The Sixth Subsistence Marketplaces Conference
DEVELOPING PATHWAYS AT THE INTERSECTION OF INTERDISCIPLINARY RESEARCH AND PRACTICE

June 17-19, 2016  |  I-Hotel, Champaign
business.illinois.edu/subsistence/conferences/2016-conference
Distinguished Speakers, Panelists, & Area Experts

Niels Billou, The Humanos Institute

Dr. Niels Billou is the Co-Founder and Executive Director of The Humanos Institute, a not-for-profit that marries the mind of business with the heart of humanity to help transform the lives of people living in poor communities. He is a multiple-award-winning international educator of courses and workshops on innovation, design thinking, entrepreneurship, and international strategy. He is an expert on design thinking and innovation in a variety of contexts, including large corporations and new ventures, in developed and developing markets, in both private and social sectors. He has conducted multinational studies of innovative business models in established and emerging contexts.

Luis Chavez, Subsistence Marketplaces Initiative, Honduras

Luis Chavez is the founder of marketplace literacy education in Honduras. He took the initiative to pilot a program in his local community after participating in the Coursera-based course on Subsistence Marketplaces. With his entrepreneurial spirit and deep commitment to the subsistence communities around him, he is offering marketplace literacy workshops in the rural areas of El Rincón, San José, and Lo de Reina; as well as in urban Comayagua. To date, he has developed six projects in these communities.

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, Wahl Clipper Corporation

Seth Faber coordinates Wahl’s efforts to deliver personal grooming solutions to international subsistence markets, including inclusive business models and product innovations that serve professional barbers. He recently worked with the Sustainable Marketplaces Laboratory’s interdisciplinary product development team to research the challenges faced by barbers in subsistence markets, delivering a new product prototype and comprehensive business plan for entry into Indian subsistence markets. He holds an MBA and a certificate for Excellence in Sustainable Management and Technology from UIUC. He also holds a bachelor’s degree in business from Montana State University with options in management and marketing, and a minor in management of information technology.

Philip Fairweather, Illinois Marketplace & Maker Literacy Program

Philip Fairweather brings over 20 years of experience as an entrepreneurial training instructor, consultant, and economic development specialist for government and community-based agencies to his work in marketplace and maker education in Chicago. He has an MBA from the University of Illinois, a BS from DePaul University, with certifications in entrepreneurial training instruction and grant writing. He has taught entrepreneurship to underserved communities, leading to more than 300 community-based businesses, 4,978 employment opportunities created and filled within three years, and two national awards for best practices from the National Organization for Housing and Redevelopment Organizations (NAHRO).

Luis-Felipe García-Pérez, Spanglish.info

Luis-Felipe García-Pérez is a researcher, author, language teacher, and marketer. A native of Mexico City, he has lived in France, Spain, and Canada, where he worked in international sales and import/export. In addition to being the translation expert for Spanglish.info, he has experience teaching English to executives at companies such as American Express, Nissan, Firestone, and others. He has many years of experience copywriting for websites. He is also a skilled facilitator of international business negotiations, sales, and import/export. He holds a BBA from La Salle University in Mexico City, as well as a master’s degree in international commerce, from the High School of Management in Paris. He’s fluent in Spanish, English, and French.
Christian Martyn Kamara, YMCA, Sierra Leone

Christian Martyn Kamara is the National General Secretary and Chief Executive Officer of the YMCA in Sierra Leone, where he has designed community-based interventions focused on youth development and empowerment, solicited local and international financial support toward youth livelihood in slum communities, advocated for the establishment of the National Youth Commission, worked closely with various government agencies to support youth programs, and supported multiple civil rights initiatives. In addition, he has worked tirelessly to improve resistance to cholera and Ebola in urban slums. Through his intervention, Sierra Leone YMCA has been able to reach over 10,000 young people through the youth empowerment and advocacy programs nationwide.

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.

