The Fifth Subsistence Marketplaces Conference

Consumption & Entrepreneurship in Subsistence Marketplaces: Spanning Geographies & Substantive Domains

June 13-15, 2014  |  iHotel, Champaign

business.illinois.edu/subsistence/events/2014conference
Welcome to the Fifth Subsistence Marketplaces Conference! I am delighted that you are able to participate, and I hope that you find the sessions you attend to be stimulating and inspiring.

In the last decade, the Subsistence Marketplaces Conference has been a leading international forum for evolving and sharing insights from research, education and practice at the intersection of poverty and marketplaces communities around the world.

I am grateful for the support of a number of sponsors who have helped make this conference possible including the Academy for Entrepreneurial Leadership, the Office of Public Engagement, the ADM Institute, the Stellner Fund, and the Office of International Programs and Studies, at the University of Illinois.

Finally, I would like to thank each of you for attending our conference. Throughout this weekend, I encourage you to engage in the sessions and discussions and share your ideas and knowledge with those you meet. Let us take what we learn here and carry it forward. Together, we can help to make the world a better place. My heartfelt respect and thanks go out to all of you.

Madhu Viswanathan (for the team)
Conference Chair / Organizer
SCHEDULE AT A GLANCE

» Friday, June 13

1 – 4 pm  Pre-Conference Session for Junior Scholars Chancellor Ballroom
5 – 6:30 pm Poverty Simulation Chancellor Ballroom
6:30 – 7:30 pm Registration, Reception & Brief Welcome Chancellor Ballroom
9 – 10 pm Movie Screening - SHAKTI RISING Chancellor Ballroom

» Saturday, June 14

7 – 8:15 am Registration & Continental Breakfast Chancellor Ballroom
8:15 – 8:45 am Welcome & introduction Chancellor Ballroom
8:45 – 10:15 am First Concurrent Sessions
   Session 1.1 | Entrepreneurship in Subsistence: Individual Aspirations & Processes Lincoln Room
   Session 1.2 | Consumption & Conservation – Understanding Consumer Behavior Quad Room
   Session 1.3 | Social Innovation: Toward Access, Redesign, & Adoption Loyalty Room
10 – 10:30 am Break
10:30 – 12 pm Second Concurrent Sessions
   Session 2.1 | Diverse Geographies: Marketplace Dynamics Lincoln Room
   Session 2.2 | Substantive Domains of Subsistence Quad Room
   Session 2.3 | Learning Experiences from Subsistence Marketplaces Loyalty Room
12 – 1:30 pm Lunch & Round Table Sessions Chancellor Ballroom
1:30 – 3:15 pm Plenary Session Chancellor Ballroom
3:30 – 5 pm Research Workshop Plenary Chancellor Ballroom
5 – 6 pm Cash Bar Reception Chancellor Ballroom
SCHEDULE AT A GLANCE CONTINUED

» Sunday, June 15

7 – 8 am  Continental Breakfast Chancellor Ballroom

8 – 9:20 am  Third Concurrent Sessions
   Session 3.1  I  Diverse Geographies: Cultural & Institutional Factors
   Lincoln Room
   Session 3.2  I  Communal Consumption & Conservation in Subsistence
   Quad Room

9:20 – 9:30 am  Break

9:30 – 10:50 am  Fourth Concurrent Sessions
   Session 4.1  I  Entrepreneurship in Subsistence: Institutional Logics &
   Arrangements Lincoln Room
   Session 4.2  I  Consumption-Conservation - Theoretical Insights on Bottom-
   up Approaches Quad Room
   Session 4.3  I  Curricular/Social Innovations for Subsistence Marketplaces
   Loyalty Room

10:50 – 11 am  Short Break

11 – 12 pm  Social Innovation Workshop Chancellor Ballroom

12 – 1:30 pm  Lunch & Curricular Innovation Workshop Chancellor Ballroom

1:30 – 2:30 pm  Panel - Commercial Innovations for Subsistence Marketplaces
   Chancellor Ballroom

2:30 – 3:30 pm  Discussion & Short Presentations: Where have we been? Where do we
   go from here? Chancellor Ballroom

3:30 pm  Conference Concludes/breakout rooms available for small group
   discussions
SCHEDULE

» Friday, June 13

1 – 4 pm  Pre-Conference Session for Junior Scholars Chancellor Ballroom
5 – 6:30 pm  Poverty Simulation Chancellor Ballroom
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9 – 10 pm  Movie Screening - SHAKTI RISING Chancellor Ballroom
(For more about this film, please visit http://www.shaktirising.in/)

» Saturday, June 14

7 – 8:15 am  |  Registration & Continental Breakfast Chancellor Ballroom
8:15 – 8:45 am  |  Welcome and introduction Chancellor Ballroom
Chair  Raj Echambadi, University of Illinois at Urbana-Champaign
       Dean Larry DeBrock, College of Business, University of Illinois at Urbana-Champaign
       John Quarton, Director, Academy for Entrepreneurial Leadership
       Madhu Viswanathan, University of Illinois at 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.

