THE SEVENTH SUBSISTENCE MARKETPLACES CONFERENCE

SUBSISTENCE AND SUSTAINABILITY

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN (UIUC)
All conference activities will be in the I-Hotel, Champaign.

ONLINE REGISTRATION FORM

Conference Organizers

Conference Chairs
Ronika Chakrabarti, Lancaster University
Paul Ingenbleek, Wageningen University
Srinivas Venugopal, University of Vermont

Conference Director
Madhu Viswanathan, University of Illinois, Urbana-Champaign

Doctoral Coordinators
Arun Sreekumar and Gaurav Sinha

SCHEDULE AT A GLANCE

Friday, June 22

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<td>1:00 – 4:00 PM</td>
<td>PRE-CONFERENCE PROFESSIONAL DEVELOPMENT SESSION FOR SCHOLARS/PRACTITIONERS</td>
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<td>4:00 – 5:00 PM</td>
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<td>5:00 – 7:00 PM</td>
<td>CURRICULAR INNOVATION WORKSHOP PART 1 - USING ONLINE AND FACE-TO-FACE POVERTY SIMULATIONS</td>
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Saturday, June 23

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https://business.illinois.edu/subsistence/2018-subsistence-marketplaces-conference/
### THE 7TH SUBSISTENCE MARKETPLACES CONFERENCE

#### June 22-24, 2018

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<td>LUNCH AND PANEL ON IMPACT MEASUREMENT: WHERE PRACTICE MEETS RESEARCH IN SUBSISTENCE MARKETPLACES</td>
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<td>2:15 – 3:00 PM</td>
<td>WHAT HAVE WE LEARNED, WHERE DO WE GO FROM HERE: SMALL-GROUP ACTIVITY WITH SPECIFIC ASSIGNMENTS</td>
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<td>3:00 PM</td>
<td>CONFERENCE CLOSING: BREAKOUT ROOMS AVAILABLE FOR SMALL-GROUP DISCUSSIONS PROTOTYPING SESSION — CREATING ONLINE MODULES ON SUBSISTENCE MARKETPLACES DEMONSTRATIONS</td>
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Conference Sponsors

Stellner Fund, Department of Business Administration & Gies College of Business, University of Illinois, Urbana-Champaign

Lancaster University

Wageningen University

University of Vermont

SCHEDULE

Friday, June 22

1:00 – 4:00 PM  Pre-Conference Professional Development Session for Scholars/Practitioners

ILLINOIS BALLROOM A

CHAIRS: Srinivas Venugopal and Arun Sreekumar

4:00 – 5:00 PM  Registration, Reception, and Brief Welcome

ILLINOIS BALLROOM A

5:00 – 7:00 PM  Curricular Innovation Workshop Part 1 - Using Online and Face-to-Face Poverty Simulations

ILLINOIS BALLROOM A

CHAIRS: Ronika Chakrabarti and Ron Duncan

DINNER AT LOCAL RESTAURANTS¹

Saturday, June 23

7:00 – 8:15 AM  Registration & Continental Breakfast

ILLINOIS BALLROOM A

8:15 – 8:45 AM  Welcome and Introduction

¹ We plan to organize groups for this dinner and lunches to provide participants the opportunity to interact with a variety of people.
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 45-60 minutes. Presenters and chairs should be in the assigned rooms 10 minutes early to set up. Chairs will start the session and lead discussion. Presenters are asked to introduce themselves as they begin.

8:45 – 10:00 AM  CONCURRENT SESSION 1

SESSION 1.1
SUSTAINABILITY AND CONSUMPTION FROM THE BOTTOM UP

**HUMANITIES ROOM**
**CHAIR: SRINIVAS VENUGOPAL**

**Lohas (Lifestyle of Health and Sustainability) Scale Development and Validation: Lifestyle Approach to Sustainable Living in Subsistence Marketplaces**
Sooyeon Choi, Purdue University,
Richard A. Feinberg, Purdue University

**The Importance of Mutually Reinforcing Business Models of Social Enterprises and Subsistence Communities**
Hussein Faruque Aly, Lancaster University
Katy Mason, Lancaster University
Winfred Onyas, University of Leicester