Jeannine Koninckx, Subsistence Marketplaces Initiative, Argentina

Dr. Jeannine Koninckx is a doctor in Dental Medicine with additional degrees in agriculture and enology. She has a deep interest in addressing the problems faced by the most disadvantaged. She works as a dentist and educator in rural and marginal urban settlements in remote Patagonia and other Andean regions of Latin America, conducting numerous campaigns to improve the quality of life of people living in subsistence through the development and delivery of educational material, specially dedicated to mothers and families in risk. Her work with SMI focuses on research, education, and community service through marketplace literacy in Latin America and Spanish-language marketplace education in the United States.
Distinguished Speakers, Panelists, & Area Experts

Ted London, William Davidson Institute and Professor, University of Michigan
An internationally recognized expert on business strategy and poverty alleviation, Ted London researches enterprise strategies for base-of-the-pyramid (BoP) markets, building cross-sector collaborations, and enhancing mutual value creation with new knowledge with important actionable outcomes. He serves on several advisory boards, has held senior management positions, and has advised dozens of leadership teams in the corporate, non-profit, and development sectors on sustainable and scalable BoP impact enterprises in Africa, Asia, and the US. His latest book, The Base of the Pyramid Promise: Building Businesses with Impact and Scale, translates over 25 years of research and experience into actionable strategies, frameworks, and tools for developing sustainable, scalable enterprises in BoP markets.

Nosa Ott, Beyond Refuge, FUSE Foundation
As a Digital Media Designer, Nosa has collaborated on video training projects for Beyond Refuge and UNHCR Exchange’s marketplace literacy education program in Uganda. Her work has extended well beyond media design, leading her to work closely in the development of educational programs for refugees far removed from the contextual realities and modalities of learning. She has teamed with practitioners, as well as NGO and academic partners, to identify the crucial needs of populations of concern.

Nagendra Rangavajla, Researcher & Practitioner, Nutrition Industry
Nagendra Rangavajla has been in the nutrition industry for the past 18 years and has been instrumental in driving key innovations – from pediatric nutrition to nutritional solutions for the elderly. A key aspect of his role has been to employ the Design-to-Value approach to make nutritional products affordable for the developing world. He has a PhD in food science and nutrition from the University of Mysore, India, and is an elected Fellow of the American College of Nutrition. He has authored several publications, patents, and book chapters in the area of nutrition, food science, food packaging, and food processing.
Suresh Reddy, Director, SRF Foundation

Dr. Y. Suresh Reddy, Aspire Fellow and head of the non-profit SRF Foundation, completed his PhD in public administration from SV University, Tirupati in 1995 with 23 years of experience with academic, government, non-profit, and corporate foundations. He has worked for Byrraju Foundation and Dr. Reddy’s Foundation, Hyderabad; CARE India, the State Council of Educational Research and Training (SCERT), and the District Institute of Education and Training (DIET), New Delhi. He has authored *Co-operatives & Rural Development and Child Labor in India* and many research papers. His areas of interest include CSR, education for the disadvantaged, ICT for development, public/private community partnerships for education, child labor, vocational skills, and rural development.

Aric Rindfleisch, Head of the Business Administration Department, College of Business at UIUC

Aric Rindfleisch is a Professor of Business Administration and Department Head and John M. Jones Professor of Marketing. He has over two dozen publications in highly regarded journals, including the *Journal of Consumer Research*, *Journal of Marketing*, and *Journal of Marketing Research*. Recently, his Marketing in a Digital World course was ranked among the most popular MOOCs of all time by *Poets & Quants*. In 2012, he was listed in *Princeton Review’s* “The Best 300 Professors.” Rindfleisch holds a PhD from the University of Wisconsin at Madison, an MBA from Cornell University, and a BS from Central Connecticut State University.