8:45 – 10:15 am  First Concurrent Sessions  
Session 1.1  |  Entrepreneurship in Subsistence: Individual Aspirations & Processes  
Lincoln Room  
Session Chair: Srinivas Sridharan, Monash University, Melbourne
   Escaping Poverty: Life aspirations and hope dialectics in a subsistence entrepreneurship program  
      Andrés Barrios Fajardo, Universidad de Los Andes
      Christopher P. Blocker, Colorado State University
      José Antonio Rosa, University of Wyoming
   No School Today: Alternative processes of Human Capital Formation for Developing Market Entrepreneurs
      Patrick Shulist, University of Western Ontario
      Oana Branzei, University of Western Ontario
   Entrepreneurship in the Informal/Formal Economy Nexus - a comparative evaluation of street sellers in Kenya and South Africa
      Diane Holt, University of Essex
      David Littlewood, University of Reading
   Shakti Rising: Symbolic Role Models and Empowerment in the Informal Economy
      Ishva Minefee, University of Illinois at Urbana-Champaign
Session 1.2  |  Consumption and Conservation – Understanding Consumer Behavior
Quad Room
Session Chair: Roland Gau, University of Texas at El Paso

Exploring Price Strategy and Affordability in Subsistence Markets
Christopher P. Blocker, Colorado State University
Kenneth C. Manning, Colorado State University
Carlos Andres Trujillo Valencia, Universidad de los Andes

Are Companies Being (Un)Fair to the Bottom-of-the-Pyramid Consumer
Reetika Gupta, ESSEC Business School, Singapore
Deepa Chandrasekaran, University of Texas, Austin
Sankar Sen, Baruch College, City University of New York

Resilience in the Face of Violent Uncertainty in Juarez, Mexico
Roland Gau, University of Texas at El Paso
Edward Ramirez, University of Texas at El Paso
Art Díaz, University of Texas at El Paso

Poorer Decisions: Impoverished sellers are susceptible to pricing biases
Sommer Kapitan, University of Texas at San Antonio
David H. Silvera, University of Texas at San Antonio

Session 1.3  |  Social Innovation: Toward Access, Redesign, & Adoption Loyalty Room
Session Chair: Raed Elaydi, Roosevelt University

Microlending’s Effect on Innovation and Entrepreneurship: Evidence from Ethiopia
Robert Hirth, High Point University

Environmental Legislation in Subsistence Businesses and its Impact on the Values of the Owners of the Pottery Business in Mexico
María del Carmen Avendaño Rito, Instituto Politécnico Nacional CIIIDIR Oaxaca

Redesigning Products for Subsistence Marketplaces: Textile Entrepreneurship in Mitla, Oaxaca Mexico
Arcelia Toledo-López, Instituto Politécnico Nacional CIIIDIR Oaxaca
Dora Lilia Guzmán-Cruz, Instituto Politécnico Nacional CIIIDIR Oaxaca

Why Do Local Companies Outperform MNCs in Inclusive Markets? An Institutional Perspective
Federica Angeli, Maastricht University
Anand Kumar Jaiswal, Indian Institute of Management Ahmedabad

Multistakeholder Coffee Partnerships in Eastern Congo (DRC)
Ans Kolk, University of Amsterdam

10 – 10:30 am  Break
10:30 – 12 pm  Second Concurrent Sessions

Session 2.1  |  Diverse Geographies: Marketplace Dynamics Lincoln Room
Session Chair: Kelly D. Martin, Colorado State University

Community Agency and Coopetition: An Empirical Examination of an African Arts and Crafts Market
Benet DeBerry-Spence, University of Illinois at Chicago
Esi A. Elliot, Suffolk University
Akon E. Ekpo, Western Michigan University
Social Network Dynamics in a Microfinance Context: A Process Study from Ghana
Jonathan Kimmitt, Newcastle University
Dimo Dimov, University of Bath