**Understanding Households Behavior in the Choice of Agro-Food Products: The Case of Rice and its Derivatives in Saint-Louis**
Chabi Benoît Kpassi Gobi, Université Gaston Berger

**SESSION 1.2**
THE INSTITUTIONAL AND ORGANIZATIONAL DIMENSIONS OF ENTERPRISES AND PUBLIC PARTNERSHIP

**ALMA MATER ROOM**
**CHAIR: PAUL INGENBLEEK**

**Mapping out the Impact of a Social Intervention: The Embeddedness of the Subsistence Prosumer in the Natural and Human World**
Laurel Steinfield, Bentley University
Diane Holt, Essex University

**Sustainable value co-creation and equitable growth in subsistence markets: Financial services firms and microenterprise customers**
Esi. A. Elliot, Suffolk University
Carmina Cavasoz

**Banking services used by entrepreneurs and consumers in subsistence marketplaces**
Simranjeet Singh, Kurukshetra University
SESSION 1.3
SUSTAINABLE BUSINESS CONSUMPTION FROM THE BOTTOM UP

LINCOLN ROOM
CHAIR: RAJESH K. AITHAL

Hidden Culture of Entrepreneurial Communities of Old Ahmedabad City
Siddhartha Saxena, Ahmedabad University
Rushi Pandya, Ahmedabad University

Social responsibility among informal entrepreneurs: Evidence from Mexico City
Cristian E. Villanueva, Anahuac University
Adrianela Angeles, Anahuac University
Luz Cecilia Revilla, Anahuac University

Tamul Plates: Village Entrepreneurs Producing Plates from Waste
Rajesh K. Aithal, Indian Institute of Management Lucknow

10:00 – 10:15 AM BREAK

10:15 – 11:30 AM CONCURRENT SESSION 2

SESSION 2.1
TECHNOLOGY AND INNOVATION

HUMANITIES ROOM
CHAIR: VITOR NOGAMI

Assessing the Effectiveness of Different Dissemination Approaches and Communication Channels on Increasing Awareness and Adoption of Improved Agricultural Practices: An Application to Radio and SMS in Tanzania
Silvia Silvestri, CABI Africa
Richard Musebe, CABI Africa
Edward Baars, IITA
Dannie Romney, CABI Africa
Dharmesh Ganatra, iLogix Limited

Innovations in Subsistence Marketplaces
Vitor Koki da Costa Nogami, Universidade Estadual de Maringá

Product Innovation at Subsistence Marketplaces in India
Gurpreet Kaur, Government PG College
Navreet Singh, Federation University

Innovation Through Bottom-Up Enterprise
Arun Sreekumar, University of Illinois, Urbana-Champaign
Gaurav Sinha, University of Illinois, Urbana-Champaign

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SESSION 2.2
SURVIVAL SUBSISTENCE AND TRANSFORMATIVE ENTREPRENEURSHIP

ALMA MATER ROOM
CHAIR: LISA J. ABENDROTH

Enhancing Business Market Participation in Developing and Emerging Countries: A Field Experiment
Falylath Babah Daouda, University of Parakou/ Wageningen University
Paul T.M. Ingenbleek, Wageningen University
Hans C.M. van Trijp, Wageningen University

Workplace Cooperatives of Very low Income and Immigrant Women in New York City: Meaning Making through Job Crafting and Collective Participation
Seon Mi Kim, Ramapo College of New Jersey
James M. Mandiberg, Silberman School of Social Work at Hunter College & City University of New York Graduate Center

Strengthening Customer Value Creation in Subsistence Marketplaces through Marketing Training: A Field Experiment Among Ethiopian Pastoralists
Mebrahtu L. Teklehaimanot, Haramaya University
Paul T.M. Ingenbleek, Wageningen University
Hans C.M. van Trijp, Wageningen University

SESSION 2.3
INTERSECTIONALITY, HISTORICAL BLUEPRINTS AND WORTH IN SUBSISTENCE MARKETPLACES

LINCOLN ROOM
CHAIR: RONIKA CHAKRABARTI

Strategies for Survival and Subsistence: An Overview on Popular Economy in Sub-Saharan Africa
Maguemati Wabgou, Universidad Nacional de Colombia