Francisco Seufferheld, Subsistence Marketplaces Initiative, Argentina

Francisco Seufferheld holds degrees in agriculture and geography with expertise in the study of dry lands. He has worked extensively in local development and environmental conservation projects in northern Patagonia and other Andean regions of Latin America, especially in Argentina, Bolivia, Chile, and Peru, helping to recover the culture, heritage, and traditions of the regions’ native inhabitants. He has aided development of educational materials and programs to improve the quality of life of low-literate learners, focusing on research, education, and community service through marketplace literacy in Latin America and Spanish-language marketplace literacy education in the US.
Ryan Singh, Social Innovation at Illinois

Ryan Singh manages the Social Innovation at Illinois initiative and iVenture Accelerator at the University of Illinois. In these roles, he’s working to create a campus-wide ecosystem that helps students and faculty address the world’s most pressing social issues. This has resulted in a three-course social entrepreneurship sequence that he co-developed and instructs, a year-long venture accelerator program, a changemaker lecture series, and other programs. He supports a variety of social startups working on diverse issues in healthcare, technology, medicine, education, and social services – and recently supported Subsistence Marketplaces Initiative student teams in conducting rural product development in India.

Tejinder Sharma, Kurukshetra University

Tejinder Sharma is a professor in the Department of Commerce, Kurukshetra University, Kurukshetra, India. He has 22 years of corporate and academic experience and has research interests in marketing, particularly subsistence marketplaces, and CSR. He is also the Program Coordinator for the National Service Scheme, which fosters student personality development through social service. He administers and motivates a team of 19,000 NSS volunteers and 168 program officers on several social initiatives, including environmental safeguards, tree plantation, adult literacy, cleanliness, road safety, blood donation, and moral education. His contributions toward marketplace literacy include translation into Hindi and conducting sessions in northern India.

Ani Vallabhaneni, Co-Founder of Sanergy

Ani Vallabhaneni is a co-founder of Sanergy, a pioneering social enterprise in Nairobi dedicated to building healthy, prosperous communities in Africa’s informal settlements by making hygienic sanitation affordable and accessible for everyone. Sanergy empowers local communities to own and operate sanitation facilities, collects and recycles waste into organic fertilizer to address Kenya’s food security challenges, and has launched over 680 facilities with 330 operators serving 27,000 residents with hygienic sanitation daily. Ani has also built startups in India and the United States. He is a Legatum, Draper Richards Kaplan, and Echoing Green Fellow. He holds an MBA from MIT Sloan and a BS from Washington University in St. Louis.
Kumar Vasist, Abbott Nutrition

Kumar Vasist has worked at Abbott Laboratories since 1997, first in developing bar formulations for Zone Perfect & Glucerna bars before heading the Sensory & Flavor Technology Groups. More recently, he has set up the Abbott Nutrition R&D Centers in Singapore and Bangalore, India. His other affiliations include Dole Food Products, Sensient Flavors, Nutrition Technology Corp., North American Labs., Coca-Cola (Bottling), and Research Institutes in India. He has a MSc in food technology from the United Nations University at Central Food Technological Research Institute, Mysore, India, and an MS in food science from Purdue University.

Vanita Viswanath, Independent Professional

Vanita Viswanath is an independent professional working on gender and entrepreneurship. She conceptualized and led Udyogini, an NGO that works to empower poor women through enterprise in several central and north Indian states. Prior to that, she was with the World Bank in Washington, D.C. She has published widely and lectured in leading US universities such as Yale and Columbia, and is Senior Fellow, Synergos Institute, New York. She received her PhD from the University of Texas, Austin.

Theme Chairs & Conference Organizers

Conference Chairs
- Raed Elaydi, Roosevelt University
- Roland Gau, University of Texas at El Paso
- Lisa Jones Christensen, The University of North Carolina at Chapel Hill

Conference Coordinator
- Anne McKinney, UIUC

Traversing Theory and Practice: Stakeholder Dialogues of Subsistence Marketplaces
- Ronika Chakrabarti, Lancaster University
- James M. Mandiberg, City University of New York (CUNY)
Theme Chairs & Conference Organizers

Institutional and Organizational Dimensions of Enterprises and Partnerships
Ans Kolk, University of Amsterdam
L. Lin Ong, The University of North Carolina at Chapel Hill