Saving Behavior in Subsistence Marketplaces and the Role of Individual Life Aspirations
Kelly D. Martin, Colorado State University
Ronald Paul Hill, Villanova University

“We Are In the Middle, So, We Are the Middlemen”: Understanding the Construction of “Middleman” Identity Within a Feminized Subsistence Marketplace
Shikha Upadhyaya, University of Wyoming
Susan C. Dewey, University of Wyoming
Jose Antonio Rosa, University of Wyoming

Session 2.2 | Substantive Domains of Subsistence
Quad Room
Session Chair: Jeremy Guest, University of Illinois at Urbana-Champaign

Transforming Sanitation Markets: Insights from Fiji
Srinivas Sridharan, Monash University
Dani Barrington, Monash University
Stephen Saunders, Monash University

Infrastructure Investment and Knowledge Transfer as Barriers to Innovation and Entrepreneurship in Sanitation
Jeremy Guest, University of Illinois at Urbana-Champaign
Jennifer Carrera, University of Illinois at Urbana-Champaign

Sanitation Solutions in Subsistence Marketplaces
Peter Luswata, Uganda Rural Community Support Foundation

Post Harvest Loss in India
Abhishek Dhoble and Yun Yin, University of Illinois

Session 2.3 | Learning Experiences From Subsistence Marketplaces
Loyalty Room
Session Chair: Niels Bilou, University of Western Ontario

Language Distance in Subsistence: A Perspective on Effective Communication Via Translation and Interpretation
Isak Griffiths, University of Illinois at Urbana-Champaign

The role of work in increased self-esteem and social inclusion for persons with disabilities in low-resource, subsistence communities: Cases from Mombasa, Kenya
In Woo Jung, London School of Economics and Political Science

Social Enterprises in Subsistence Marketplaces: A Case Study from Tanzania
Maria Jones, University of Illinois at Urbana-Champaign

GML Fondation Joseph Lagesse: Reinventing Sustainable Living in Dodo Land
Rajeev Sooreea, Dominican University of California
Vikash Sooreea, ISPI Mauritius
Kelly Weidner, Dominican University of California

Designing Online Courses on Subsistence Marketplaces
Norma Scagnoli, University of Illinois at Urbana-Champaign
12 – 1:30 pm  Lunch and Round Table Sessions Chancellor Ballroom

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.

1:30 – 3:15 pm  Plenary Session Chancellor Ballroom

Keynote Address  |  Ramadhani Kupaza, OIKOS East Africa
Introduction by Maria Jones, University of Illinois

Keynote Address  |  Tara Thiggarajan, Madura Microfinance, India
Introduction by Srinivas Venugopal

Keynote Address  |  Othon Garcia, Bitacora, Mexico
Introduction by Ishva Minefee, University of Illinois

3:30 to 5:00 pm  Research Workshop Plenary Chancellor Ballroom

Chairs: Oana Branzei, Western University, & Lisa Jones Christensen, University of North Carolina

5:00 - 6:30 pm  Cash Bar Reception Chancellor Ballroom

Dinner to be served offsite at Madhu Viswanathan’s backyard, 3513 Cypress Creek Road, Champaign, Illinois. Rides will be arranged for out-of-town guests.
(Rain backup – Dinner on your own)

Sunday, June 15

7:00 – 8:00 am  Continental Breakfast Chancellor Ballroom

8:00 – 9:20 am  Third Concurrent Sessions

Session 3.1 | Diverse Geographies: Cultural and Institutional Factors Lincoln Room

Session Chair: Esi A. Elliot, Suffolk University

The Impact of Socio-Cultural Factors on Economic Growth, Sustainability and Purpose of Subsistence Markets Consumers
Grishma Shah, Manhattan College
Esi A. Elliot, Suffolk University

Southern Giants: A Review of the Literature on South-South Internationalization as Illustrated by the Outward Foreign Direct Investment of Chinese MNCs into Africa
Danielle R. Jones, University of Illinois at Urbana-Champaign

Market Orientation, Performance and Public Policy Implications in Rural Small Businesses in a Liberalized Developing Sub-Saharan African Economy
Kirsten Cowan, University of North Texas
Charles Blankson, University of North Texas
Session 3.2 | Creating Policy Toward Social Innovation in Subsistence Markets
Quad Room

