

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

July 9 – 11, 2010

Chicago, Illinois

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## CONFERENCE PROGRAM

All conference activities will be at UIC Student Center West, 828 S Wolcott Avenue,  
except for the Friday evening reception,  
which will be at the UIC Innovation Center, 1240 W. Harrison Street

### **Friday, July 9 – UIC Innovation Center**

5:00 – 7:00 p.m.      REGISTRATION, RECEPTION AND BRIEF WELCOME

6:00- 7:00 p.m.      SESSION ON CREATIVITY – CHRIS BARLOW

### **Saturday, July 10 – UIC Student Center West, Conference Rooms**

8:00 – 9:30 a.m.      REGISTRATION & CONTINENTAL BREAKFAST – CHICAGO ROOM FOYER

8:30 – 9:15 a.m.      WELCOME AND INTRODUCTION – CHICAGO ROOM

*Dean Stefanie Lenway, University of Illinois, Chicago & Michigan State University*  
*Dean Michael A. Pagano, University of Illinois, Chicago*  
*Dean Larry DeBrock, University of Illinois Urbana-Champaign*  
*Co-Chair Cheryl Nakata, University of Illinois at Chicago*  
*Co-Chair Madhu Viswanathan, University of Illinois Urbana-Champaign*

9:15 – 9:30 a.m.      BREAK

*Track Chair Al Rosenbloom, Dominican University, Sessions 1.1, 2.1, 3.1 and 4.1*

*Track Chair Kathy Dhanda, DePaul University, Sessions 1.2, 2.2, 3.2 and 4.2*

*All concurrent sessions will have presentations of a maximum of 15 minutes including transitions. All questions will be kept to the end and each session will aim for discussion time of half 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.*

9:30 – 11:00 a.m.

CONCURRENT RESEARCH SESSIONS

**Concurrent Session 1.1**  
**Room 218**  
**Understanding Subsistence Consumers**

Session Chair: Liz Collier, Dominican University

“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 Vaughn - 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.*

**Concurrent Session 1.2**  
**Rec Room**  
**Co-Creating Impactful Innovations and Applying Technologies  
for Subsistence Marketplaces**

Session Chair: Jelena Spanjol – University of Illinois, Chicago

“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. & Bao Design Lab*

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

*Paula Linna - Aalto University, Finland*

“Supercomputing Applications for Subsistence Marketplaces”

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

11:00 – 11:15 a.m. BREAK

11:15 – 12:45 p.m. CONCURRENT RESEARCH SESSIONS

**Concurrent Session 2.1**  
**Room 218**  
**Entrepreneurship in Subsistence Marketplaces**

Session Chair: Robert Miller, Dominican University

“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*

**Concurrent Session 2.2**  
**Rec Room**  
**Innovative Partnerships in Subsistence Marketplaces**

Session Chair: Anna Cui, University of Illinois, Chicago

“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*

12:45 – 2:00 p.m. LUNCH AND KEYNOTE ADDRESS – CHICAGO ROOM

Chair: Al Rosenbloom, Dominican University

**Keynote Speaker: Pradeep Kashyap, CEO, MART, India**

Sponsored By  
Center for Global Peace Through Commerce  
Brennan School of Business, Dominican University

2:00 – 3:30 p.m. PLENARY PANEL – CHICAGO ROOM

***Creating Impact Through Business Innovations in Subsistence Marketplaces***

Chair: Kathy Dhanda, DePaul University

*Sponsored By  
Institute for Business and Professional Ethics  
DePaul University*

*Patrick Whitney - Dean, Institute of Design, Illinois Institute of Technology*

*Paul Munsen - Founder, sunoven.com*

*Rob Schneider - Senior Alliance Advisor, U.S. Agency for International Development*

*Mohini Chopra - Founder, Global Strategies Group; former VP of Innovation Strategy & Resource Management, Wrigley Company*

3:30 – 3:45 P.M. BREAK

3:45 – 4:45 p.m. PLENARY PANEL – CHICAGO ROOM

***Creating Impact Through Social Innovations in Low-Income and Subsistence Marketplaces***

Chair: Al Rosenbloom, Dominican University

*Ladonna Redmond - President & CEO, Institute for Community Resource Development*

*Kathleen Robbins - Founder, Jatropha Pepinye & former Director of Green Microfinance*

4:45 – 5:00 p.m. BREAK

5:00 – 6:00 p.m. SPECIAL SESSION – ROOM 218

***Design Thinking for Social Innovation***

Chair: Cheryl Nakata, University of Illinois, Chicago

*Jenny Comiskey – Project Leader and Senior Strategist, IDEO*

*Tasos Karahalios - Project Leader and Senior Engineer, IDEO*

*IDEO is viewed by many as the leading innovation company in the world. Jenny Comiskey and Tasos Karahalios will share IDEO's approach to innovation, as well as relevant case studies which illustrate the potential for enabling positive change in communities of need, where people are at the center of systemic solutions. Their talk will be followed by a brief Q&A.*

6:00pm

DINNER

*Dinner to be set up by participants on their own – Recommendations for the many Chicago restaurants nearby will be available*

**Sunday, July 11, 2010**

7:30 – 9:30 a.m.