Integration and Visioning in Subsistence Marketplaces Research
Arcelia Toledo-Lopez, CIIDIR Oaxaca
Oana Branzei, Western University

Survival, Subsistence, and Transformative Entrepreneurship
Srinivas Venugopal, UIUC

Sustainability and Consumption from the Bottom Up
Andrés Barrios Fajardo, Universidad de Los Andes
Patrick Shulist, Western University

Subsistence Narratives, Incentives, and Agency
Vinita Godinho, Good Shepherd Microfinance
Shikha Upadhyaya, University of Wyoming

Disruption, Technology, and Innovation
Esi A. Elliot, Suffolk University
Sara Lindeman, Aalto University

Curricular Innovations
Xiuying Sophy Cai, UIUC
Les Dlabay, Lake Forest College

Junior Scholar Mentorship
Benét DeBerry-Spence, University of Illinois at Chicago
Lisa Jones Christensen, The University of North Carolina at Chapel Hill

Logistics and Registration
Robert Arias, UIUC
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* Souvenir bracelets and keychains for conference attendees were made by subsistence entrepreneurs in Honduras. We are grateful to Luis Chavez for making this gift possible.
Schedule | Friday, June 17

1:00 – 3:00 pm   PRE-CONFERENCE SESSION FOR JUNIOR SCHOLARS  
Illinois Ballroom

3:00 – 4:00 pm   JUNIOR SCHOLARS POSTER SESSION  
Illinois Ballroom

4:00 – 5:00 pm   REGISTRATION, RECEPTION, & BRIEF WELCOME  
Illinois Ballroom

5:00 – 7:15 pm   CURRICULAR INNOVATION WORKSHOP PART 1 - USING ONLINE AND FACE-TO-FACE POVERTY SIMULATIONS  
Illinois Ballroom*

DINNER AT LOCAL RESTAURANTS
Small “ice-breaker” groups have been organized for this dinner and lunches to provide our junior scholars and first-time participants the opportunity to interact with a variety of people. Refer to the sign at Registration to identify your group.

Schedule | Saturday, June 18

7:00 – 8:15 am   REGISTRATION & CONTINENTAL BREAKFAST  
Illinois Ballroom

8:15 – 8:45 am   WELCOME & INTRODUCTION  
Illinois Ballroom
Dean Jeffrey R. Brown, College of Business, UIUC
Aric Rindfleisch, UIUC
Madhu Viswanathan, UIUC

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

* Those with laptops are encouraged to bring them to the workshop.
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 | Survival, Subsistence, and Transformative Entrepreneurship: Understanding and Innovating Subsistence Entrepreneurship

*Humanities Room*

**Session Chair:** Srinivas Venugopal, UIUC

Breaking Through Barriers: Marketplace Engagement as a Self-Empowering Mechanism Among Female Subsistence Entrepreneurs
*Srinivas Venugopal & Madhu Viswanathan, UIUC*

With a Little Help from (Where I Meet) My Friends: Social Space and Social Networks in Entrepreneurial Learning
*Patrick Shulist & Oana Branzei, Western University*

Small and Micro Retailers in Rural India: Issues and Challenges
*Rajesh K Aithal, Indian Institute of Management Lucknow; Harshit Maurya, Symbiosis International University*

They Help, Yet They Hinder: The Duality of Social Networks and Replication Opportunities for Ghanaian Self-Employed
*Patrick Shulist, Western University*

Session 1.2 | Traversing Theory and Practice – Stakeholder Dialogues of Subsistence Marketplaces

*Lincoln Room*

**Session Chairs:** Ronika Chakrabarti, Lancaster University; James M. Mandiberg, Hunter College, CUNY

Identity, Economic, and Community Development for Subsistence and Economically Excluded Populations
*James M. Mandiberg, Hunter College, CUNY*

The Communication of Goals by Microfinance Institutions
*Ronika Chakrabarti, Lancaster University; Roland Gau & Rebecca Portillo, University of Texas at El Paso*

