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/

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 1

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
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
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
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 Subrahmanyan, 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
Sri Sri 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- 300 - 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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