Social Intermediation in Base-of-the-Pyramid Markets

By

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All interested are welcome
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Abstract

Our study explores the extent to which existing management theory explains and predicts the structuring decision of intermediaries seeking to alleviate poverty by connecting base-of-the-pyramid markets with more developed markets. Using intermediation theory to guide our study, we collected data on twenty-nine social intermediation projects located within Latin America, Africa, and South Asia. Our findings suggest that the “social” characteristic of social intermediaries results in different structural outcomes than would be predicted by current intermediation theory. Furthermore, while existing theory assumes exchange conditions as “given”, our data suggest that exchange conditions are often viewed as “tractable” when making structuring decisions.