Identity-Based Consumption of Subsistence Consumers
Charindra Keerthipala, Macquarie University
Cynthia Marie Webster, Macquarie University
Abas Mizraei, Macquarie University
Laknath Jayasinghe, O.P. Jindal Global University

Social Maturity: A Concept to Identify Social and Cultural Development Opportunities in Complex Communities
Carlos Camp, Bitácora Social
Mitzi Vargas, Bitácora Social
11:30 AM – 12:45 PM    LUNCH AND ROUND TABLE UnSESSIONS

                    ILLINOIS BALLROOM A

                    CHAIRS: GAURAV SINHA AND ARUN SREEKUMAR

Each round table will have a discussion leader and topic for which people will sign up during the morning breaks. These topics can be predetermined with some audience choices. Discussion leaders will be assigned by topic. Key insights will be presented near the end of the lunch and will aim to cover micro to macro linkages as well as summaries from earlier sessions.

12:45 – 2:00 PM    PANEL ON SUBSISTENCE AND SUSTAINABILITY

                    ILLINOIS BALLROOM A

                    CHAIR: PAUL INGENBLEEK

                    MYRTILLE DANSKE
                    RAMADHANI KUPAZA
                    RIKIN GANDHI

2:00 – 2:15 PM    BREAK

2:15 – 3:45 PM    SOCIAL INNOVATION WORKSHOP

                    ILLINOIS BALLROOM A

                    CHAIRS: RAED ELAYDI, ROOSEVELT UNIVERSITY
                    FREDERIK KASTNER, BEYOND REFUGE
                    AND NIELS BILOU, HUMANOS

                    RIKIN GANDHI, DIGITAL GREEN
                    MYRTILLE DANSE, HIVOS
                    LIAM GARCIA
                    KABUYA KANYAMWAKA
                    KALALA MAPENDANO AWAKE
                    OUMARU SWARAY

3:45 – 4:00 PM    BREAK

4:00 – 5:30 PM    CURRICULAR INNOVATION WORKSHOP PART 2

                    ILLINOIS BALLROOM A

                    CHAIRS: RONIKA CHAKRABARTI AND RON DUNCAN

                    LES DLABAY, LAKE FOREST UNIVERSITY
                    SATYAM, JINDAL GLOBAL BUSINESS SCHOOL
                    RAJESH K. AITHAL, INDIAN INSTITUTE OF MANAGEMENT, LUCKNOW
                    MARTY HODGES AND KILLIVALLAVAN SOLAI, UNIVERSITY OF ILLINOIS, URBANA-CHAMPAIGN

6:00 PM    DINNER

3513 CYPRUS CREEK ROAD, CHAMPAIGN
RIDES WILL BE ARRANGED FOR OUT-OF-TOWN GUESTS

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Sunday, June 24

7:00 – 8:30 AM  
**CONTINENTAL BREAKFAST**  
*ILOINIS BALLROOM A*

8:30 – 9:45 AM  
**CONCURRENT SESSION 3**

**SESSION 3.1**  
**SUSTAINABLE BUSINESS CONSUMPTION FROM THE BOTTOM UP**

*The Impact of Environmental Disruptions on Sustainability in Subsistence Marketplaces: A Bottom-Up View*  
Srinivas Venugopal, University of Vermont  
Roland Gau, University of Texas, El Paso  
Samuelson Appau, RMIT University  
Kevin Sample, University of Georgia  
Rita Pereira, Federal University of Paraíba

*Meaningful Improvement for Low Income Consumers in Emerging Markets*  
Lisa J. Abendroth, University of St. Thomas

*Do FDI Spillovers Strengthen the Entrepreneurial Ecosystems in Developing Economies?*  
Jeff Cohu, Michigan State University

**SESSION 3.2**  
**THE INSTITUTIONAL AND ORGANIZATIONAL DIMENSIONS OF ENTERPRISES AND PUBLIC PARTNERSHIP**  
*ALMA MATER ROOM*  
**CHAIR: SHUBHRA AANAND**

