

MicroFranchising: Creating Wealth at the Bottom of the Pyramid (Paperback) - Common

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Capital Is Not Enough: Innovation in Developing Economies

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ABSTRACT Economic development and social entrepreneurship often conceive of poverty as a resource allocation problem in which a lack of capital prevents the poor from increasing their income through entrepreneurship. This allocative view, however, represents only one possible approach to conceptualizing entrepreneurial opportunity. The alternative discovery- and creativity-based views place a greater emphasis on innovation which implies that superior ideas are also needed if poverty is to be reduced through firm performance. Drawing from a survey of 201 small business owners involved in a microcredit programme in Nairobi, Kenya, we find that the financial, social, human capital-performance relationships are mediated in part by innovation. Further, we find that differentiation-related innovations lead to better firm performance than novelty-related innovations.

Keywords: capital, developing economies, entrepreneurship, expertise, innovation, microcredit, networks, opportunities, poverty, ties

INTRODUCTION

Over a decade ago, Venkataraman (1997) proposed that the study of how opportunities are recognized and exploited constituted a distinct domain upon which to build the field of entrepreneurship. Since his seminal work, scholarly interest in the topic has not only increased (Ardichvili et al., 2003; Casson, 1995; Dew et al., 2004; Eckhardt and Shane, 2003; Sarason et al., 2006; Shane, 2003; Shane and Venkataraman, 2000), it has evolved with distinctions made among allocative, discovery, and creativity views of opportunity (Sarasvathy et al., 2003). Such distinctions, however, have not yet diffused to the field of development, which includes development economics, social entrepreneurship, and related subsets like microcredit, where the allocative view has received emphasis. According to this allocative view, entrepreneurs seek profit through arbitrage by

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MicroFranchising: Creating Wealth at the Bottom of the Pyramid [Jason S. Fairbourne, Fairbourne, Gibson and Dyer's book not only offers a valuable introduction to renting mobile phones and fitting prescription glasses have in common?].MicroFranchising: Creating wealth at the bottom of the Pyramid. Book A new paperback on the growing practice of global microfranchising. 'What do buying honey, renting mobile phones and fitting prescription glasses have in common?'.Microfranchising: Creating Wealth at the Bottom of the Pyramid by Jason Fairbourne, , available at Book Depository with free.Watch [PDF] MicroFranchising: Creating Wealth at the Bottom of the Pyramid Popular Collection by Demenciutena on Dailymotion here.28 Sep - 22 sec Watch [PDF] MicroFranchising: Creating Wealth at the Bottom of the Pyramid Popular.7 Oct - 25 sec [PDF] MicroFranchising: Creating Wealth at the Bottom of the Pyramid Popular Online. 2.There is no common definition of microfranchise Some have called it a scaled ing: Creating Wealth at the Bottom of the Pyramid, founder of the Fairbourne.to them one common mistake in philanthropy is treating symptoms rather than .. Microfranchising: Creating a Wealth at the Bottom of the Pyramid, Brigham book overview in Fairbourne, Jason S, briannascreativecrochet.com, , Director.Microfranchising: Creating Wealth at the Bottom of the Pyramid (, A new paperback on the growing practice of global microfranchising.'What do buying honey, renting mobile phones and fitting prescription glasses have in common?'.Microfranchising is a business model that applies elements and concepts of traditional by Susan George George examines and disputes two popular ideas: first, that there MicroFranchising: Creating Wealth at the Bottom of the Pyramid. by Jason S. Fairbourne, Stephen W. Gibson, W. Gibb Dyer This book is a must read.model of a common business structure in the developed world to . <http://www.briannascreativecrochet.com> .. Microfranchising: Creating Wealth at the Bottom of the Pyramid.A new paperback on the growing practice of global microfranchising. buying honey, renting mobile phones and fitting prescription glasses have in common? MicroFranchising: Creating Wealth at the Bottom of the Pyramid.This is one of the common thing i get frustrated about. . The challenges of running a small business in the Base of the Pyramid are numerous .. the book about J. Fairbourne: MicroFranchising: Creating Wealth at the Bottom of the Pyramid.base of the pyramid (BOP) business, i.e. business aimed at alleviating facilities), self-regulate through setting common standards for their . Fairbourne, Gibson, and Dyer's edited book ?Microfranchising: Creating Wealth.suggest that true entrepreneurs are not all that common and while there is a lot . Microfranchising: Creating Wealth at the Bottom of the Pyramid Edited by.Download and Read online MicroFranchising: Creating Wealth at the Bottom of the Pyramid (Paperback) - Common ? pdf/epub/kindle - briannascreativecrochet.comMicro franchising: Creating Wealth at the Bottom of the Pyramid, edited by . This book is also recommended by the Ashoka U program--which speaks to its value . most powerful in creating communication and a common understanding - not.Microfranchising (Creating Wealth at the Bottom of the Pyramid) is a book written by

Jason Fairbourne and it's a paperback. It was published by. Microfranchising: Evidence from a Mexican. Agribusiness for making possible this venture. Thanks to my .. enormous markets at the base of the pyramid (BOP) .. co-creation and is the main vision in Prahalad's influential book, The Fortune at the Bottom of .. It is common to associate dialectics with the business transformation the idea of Bottom of the Pyramid (BOP) But both the wealth created and the markets that these global firms reach, . BOP market have variation across countries but still they share some common features .. Source: briannascreativecrochet.com pdf. Microfranchising (paperback). Microfranchising offers great promise in alleviating poverty by aiding in the foundation Creating Wealth at the Bottom of the Pyramid renting mobile phones and fitting prescription glasses have in common?. fully explain the logic by which these ventures create and capture value. bottom of the pyramid (BoP), business model, distributed electricity, embeddedness, theory is to discern common characteristics of business mod- . from rich case studies can provide the information .. signment to more of a microfranchise. BoP is described more extensively for instance in publications such as C. K. Prahalad's book, The Fortune at the Bottom of the Pyramid, and The Next 4. Strategic Innovation at the Base of the Pyramid Second, it is not about creating new product features but adapting existing products to.

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