

**Conference Program:
Product and Market Development for Subsistence Marketplaces: Consumption and
Entrepreneurship Beyond Literacy and Resource Barriers**

Unless otherwise noted, all conference activities will be in Student Center East (SCE), 750 South Halsted, Illinois B Room. All breaks will be in the Foyer Area outside SCE Illinois B. Thomas Beckham Hall (TBH) is located at 1250 South Halsted, Chicago.

Day and Time	
Wednesday 5:30 to 7:00 pm	Registration, Reception, and Brief Welcome <u>Student Center East: Fort Dearborn Rooms A and B</u>
Thursday 7:30 am	Registration <u>Student Center East: Foyer outside Illinois B Room</u>
Thursday – 8:30 to 9:00 am	Welcome by UIUC Dean Avijit Ghosh and UIC Dean Stefanie Lenway Conference Introduction <i>Madhu Viswanathan, University of Illinois, Urbana-Champaign, and José Antonio Rosa, University of Illinois, Chicago</i>
Thursday – 9:00 to 10:20 am	Consumer Behavior in Subsistence Marketplaces <i>Chair – José Antonio Rosa, University of Illinois, Chicago</i> Family Dynamics and Striving for Improved Quality of Life: An Investigation of Consumption Practices During Apartheid and Post-Apartheid South Africa <i>Julie A. Ruth, Rutgers University and Rachel Oakley Hsiung, Independent Researcher</i> Networked Group Behavior and Word of Mouth Influences on Consumer Behavior <i>Maria Flores Letelier and Silvia González, Tecnológico De Monterrey, México</i> Deprivation and Intertemporal Consumption Choices <i>Dipankar Chakravarti, University of Colorado, Boulder</i>
Thursday – 10:45 am to 12:45 pm	Consumer Experiences in Subsistence Marketplaces <i>Chair – Ron Hill, University of South Florida</i> "A Model of Consumption and Environmental Degradation: Making the Case for Sustainable Consumer Behavior" <i>Kathy Dhanda, DePaul University</i> "Consumption as Restriction: Theoretical Implications from a Total Control Institution" <i>Ron Hill, University of South Florida</i> "Do the Poor Pay More in a Natural Disaster?" <i>Stacey Menzel Baker, David Hunt, and Terri L. Rittenburg, University of Wyoming</i> "The Susceptibility of Subsistence Markets to Persuasive Communications" <i>Jerome D Williams, University of Texas at Austin, William J. Qualls, University of Illinois at Urbana Champaign, and Nakeisha Ferguson, University of Texas at Austin</i>

<p>Thursday 12:45 to 2:00 pm</p>	<p style="text-align: center;">Lunch and Talk by Philip Kotler, Northwestern University <i>Introduction by William Qualls, University of Illinois, Urbana-Champaign</i></p>
<p>Thursday – 2:00 to 4:00 pm</p>	<p style="text-align: center;">Marketing in Subsistence Marketplaces <i>Chair – Alan Malter, University of Illinois, Chicago</i></p> <p>Innovative Competitive Responses to Supermarketization in Subsistence Markets: The Case of Martins in Brazil <i>Hamish R. Gow and Anju Seth, University of Illinois, Urbana-Champaign</i></p> <p>Marketing in Subsistence Markets: Differentiation through Decentralization <i>Robin Ritchie and Srinivas Sridharan, University of Western Ontario</i></p> <p>““Kinship and Contract””: An Exploration of the Integration of Local Culture with Information Technology Adoption in Developing Nations” <i>Charles M. Wood, University of Tulsa</i></p> <p>Revisiting the Marketing Philosophy in Subsistence Marketplaces: Blurring Social and Commercial Initiatives <i>Avinish Chaturvedi, Roland Gau, and Anju Seth, University of Illinois, Urbana-Champaign</i></p>
	<p style="text-align: center;">Free Time – Enjoy Chicago’s Lakefront and Shopping</p> <p style="text-align: center;">See registration materials for directions on getting to shopping and lakefront venues using public transportation.</p> <p style="text-align: center;">Breakout rooms available for group discussions initiated by participants.</p>
<p>Thursday – 7:00 to 8:30 pm</p>	<p style="text-align: center;">Dinner and Talk by Jagdish Sheth, Emory University <i>Introduction by Avijit Ghosh, University of Illinois, Urbana-Champaign</i></p> <p style="text-align: center;">The Parthenon Restaurant 314 South Halsted Street Chicago, IL 60661 Tel. 312-726-2407</p> <p>Bus transportation will be available from Thomas Beckham Hall. Please board the bus across Halsted Street from TBH no later than 6:40 PM.</p> <p><i>The Parthenon Restaurant is a Greektown institution and well-known to Chicago cab drivers, for those arriving from venues other than TBH. Driving to the restaurant is also an option, although parking in the Greektown area can be a challenge.</i></p>

