

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

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## CONFERENCE PROGRAM

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

### Friday, June 13, 2008 – Student Center East, Cardinal Room (3<sup>rd</sup> 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  
Room 603

COLLABORATION AND CO-PRODUCTION IN SUBSISTENCE MARKETPLACES

*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  
Room 613

POLICIES AND STRATEGIES FOR SUBSISTENCE MARKETPLACES

*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

*Raed 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 Room 605	SUSTAINABLE SOCIAL ENTERPRISES IN SUBSISTENCE MARKETPLACES: A CASE STUDY OF THE BYRRAJU FOUNDATION <i>Chair – Atul Kulkarni, University of Illinois Urbana-Champaign Verghese Jacob, Byrraju Foundation</i>
12:30 – 1:15 p.m. Room 605	LUNCH
1:15 – 2 p.m. Room 605	TWO-WAY LEARNING (TEACHING) IN SUBSISTENCE MARKETPLACES: TAKING MARKETPLACE LITERACY TO SUBSISTENCE MARKETPLACES AND BRINGING SUBSISTENCE MARKETPLACES TO MANAGEMENT EDUCATION <i>Chair – Sharmin Attaran, University of Illinois at Chicago Madhu Viswanathan and students, University of Illinois Urbana-Champaign</i>
2 – 2:15 p.m. Room 605	CLOSING REMARKS <i>Joseph Cherian, University of Illinois at Chicago</i>
2:15 – 3:30 p.m. Rooms 603, 605 and 613	INFORMAL SMALL GROUP DISCUSSIONS AND PRESENTATIONS
3:30 p.m.	CONFERENCE CONCLUDES