*Private Sector Electrification in Base of the Pyramid Marketplaces in India: Shared Value Opportunities in the Context of Dominant Government Energy Paradigms*  
Anthony P. Heynen, The University of Queensland  
Paul A. Lant, The University of Queensland  
Simon Smart, The University of Queensland  
Srinivas Sridharan, Monash University  
Chris Greig, The University of Queensland

*Household Investment Behavior in Subsistence Marketplace*  
Shubhra Aanand, Symbiosis Institute of Business Management Pune

*Why is the Beef Supply Chain in Texcoco, Mexico, Providing Unethical and Unsafe Meat?*
SESSION 3.3
HEALTH AND NUTRITION IN SUBSISTENCE MARKETPLACES

Affordable Health Screening in Subsistence Marketplaces: Our Experiences in India and Argentina
Aashay Patel, University of Illinois, Urbana-Champaign
Susan Mantel, University of Illinois, Urbana-Champaign

Challenges in the Arena of Nutrition: Comparing Subsistence Marketplaces in India and Tanzania
Anna Waller, University of Illinois, Urbana-Champaign
Marlon Pangan, University of Illinois, Urbana-Champaign

Serving Low Income Patients in the USA
Emily Samson, Southern Illinois University
Emma James, Southern Illinois University

Social Innovation for Health
Jeanne Koehler, Southern Illinois University
Sameer Vohra, Southern Illinois University

Discussant: Barbel Weiligmann, GAIN - Nutrition and health at the workplace in low income contexts

9:45 – 10:00 AM BREAK

10:00 – 11:30 AM CONCURRENT SESSION 4

SESSION 4.1
IMPLEMENTATION OF MARKETPLACE LITERACY IN SUBSISTENCE MARKETPLACES: EXPERIENCES FROM DIFFERENT CONTEXTS
HUMANITIES ROOM

Ron Duncan, Marketplace Literacy Project, USA

Francesca Lucchi, Ramadhani Kupaza, and Emanuel Lukumay, OIKOS, Tanzania
Cristina Azuara and Elena Olascoaga, Marketplace Literacy Project, Mexico
Luis Chavez, Marketplace Literacy Project, Honduras
Frederik Kastner, Kalala Mapendano Awake, Kabuya Kanyamwaka, and Oumaru Swaray, Uganda
Ron Duncan, Marketplace Literacy Project, USA

SESSION 4.2
EDUCATIONAL ISSUES IN SUBSISTENCE MARKETPLACES

ALMA MATER ROOM

Valeri Werpinski
Discussant: Candace Martinez
Online education in Subsistence Marketplaces
Norma Scagnoli, Sharon Hsiao, and Sandra Gutknecht, University of Illinois, Urbana-Champaign

Learning From Voices From Subsistence Marketplaces
Steven Morse, Maria Grigortsuk, and Scheile Preston, University of Illinois, Urbana-Champaign

Service-Learning in Subsistence Marketplaces
Valeri Werpetinski, University of Illinois, Urbana-Champaign
Casey Walker, University of Illinois, Urbana-Champaign
Tina Purbawati, University of Illinois, Urbana-Champaign
Prashanth Sukhe, University of Illinois, Urbana-Champaign

11:30 – 11:45 AM BREAK

11:45 AM – 100 PM PANEL ON BUSINESSES IN SUBSISTENCE MARKETPLACES

ILLINOIS BALLROOM A
CHAIR: SRINIVAS VENUGOPAL

Kirti Mishra, Ecociate
Roland Gau, University of Texas, El Paso
Seth Faber, Aebi-Schmidt Group

1:00 – 2:15 PM LUNCH AND PANEL ON ORGANIZATION AND EVALUATION OF SUSTAINABILITY PROJECTS

ILLINOIS BALLROOM A
CHAIR: PAUL INGENBLEEK

Francesca Lucchi, OIKOS East Africa
Kirti Mishra, Ecociate
Bärbel Weiligmann, GAIN
Paul Ingenbleek, Wageningen University