Sustainable Gender Equality in India – Culture at the Core
*Vanita Viswanath, Udyogini, India*
Session 1.3 | Institutional and Organizational Dimensions of Enterprises and Partnerships: Perspectives of Collaborative and Ethical Organizations in Subsistence Marketplaces

Knowledge Room

Session Chairs: Ans Kolk, University of Amsterdam; L. Lin Ong, University of North Carolina at Chapel Hill

Ethical Retailers: Socially Responsible Sourcing in Apparel Retail
Livia Tiemi Bastos, Nuno Manoel Martins Dias Fouto, & Vitor Koki da Costa Nogami; University of São Paulo

Market Orientation and Culture of Subsistence Entrepreneurs Belonging to Wixarika Ethnic Group (Huichol) In Nayarit, Mexico
Arcelia Toledo-López, IPN CIIDIR; Luis Mendoza-Ramírez, Nova Universitas; & Miguel Ángel Jacobo-Pérez, IPN CIIDIR

The Strategies Used by Subsistence Businesses of Oaxaca, Mexico
Hugo Ernesto Granados-Echegoyen, Instituto Politécnico Nacional de México

The Kurdish Textile Museum: A Collaborative Initiative to Develop and Promote Cultural Heritage
Richard Flight & Marko Grünhagen, Eastern Illinois University

10:00 – 10:30 am BREAK

10:30 – 11:45 am CONCURRENT SESSION 2

Session 2.1 | Disruption, Technology, and Innovation I: The Value of Co-Creation

Humanities Room

Session Chairs: Esi A. Elliot, Suffolk University; Sara Lindeman, Aalto University

Marketplace Literacy Education and Mental Models: The Role of Embodied Cognition in a Subsistence Markets Context
Esi A. Elliot, Suffolk University; Madhu Viswanathan, University of Illinois at Urbana-Champaign
Value is in the Eye of the Beholder: The Role of Innovation Characteristics as Antecedent to the Innovation Adoption Decision Toward Market-Based Approaches to the Alleviation of Poverty
Michelle Greene, Radboud University

Mobile Phone Visual Ethnography: Emerging Methodological Insights for Transformative Research
Benet DeBerry-Spence & Dan Hogan, University of Illinois at Chicago

From “Why” to “How:” Fulfilling the Base of the Pyramid Promise
Ted London, William Davidson Institute/Ross School of Business, University of Michigan

Session 2.2 | Refugees in Subsistence Marketplaces
Lincoln Room

Session Chair: Robert Arias,
University of Illinois at Urbana-Champaign

Beyond Refuge: Refugee-Led Livelihoods Capacity Building
Frédéric Kastner & Nosa Ott, Beyond Refuge

Pursuing a Sense of Belonging in a Refugee Settlement
Robert Alfonso Arias, University of Illinois at Urbana-Champaign

Social Conflict in Subsistence Marketplaces: The Case of Colombian Coffee Farmers
Dr. Andrés Barrios Fajardo, University of Los Andes

The Global Refugee Crisis: A View from a Longitudinal Field Study of Vulnerable Communities and Subsistence Marketplaces
Cliff Shultz, Loyola University Chicago
Session 2.3 | Subsistence Narratives, Incentives, and Agency: Everyday Perspectives of Subsistence Life
Knowledge Room

Session Chairs: Vinita Godinho, Good Shepherd Microfinance; Shikha Upadhyaya, University of Wyoming

Money is for Caring: Exploring Indigenous Understandings of Money, and How to Use it Wisely, in the Subsistence Marketplace of Remote Australia
Vinita Godinho, Good Shepherd Microfinance; Srinivas Venugopal, UIUC

Social Identity Dimensions as Surfaces: A Befitting Metaphor for Intersectionality Research in Subsistence Marketplaces
L. Lin Ong, University of North Carolina at Chapel Hill; José Antonio Rosa, Iowa State University; Caroline Roux, Concordia University; & Srinivas Venugopal, UIUC

