Chair: Srinivas Sridharan

Each round-table at lunch will have a discussion leader and a topic that for which people will sign up during the morning breaks. These topics can be predetermined and also have some audience choices. Discussion leaders will be assigned by topic. Key insights from the round table will be presented near the end of the lunch and will aim to cover micro to macro linkages. Feeding into the session will be summaries from chairs from earlier sessions.

Discussion Leaders:

Oana Branzei, University of Western Ontario  
Dipankar Chakravarti, Johns Hopkins University  
Raj Echambadi, University of Illinois, Champaign  
Ans Kolk, University of Amsterdam Business School  
Kentaro Toyama  
Ted London, University of Michigan  
Cheryl Nakata, University of Illinois, Chicago  
Robin Ritchie, Carleton University  
Julie Ruth, Rutgers University

1:00-2:15 - Concurrent Session 3

Session 3.1 - Subsistence Consumer Behavior  
Room 206

Session Chair: Mary Malliaris, Loyola University Chicago

*Exploring the Impact of Constraints and Uncertainty on Consumer's Cognition, Emotion, and Behavior*

Srinivas Venugopal, University of Illinois, Urbana-Champaign  
Huimin Ru, Michigan State University  
Madhu Viswanathan, University of Illinois, Urbana-Champaign

*Social Reference Group Influence on Consumer Decision Making in Subsistence Marketplaces*

Mahabir Singh, Kurukshetra University, India

*Market Segmentation of Subsistence Marketplaces in India*

Tejinder Sharma, Kurukshetra University, India

*Consumer Behavior at the Bottom of the Pyramid in India*

Shruti Gupta, Pennsylvania State University – Abington  
Anand Jaiswal, Indian Institute of Management Ahmedabad

Session 3.2 – Multilevel Phenomena in Subsistence Marketplaces II: Enterprise  
Ecosystems  
Room 208

Session Chair: Raymond Benton, Jr., Loyola University Chicago

*Understanding The Impacts of Microfinance Services Using Mobile Phones (Mobile Money Services) On  
Consumers and Micro-enterprises In Subsistence Marketplaces - Lessons from Rural Cambodia*

Jeff Fang, RMIT University, Melbourne, Australia  
Roslyn Russell, RMIT University, Melbourne, Australia  
Supriya Singh, RMIT University, Melbourne, Australia

*Micro-Enterprise Ecosystems in Subsistence Marketplaces*  
Srinivas Venugopal, University of Illinois, Urbana-Champaign

*How Do Micro-enterprises Respond to Shocks? The Influence of Social Capital*  
Jasmine Tata, Loyola University Chicago

*Explaining Household Enterprise Finance in Ghana*  
Charles K.D. Adjasi, University of Stellenbosch Business School, Cape Town, South Africa

Session 3.3 - Social Interventions in Subsistence Marketplaces  
Room 209

Session Chair: Joan Phillips, Loyola University Chicago

*A Case Study of Informal and Formal Recycling Systems in Shanghai, China*  
Mary Ann McGrath, Loyola University Chicago  
William J. McGrath, Nimbus Strategies LLC, Chicago

*Markets for the Dispossessed: Creating Markets for People with Disabilities*  
James M. Mandiberg, Columbia University

*Impact Enterprise: Understanding Success Factors*  
Ted London, University of Michigan  
Sateen Sheth, University of Michigan

2:15 - 2:30 - Break

2:30 – 4:00 p.m.

PLENARY SESSION  
KASBEER HALL  
Chair: Clifford J. Shultz II

Keynote Address - DEEPA NARAYAN  
Introduction – Sridharan



Dr. Deepa Narayan is an independent international poverty, gender and development advisor and writer with over 25 years of experience working at the World Bank, the UN, and NGOs. Until 2008, she served as Senior Advisor in the Vice President's office of the Poverty Reduction Group of the World Bank. Dr. Narayan spent many years living in village communities in Africa, South and East Asia. This led to her focus on 'people first', and local community driven approaches nested in social and political processes. Her current interests include reducing inequality, shared and sustainable living, making corporate social responsibility a reality, ethical development and economic policies that help create wealth for poor people. She serves on boards of NGOs, participates in think tanks and is a frequent speaker at conferences and retreats. She also conducts experiential workshops on creative leadership for women and youth.