CONTINENTAL BREAKFAST - CHICAGO ROOM FOYER

8:00 – 9:30 a.m.

CONCURRENT RESEARCH SESSIONS

**Concurrent Session 3.1**

**Room 218**

***Understanding Subsistence Consumers & Envisioning Business Infrastructures***

Session Chair: Esi Abbam-Elliott – University of Illinois, Chicago

“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.*

**Concurrent Session 3.2**  
**Rec Room**

***Innovative Business Strategies for Subsistence Marketplaces***

Session Chair: Abigail McWilliams, University of Illinois, Chicago

“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 - Roosevelt University, Chicago, U.S.*

“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*

“Successful Strategies for Sustainability in a Global Market Economy”

*Maria Lam – Malone University, US*

9:30 – 9:45 a.m.

BREAK

9:45 - 11:00 a.m.

CONCURRENT RESEARCH SESSIONS

**Concurrent Session 4.1**  
**Room 218**

***Subsistence Entrepreneurs & Networks***

Session Chair: Maija Renko, University of Illinois, Chicago

“Artrepreneurship in Subsistence Markets: Is Marketplace 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.*

#### **Concurrent Session 4.2**

##### **Rec Room**

### **Financial & Technological Innovations for Subsistence Marketplaces**

Session Chair: Kathleen Odell, Dominican University

“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.*

“Community Development Banking in the U.S. and Social Performance Metrics”

*Saurabh Narain – National Community Investment Fund, U.S.*

11:00 – 11:10 a.m. BREAK

11:10 – 11:50 p.m. REMEMBERING C.K. PRAHALAD – CHICAGO ROOM

*Dean Stefanie Lenway – Michigan State University, U.S.*

*Thomas Murtha – University of Illinois, Chicago, U.S.*

*Ted London – William Davidson Institute, University of Michigan, U.S.*

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

11:50 – 1:25 p.m. LUNCH AND SPECIAL SESSION– CHICAGO ROOM

### **Bringing Subsistence Marketplaces into the Business Curriculum**

Chair: Saroja Subrahmanyam, St. Mary’s College of California



“Bringing the BOP into the Classroom: Teaching at the Intersection of Business Strategy and Poverty Alleviation”

*Ted London, William Davidson Institute, University of Michigan*

“Curricular Innovations at the Intersection of Subsistence and Sustainability”

*Madhu Viswanathan, University of Illinois, Urbana-Champaign  
Sayantan Choudhary, Sudipto Guha, Jeffrey Mason, Brian Schertz,  
Rebecca Rosenblatt, Class of 2009-10, Sustainable Product and Market  
Development for Subsistence Marketplaces, University of Illinois,  
Urbana-Champaign*

1:25 p.m.

CLOSING REMARKS – CHICAGO ROOM

*Cheryl Nakata, University of Illinois, Chicago  
Madhu Viswanathan, University of Illinois, Urbana-Champaign*

1:30 p.m.

CONFERENCE CONCLUDES

1:30-2:30p.m.

SPACE RESERVED FOR INFORMAL SMALL GROUP DISCUSSIONS AND  
PRESENTATIONS – ROOM 218



KEYNOTE SPEAKER, JULY 10

PRADEEP KASHYAP

**Pradeep Kashyap** is Founder and CEO of MART, a pioneering rural market research company that focuses on the BoP or subsistence marketplaces. Following decades of experience in marketing with a range of social and commercial enterprises, Pradeep founded MART in 1993 as a transparent, team based, non-hierarchical, flat organization with a vision to become the most respected, employee owned consultancy firm creating innovative and effective solutions for the poor. MART is based on ethical and spiritual principles best summarized by the phrase 'Social Heart, Business Mind'.

MART has since emerged as India's leading rural consultancy organization, receiving several awards for its innovations. Its clients include a wide range of companies and development organizations. MART co-created the innovative Project Shakti with Hindustan Unilever, appointing 46,000 poor women from micro finance groups as company dealers. Among its many innovations, MART pioneered a low-cost, last-mile rural distribution model using village volunteers on bicycles for Colgate, Heinz and others.

