

# The Third Subsistence Marketplaces Conference: “From Impactful Research to Sustainable Innovation”



July 9 – 11, 2010  
Chicago, Illinois, UIC Campus



*Tentative Sessions (times approximate; paper sessions not in order)*

## **FRIDAY, JULY 9, UIC Innovation Center**

### ***Preconference Workshop***

Full-day workshop on learning from and designing innovative product solutions for subsistence marketplaces or the base of the pyramid. Hands-on, interactive program for innovation practitioners.

Led by Madhu Viswanathan of the University of Illinois, Urbana-Champaign. Prof. Viswanathan has led innovation projects for over five years in subsistence marketplaces, taught extensively on the topic, and won awards for his work.

### ***Conference Opening Cocktail Reception***

## **SATURDAY & SUNDAY, JULY 10 – 11, UIC Student Center West**

### ***Keynote Speaker***

Pradeep Kashyap - Founder, MART, India

### ***Panel Discussions***

Panelists (Pending Final Confirmation in Some Instances)

- Mohini Chopra - Founder, Global Strategies Group; former VP of Innovation Strategy & Resource management, Wrigley Company
- Paul Munsen - Social Entrepreneur & Founder, sunoven.com
- Ladonna Redmond - President & CEO, Institute for Community Resource Development
- Kathleen Robbins - Founder, Jatropa Pepinye & former Director of Green Microfinance
- Rob Schneider - Senior Alliance Advisor, U.S. Agency for International Development
- Patrick Whitney - Dean, Institute of Design, Illinois Institute of Technology

## **Special Sessions**

- New Product Development in Subsistence Marketplaces

Led by Jenny Comiskey of IDEO, the world's leading NPD-innovation firm

- Incorporating Social Issues and Perspectives into the Business School Curriculum

“Bringing the BOP into the Classroom: Teaching at the Intersection of Business Strategy and Poverty Alleviation” – Ted London, University of Michigan

“Curricular Innovations at the Intersection of Subsistence and Sustainability” – Madhu Viswanathan, University of Illinois, Urbana-Champaign

### ***Paper Presentations by Session (Not in Order)***

#### **Session: Sustainable Entrepreneurship in Subsistence Marketplaces**

- “Subsistence Business Typologies in a Fragmented Industry”

*Arcelia Toledo- Instituto Politécnico Nacional, Mexico*

*José de la Paz Hernandez- Instituto Politécnico Nacional, Mexico*

*Denis Griffin - Instituto Politécnico Nacional, Mexico*

- “Engaging with the Emergent Order to Create Social and Financial Value: Learning from an Education Venture In Low-Income Villages of Tamil Nadu”

*Srinivas Venugopal - University of Illinois, Urbana-Champaign, U.S.*

- “The Semi-formal Economy: Theory and Evidence”

*Paul C. Godfrey – Brigham Young University, U.S.*

*W. Gibb Dyer - Brigham Young University, U.S.*

“Environmental Regulation and the Economic Performance of Subsistence Business in Mexico

*Patricia S. Sánchez Medina- Administración de los Recursos Naturales, CIIDIR, Mexico*

*Arcelia Toledo López - Instituto Politécnico Nacional, Mexico*

*Denis Griffin - Instituto Politécnico Nacional, Mexico*

### Session: Subsistence Entrepreneurs

- “Artrepreneurship: Is Market Place Literacy a Missing Link?”

*Esi Abbam Elliot - University of Illinois, Chicago, U.S.*

- “Fish Markets in Oman: A Study of Fishermen from the Subsistence Marketplace of Al-Batinah Coast”

*Shweta Belwal - Sohar University, Oman*

*Rakesh Belwal - Sohar University, Oman*

*Fadhil Al-Shizawi - Ministry of Social Development, Oman*

- “Micro-enterprises in Subsistence Marketplaces: Weavers in Varanasi, India”

*Sameer Prasad -University of Wisconsin, Whitewater, U.S.*

*Jasmine Tata - Loyola University Chicago, U.S.*

### Session: Understanding Subsistence Consumers – Part 1

- “Surviving or Fighting Back? Exploring how the Marginal Poor Manage Resources”

*Bige Saatcioglu - HEC, France*

*Julie L. Ozanne - Virginia Tech, U.S.*

- “Antecedent of Socialization and Cultural Adaptation: A Study of Sociohistorical Elements on Selected Socio-Economic Variables”

*Suvijna Awasthi - Moradabad Institute of Technology, India*

*Pawan Kumar Singh - Indian Institute of Management, India*

*Prachi Pant - Invertis Institute of Management Studies, India*

*Jason Mac Vaugh - University of Gloucestershire, U.K.*

- “The Impact of Thinking Styles and Information Format on Resource-Constrained Consumers”

*Roland Gau - Tulane University, U.S.*

- “Creating Participatory Spaces for the Poor: Reconceptualizing Corporate Social Responsibility as Deliberative Process”

