

Est.
1841

YORK
ST JOHN
UNIVERSITY

Schnyder, Gerhard, Pesenti, Beatrice and Kim, Kyoungmi (2021) Bridging institutional interfaces in developing countries: the sociolinguistics of Whatsapp as a management tool. In: Journal of Management Studies Idea Development Workshop. (Unpublished)

Downloaded from: <https://ray.yorks.ac.uk/id/eprint/6102/>

Research at York St John (RaY) is an institutional repository. It supports the principles of open access by making the research outputs of the University available in digital form. Copyright of the items stored in RaY reside with the authors and/or other copyright owners. Users may access full text items free of charge, and may download a copy for private study or non-commercial research. For further reuse terms, see licence terms governing individual outputs. [Institutional Repository Policy Statement](#)

RaY

Research at the University of York St John

For more information please contact RaY at ray@yorks.ac.uk



BRIDGING INSTITUTIONAL INTERFACES IN DEVELOPING COUNTRIES: THE SOCIO-LINGUISTICS OF WHATSAPP AS A MANAGEMENT TOOL

GERHARD SCHNYDER & BEATRICE PESENTI, LOUGHBOROUGH UNIVERSITY LONDON

KYOUNGMI KIM, YORK SJ UNIVERSITY

- MNCs increasingly called upon to tackle 'Grand Challenges' like poverty alleviation (Kistruck and Shulist 2020)
- Market-based approaches to poverty alleviation often involve attempts to formalise the informal economy (Sutter et al. 2017)
- Increasingly use of advanced ICT in "BoP 3.0" → WhatsApp as a management tool to managed such complex 'digital ecosystems'
- Many BoP strategies fail – Ansari et al. (2012) consider the creation of social capital – including *cognitive social capital* in the form of a shared language – a key success factor to create positive spillover
- Yet, we know little about the processes by which ICT permits project participants to develop proto-institutions (Lawrence, Hardy, and Phillips 2002) and a shared language through computer-mediated communication (CMC).
- Sociolinguistic approach to analyse WhatsApp communications (plus interviews and observation) among project members in Microfinance project in Kenya



Kangemi slum - Nairobi