While at the World Bank in addition to program development and evaluation, Deepa Narayan conducted two influential studies that resulted in key policy changes. The Voices of the Poor brought together the experiences of 60,000 poor women and men from 60 countries and the Moving Out of Poverty: Understanding Freedom, Democracy and Growth from the Bottom Up involving 15 countries people was aimed at understanding how some poor people actually moved out of poverty over a decade while others remained stuck. Both highlight how policy mindsets and unexamined assumptions about poor people, distort policy decisions. She has authored or co-authored more than 15 books. Recent publications include: Moving Out of Poverty: Rising from the Ashes of Conflict (Vol 4 in the series), The Promise of Empowerment and Democracy in India (Vol 3 ), Success from the Bottom Up (Vol 2 ), all published in 2009 and 2010; Ending Poverty in South Asia: Ideas that Work, World Bank 2007; and Measuring Empowerment: Cross-Disciplinary Perspectives, World Bank 2005.

Keynote Address by  
Kentaro Toyama  
Introduction by Madhu Viswanathan



Kentaro Toyama is a researcher in the [School of Information](#) at the [University of California, Berkeley](#). Kentaro is working on a book tentatively titled *A Different Kind of Growth: Wisdom in Global Development*. He hopes to make the case that greater wisdom is the optimal goal of global development, where wisdom is defined as the knowledge, virtue, and action required to generate well-being in oneself and others, now and into the future. Wisdom, in turn, is best gained through the pursuit of aspirations and an internal climb up Maslow's hierarchy of needs. He argues that wisdom, at individual, societal, and national levels, is the key to economic growth for the poor, political freedom for the oppressed, and sustainability for everyone. Until 2009, he was assistant managing director of [Microsoft Research India](#), which he co-founded in 2005. At MSR India, he started the [Technology for Emerging Markets](#) research group, which conducts interdisciplinary research to understand how the world's poorer communities interact with electronic technology and to invent new ways for technology to support their socio-economic development. The award-winning group is known for projects such as [MultiPoint](#), [Text-Free User Interfaces](#), and [Digital Green](#). Kentaro co-founded the [IEEE/ACM International Conference on Information and Communication Technologies and Development \(ICTD\)](#) to provide a global platform for rigorous academic research in this field. Prior to his time in India, Kentaro did computer vision and multimedia research at [Microsoft Research](#) in Redmond, WA, USA and Cambridge, UK, and taught mathematics at [Ashesi University](#) in Accra, Ghana. Kentaro graduated from Yale with a PhD in Computer Science and from Harvard with a bachelors degree in Physics. He was born in Tokyo, raised in both Japan and the United States, and now lives in Berkeley, California.



DISCUSSION

4:00-4:15 - BREAK

4:15 – 5:10 p.m.                      CONCURRENT PANELS

Panel – Social Entrepreneurship in Subsistence Marketplaces  
Room 206

Chair: Srinivas Venugopal, University of Illinois, Urbana-Champaign  
Kyle Lanham, Good Source Global  
Kathleen Robbins, Jatropha Pepinyé  
Kathleen Wright, Collaborative Group

Panel – Innovative Business Leadership for Subsistence Marketplaces  
Room 208

Chair: Raj Echambadi, University of Illinois  
Anthony Llano, John Deere  
Dean Maune, Abbott  
Bob Thomas, Wahl Clipper Corporation

5:15 – 6:30 p.m.

Workshop - Product Design for Subsistence Marketplaces  
Kasbeer Hall

Hands-on Workshop by Illini Prosthetics Technologies and Subsistence Marketplaces Initiative –  
Utsav Agarwal, Adam Booher, Sachit Goyal, Ehsan Noursalehi, and Harikrishna Rao  
University of Illinois, Urbana-Champaign

6:30 - 7:30 PM                      CASH BAR AND NETWORKING

POSTER SESSION

Kasbeer Hall

Chair: Raymond Benton, Jr., Loyola University Chicago

*Design for Subsistence Marketplaces: An Engineering Perspective*  
Utsav Agrawal and Sachit Goyal, University of Illinois