2:15 PM – 3:00 PM WHAT HAVE WE LEARNED, WHERE DO WE GO FROM HERE: SMALL-GROUP ACTIVITY WITH SPECIFIC ASSIGNMENTS

ILLINOIS BALLROOM A
CHAIRS: RONIKA CHAKRABARTI, LANCASTER UNIVERSITY
PAUL INGENBLEEK, WAGENINGEN UNIVERSITY
SRINIVAS VENUGOPAL, UNIVERSITY OF VERMONT

3:00 PM CONFERENCE CLOSING: BREAKOUT ROOMS AVAILABLE FOR SMALL-GROUP DISCUSSIONS

PROTOTYPING SESSION – CREATING ONLINE MODULES ON SUBSISTENCE MARKETPLACES – NORMA SCAGNOLI AND SHARON HSIAO
DEMONSTRATIONS - MARTY HODGES, KILLIVALAVAN SOLAI, VINCE JORDAN & RON DUNCAN
VIRTUAL REALITY
MARKETPLACE MAKERSPACE

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**Keynote Panelists/Practitioners**

**Cristina Azuara Fernandez, Leader, Marketplace Literacy Project at Mexico**
She is a Computer Systems Engineer graduated from ITESM. She worked on the first national online high school project lead by ITESM in 2004. As an academic coordinator, she trained university students to be online tutors. Azuara holds a MA in Human Development by the Universidad Iberoamericana (2015). Her master’s dissertation explores how people who engage in personal growth and development processes change their financial behaviors. In 2014 she founded “Neurofinanzas”, a local initiative that aims to help people to heal their relationship with money through financial literacy. She is passionate about collaborative work.

**Luis Chavez, Coordinator, Subsistence Marketplaces Initiative and Marketplace Literacy Project, Honduras**
Luis Chavez leads marketplace literacy education in Honduras. He also manages a Spanish-language blog for Subsistence Marketplaces.

**Myrtille Danse, Director, Hivos**
Myrtille is an internationally recognized expert on the intersection of business strategy and sustainable poverty alleviation. She facilitates the design of inclusive innovations for low-income markets, developing capabilities of new market entry, building cross sector collaborations, and evaluating the sustainability impact of these ventures. She obtained her experience as a project leader of numerous international development programs in Europe, Africa, South East-Asia and Latin America. Her experience working for the private sector, INGOs, the public sector and research institutes enable her to mediate between these vital societal actors required and develop successful pro-poor market-based innovations. As a manager she is fascinated by shaping innovative organization concepts, such as self-steering teams, holacracy and global impact networks, as these enable agile teams to respond in an appropriate way to the unpredictable and fast-moving context.

**Ron Duncan, Illinois Marketplace & Maker Literacy Program**
Ron Duncan directs marketplace and maker education in southernmost Illinois, bringing almost 35 years of experience in engineering and educational administration. He holds an MS in management science and BS in human resource management from Oakland City University, with studies in workforce education, development, and mechanical engineering. As the founding president of the award-winning Partnership for a Connected Illinois, he led a federal ARRA grant for broadband deployment in Illinois for infrastructure and
adoption activities. He is a co-author of The Marketplace Literacy USA Education Manual and Support Materials (forthcoming) and the author or co-author of other publications on topics related to economic education and advocacy.

Seth Faber, Product Manager and International Marketer
During his experience he has engaged subsistence markets with a focus on sustainability and bottom-up innovation. Seth has also led social responsibility efforts and helped lead corporate social responsibility strategy. Seth holds an MBA and certificate in Sustainable Management and Technology from the University of Illinois Urbana Champaign. Seth completed his bachelor’s degree in business management and marketing and IT minor at Montana State University Bozeman.

Rikin Gandhi, Digital Green
Rikin Gandhi is the founder and executive director of Digital Green, a global development organization that empowers smallholder farmers to lift themselves out of poverty by harnessing the collective power of technology and grassroots-level partnerships. He began his career at Oracle, where he received patents for linguistic search algorithms that he helped develop. Later, he joined Microsoft Research India’s Technology for Emerging Markets team, where he researched ways to amplify the effectiveness of agricultural development globally. While traveling around India’s rural communities, Gandhi developed a passion for helping the country’s rural farmers. That passion then became his career: in 2006, he co-founded what Digital Green. Gandhi holds an MS in aeronautical and astronautical space engineering from Massachusetts Institute of Technology, and a BS in computer science from Carnegie Mellon University