With marketing experience spanning four decades, Pradeep authored *The Rural Marketing Book*, a definitive work on the topic for students and practitioners alike. His work engages social, commercial, and governmental sectors. He is a regular speaker at CEO forums in India and abroad. He has been Marketing Advisor to the Ministry of Rural Development and has worked with the Office of the Prime Minister of India and Committee appointed by the Chief Minister of the state of Andhra Pradesh, on the topic of rural development. He has been a consultant for the World Bank and the United Nations. Referred to in C. K. Prahalad's book, *The Fortune at the Bottom of the Pyramid*, as the father of rural India, Pradeep is President of the Rural Marketing Association of India. In recognition of his many contributions, Pradeep received the Indian Merchant Chamber of Commerce Award in 1991.

## BUSINESS INNOVATION PANELISTS



**Mohini Chopra** is a seasoned business executive with financial and general management experience in a diverse set of industries including Consumer Packaged Goods, Healthcare, and Industrial Products. She recently formed a company 'Global Strategies Group' that offers consulting services to businesses seeking growth and process optimization.

Her work experience includes sixteen years of management experience in CPG industry – most recently at William Wrigley Jr. Company as the Vice President of Innovation Strategy & Resource Management. She was a key member of the team that increased revenues from new products from low single digits to an average of 18-20% of the Company revenues with a majority of the growth from business expansion in Developing countries. Previously, Mohini served as the Company's International Controller, providing financial and strategic leadership to Wrigley's international business. Key accomplishments included business expansion into developing markets in East Europe and China. Mohini left Wrigley in 2008 after eleven years.

Prior to joining Wrigley, Mohini was Director International Finance with the NutraSweet Company, a wholly owned subsidiary of Monsanto Inc. In this role, she had primary responsibilities for directing financial policies and reporting of the company's International businesses. She also worked extensively on business expansion through new product offerings, acquisitions and joint ventures. During her tenure, NutraSweet completed multiple joint ventures in developing markets.

In addition to her CPG experience, Mohini has a strong foundation in entrepreneurship. In 1984, Mohini founded a healthcare consulting company. The firm provided advisory services to hospitals and physician practices for various management and strategic matters. Earlier in her career, Mohini held various positions in finance at Ford Motor Company and Clow Corporation, a mid size industrial corporation. As VP Finance and Treasurer of Clow, she successfully secured a \$150MM financing package for a leveraged buyout.

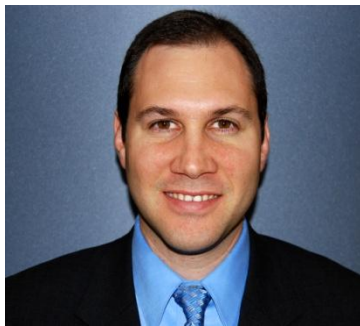
Mohini has a Masters of Management degree from the J.L. Kellogg School of Management and a Masters of Science degree in Industrial management from Purdue University.



**Paul M. Munsen** is the president of SUN OVENS International, Inc. SUN OVENS is located in Elburn, Illinois USA, and is the leading manufacturer of high quality solar cooking devices. SUN OVENS were developed to combat deforestation and are currently being used in 130 countries around the world.

Paul has been involved in solar cooking projects and taught SUN OVEN cooking on 5 continents and is currently involved with projects supported by Rotary International, United States Agency for International Development (USAID), U.S. Department of Energy, Overseas Private Investment Corp. (OPIC), UN High Commissioner on Refugees (UNHCR), South African Ministry of Minerals and Energy, British High Commission, and the World Bank.

Paul has addressed the United Nations Commission on Sustainable Development at the UN Headquarters in New York. He is the past-president of the Illinois Society for International Development, and a member of Solar Cookers International and the Illinois Solar Energy Association.



**Rob Schneider** has worked at USAID since 2005, initially focusing on local economic development and housing as a Presidential Management Fellow. He currently works in USAID's Office of Development Partners, where he supports the creation of public-private partnerships in the technology and financial services sectors. Prior to USAID, Rob managed company-wide procurement processes and construction programs for a wireless telecommunications carrier, and worked as a manufacturing engineer. Rob has an MBA and Masters of Urban Planning from the University of Michigan, and a Bachelor's Degree in Industrial Engineering from the University of Illinois. He and his wife live with their son in the District of Columbia's historic Capitol Hill neighborhood.



**Patrick Whitney** is Dean of the Institute of Design at the Illinois Institute of Technology, Chicago, Illinois, and the Steelcase/Robert C. Pew Professor of Design. Professor Whitney has published and lectured throughout the world about how to make technological innovations more humane, the link between design and business strategy, and methods of designing interactive communications and products. His writing has focused on new frameworks of design that respond to two transformations: the shift from mass-production to flexible production and the shift from national markets to markets that are both global and “markets of one.” He consults and conducts executive workshops for numerous corporations and organizations. These have included Aetna, BP, Lenovo, McDonald's, Procter & Gamble, Steelcase, Texas Instruments, Zebra Technologies, and departments of the governments of Denmark, Hong Kong, India, Japan, and the UK. He is the principal investigator of several research projects at the Institute of Design, including Global Companies in Local Markets, Design for the Base of the Pyramid, and Schools in the Digital Age. His work has received support from the John D. and Catherine T. MacArthur Foundation, the Joyce Foundation, the National Endowment for the Arts, and numerous corporations.

