

Understanding Resources in Impoverished Contexts: An Approach to Support Inclusive Business

Organizations active in impoverished contexts strive to generate sustainable profits while improving community well-being. These communities have a diverse array of resources, both constrained and plentiful, that are part of their daily lives. However, some organizations are not aware of some crucial community resources, a situation which can undermine organizational efforts and result in social harm to communities. While a community's lack of money and products are often understood and made the focus of organizational efforts, key resources including crucial cultural and informal elements, are often overlooked. In this keynote talk, I will share my research on these aspects and present a way forward towards more inclusive and collaborative interactions with communities in impoverished contexts.



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