

**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	<b>Registration, Reception, and Brief Welcome</b> <u>Student Center East: Fort Dearborn Rooms A and B</u>
Thursday 7:30 am	<b>Registration</b> <u>Student Center East: Foyer outside Illinois B Room</u>
Thursday – 8:30 to 9:00 am	<b>Welcome by UIUC Dean Avijit Ghosh and UIC Dean Stefanie Lenway</b> <b>Conference Introduction</b> <i>Madhu Viswanathan, University of Illinois, Urbana-Champaign, and José Antonio Rosa, University of Illinois, Chicago</i>
Thursday – 9:00 to 10:20 am	<b>Consumer Behavior in Subsistence Marketplaces</b> <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	<b>Consumer Experiences in Subsistence Marketplaces</b> <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;"><b>Lunch and Talk by Philip Kotler, Northwestern University</b> <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;"><b>Marketing in Subsistence Marketplaces</b> <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;"><b>Free Time – Enjoy Chicago’s Lakefront and Shopping</b></p> <p style="text-align: center;"><b>See registration materials for directions on getting to shopping and lakefront venues using public transportation.</b></p> <p style="text-align: center;"><b>Breakout rooms available for group discussions initiated by participants.</b></p>
<p>Thursday – 7:00 to 8:30 pm</p>	<p style="text-align: center;"><b>Dinner and Talk by Jagdish Sheth, Emory University</b> <i>Introduction by Avijit Ghosh, University of Illinois, Urbana-Champaign</i></p> <p style="text-align: center;"><b>The Parthenon Restaurant</b> <b>314 South Halsted Street</b> <b>Chicago, IL 60661</b> <b>Tel. 312-726-2407</b></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>

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<p>Friday – 8:00 to 9:20 am</p>	<p style="text-align: center;"><b>Diverse Methodological Approaches to Subsistence Markets</b>  <i>Chair – Julie Ozanne, Virginia Polytechnic Institute and State University</i></p> <p style="text-align: center;">“Participatory Action Research in Subsistence Market”  <i>Julie Ozanne and Bige Saatcioglu, Virginia Polytechnic Institute and State University</i></p> <p style="text-align: center;">“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 style="text-align: center;">“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 style="text-align: center;"><b>Business Practice in Subsistence Markets</b>  <i>Chair – John Clarke, University of Illinois at Urbana-Champaign</i></p> <p style="text-align: center;">Marketing to Low-Income Consumers - Unilever in India  <i>Rohithari Rajan, Unilever, India</i></p> <p style="text-align: center;">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 style="text-align: center;"><b>Inter-Organizational Linkages in Subsistence Marketplaces</b>  <i>Chair – Ed Abbey, PLAN International</i></p> <p style="text-align: center;">"Profiting with the Poor: Client Driven Services for the Poorest"  <i>Ed Abbey, PLAN International</i></p> <p style="text-align: center;">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 style="text-align: center;">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 style="text-align: center;"><b>Lunch and Talk by David Cooperrider, Case Western Reserve University</b>  <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;"><b>Entrepreneurship Development in Subsistence Marketplaces</b>  <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;"><b>Open Session - Directions for Practice and Theory on Subsistence Marketplaces</b>  <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>