Frédéric Kastner, Beyond Refuge, FUSE Foundation
Frédéric Kastner dedicates himself to establishing equal opportunities, economic self-reliance, and freedom of choice in underprivileged communities with particular focus on empowering approaches for and with forced migrants. He is a facilitator applying a human-centered design process and training of trainers to support community leaders as co-innovators and owners of solutions. Together, they establish livelihoods, social entrepreneurship, and secondary education programs applying both face-to-face components and (where appropriate) mobile-learning technologies and digital learning content.
Ramadhani Kupaza, 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 (Mweka) 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.

Kirti Prasanna Mishra, Director, Ecociate
With more than 22 years of experience, Kirti carries unique expertise in strategizing and implementing Sustainable Business Models (SBM) in emerging and BoP markets. He is the co-founder of Ecociate a knowledge organization offering solutions in Rural Enterprise and Agribusiness sectors. Prior to this he was a Partner in MART, a leading rural marketing consultancy organization. He was In-charge of the pilot phase of Project Shakti of Unilever, first major public-private-community partnership model in India, way back 2001. He was instrumental in developing a comprehensive B-School teaching module on SBM and introduced it in BIMTECH, XLRI and LM Thappar. He is a certified sustainability assessor by CII. He is currently providing consulting services to World Bank, GIZ, WHH, Ambuja Cements etc. Kirti has worked in a large number of assignments across sectors like Food, Nutrition & Agriculture, Water & Sanitation, Health, CSR for organization like Tata Steel, Lafarge-Holcim, LIFS, Panasonic etc. He has worked in India and neighboring countries like Bangladesh and Nepal.

Elena Olascoaga, Co-Director of the Marketplace Literacy Project in Mexico
She studies the impact of intra-gender relationships impact gender equality. One area of interest is the impact of these types of relationships across different social classes (i.e., interactions between upper/middle-class women with poor women) on the social relations that impact entrepreneurship in subsistence marketplaces.
Thomas E. Parkinson, Senior Director of Illinois VENTURES based in Champaign-Urbana

He has been investing in, mentoring and advising technology-based startup companies in the Chicago area, the broader Midwest and in Central Appalachia for more than 30 years. He was a partner with Woodland Venture Management, based in Chicago, where he helped raise and manage two venture capital funds that invested in high-growth companies in under-served and fly-over regions of the country. Prior to that, he was the Executive Director of a successful seed capital fund affiliated with Northwestern University and the CFO of an award-winning technology business incubator. Mr. Parkinson has taught courses in entrepreneurship and entrepreneurial finance at the University of Illinois at Chicago, Ohio University, and most recently at Northwestern’s Kellogg School of Management. He taught the capstone class in Kellogg’s Discover-Test-Launch sequence for student entrepreneurs for four years. His students have gone on to raise several million dollars in startup capital and launch more than a dozen new businesses in the US and around the world. He has a BA from Northwestern and an MBA from Kellogg, with a specialization in Urban Economic Development. He is a member of the National Advisory Committee for Pipeline, a prestigious entrepreneurial fellowship program based in Kansas City.

Bärbel Weiligmann, Global Alliance for Improved Nutrition (GAIN)

Bärbel Weiligmann connects nutrition with agriculture. Her passion is to align different stakeholders for the bigger goals of improved nutrition for farming families. She has worked in various settings in long assignments in Africa and Asia. Currently, she develops with the private sector a behavior change approach to link nutrition with global value chains for the Global Alliance for Improved Nutrition (GAIN). Previously, she applied design thinking for innovation development with the FoodLab in Indonesia, Zimbabwe and Uganda. She was engaged in stimulating the development of sustainable supply chains in cocoa, coffee and tea. Her career commenced with a 10-year stint at GIZ, the German International Co-operation Service, engaged in diverse positions and long-term overseas assignments. Dr. Bärbel Weiligmann has a Master’s in agricultural economics from Munich University and a PhD from Bonn University. Her interests are innovations for food systems, linking agriculture and nutrition, yoga, cycling and spiritual growth.