**Unless otherwise noted all conference activities will be in Student Center East: Illinois B Room.
All breaks will be in the Foyer Area outside SCE: Illinois B**

<p>Friday – 8:00 to 9:20 am</p>	<p>Diverse Methodological Approaches to Subsistence Markets <i>Chair – Julie Ozanne, Virginia Polytechnic Institute and State University</i></p> <p>“Participatory Action Research in Subsistence Market” <i>Julie Ozanne and Bige Saatcioglu, Virginia Polytechnic Institute and State University</i></p> <p>“Shopping with Consumers: Modifications and Implications in Subsistence-Economy Contexts,” <i>Cele Otnes, University of Illinois, Urbana-Champaign, Benet De-Berry Spence, University of Illinois, Chicago, and Robin Coulter, University of Connecticut</i></p> <p>“Implications of Restriction Research for Disadvantaged Consumers” <i>Ron Hill, University of South Florida, and Don Lehmann, Columbia University</i></p>
<p>Friday – 9:45 to 10:45 am</p>	<p>Business Practice in Subsistence Markets <i>Chair – John Clarke, University of Illinois at Urbana-Champaign</i></p> <p>Marketing to Low-Income Consumers - Unilever in India <i>Rohithari Rajan, Unilever, India</i></p> <p>A Revolutionary Approach to Reducing Poverty and Increasing the Agricultural Productivity of Subsistence Farmers <i>Paul Rigterink, Potomac Technical Advisors</i></p>
<p>Friday – 11:00 am to 12:30 pm</p>	<p>Inter-Organizational Linkages in Subsistence Marketplaces <i>Chair – Ed Abbey, PLAN International</i></p> <p>"Profiting with the Poor: Client Driven Services for the Poorest" <i>Ed Abbey, PLAN International</i></p> <p>Public Facilitation of Economically Sustainable Business Linkages in Subsistence Markets: Lessons Learnt from the USDA Market Assistance Program in Armenia <i>Hamish R. Gow, Aleksan Shanoyan, and Tiffany White, University of Illinois at Urbana-Champaign</i></p> <p>Market Disintermediation and Producer Value Capture: The Case of Fair Trade Coffee <i>Eric J. Arnould, University of Arizona, Alejandro Plastina, University of Nebraska, Dwayne Ball, University of Nebraska</i></p>
<p>Friday – 12:30 to 1:45 pm</p>	<p>Lunch and Talk by David Cooperrider, Case Western Reserve University <i>Introduction by Jose Antonio Rosa, University of Illinois, Chicago</i></p>

<p>Friday – 1:45 to 2:45 pm</p>	<p style="text-align: center;">Entrepreneurship Development in Subsistence Marketplaces <i>Chair – Jelena Spanjol, University of Illinois, Chicago</i></p> <p style="text-align: center;">Entrepreneurship Development through Corporate Intervention among Self Help Groups in India - The case of HLL's Shakti Project <i>M J Xavier, Institute for Financial and Management Research, Chennai, India, J Raja, and Usha Nandhini, National Institute of Technology, Tiruchirappalli, India</i></p> <p style="text-align: center;">Towards a Gender-Based Model of Social Entrepreneurship <i>Nancy Higginson, Northern State University, and Ina Freeman, Mississippi Valley State University</i></p>
<p>Friday – 3:00 to 4:30 pm</p>	<p style="text-align: center;">Open Session - Directions for Practice and Theory on Subsistence Marketplaces <i>Panel Chair: Sharon Shavitt, University of Illinois, Urbana-Champaign</i></p> <p style="text-align: center;">Panel Members: <i>Rick Bagozzi, University of Michigan</i> <i>C. Y. Chiu, University of Illinois at Urbana-Champaign</i> <i>Angela Lee, Northwestern University</i> <i>Kent Monroe, University of Richmond</i></p>