Session Chair: Noah Isserman, University of Illinois at Urbana-Champaign

Advancing the "Scaling Deep" Mission: Social Innovation as Creating Social Change at the Structural Level
  Raed Elaydi, Roosevelt University

Communication tools for Fostering Value Co-Creation in Subsistence Marketplaces: Comparing Social Media Users in Nigeria and Honduras
  Tina M. Facca-Miess, John Carroll University
  Nicholas J. C. Santos, Marquette University
  Rev. Maurice Emelu, Diocesan Catholic Secretariat

Comparing Apples to Oranges: Creating Profiles to Compare Poverty Impact across Business Strategies
  Ted London, Ross School of Business and the William Davidson Institute at the University of Michigan
  Heather Esper, William Davidson Institute at the University of Michigan
  Yaquta Kanchwala Fatehi, William Davidson Institute at the University of Michigan

What Can Representation do for Bottom-Up Policy in Subsistence Markets?
  Ronika Chakrabarti, Lancaster University
  Luis Araujo, Lancaster University
  A. Anurag Danda, Climate Adaptation & Sundarbans Landscape WWF-India
  Subhro Sen, Climate Change – WWF-India, Sundarbans Programme

9:20-9:30 am  Break
9:30-10:50 am  Concurrent Sessions

Session 4.1 | Entrepreneurship in Subsistence: Institutional Logics and Arrangements
Lincoln Room

Session Chair: Geoff Kistruck, York University

Institutional Merging in Subsistence Marketplaces: Implications for Marketing Management
  Srinivas Venugopal, University of Illinois Urbana-Champaign
  Madhubalan Viswanathan, University of Illinois Urbana-Champaign

Changing the Cassette: Switching Between Institutional Logics in Base-of-the-Pyramid Markets
  Christopher J. Sutter, Miami University
  Justin Webb, Oklahoma State University
  Geoffrey M. Kistruck, York University
  Dave Ketchen, Auburn University
  Duane Ireland, Texas A&M University

Connecting Small-Scale Producers to Export Markets: The Roles of Institutional Arrangements and Market Learning
  Souliémane A. Adekambi, Institut National des Recherches Agricoles du Benin
  Paul T.M. Ingenbleek, Wageningen University
  Hans C.M. van Trijp, Wageningen University

Social Networks and Performance of Microenterprises in Subsistence Marketplaces
  René Díaz-Pichardo, Groupe ESC Troyes
  Patricia Soledad Sánchez-Medina, IPN-CIIIDIR Unidad Oaxaca
Session 4.2  |  Consumption-Conservation – Theoretical Insights on Bottom-up Approaches  
Quad Room
Session Chair: Christopher P. Blocker, Colorado State University

Lifestyle and Consumer Decision Making of Subsistence Marketplaces: A Study in Haryana  
Tejinder Sharma, Kurukshetra University

Consumption Patterns in Subsistence Marketplaces: One or Two Circuits? Insights from Bernard Lonergan  
Nicholas J. C. Santos, Marquette University

The Nature of Customer Loyalty at the Bottom of the Pyramid  
Shruti Gupta, Pennsylvania State University  
Pratish Srivastav, ITM Business School, Navi Mumbai

Community Knowledge Appropriation in Impoverished Contexts  
Stefanie Beninger, Simon Fraser University

Market Creation within Economically Marginal and Excluded Social Service Communities  
James M. Mandiberg, City University of New York

Rational or Irrational? Understanding the Impact of Community on Consumption Among the Poor  
Aurélie Toivonen, EMLYON Business School  
Miguel Rivera-Santos, EMLYON Business School  
Tashmia Ismail, University of Pretoria

Session 4.3  |  Curricular/Social Innovations For Subsistence Marketplaces  
Loyalty Room
Session Chairs: Raed Elaydi, Roosevelt University, & Noah Isserman, University of Illinois at Urbana-Champaign

Consumer Education Beyond the Classroom  
Stephen Graham Saunders

Marketplace Literacy in India  
R. Venkatesan, Marketplace Literacy Communities, India  
S. Sudhakar, Marketplace Literacy Communities, India  
K. Vijayakumar, Marketplace Literacy Communities, India

Marketplace Literacy in Tanzania  
Ramadhani Kupaza, OIKOS East Africa  
Emmanuel Ole Kokan, Maasai Pastoralist Society, Tanzania

Perspective on Marketplace Literacy Education  
Alejandra Aguero, University of Illinois at Urbana-Champaign