*Benin's TOP Project: Economic Empowerment in Subsistence Marketplaces -  
The Role of Students and Diaspora Educated in Developed Countries*  
Andre Ahouissoussi, Loyola University Chicago

*Affordable Prosthetic Solutions for Subsistence Marketplaces*

Adam Booher and Ehsan Noursalehi, IPT

*Factors in the Development of Business, Life-Quality, and Socioeconomic Well-Being in Santo Domingo*

Steven Brinks and Kyle McDonagh, Loyola University Chicago

*Fifth and Hill – A Model for Sustainable Development in a Low-Income Community*

Maria Jones, University of Illinois, Urbana-Champaign

*From Disability to Ability: Subsistence Entrepreneurship for Disabled Persons in Mombasa, Kenya*

In Woo Jung, University of Illinois

*Sex Trafficking in Cambodia: Perspectives on a Cultural Climate that Allows for the Industry to Flourish in a Subsistence Market*

Emma Lanham, DePauw University

*Books Building Business in Cambodia*

Tom Bohac and Austin Nugent, Loyola University Chicago

*Public-Private Partnerships for Social Change: Educational Transformation in India*

Ishva Minefee, University of Illinois

*Breaking Barriers, Building Baselines: Perspectives from the Pearl of Africa*

Steven Sprieser, University of Illinois

*730 PM - Dinner to be set up by participants on their own – Recommendations for the many Chicago restaurants nearby will be available*

**Sunday, July 29**

8:00 – 9:30 a.m. CONTINENTAL BREAKFAST – KASBEER HALL

8:30 – 9:45 a.m. - CONCURRENT SESSION 4

Session 4.1 – Multilevel Phenomena in Subsistence Marketplaces III: Top-down effects of Macro-Level Services and Policies on Micro Behaviors and Experiences

Room 206

Session Chair: Srinivas Sridharan

*Transition and Evolution of Subsistence Marketplaces:  
A Longitudinal Study of Tourism Development and QOL in Koh Yao Noi, Thailand*

Don R. Rahtz, The College of William and Mary

Clifford J. Shultz, II, Loyola University Chicago

*E-Governance Adoption by Subsistence Level Citizens: A case study of E-Disha initiative in Indian State of Haryana*

Tejinder Sharma, Kurukshetra University, India

Vivek S. Natarajan, Lamar University

George Mangalaraj, Western Illinois University

*Subsistence Markets, Macroeconomic Policies and Social Justice*

A.G. (Tassos) Malliaris, Loyola University Chicago

Mary Malliaris, Loyola University Chicago

*Paths Out of Informality: When Do Education Policies Affect (In)formal Wages?*

Patrick Shulist, Western University, London, Canada

Oana Branzei, Western University, London, Canada

Session 4.2 Partnerships and Networks

Room 208

Session Chair: Raymond Benton, Jr., Loyola University Chicago

*Sustainable Entrepreneurship: Pro-Poor Partnerships in Latin America*

Candace A. Martinez, Saint Louis University

*Making Markets in Less Developed Economies: Dynamic Capabilities and Institutional Leveraging in an NGO Intervention*

Kevin McKague, York University, Toronto, Canada

Christine Oliver, York University, Toronto, Canada

*Problematization in Subsistence Markets: Transnational Advocacy Networks & the Case for Darfur's Stoves*

Samer Abdelnour. London School of Economics, UK  
Akbar Saeed, Wilfrid Laurier University, Waterloo, Canada

Session 4.3 Local-Global Linkages  
Room 209

Session Chair: Maciek Nowak, Loyola University Chicago

*Linking Local Subsistence Activities to Global Markets: Micro-Macro Interactions in Coffee Chains*  
Ans Kolk, University of Amsterdam Business School, Amsterdam, Netherlands

*Strategic orientation of subsistence microenterprise operators and its impact on the performance of  
handicraft businesses in Oaxaca, México*

Luis Mendoza-Ramírez, Instituto Politécnico Nacional CIIDIR Oaxaca, Mexico  
Arcelia Toledo-López, Instituto Politécnico Nacional CIIDIR Oaxaca, Mexico

