The Second Subsistence Marketplaces Conference:
Sustainable Consumption and Commerce For a Better World

CONFERENCE PROGRAM
Unless otherwise noted, all conference activities will be at:
UIC Student Center East (SCE) Tower, 6th Floor
750 South Halsted Street
Chicago, Illinois 60607

Friday, June 13, 2008 – Student Center East, Cardinal Room (3rd Floor)
6 – 8 p.m.  REGISTRATION, RECEPTION AND BRIEF WELCOME

Saturday, June 14 – Student Center East, Room 605

8 a.m.  REGISTRATION & CONTINENTAL BREAKFAST

8:30 – 9:15 a.m.  WELCOME
Dean Larry DeBrock, University of Illinois Urbana-Champaign
Dean Brent Hathaway, University of Wyoming, Laramie
Dean Stefanie Lenway, University of Illinois at Chicago

CONFERENCE INTRODUCTION
Madhu Viswanathan, University of Illinois Urbana-Champaign
José Antonio Rosa, University of Wyoming, Laramie
Joseph Cherian, University of Illinois at Chicago

9:15 – 9:30 a.m.  BEVERAGE BREAK

9:30 – 11 a.m.  UNDERSTANDING SUBSISTENCE CONSUMERS – PART I
Chair – Jelena Spanjol, University of Illinois at Chicago

SUBSISTENCE CONSUMER AND TRANSFORMATION READINESS
Julie A. Ruth, Rutgers University
Suraj Commuri, State University of New York, Albany

SOCIO-ECONOMIC FACTORS AND TECHNOLOGY CATEGORIZATION AS
DETERMINANTS OF COMPLEXITY EXPECTATION OF NEW PRODUCT TECHNOLOGIES
AMONG LOW INCOME CONSUMERS
Andres Barrios, Universidad de los Andes, Bogotá, Colombia
Sonia Camacho, Universidad de los Andes, Bogotá, Colombia
Carlos Trujillo, Universidad de los Andes, Bogotá, Colombia
José Antonio Rosa, University of Wyoming, Laramie

Understanding Buyer Behavior in Subsistence Marketplaces
Robin Ritchie, Carleton University
11 – 11:15 a.m.  BREAK

11:15 – 12:45  p.m.  UNDERSTANDING SUBSISTENCE CONSUMERS – PART II
Chair – David Hunt, University of Wyoming, Laramie

CONSUMER PSYCHOLOGY IN SUBSISTENCE MARKETPLACES
Dipankar Chakravarti, University of Colorado, Boulder

SITUATED COGNITION AND LOW-LITERATE, LOW-INCOME CONSUMERS:
IMPLICATIONS FOR THEORY AND PRACTICE
Roland Gau, University of Illinois Urbana-Champaign

MEASURING CONSUMER PURCHASE DECISION INVOLVEMENT IN SUBSISTENCE
MARKETPLACES
Tendai Chikweche, University of Western Sydney
Richard Fletcher, University of Western Sydney

12:45 – 2 p.m.  LUNCH AND KEYNOTE ADDRESS BY STUART HART, CORNELL UNIVERSITY
Chair – John Clarke, University of Illinois Urbana-Champaign

2 – 3:45 p.m.  SUSTAINABLE PRODUCT AND MARKET DEVELOPMENT FOR SUBSISTENCE
MARKETPLACES
Chair/Discussant – Tiffany White, University of Illinois Urbana-Champaign

INSIGHTS FROM PRODUCT AND MARKET DEVELOPMENT FOR SOLAR OVENS
Paul Munsen, Sun Ovens International Inc., Elburn, Illinois

DEVELOPING SUSTAINABLE BUSINESSES IN SUBSISTENCE MARKETPLACES
William Blackburn, Blackburn Consulting, Chicago

MARKET RESEARCH IN SUBSISTENCE MARKETPLACES: INSIGHTS AND OBSERVATIONS
Rodney Acevedo, Coin Market Research, Paraguay

3:45 – 4 p.m.  BREAK

4 – 5:30  p.m.  SUSTAINABLE ENTREPRENEURSHIP IN SUBSISTENCE MARKETPLACES – PART I
Chair – Ray Benton, Loyola University

INNOVATIVENESS AND CREATIVITY AMONG SUBSISTENCE CONSUMER-MERCHANTS
José Antonio Rosa, University of Wyoming, Laramie

PRODUCERS IN SUBSISTENCE MARKETPLACES
Ted London, University of Michigan

SOCIAL CAPITAL AND ENTREPRENEURSHIP IN SUBSISTENCE MARKETPLACES
Srinivas Sridharan, University of Western Ontario
7 – 9:30 p.m.  Dinner and Conversation
Franconello Restaurant
1301 South Halsted Street
Chicago, Illinois 60607
(312) 421-1301
* Across the street from Thomas Beckham Hall

Sunday, June 15 – Student Center East

8 – 10 a.m.  Continental Breakfast
Room 605

8:15 – 10 a.m.  Sustainable Entrepreneurship in Subsistence Marketplaces – Part II
Room 603
Chair – Behice Ece Ilhan, University of Illinois Urbana-Champaign

