

KEYNOTE

TPB: March 4, 2021, 9:00 p.m.-9:35 p.m.
Session Chair: Prof. Gour Saha, Arthur Lok Jack Graduate School of Business

Speaker: Madhu Viswanathan
Loyola Marymount University

A Bottom-Up Approach to Subsistence Marketplaces and Marketplace Literacy in a Post-Covid World

Much of humanity lives in the range of low income across resource and literacy barriers. The stream of work on subsistence marketplaces begins at the micro-level of customers, entrepreneurs, and marketplaces, studying these contexts in their own right, and inside-out. It takes a unique bottom-up approach to the intersection of poverty and marketplaces, creating synergies between research, teaching and social initiatives (i.e., marketplace literacy education) through symbiotic academic-social enterprise. Using lessons learned, the talk will highlight the importance of a bottom-up approach in a post-Covid world.

Prof. Madhu Viswanathan (B.Tech, Mechanical Engineering, IIT, Madras, 1985; Ph.D. (Marketing), University of Minnesota, 1990) is Professor of Marketing, College of Business Administration at Loyola Marymount University in 2019, and Professor Emeritus, GIES College of Business, University of Illinois, Urbana-Champaign. His research programs are on measurement, and subsistence marketplaces, where he has authored several books including Measurement Error and Research Design (Sage, 2005), Enabling Consumer and Entrepreneurial Literacy in Subsistence Marketplaces (Springer, 2008), Subsistence Marketplaces (2013), and Bottom-Up Enterprise (2016). He pioneered the area of subsistence marketplaces, a bottom-up approach to poverty and marketplaces (www.business.illinois.edu/subsistence). He teaches courses on research methods, subsistence, and sustainability reaching thousands of students in-person and on-line. He founded and directs the Marketplace Literacy Project (www.marketplaceliteracy.org), pioneering marketplace literacy education that has reached more than 100,000 women across four continents. He has received numerous awards and served on the Livelihoods Advisory Board of UNHCR.