Advancing Communities of Learning: A Template of Collaboration Between Local Governments, Universities and Nonprofits  
Subir Bandyopadhyay, Indiana University Northwest  
Ellen Szarleta, Indiana University Northwest  
Atta Ceesay, Indiana University Northwest

10:50 – 11:00 am  Short Break

11:00 am – 12 pm  Social Innovation Workshop  
Chancellor Ballroom
Session Chairs: Raed Elaydi, Loyola University, & Noah Isserman, University of Illinois
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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tr>
<td>12 – 1:30 pm</td>
<td>Lunch and Curricular Innovation Workshop <strong>Chancellor Ballroom</strong></td>
<td><strong>Chancellor Ballroom</strong></td>
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<td><strong>Session Chairs:</strong> Niels Bilou, University of Western Ontario, &amp; Benet DeBerry-Spence, University of Illinois, Chicago</td>
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<td>1:30 – 2:30 pm</td>
<td>Panel - Commercial Innovations for Subsistence Marketplaces <strong>Chancellor Ballroom</strong></td>
<td><strong>Chancellor Ballroom</strong></td>
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<td><strong>Panel Members:</strong> Nagendra Rangavajla, Abbott Nutrition, Seth Faber, Wahl Clipper Corp., &amp; Bruce Vojak, Raj Echambadi, University of Illinois (Chair)</td>
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<td>2:30 pm – 3:30 pm</td>
<td>Discussion &amp; Short Presentations: Where have we been? Where do we go from here?</td>
<td><strong>Chancellor Ballroom</strong></td>
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<td>3:30 pm</td>
<td>Conference Concludes/breakout rooms available for small group discussions</td>
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KEYNOTE SPEAKERS

Othon Garcia
Othon Garcia founded Bitacora Social Mexico in April 2010 where, with a network of 130 anthropologists and a multidisciplinary analyses cabinet, he elaborates social-academic studies that reckon with a strategic interpretation specially designed for those who must make decisions in a high level position.

Today, Bitacora Social expounds different social phenomena that go into detail, as it has never been done before, about the understanding of society and its different groups. Bitacora Social is currently operating within field capacity in eight other countries in Latin-America in addition to Mexico (Guatemala, Honduras, Colombia, Venezuela, Peru, Chile, Argentina and Brazil). Some of the top Social Clients of Bitacora include TV Azteca, Compartamos Banco, Danone, Effem/Mars, Kimberly Clark, Papalote Museo del Niño, PepsiCo, Carbones del Cerrejón, TeamFoods, and other big consumer-product companies and NGOs. In March 2000, Garcia founded Los Niños Cuentan (Kids Count). This company became the standard of excellence in qualitative investigation, receiving the Best in Research in Mexico award in 2002. Since 2004, Garcia has been working as an independent Strategic & Marketing Consultant for more than 45 brands in 18 different countries. He studied International Relations at Iberoamericana University in Mexico City and History in the United States, the Soviet Union and Norway.

Ramadhani Kupaza
Ramadhani Kupaza is the Executive Director of Oikos East Africa in Tanzania. He has worked for Oikos in development sectors including renewable energy, safe water, food security, and social enterprises. Currently, he is researching the application of marketplace literacy as a tool to sustain community development projects in the context of the conservation of ecosystems and protected areas like national parks and forests.

Kupaza has also worked as a lecturer on environment and tourism at The African Wildlife Management (Mweca) College in Tanzania and at Botswana Wildlife Training Institute. He has established civilian national youth conservation organizations both in Tanzania and in Botswana. He has also conducted various consultancies on tourism, terrestrial, and marine environments. Kupaza is the author of two books: Involving the Youths in Conservation: A Teachers’ Guide and A Directory for Community Conservation Services in Botswana. He writes regularly for a local newspaper, The Arusha Times, on environmental and social issues.
Tara Thiagarajan

Dr. Tara Thiagarajan is a scientist and entrepreneur whose interest lies in understanding large-scale human systems for the purpose of developing scalable, for-profit solutions that drive progress. She is presently chairman and managing director of Madura Microfinance, which operates across 3,000 villages in South India through 182 branch locations, and has been recognized by Forbes as the most cost-efficient microfinance company worldwide.

Through Madura Microfinance, she supports an innovation sandbox that will now become a new company, Scimergent, that uses the science of complex systems and cutting edge data analytics to build intelligence-driven products and platforms for and about the 70 percent of humanity that are offline, off grid, or otherwise disconnected from the global economy.

