

Call for Chapters

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

Editors

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Important Dates

Proposal Submission Deadline: 30th November 2018

Invitation for chapter submission: December 2018

Full chapter submission: 30th April 2019

Review process: until mid-June 2019

Review results to chapter authors: mid-June 2019

Revised chapter submission from chapter authors: 31st July 2019

Final acceptance to chapter authors: 30th September 2019

Submission of final chapters to editor: **30th November 2019**

Scope and Topics

The BOP markets book – focussing on Africa – covers theoretical perspectives and themes and various aspects of BOP markets in Africa. Thus, this book contributes with a profound understanding of BOP markets in Africa and presents valuable insights on how the private sector can work together with other stakeholders to develop and operationalize economically viable business models in BOP markets while contributing to sustainable development. Private actors such as multinationals, small- and medium-sized enterprises and entrepreneurs have a critical role to play in achieving the Sustainable Development Goals agenda as laid down by United Nations in September 2015. Yet, BOP markets face unique challenges and private sector alone cannot orchestrate the sustainable value creation activities. Multidimensional collaboration between various stakeholders, deep consumer behaviour insights, community-driven product, process and value chain design, knowledge and capabilities transfer - all of these are elements of the puzzle which still needs to be entangled in order to alleviate poverty and create economic development aligned with principles of sustainable development.

Therefore, the book focuses on critical reflections of ongoing theories in light of BOP markets as well as African challenges that have to be addressed. The following book structure highlights the main outline. Thus, wide and vivid impression of ongoing challenges and fruitful solutions presented as critical, analytical and empirical studies, concepts and interviews or roundtable discussion are highly welcome! Contributors are welcome to submit chapters on the following topics:

BOP markets – core innovations, business models, main stakeholders and actors involved and sustainable performance, critical concepts and reflection

Drivers and barriers of BOP markets - institutional voids and mechanisms to fill them in, government role and international intervention, business model as strategies to fill in institutional gaps, scaling social and economic impact

Roles, cooperation and structure in BOP markets – frugal innovation networks, consumer behaviour, value co-creation and cross-sector collaboration, the role of multinationals, innovation and knowledge capabilities, value co-creation and cross-sector collaboration, women empowerment

Design, integration, innovation and change of BOP markets – frugal engineering, product and service innovation, intellectual property and global standards, sustainable supply chain at the BOP

Submission Procedure

Researchers and practitioners are invited to submit a chapter proposal clearly explaining the chapters' outline, goal, design and outcome of his or her proposed chapter.

Submission deadline for **chapter proposals** (one to two pages): on or before **30th November 2018**

Authors of accepted proposals will be notified about the review feedback by 31st December 2018 the latest. Authors with accepted proposals will get the chapter guidelines.

Full chapters are expected to be submitted by **30th April 2019**. All submitted chapters will pass through a double-blind review.

Publisher

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Questions

Questions or inquiries can be sent directly to the volume editor Dr. Judy Muthuri (judy.muthuri@nottingham.ac.uk).