Disengaging Heart from Place: Identifying Factors and Heuristics That Overcome Loss of Place in the Wake of Disaster-Induced Displacement
Terri Rittenburg, University of Wyoming; Jose A. Rosa, Iowa State University; & Shikha Upadhyaya, University of Wyoming

Problems Faced by Subsistence Farmers in India
Major Singh, DAV College

11:45 – 2:00 pm  LUNCH AND SOCIAL INNOVATION WORKSHOP*
Illinois Ballroom

Session Chair: Neils Billou, Humanos.org; Ryan Singh, University of Illinois, Urbana-Champaign; Frédéric Kastner and Nosa Ott, Beyond Refuge

2:00 – 3:15 pm  PANEL DISCUSSION

Session Chair: Roland Gau; Suresh Reddy, SRF Foundation; Vanita Viswanath, Independent Professional; Christian Kamara, YMCA, Sierra Leone

3:15 – 3:30 pm  BREAK

* Those with laptops are encouraged to bring them to the workshop.
Schedule | Saturday, June 18

3:30 – 5:00 pm  PANEL ON BUSINESSES IN SUBSISTENCE MARKETPLACES

Illinois Ballroom

Session Moderator: Roland Gau

Panelists: Ted London, William Davidson Institute, University of Michigan; Seth Faber, Wahl Clipper Corp.; Nagendra Rangavajla, Researcher & Practitioner, Nutrition Industry; Ani Vallabhaneni, Sanergy; Kumar Vasist, Abbott Nutrition

5:15 – 6:15 pm  ROUND TABLE SESSIONS

Illinois Ballroom

ROUND TABLE SESSIONS*

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.

6:15 pm  Departure for Dinner

3513 Cypress Creek Road, Champaign
Rides will be arranged for out-of-town guests.
(Rain backup: Dinner on your own)

* Those with laptops are encouraged to bring them to the workshop.
7:00 – 8:30 am  BREAKFAST  
*Illinois Ballroom*

8:30 – 9:45 am  CONCURRENT SESSION 3  
**Session 3.1** | Disruption, Technology, and Innovation II: Innovation with Representation  
*Humanities Room*

**Session Chairs:** Esi A. Elliot, Suffolk University; Sara Lindeman, Aalto University

- Interacting with a New Product in a Stigmatized Domain: Insights from Subsistence Consumers in Kenya  
  Edna Ndichu & Terri L. Rittenburg, University of Wyoming

- Out of Necessity or Opportunity? The Drive to Innovate in Small and Medium Enterprises  
  Achira Sedari Mudiyanselage & Richard L. Flight, Eastern Illinois University

- Disruptive Innovation and Reverse Innovation: Guidelines for Subsistence Marketplaces  
  Vitor Koki da Costa Nogami & Andres Rodriguez Veloso, University of São Paulo

- Product Innovation in Subsistence Marketplaces in India: The Bottom-up Approach  
  Tejinder Sharma & Gurpreet Kaur, Kurukshetra University

**Session 3.2** | Integration and Visioning in Subsistence Marketplaces Research: Connecting Stakeholders in Subsistence Marketplaces  
*Lincoln Room*

**Session Chairs:** Arcelia Toledo-Lopez, CIIDIR Oaxaca; Oana Branzei, Western University

- Quantifying Qualitative Feedback from Subsistence Consumers in Complex Marketplaces: Doing More with Less Data  
  Tina M. Facca-Miess, John Carroll University; Nicholas J.C. Santos, Marquette University

- Can Social Enterprise and Social Entrepreneurship Affect Structural Inequality? A Response to Persistent Critique  
  James M. Mandiberg, Hunter College, CUNY
**Session 3.3 | Curricular Innovations**  
*Knowledge Room*

**Session Chairs:** Xiuying Sophy Cai, University of Illinois at Urbana-Champaign; Les Dlabay, Lake Forest College

**Contrasting Perspectives of Subsistence Marketplaces: Business Education and Poverty Studies**  
*Xiuying Sophy Cai, UIUC; Vitor Koki da Costa Nogami, University of São Paulo*

