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

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

Conference program

All conference activities will be at Corboy Law Center, 25 East Pearson Street

Friday, July 27

4.30 – 6pm  Registration, reception and brief welcome
            Kasbeer Hall, 15th Floor, Corboy Law Center

6 – 7pm  Movie screening of ‘Shakti Rising’ – Venue TBC

Saturday, July 28

8 – 9.30am  Registration and continental breakfast – Kasbeer Hall

8.30 – 9am  Welcome and Introduction – Kasbeer Hall

Chair: Clifford Shultz II, Loyola University Chicago
Michael Garanzani, President, Loyola University Chicago
Aric Rindfleisch, Head, Department of Business Administration, University of Illinois, Urbana-Champaign
Colm Kearney, Dean, Faculty of Business and Economics, Monash University, Melbourne (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 six-eight 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.

9–10.15am 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, Bogotá, 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 Wellbeing 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, Melbourne, Australia
Samir Gupta, Monash University, Melbourne, Australia
Elliot Maltz, Willamette University

Session 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
10.15–10.30am  Break

10.30–11.45pm  Concurrent sessions

Session 2.1 – Impoverishment, Deprivation and Consumption, Room 206
Session Chair: Linda Tuncay-Zayer, Loyola University Chicago

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

A Tale of Two Marketplaces: Consumption Restriction, Social Comparison, and Life Satisfaction
Ronald Paul Hill, Villanova University
Lan Chaplin, Villanova University
Kelly Martin, Colorado State University

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: Tassos Malliaris, Loyola University Chicago

The Concept of Firm Foreignness in a Subsistence Market Context
Charles Harrison, University of Pennsylvania
Raed Elaydi, Roosevelt University

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

11.45am–1pm  Lunch and unsessions – Kasbeer Hall

Chair: Srinivas Sridharan
Monash University, Melbourne, Australia

Each round-table at lunch will have a discussion leader and a topic 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, Western University
Ron Hill, Villanova University
Ans Kolk, University of Amsterdam Business School
Cheryl Nakata, University of Illinois, Chicago
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

Configuring Resources via Practices within Consumer Networks: An Ethnographic Study of Subsistence Consumers Participating in ‘Chama’ Networks in Kenya
Fredah G. Mwiti, Lancaster University, United Kingdom
Dr. Maria Piacentini, Lancaster University, United Kingdom
Dr. Andrew Pressey Lancaster University, United Kingdom

Social Reference Group Influence on Consumer Decision-making in Subsistence Marketplaces
Dr. Mahabir Singh, Kurukshetra University, India

Market Segmentation of Subsistence Marketplaces in India
Tejinder Sharma, Kurukshetra University, India

Session 3.2 – Multilevel Phenomena in Subsistence Marketplaces II: Enterprise Ecosystems, Room 208
Session Chair: Ray Benton, 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

Newcomer Adjustment to Social Interventions: Insights from a Vocational Intervention in the Indian Sex Worker Community
Nita Umashankar, Georgia State University
Raji Srinivasan, University of Texas at Austin

Credit Unions for People with Severe Mental Health Conditions: A Collective Asset Development Approach
James M. Mandiberg, Columbia University
2.30–2.45pm  Break

2.45–4.45pm  Plenary session
Chair: Clifford Shultz II

Keynote address by Deepa Narayan followed by discussion
Introduction: Srinivas 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 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.

Short Break

Keynote address by Kentaro Toyama followed by discussion
Introduction: 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 bachelor degree in Physics. He was born in Tokyo, raised in both Japan and the United States, and now lives in Berkeley, California.

4.45–5pm  Break
5–6pm Concurrent panels and workshops

Panel – Social Entrepreneurship in Subsistence Marketplaces
Chair: Srinivas Venugopal, University of Illinois, Urbana-Champaign
Kathleen Robbins, Jatropha Pepinyé, Room 206

Workshop – Product Design for Subsistence Marketplaces
Chair: Srinivas Sridharan, Monash University, Melbourne, Australia, Room 208
Hands-on Workshop by Illini Prosthetics Technologies and Subsistence Marketplaces Initiative – Students of University of Illinois, Urbana-Champaign

6–7pm Cash bar and networking

Poster Session
Chair – Clifford Shultz II

7.15pm Dinner – Delegates make their own arrangements (recommendations available)

Sunday, July 29

8–9.30am Continental breakfast – Chicago Room Foyer

8.30 – 9.45am 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, Room 206
Session Chair: Srinivas Sridharan, Monash University, Melbourne, Australia
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. 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 Room 208

Institutional Entrepreneurship
Sustainable Entrepreneurship: Pro-Poor Partnerships in Latin America
Candace A. Martinez, Saint Louis University

Network Bricolage as Institutional Entrepreneurship in Subsistence Markets
Kevin McKague, York University, Toronto, Canada
Christine Oliver, York University, Toronto, Canada

Problematization in Subsistence Markets: Transactional Advocacy Networks and the Case for Darfur’s Stoves
Samer Abdelnour, London School of Economics, UK
Akbar Saeed, Wilfrid Laurier University, Waterloo, Canada

Session 4.3 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, The Netherlands

Strategic Orientation of Subsistence Microenterprise Operators and its Impact on the Performance of Handicraft businesses in Oaxaca, México
Luis Mendoza-Ramirez, 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 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

9.45–10am Break

10–10.45am 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 Donelly, 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
Clifford 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 Overcommercialisation of Marketing-driven Philanthropy: The Case of PlayPumps™
Stephen G. 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 the Natural Environment, Room 209
Chair: Ray Benton, 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 Means for Subsistence Consumers; the Batwa Pygmies of Western Uganda
Linda Herkenhoff, Saint Mary's College, California
Saroja Subrahmanyan, Saint 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

10.45–11pm Break

11–12.30pm Teaching workshop, Room 206

Madhu Viswanathan, University of Illinois, Urbana-Champaign
Srinivas Sridharan, Monash University, Melbourne, Australia
Clifford Shultz II, Loyola University Chicago
Les Dlabay, Lake Forest College

12.30–2pm Lunch and Unsessions – Future Directions by topics with leaders at each table and reporting back to group, Kasbeer Hall

Discussion Leaders:
Oana Branzei, University of Western Ontario
Ron Hill, Villanova University
Ans Kolk, University of Amsterdam Business School
Cheryl Nakata, University of Illinois, Chicago
Raj Echambadi, University of Illinois, Champaign
Julie Ruth, Rutgers University
Raji Srinivasan, University of Texas at Austin

2–3.00pm Facilitating Research in Subsistence Marketplaces

2.45pm Closing remarks – Co-chairs

3pm Conference concludes

3–5pm Space Reserved for Informal Small Group Discussions