

Call for Chapters

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

Editors

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Important Dates

Full chapter submission: 31st December 2018

Review process: January to March 2019

Review results to chapter authors: 15th to 31st March, 2019

Revised chapter submission from chapter authors: 30th May 2019

Final acceptance to chapter authors: 15th July, 2019

Submission of final chapters to editor: 31st August, 2019

Scope and Topics

Business concepts at the 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. Asia has seen tremendous economic growth and increased social well-being in many parts; still there is a substantial part of the population who suffer from poverty, insufficient education, and health services etc. This book focusses on the BOP in Asia, and in particular the challenge of how to address the needs of deprived population groups in a sustainable manner. It deals with, amongst others, innovation and innovativeness that is necessary to better the life of resource-poor population groups. The book covers various themes and aspects of BOP markets in Asia and their embeddedness in socio-cultural settings, and adopts a variety of theoretical angles for analysing the phenomena. Thus, this book aims at furthering our understanding of BOP markets in Asia and at deriving valuable recommendations for managers and policy-makers. One important question hereby is 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 actors alone cannot ensure 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, 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 and create economic development aligned with principles of sustainable development.

Therefore, the book comprises critical, analytical and empirical studies, conceptual papers, and critical reflections on the challenges that are linked to BOP markets in Asian countries. 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 this vast continent. As well, interviews or roundtable discussion formats would be welcome. Contributors are welcome to submit chapters on the following topics:

BOP markets – core innovations, inclusive 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, trade-offs and unanticipated outcomes

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, systemic analyses, women empowerment, community development approaches

Design, integration, innovation and change of BOP markets – frugal engineering, transformative service research, product and service innovation, intellectual property and global standards, sustainable supply chain at the BOP, social business, inclusive CSR, circular business models, approaches to integrate the environmental dimension of sustainability

Submission Procedure

Researchers and practitioners are invited to submit a chapter **by 31st December 2018**. Please follow the Routledge Author Publishing Guidelines <https://www.routledge.com/resources/authors/publishing-guidelines>. All submitted chapters will pass a peer-reviewed process.

Publisher

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Questions

Questions or inquiries can be sent directly to the volume editor Prof. Marlen Gabriele Arnold (marlen-gabriele.arnold@wirtschaft.tu-chemnitz.de).