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

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- 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