

# CALL FOR PAPERS

## The Fourth Subsistence Marketplaces Conference

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

<http://www.business.illinois.edu/subsistence/events/conferences.html>

July 27-29, 2012

Chicago, Illinois

#### Conference Chairs

Clifford Shultz, II  
Loyola University Chicago  
cjs2@luc.edu

Srinivas Sridharan  
Monash University, Melbourne, Australia  
srinivas.sridharan@monash.edu

Madhu Viswanathan  
University of Illinois, Urbana-Champaign  
mviswana@illinois.edu

#### Arrangements Chair

Raymond Benton  
Loyola University Chicago  
rbenton@luc.edu

#### Description

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 July 27-29, 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.

Details about registration, lodging, and accommodations will be available soon on the conference website at <http://www.business.illinois.edu/subsistence/events/conferences.html>. Continuing the practices of past conferences, arrangements including lodging will emphasize affordability for a diverse range of participants. Beginning with preconference workshops and a reception on July 27, the conference will continue on the 28<sup>th</sup> and conclude by mid-afternoon on the 29<sup>th</sup>.

### **Call for Papers**

Academics, students, social entrepreneurs, policy makers, business and nonprofit practitioners are encouraged to attend and submit papers on a wide range of topics on subsistence marketplaces. Consistent with the theme of the conference, papers emphasizing a bottom-up emergent view are encouraged. 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 found below; submissions may go beyond these:

- Consumers and Sellers in Subsistence Marketplaces
  - Consumer behavior in subsistence marketplaces
  - Entrepreneurship in subsistence marketplaces
  - Consequences of literacy and poverty for consumption and entrepreneurship
  - Co-creation of value by consumers or entrepreneurs
  - Emergence of marketing systems
- Environmental Sustainability and Subsistence
  - Local indicators of sustainability
  - Environmentalism of subsistence consumers and entrepreneurs
  - Issues of environmental justice relating to subsistence marketplaces
  - Sustainable product design for subsistence marketplaces
  - Incorporating global sustainability in goods and services for subsistence marketplaces
- Business Practices in Subsistence Marketplaces
  - Developing, inventing and re-inventing new products and services for subsistence marketplaces
  - Scaling products and services
  - 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
  - Next generation of micro-credit ideas
  - Economic development
  - Financial literacy
- Health, Well-being and Justice in Subsistence Marketplaces
  - Women's empowerment and subsistence marketplaces
- Social Innovations for Subsistence Marketplaces
  - Merging social and business missions through social innovations
  - Incorporating business practices in nonprofit organizations developing social innovations
  - Scaling social innovations
  - Social innovation alliances and partnerships among NGOs, governments, and businesses
- Management Education on Subsistence Marketplaces
  - Bringing subsistence contexts into the business classroom
  - Multidisciplinary teaching initiatives addressing subsistence phenomena and regions

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. We encourage abstracts of individual presentations from researchers and practitioners as well as proposals for special sessions which confirm attendance of listed participants.

Submission Deadline for Three-Page Abstract: January 31, 2012

Submission Requirements:

Page 1: Title, author(s), and full contact information (including e-mail).

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

E-mail as a Word document to Madhu Viswanathan, University of Illinois at Urbana-Champaign at [mviswana@illinois.edu](mailto:mviswana@illinois.edu), Cliff Shultz at [cjs2@luc.edu](mailto:cjs2@luc.edu), and Srinivas Sridharan at [srinivas.sridharan@monash.edu](mailto:srinivas.sridharan@monash.edu).

Notification of Review Decision: February 15, 2012

### **Submissions for Publication**

We are currently exploring the possibility of a publication that is partially or fully based on articles stemming from presentations at the conference. Prior conferences have led to a book (*Advances in International Management* series by Elsevier in 2007), and special journal issues/sections (*Journal of Business Research, 2009 and Forthcoming*). Further details about publication opportunities will be available as they are finalized. A tentative schedule is as follows:

Submission Deadlines for Full Drafts:

August 31, 2012 - Deadline for paper submission after incorporation of comments from conference participants and conference chairs

November 30, 2012 - Feedback to authors after peer review

January 31, 2013 – Deadline for revised submission

May 31, 2013 – Final deadline for subsequent revisions

Submission Requirements:

Page 1: Title, author, and full contact information (including e-mail).

Pages 2-35: Double-spaced 12 point Times font not to exceed 35 pages including references, appendices, and exhibits.

E-mail as a Word document to Madhu Viswanathan, University of Illinois at Urbana-Champaign at [mviswana@illinois.edu](mailto:mviswana@illinois.edu), Cliff Shultz at [cjs2@luc.edu](mailto:cjs2@luc.edu), and Srinivas Sridharan at [srinivas.sridharan@monash.edu](mailto:srinivas.sridharan@monash.edu).