

Call for Chapters

Base of the Pyramid Markets in Affluent Countries: Innovation and challenges to sustainability

Editors

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Important Dates

Proposal Submission Deadline: 31st December 2018

Invitation for chapter submission: 31st March 2019

Full chapter submission: 30th September 2019

Review process: October to December 2019

Review results to chapter authors: 30th November 2019 to 31st January 2020

Revised chapter submission from chapter authors: 30th April 2020

Final acceptance to chapter authors: 30th June 2020

Submission of final chapters to editor: 30th September 2020

Scope and Topics

Business concepts at the Base of the Pyramid (BOP) aim at creating value with and for the poor and hence represent one promising way of creating opportunities for uplifting and integrating marginalized people. In Affluent Countries, the existence of poor and disadvantaged population groups has been neglected for a long time in the business discourse, and responses to poverty and deprivation have largely been passed on to the realm of government action, for example in the frame of welfare state programmes. Concepts of social exclusion dominated scientific and political discussions. Since the global financial crisis starting in 2007 and the Euro crisis starting in 2009, however, awareness has been built up that affluent societies as well comprise a considerably large BOP. This entails both a responsibility and opportunity for business. Business may include marginalized people into value creation and engage in community development activities; simultaneously they may profit from diversifying their product and marketing portfolio for also serving the BOP as consumer group. In some instances, business and governmental action may need to be intertwined for tackling wicked social problems such as poverty being interrelated with other social problems as for example low education, lack of prospects, poor physical and psychological health, drug abuse and criminality. While it can be debated in how far poor labour conditions need governmental interventions, and in how far they could rather be addressed by voluntary corporate social responsibility (CSR) activities alone, extreme cases such as forced labour or slave labour definitely call for determined action by public authorities.

This book focusses on the BOP in Affluent Countries, and in particular, the challenge of how to address the needs of deprived and discriminated population groups in a sustainable manner. Amongst others, it deals with innovation and innovativeness that is necessary to transform the lives of resource-poor population groups. The book covers various themes and aspects of BOP markets in Affluent Countries and their embeddedness in socio-cultural settings, and adopts a variety of theoretical angles for analysing the phenomena. Thus, this book aims at progressing our understanding of BOP markets in Affluent Countries and at deriving valuable recommendations for managers, civil society actors, and policy-makers. An important question hereby is how different stakeholders can develop and operationalize economically viable business models in BOP markets while contributing to sustainable development. Yet, BOP markets face unique challenges and single market

actors alone cannot ensure societal inclusion and sustainable value creation activities. Multidimensional collaboration between various stakeholders, deep consumer behaviour insights, product, process and value chain design, knowledge and capabilities transfer, uplifting products and services, diffusion strategies, unanticipated outcomes of well-intended strategies of single actors etc. – all of these (and more...) are elements of the puzzle which still needs to be disentangled in order to alleviate poverty, create economic development and social integration aligned with principles of sustainable development.

Therefore, the book comprises empirical studies, conceptual papers, and critical reflections on the challenges that are linked to BOP markets in Affluent Countries and to integrating the BOP in society and economy. Thereby, the book aims at grasping the wide variety of different business environments, institutional logics, and socio-cultural settings across the various countries and regions that make up the group of Affluent Countries. As well, interviews or roundtable discussion formats would be welcome. Contributors are welcome to submit chapters on the following topics:

BOP markets – specificities, inclusion versus efficiency, main stakeholders and actors, triple bottom line performance, digitalisation, wicked problems, forced and slave labour, critical reasoning and reflection

Drivers and barriers of BOP markets – institutions and institutional voids, norms, awareness, government role, market opportunities, scaling social and economic impact, societal marginalisation, social exclusion, trade-offs and unanticipated outcomes

Roles, cooperation and structure in BOP markets – consumer behaviour, value co-creation and cross-sector collaboration, the role of multinationals, knowledge transfer, value co-creation and cross-sector collaboration, systemic analyses, gender equality, power and empowerment, community development approaches, governmental framework setting

Design, integration, innovation and change of BOP markets – frugal engineering, transformative service research, inclusion, product / service / process / system innovation, social innovation, sustainable supply chains, social business, inclusive CSR, circular business models, servitization, sharing economy, vicious and virtuous cycles, institutional entrepreneurship, integration of environmental sustainability, public service economy

Submission Procedure

Researchers and practitioners are invited to submit a chapter proposal clearly explaining the chapters' outline, goal, design and contribution. Please submit the proposal (two to four pages) directly to the volume editor by **31st December 2018**.

Authors will be notified about the review feedback by **31st March 2019**. Authors with accepted proposals will get the chapter guidelines and they are asked to submit full chapters by **30th September 2019**. All submitted chapters will pass a peer-review process.

Publisher

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Questions

Questions or inquiries can be sent directly to the volume editor Prof. Stefan Gold (gold@uni-kassel.de).