Thiagarajan is also a Visiting Scientist at the National Centre for Biological Sciences in Bangalore. Her scientific work focuses on the relationship between ecosystem, brain dynamics, and capability and the diversity of brain dynamics across humanity. In recent years, she has written extensively on constructs of human progress that includes a column called The Physics of Poverty on YourStory.in and a series called The Big Idea for The Smart CEO magazine. She is also a regular op-ed contributor to several mainline magazines and dailies in India, including the Economic Times, Business Line, and Entrepreneur Magazine on issues concerning microfinance, financial inclusion, poverty, and progress, and she is now recognized as a thought leader in India.

She has a BA in Mathematics from Brandeis University, an MBA from the Kellogg School of Management at Northwestern where she was an Austin scholar, and a PhD in Neuroscience from Stanford University.
Seth Faber
Seth Faber is the Subsistence Market & Marketing Project Coordinator at Wahl Clipper Corporation. In this role, Seth leads the efforts of Wahl to deliver personal grooming solutions to subsistence markets internationally. These efforts include initiatives to develop inclusive business models and product innovations that serve professional barbers in subsistence markets.

In 2012, Seth completed a project with the Sustainable Marketplaces Laboratory of the University of Illinois at Urbana-Champaign. In this project, Seth worked as part of an interdisciplinary product development team that, along with nine months of remote research, spent two weeks in India researching the challenges faced by personal grooming professionals in subsistence markets. The final deliverable of the project included a new product prototype and comprehensive business plan for entry into Indian subsistence markets.

Seth holds an MBA and was awarded a certificate for Excellence in Sustainable Management and Technology from the University of Illinois, Urbana-Champaign. Seth also holds a bachelor’s degree in business from Montana State University with options in management and marketing, and a minor in Management of Information Technology.

Emmanuel Ole Kokan
Emmanuel Ole Kokan is the Founder, Director, and CEO of the Maasai Pastoralists Foundation (MPF), an NGO which has sought to empower the Maasai community in Tanzania through traditional knowledge, cultural creativity, and social investment since 2006. Kokan firmly believes in the importance of social investment to guarantee community ownership and value of local resources, while creating revenues that improves the lives of the poor and marginalized members of the community.

Kokan was born into a typical Maasai family of 12 children in the Monduli District in Arusha, Tanzania. As a child, he went through junior seminary school and later attended major seminary training for priesthood studies at Iona College in Australia. He also studied HIV/AIDS studies at Cape Town, South Africa prior to completing a BA in Law (LLB.Hons) at Tumaini Makumira University in Tanzania. Much of his life’s work has been to facilitate community development through a social business approach, focusing especially on the Maasai pastoral communities of his origin.
Peter Francis Luswata
Peter Francis Luswata is the founder and Country Director of Uganda Rural Community Support Foundation (URCSF), which helps rural communities in Uganda develop autonomy by building hope and self-confidence to better their lives. He is responsible for the overall direction of the programs of the organization and provides strategic leadership of the URCSF. He is also the secretary to the board of directors and responsible for all resources available to URCSF.

Nagendra Rangavajla
Nagendra Rangavajla is the Director of Technology at Abbott Nutrition R&D responsible for early stage innovations in nutritional products across all ages and geographies. He has been in the nutrition industry for the past 17 years and has been instrumental in driving key innovations ranging from tolerance issues in pediatric nutrition to nutritional solutions for elderly to improve their independence and quality of life. As part of innovation efforts, his team of scientists actively employ Design-to-Value (DTV) approach to make the products affordable. Further, the team at Abbott leverages their product – nutrition expertise – in developing affordable nutritional solutions for developing world. Rangavajla has a PhD in Food Science and Nutrition from the University of Mysore, India and is an elected Fellow of American College of Nutrition. He has authored several publications, patents and book chapters in the area of nutrition, clinical science, food science, food packaging and food processing.