*Canan Corus- St. John’s University, U.S.*

*Julie L. Ozanne - Virginia Tech, U.S.*

## Session: Understanding Subsistence Consumers – Part 2

- “Understanding Sustainability in Subsistence Marketplaces”

*Kiju Jung - University of Illinois, Urbana-Champaign, U.S.*

*Srinivas Sridharan - University of Western Ontario, Canada*

*Madhu Viswanathan - University of Illinois, Urbana-Champaign, U.S.*

- “Effects of Pictorial Product Warnings on Low-Literate Consumers”

*Haeran Jae - Virginia Commonwealth University, U.S.*

- “Developing Business Infrastructure in Very Low Income Communities of People with Severe Mental Illness Histories: The Example of Mental Health Pharmacies”

*James M. Mandiberg - Columbia University, U.S.*

*Richard Warner - University of Colorado, U.S.*

- “Studying Low-Literate Adults: A Review of Methods Used in Other Fields and Implications for Marketing Research”

*Haeran Jae - Virginia Commonwealth University, U.S.*

*Roland Gau - Tulane University, U.S.*

*Madhu Viswanathan - University of Illinois, Urbana-Champaign, U.S.*

## Session: Co-creating Impactful Innovations for Subsistence Marketplaces

- “Co-Creating Sustainable Innovation Across Cultures and Technological Levels”

*Christopher M. Barlow - University of Illinois, Chicago, U.S.*

- “Collaborative Design and Innovation in Subsistence Marketplaces”

*Linda Pulik - University of Illinois, Chicago, U.S.*

- “Co-Designing Innovations for the Base of the Pyramid Markets: Methods of Involving End-Users”

*Paula Linna - Aalto University, Finland*

- “Co-Creation of Value to Nurture Innovation in a Rural Context: Reflections from an Animal Nutrition Project in India”

*Shuan SadreGhazi - United Nations University-MERIT (The Netherlands)*

### Session: Innovative Partnerships in Subsistence Marketplaces

- “Collaboration in Subsistence Marketplaces: Generating Absorptive Capacity for Social Innovation”

*Matthew Murphy - ESADE Business School, Spain*

*Francois Perrot - Ecole Polytechnique, France*

- “A Strategic Alliance Framework to Harness Entrepreneurial Skills in Developing Countries”

*Dawn Harris – Loyola University Chicago, U.S.*

*Nicholas Lash- Loyola University Chicago, U.S.*

*Linda Tuncay Zayer - Loyola University Chicago, U.S.*

- “Moving from Dyadic to Quadripartite Collaborations: Partnerships in Subsistence Marketplaces”

*Ans Kolk - University of Amsterdam, Netherlands*

*Miguel Rivera-Santos - Babson College, U.S.*

*Carlos Rufin - Suffolk University, U.S.*

- “Social and Business Enterprise Collaboration: The Potential of Social Alliances in Catalyzing Societal Transformation in Subsistence Marketplaces”

*Sema Sakarya- Bogazici University, Turkey*

*Özlem Öktem- Bogazici University, Turkey*

*Muzaffer Bodur - Bogazici University, Turkey*

*Nisan Gökşen - Bogazici University, Turkey*

### Session: Innovative Business Strategies for Subsistence Marketplaces

- “Crossing the Next Frontier: How Developed Country Multinationals Set Foot in the Markets of the Poor”

*Sofie Van den waeyenberg -Vrije Universiteit Brussel, Belgium*

- “Targeting Generic Business Strategies for Poverty Alleviation”

*Raed Elaydi - University of Illinois, Chicago, U.S.*

- “Lowering Investment Risk at the BOP Using NETWORK Innovation”

*Griselda Lassaga- University Torcuato Di Tella, Argentina*

*Gabriel Lanfranchi - University Torcuato Di Tella, Argentina*

- “Base of the Pyramid Market Construction in China: Co-creating Value for Organizations and Individuals”

*Mee-Shew Cheung - Xavier University, U.S.*

*Christopher P. Blocker - Baylor University, U.S.*

*Lilian Yap – The Nielsen Company, People’s Republic of China*

*Oliver Rust – The Nielsen Company, Hong Kong*

Session: Sector-Specific Innovations for Subsistence Marketplaces

- “Leveraging Technologies for Financial Service Innovations in Subsistence Markets”

*Estelle Berger - Opportunity International, U.S.*

*Cheryl Nakata - University of Illinois, Chicago, U.S.*

- “A Portfolio of Alternative Financial Services in Subsistence Markets: Implications for Development”

*Les Dlabay - Lake Forest College, U.S.*

- “Supercomputing Applications for Subsistence Marketplaces”

*Radha Nandakumar - University of Illinois, Urbana-Champaign, U.S.*

- “Developing an Agricultural Value Chain that Addresses Rural Haiti’s Environmental, Economic and Energy Challenges in a Sustainable Way”

*Kathleen Robbins, DMin - Jatropha Pepinye, U.S.*