

The 4th Subsistence Marketplaces Conference – Chicago, Illinois

27 – 29 July 2012

Call for Papers

Submission Deadline: 31 January 2012

Conference Theme

Subsistence Marketplaces to Sustainable Marketplaces: From Micro-level Insights to Macro-Level Impact

Conference Chairs

Clifford Shultz, II, Loyola University Chicago, USA

Srinivas Sridharan, Monash University, Melbourne, Australia

Madhu Viswanathan, University of Illinois at Urbana-Champaign, USA

Arrangements Chair

Raymond Benton, Loyola University, Chicago, USA

Organized jointly by the University of Illinois at Urbana-Champaign, Loyola University Chicago, and Monash University, Melbourne, Australia, the fourth Subsistence Marketplace Conference will be held 27 – 29 July 2012 in Chicago at the Loyola University Chicago Water Tower Campus.

Subsistence marketplaces consist of consumer and entrepreneur communities living at subsistence income levels, and are concentrated in developing countries and regions such as Brazil, India, China, Vietnam and Sub-Saharan Africa. In the last five years, the Subsistence Marketplaces Conference has been a leading forum for evolving and sharing research and fostering best practices in these communities.

In its fourth edition, the theme of the 2012 conference is on the emergence of macro-level implications from micro-level research insights. To generalize and expand findings from focused studies of individual consumers, entrepreneurs, and communities, to higher levels such as marketplace ecosystems, markets, economies, and regions is a complex endeavor. It needs dedicated multi-disciplinary, multi-level, and multi-sector work that will guide meaningful policy and market decisions.

The conference will include plenary panels, participatory workshops, key note speeches by thought leaders, special sessions on specific topics, and presentations of papers submitted in response to this call. An emphasis will be on sharing ideas and knowledge among researchers, practitioners and students.

Academics, students, social entrepreneurs, policy makers, business and nonprofit practitioners are encouraged to submit papers and attend. Papers that explicitly explore how specific micro-level elements (e.g. consumer behavior) undergo dynamics of interaction and amplification to yield higher-level phenomena (e.g. marketing ecosystem) are especially welcomed. Some suggested topics are provided overleaf however, submissions may go beyond these topics.



MONASH University



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Suggested Topics

- Consumer behavior in subsistence marketplaces
- Entrepreneurship in subsistence marketplaces
- Emergence of marketing systems
- Environmentalism of subsistence consumers and entrepreneurs
- Issues of environmental justice relating to subsistence marketplaces
- Sustainable product design for subsistence marketplaces
- Inventing and re-inventing new products and services for subsistence marketplaces
- Organization design and re-design for operating in subsistence marketplaces
- Collaborative models for business innovations
- Supply chain and distribution challenges and opportunities
- Pricing for value and sustainability
- Marketing communication and education
- Innovative research methods
- Economic and financial perspectives on subsistence marketplaces (e.g. financial literacy)
- Health, well-being and justice in subsistence marketplaces
- Merging social and business missions through social innovations
- Incorporating business practices in nonprofit organizations developing social innovations
- Social innovation alliances and partnerships among NGOs, governments, and businesses
- Bringing subsistence contexts into the business classroom
- Multidisciplinary teaching initiatives addressing subsistence phenomena and regions

Submission Requirements

All authors are asked to submit a three-page abstract, from which acceptance decisions will be made and preliminary session planning will be carried out. Proposals for special sessions are also welcome.

Page 1: Title, author(s), and full contact information including email.

Pages 2-3: Double-spaced abstract of the paper or special session, inclusive of references, tables, and other key materials

Format: Please email as word documents to the conference chairs.

Notification of Review Decision: 15 February 2012

Conference Chair Contact Details

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www.business.illinois.edu/subsistence/events/conferences.html



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