S. Sudhakar
Sudhakar has been part of the Marketplace Literacy Project since June 2010. Over the past six years, he has worked at the grassroots level for a number of social enterprises operating in rural areas of Tamil Nadu, India. Currently, he is part of the project team creating video-based learning materials targeted at subsistence entrepreneurs and consumers. He is also involved in a research project exploring the evolution of subsistence enterprise ecosystems.
**R. Venkatesan**

Since 2001, Venkat has been a pioneer in enabling marketplace literacy among low-literate, low-income individuals in India. Prior to his work with the Marketplace Literacy Project, Venkat worked for the Guild of Service on an international livelihood development project for below-poverty-line individuals. In his work with the Subsistence Marketplaces Initiative, Venkat has led multiple research projects, qualitative and quantitative alike. He has also been instrumental in designing and facilitating numerous international student immersion trips to India. Venkat’s passion for enabling consumer and entrepreneurial literacy sees him wearing multiple hats, that of a researcher and a teacher. His leadership in creating video-based lessons on marketplace literacy has enabled hundreds of participants to benefit from the program. Capturing his vast experience in the domain, he has co-authored a book titled Enabling Consumer and Entrepreneurial Literacy in Subsistence Marketplaces. Venkat’s commitment to research has been a constant source of support for many PhD students at the University of Illinois at Urbana-Champaign studying various aspects of subsistence marketplaces.

**K. Vijayakumar**

K Vijayakumar (Viji) has been an inspirational contributor in the field of marketplace literacy for several years. His interest in social work was kindled while working for the Guild of Service Plan International. His passion has driven him to work as outside support for the Subsistence Marketplace Initiative. In 2011, he joined the organization full time and has since been working as a research associate for the Subsistence Marketplaces Initiative at the University of Illinois at Urbana-Champaign. He has played a central role in designing video-based training programs for consumer and entrepreneur literacy. He is also a strong source of support for doctoral students from the University of Illinois at Urbana-Champaign working in the arena of subsistence marketplaces. He has played a crucial role in designing and implementing international student immersion trips to India. Viji has a passion for research and has played a leading role in localizing and administering numerous surveys and field experiments in challenging contexts.
Jeannine Koninckx
Dr. Jeannine Koninckx is a doctor in Dental Medicine with additional degrees in Agriculture and Enology. Since early in her professional life, she has endeavored to address the problems faced by the most disadvantaged. She has been working as a dentist and educator in rural and marginal urban settlements in remote Patagonia and other Andean regions of Latin America. She has conducted numerous campaigns to improve the quality of life of people living in subsistence through the development and delivery of educational material, especially for mothers and families at risk. She is a member of the Subsistence Marketplaces Initiative at the University of Illinois at Urbana-Champaign, focusing on research, education, and community service through marketplace literacy in Latin America, and Spanish language marketplace literacy education in the United States.

Francisco Seufferheld
Francisco Seufferheld holds degrees in Agriculture and in Geography with expertise in the study of dry lands. He has worked extensively in local development and environmental conservation projects in northern Patagonia and other Andean regions of Latin America, particularly in Argentina, Bolivia, Chile, and Peru. He has dedicated many years of his career to help in the recovery of culture, heritage, and traditions of the native inhabitants of these extensive territories. Recently he has devoted himself to developing educational materials and programs, specifically dedicated to improving the quality of life of low-literate learners. He is a member of the Subsistence Marketplaces Initiative at the University of Illinois at Urbana-Champaign, focusing on research, education, and community service through marketplace literacy in Latin America and Spanish language marketplace literacy education in the United States.
THEME CHAIRS & ORGANIZERS

Consumption and Conservation
Chris Blocker, Colorado State University
Roland Gau, University of Texas at El Paso

Entrepreneurship
Geoffrey Kistruck, York University
Srinivas Sridharan, Monash University

Substantive Domains of Subsistence
Jeremy Guest, University of Illinois at Urbana-Champaign

Diverse Geographies
Esi A. Elliot, Suffolk University
Kelly Martin, Colorado State University

Social Innovation
Raed Elaydi, Roosevelt University
Ben Lough, University of Illinois at Urbana-Champaign
Noah Isserman, University of Illinois at Urbana-Champaign

Research Methods
Oana Branzei, University of Western Ontario
Lisa Jones Christensen, University of North Carolina

Curricular Innovation
Niels Billou, University of Western Ontario
Benet DeBerry-Spence, University of Illinois at Chicago

Junior Scholar Mentorship
Srinivas Venugopal, University of Illinois at Urbana-Champaign

Logistics
Ishva Minefee, University of Illinois at Urbana-Champaign

Registration
Maria Jones, University of Illinois at Urbana-Champaign

Conference Coordinator
Anne Mckinney, University of Illinois at Urbana-Champaign

CONFERENCE SPONSORS

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