**Informal and Alternative Financial Services for Sustainable Value Chains in Subsistence Marketplace Settings**  
*Les Dlabay, Lake Forest College*

**Bringing Subsistence Contexts into the Classroom**  
*Nicholas J.C. Santos, Marquette University; Subhasis Ray, Xavier Institute of Management*

**Broadening the Applications of Marketing Trainings in Subsistence Marketplaces**  
*Mebrahtu L. Teklehaimanot & Paul T.M. Ingenbleek, Wageningen University; Workneh K. Tessema, Haramaya University; Hans C.M. van Trijp, Wageningen University*

9:45 – 10:15 am  
**BREAK**

10:15 – 11:30 am  
**CONCURRENT SESSION 4**

**Session 4.1 | Marketplace Literacy Around the World**  
*Humanities Room*

**Session Chair:** Ron Duncan, Illinois Marketplace & Maker Literacy Program  
**Discussant:** Luis-Felipe García-Pérez

**Illinois Marketplace & Maker Literacy Program**  
*Ron Duncan & Philip Fairweather, Illinois Marketplace & Maker Literacy Program*

**Marketplace Literacy in Honduras**  
*Luis Chavez, Subsistence Marketplaces Initiative*
Marketplace Literacy in Argentina
Francisco Seufferheld & Jeannine Koninckx, Subsistence Marketplaces Initiative

Marketplace Literacy in East Africa
Steven Morse, Subsistence Marketplaces Initiative

Session 4.2 | Sustainability & Consumption from the Bottom Up: Understanding Consumption in Subsistence Marketplaces
Lincoln Room

Session Chairs: Andrés Barrios Fajardo, Universidad de Los Andes; Patrick Shulist, Western University

Lifestyle Segmentation of Subsistence Consumers
Roland Gau, University of Texas at El Paso; Tejinder Sharma, Kurukshetra University; & Saeed Tajdini, University of Texas at El Paso

Leveraging Collaborative Consumption as a Corporate Social Responsibility Strategy in India: The Case of India Food Banking Network
Priyanka Jayashankar, Iowa State University

Sustainability in Subsistence Marketplaces: Toward a Community Strategy
Andrés Barrios Fajardo, Universidad de Los Andes

Extending Geographic Branding Schemes to Low-Income Producers: Institutional and Organizational Challenges
Alan Malter, University of Illinois, Chicago

Session 4.3 | Digital Divide and Subsistence Marketplaces
Illinois Ballroom

Session Chair: Norma Scagnoli

Round Table Discussion Panelists:
Godwin Afebende, Cross River State College of Education, Nigeria; Alejandra Aguero, University of Illinois, Urbana-Champaign; Barbara Chase, University of the West Indies Cave Hill, Barbados; Nicholas Graham, National Library of Jamaica; Hyunju Kim, National Library of Korea; Muhammad Tariq, COMSATS Institute of Technology, Pakistan
Schedule | Sunday, June 19

11:30 – 12:00 pm  MARKETPLACE MAKERSPACE DEMONSTRATION  
Illinois Ballroom  
Ron Duncan, Philip Fairweather, Francisco Seufferheld, & Jeannine Koninckx

12:00 – 1:30 pm  LUNCH AND CURRICULAR INNOVATION WORKSHOP PART 2*  
Illinois Ballroom

1:30 – 2:30 pm  WHAT HAVE WE LEARNED, WHERE DO WE GO FROM HERE: SMALL-GROUP ACTIVITY WITH SPECIFIC ASSIGNMENTS

2:30 pm  CONFERENCE CLOSING: BREAKOUT ROOMS AVAILABLE FOR SMALL-GROUP DISCUSSIONS  
PROTOTYPING SESSION – CREATING ONLINE MODULES ON SUBSISTENCE MARKETPLACES

* Those with laptops are encouraged to bring them to the workshop.