*Coffee as Stimulant for Development in Subsistence Marketplaces of Vietnam*

Clifford J. Shultz II, Loyola University Chicago  
An Van Khanh, Ministry of Agriculture and Rural Development, Vietnam  
Morris Holbrook, Columbia University  
Stanley Shapiro, Simon Fraser University

*A Systematic Review of Textile Consumption in Brazil, China, India, Sri Lanka, and Turkey*  
Stacy B. Neier, Loyola University Chicago

9:45 – 10:00 a.m. BREAK

10:00 -10:45 a.m. CONCURRENT SESSION 5

Session 5.1 - Learning From Practice  
Room 206

Chair: Linda Tuncay-Zayer, Loyola University Chicago

*The Labre Project: From Subsistence to Sustenance, in a Marketscape of Opulence*

Nicole Chmela, Loyola University Chicago  
Meghan Donaghy, Loyola University Chicago  
Michael Conway, Loyola University Chicago  
Sara Donnelly, Loyola University Chicago  
Hannah Colborn, Loyola University Chicago  
Alexander Franco, Loyola University Chicago  
Lisa Reitz Harris, Loyola University Chicago  
Joan Phillips, Loyola University Chicago  
Linda Tuncay Zayer, Loyola University Chicago  
Raymond Benton, Jr., Loyola University Chicago  
Clifford J. Shultz, II, Loyola University Chicago

*Sustainable Local Value Creation through Community-Oriented Vertical Integration*

Roland Gau, University of Texas at El Paso

Session 5.2 - Social Entrepreneurship  
Room 208

Chair: Ugur Uygur, Loyola University Chicago  
*The Overcommercialization of Marketing-driven Philanthropy: The Case of PlayPumps™*  
Stephen Graham Saunders, Monash University, Melbourne, Australia

*Marketing Planning for Social Entrepreneurs in Subsistence Marketplaces: A Preliminary Investigation*  
Tina M. Facca, John Carroll University  
Nicholas J. C. Santos, Santa Clara University

Session 5.3 - Subsistence and Environment  
Room 209

Chair: Raymond Benton, Jr., Loyola University Chicago

*Effects of Temporal, Social, and Spatial Distance of Environmental Problems on Sustainable Consumption Practices in Subsistence Marketplaces*  
Kiju Jung, University of Illinois, Urbana-Champaign  
Madhu Viswanathan, University of Illinois, Urbana-Champaign

*What Sustainable Consumption (SC) Means for Subsistence Consumers; the Batwa Pygmies of Western Uganda*  
Linda Herkenhoff, Saint Mary's College- California  
Saroja Subrahmanyam, Saint Mary's College- California  
Catherine Banbury, St. Mary's College - California

*Securing Natural Resources in Subsistence Economies: How Market Orientation Helps Ethiopian Pastoralists to Adapt to Drought*  
Workneh Kassa Tessema, Wageningen University, Wageningen, The Netherlands  
Paul T.M. Ingenbleek, Wageningen University, Wageningen, The Netherlands  
Hans C.M. van Trijp, Wageningen University, Wageningen, The Netherlands

10:45 – 11:00 a.m.      BREAK

11:00 –12:30 p.m.                      *Teaching Workshop*  
Kasbeer Hall  
Madhu Viswanathan, University of Illinois, Urbana-Champaign  
Srini Sridharan, Monash University  
Clifford J. Shultz II, Loyola University Chicago  
Les Dlabay , Lake Forest College

12:30-2:00      Lunch and Unsessions – Future Directions by topics with leaders at each table and reporting back to group in Kasbeer Hall

Discussion Leaders:

Oana Branzei, Western University  
Dipankar Chakravarti, Johns Hopkins University  
Deepa Narayan  
Ans Kolk, University of Amsterdam Business School  
Kentaro Toyama  
Robin Ritchie, Carleton College  
Julie Ruth, Rutgers University

2:00- 3:00 - *Facilitating Research in Subsistence Marketplaces*

3:00 p.m. CLOSING REMARKS – COCHAIRS  
KASBEER HALL

3:15 p.m. CONFERENCE CONCLUDES

3:15-5:00 p.m. SPACE RESERVED FOR INFORMAL SMALL GROUP DISCUSSIONS AND  
PRESENTATIONS

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