Subsistence Entrepreneurship in Times of Conflict: How NGOs in Darfur Negotiate Enterprise Development Templates
Samer Abdelnour, University of Western Ontario
Oana Branzei, University of Western Ontario

The “Schlent” as an Organizing Concept in Markets: Introducing the Business Slant as a Tool in Promoting Sustainable Livelihoods
Douglas Racionzer, Sunstyle Holdings, South Africa

Facilitating Market Access in Subsistence Marketplaces
Luis Flores, Michigan State University
Hamish Gow, Michigan State University

Co-Value Creation in Business Networks in Subsistence Marketplaces: A Nordic Relationship and Network Management Approach
Sara Lindeman, Swedish School of Economics and Business Administration

8:15 – 10 a.m.  Sustaining Culture
Room 613
Chair – John Hildebrand, University of Illinois at Chicago

Reinforcing Cultural Traditions in Global Markets
Benet DeBerry-Spence, University of Illinois at Chicago

Handcraft as a Subsistence Activity Among Producers in Two Villages from Oaxaca, Mexico
Arcelia Toledo and German Otalora, EGADE, ITESM Mexico

Local Development and Transfer of Knowledge: The Banco Palmas Experience
Savio Morais, Carrefour Jeunesse Emploi de Pontiac, Canada
CHILDREN AS CHANGE AGENTS: SUSTAINING CULTURE THROUGH PARTICIPATORY METHODS FOR SUBSISTENCE MARKETPLACES
Sharmin Attaran, University of Illinois at Chicago
Kelly L. Weidner, University of Illinois at Chicago

10 – 10:15 a.m. BEVERAGE BREAK

10:15 a.m. – Noon COLLABORATION AND CO-PRODUCTION IN SUBSISTENCE MARKETPLACES
Room 603
Chair – Al Rosenbloom, St. Xavier University

THE VILLAGE NETWORK: A NEW APPROACH TO POVERTY ALLEVIATION THROUGH PARTNERSHIP
Krista Crawford-Mathis, Capella University
Stephen Darr, Peacework Development Fund
Amy Farmer, University of Arkansas

SELF-HELP GROUPS AND PRIVATE POLICY PARTNERSHIPS IN SUBSISTENCE MARKETPLACES: TOWARD A WIN-WIN FORMULA FOR POVERTY REDUCTION AND SUSTAINABLE DEVELOPMENT
Neela Mukerjee, Development Tracks RTC

MARKETING HEALTHCARE TO THE POOR: THE CASE OF MEDICAID MANAGED CARE
William Trombetta, St. Joseph’s University

BIODIESEL AND MICROFINANCE: A NEW MODEL FOR HAITI
Kathleen Robbins, Green Microfinance

10:15 a.m. – Noon POLICIES AND STRATEGIES FOR SUBSISTENCE MARKETPLACES
Room 613
Chair – Stephanie Oneto, University of Wyoming, Laramie

UNDERSTANDING STAKEHOLDERS IN SUBSISTENCE MARKETPLACES
Laurie Anderson, Arizona State University

MARKET STRUCTURE AND PROCESSES OF A BOOM AND BUST ECONOMY
David Hunt, University of Wyoming, Laramie
Stacey Baker, University of Wyoming, Laramie

THE CAUSATUM OF MARKET DOMINANCE: HSBC SRI LANKA IN SUBSISTENCE MARKETPLACES
Roed Elaydi, Pennsylvania State University, Brandywine
Charles Harrison, Pennsylvania State University, Brandywine

MARKETING TO SUBSISTENCE CONSUMERS: CONTEMPORARY METHODOLOGIES AND INITIATIVES
Kelly L. Weidner, University of Illinois at Chicago
Noon – 12:30  SUSTAINABLE SOCIAL ENTERPRISES IN SUBSISTENCE MARKETPLACES: A CASE STUDY
Room 605  OF THE BYRRAJU FOUNDATION
Chair – Atul Kulkarni, University of Illinois Urbana-Champaign
Verghese Jacob, Byrraju Foundation

12:30 – 1:15 p.m.  LUNCH
Room 605

1:15 – 2 p.m.  TWO-WAY LEARNING (TEACHING) IN SUBSISTENCE MARKETPLACES: TAKING
Room 605  MARKETPLACE LITERACY TO SUBSISTENCE MARKETPLACES AND BRINGING
SUBSISTENCE MARKETPLACES TO MANAGEMENT EDUCATION
Chair – Sharmin Attaran, University of Illinois at Chicago
Madhu Viswanathan and students, University of Illinois Urbana-Champaign

2 – 2:15 p.m.  CLOSING REMARKS
Room 605  Joseph Cherian, University of Illinois at Chicago

2:15 – 3:30 p.m.  INFORMAL SMALL GROUP DISCUSSIONS AND PRESENTATIONS
Rooms 603, 605
and 613

3:30 p.m.  CONFERENCE CONCLUDES