## SOCIAL INNOVATION PANELISTS



**LaDonna Redmond** is CEO and President of the Institute for Community Development, Chicago, Illinois, a non-profit, community based organization that assists residents of urban communities obtain access to safe, healthy food through the development of alternative food systems. She sits on numerous local and national boards, including the National Campaign for Sustainable Agriculture, the Consortium to Lower Obesity in Chicago's Children, and the Chicago Public School Task Force to Improve Healthy Eating. Ms. Redmond's writing has appeared in *Orion Magazine*, *New Farm* and *The New York Times*. She received her BA from Antioch College.



**Kathleen Robbins**, DMin is the co-founder of Jatropha Pepinye, a biofuels program in Haiti designed to empower small farmers and address the energy, economic and environment issues in rural Haiti without negatively impacting food supply. Previously she developed FonkoSel Aktive pa Digicel, a replication of the Grameen Bank Village Phone program, creating a partnership between Digicel, the largest cellular provider and Fonkoze, the largest MicroFinance organization in Haiti. Prior to that, Dr Robbins was CEO of a cellular company in the US. Her educational background includes a BS in engineering, an MBA and DMin.

## DESIGN THINKING PRESENTERS (IDEO)



**Jenny Comiskey** is a project leader and senior strategist at IDEO. For over 11 years, Jenny has collaborated with a wide range of clients define new-to-the-world platforms, experiences and innovation strategies. With roots in service design, research and marketing she takes a holistic, interdisciplinary approach to problem solving. She is dedicated to establishing a deep understanding of the diverse perspectives and needs of the individual, the community and the organization within the context of broader cultural, social and business factors. She brings an abundant curiosity for uncovering the small nuances of individual behaviors as well as the macro level emerging social and cultural patterns. Jenny applies design thinking as a means to reframe systemic and complex problems.

Her primary focus is on achieving outcomes that support long term sustainability and enable positive social impact, driven by a deep understanding of underlying human needs and behaviors. Her passion is for working collaboratively with clients to uncover new opportunities for value creation and define what's next. Jenny has worked in a broad range of industries, including telecommunications, financial services, health care, consumer goods, retail, entertainment and publishing. She received a masters degree from the Institute of Design where she focused on the sweet spot between design, business and positive change.



**Tasos Karahalios** joined IDEO in November 2000. He works across offices as both a project leader and senior design engineer on a wide range of projects within the Health and Wellness and the Consumer Experience Design practices. One of his current roles involves engaging specific clients to develop longer term strategic relationships aimed at changing their internal development processes.

His recent projects have resulted in designing numerous physical products including desktop videophones, DNA diagnostic equipment, and surgical handpieces, as well as defining new business models and service experiences for industries ranging from the automotive to the world of stem cell processing. Prior to joining IDEO, Tasos worked at FRABA AG in Germany, where he designed electromechanical safety systems, and at Technics Inc., where he worked on designing new PCB assembly and manufacturing systems. In addition to his work, Tasos has been actively contributing to local engineering organizations as well as supporting the creation of a non-profit organization aimed at increasing access to clean drinking water across the world.

Tasos holds a BS in Mechanical Engineering and a BS in Economics, both from the Massachusetts Institute of Technology with continued education in engineering management at Northwestern University.



## TEACHING INNOVATIONS PRESENTER



**Ted London, Ph.D.** is a Senior Research Fellow at the William Davidson Institute (WDI) and on the faculty at the University of Michigan's Ross School of Business. At WDI, he directs the Base of the Pyramid Initiative, a program that champions innovative ways of thinking about more inclusive forms of capitalism. At the Ross School, he offers courses to graduate students and executives on the opportunities and challenges in developing new business models to serve BoP markets. A leading expert on the intersection of business strategy and poverty alleviation, Dr. London focuses on designing enterprise strategies and poverty alleviation approaches for low-income markets, developing market-entry capabilities, building cross-sector collaborations, and assessing poverty reduction outcomes of business ventures. His numerous articles, chapters, reports, and cases emphasize creating new knowledge with actionable implications. Over the past two decades, Dr. London has also directed and advised leadership teams in the corporate, non-profit, and development sectors on designing and implementing market-based strategies in low-income markets. He also currently sits on several advisory boards and shares his research in venues across the globe. Prior to coming to the University of Michigan, London was on the faculty at the University of North Carolina, where he also received his Ph.D. Before that, he held senior management positions in the private, non-profit, and development sectors on three continents.