



Centre for Business & Economic Research

Progress and Prosperity through Research & Managerial Excellence

CALL FOR BOOK CHAPTERS PROPOSAL

PROPOSED TITLE OF THE BOOK

A HANDBOOK ON THE FUTURE OF WORK AND ENTREPRENEURSHIP FOR THE UNDERSERVED

Introduction

Existing researches have shown that focus on entrepreneurship in underserved economies will yield rates of higher creativity, innovation, employment and economic growth {Rolle, J. D, Billy L, Kisato J. & Acevedo R (2016); World Bank (2015b)}. Rolle, J. D & Kisato J (2019) posit that as the disparity between the rich and the poor escalates, entrepreneurship for the underserved is increasingly becoming more pertinent to scholars, entrepreneurs, and student's world over. However, underserved populations face barriers that limit their access to work and entrepreneurship across the world. A few examples will serve to illustrate this. Research has shown that African Americans in the US start from a deprived position in the workforce, with a higher unemployment rate, a higher poverty index, low education levels and are likely to experience the disruptive forces of automation from a distinctly disadvantaged position (Nick Noel et al 2019; Sarah Rawlins & Nick Buffie 2017). Despite this, the racial wealth gap threatens to grow as norms, standards, and opportunities in the current US workplace change and exacerbate existing income disparities. In Africa, as is in India and Chile, factual and anecdotal data shows that evidence-based strategies are needed to ensure context-specific, field-tested and cost-effective solutions to the regions' preparedness for future work and entrepreneurship for underserved communities. One critical disrupter will be the adoption of automation and other digital technologies by companies worldwide.

This handbook builds on these experiences using multiple perspectives on the future of work and entrepreneurship for underserved communities in Africa, Chile, India, Bangladesh, Pakistan, and USA. The espoused approach allows for the examination of the "economic intersectionality" of race, gender, age, education, and geography as it relates to the future of work and Entrepreneurship for the underserved across the world. In this regard, economic intersectionality can refer to the compounded effects of any combination of characteristics associated with economic disadvantage. Thus, this handbook focuses on work and entrepreneurship in Education, underserved businesses, green economy, and creative industries spaces.

While interrogating the different levels of automation-based challenges for underserved communities, this handbook seeks to ascertain whether there are initiatives to enable nascent student entrepreneurs from underserved communities to leverage technology, collaborate between entrepreneurs and communities from the underserved to develop novel products and services and more importantly, initiate international collaborations across different communities. It is the contention of this handbook that social capital networks need to be developed and enhanced especially for underserved communities and that students from underserved communities need to rethink their perspectives on the future of work and entrepreneurship.

Objectives of the book

Inclusive development especially among the underserved is imperative for the well-being of society. To solve the challenges experienced by underserved communities in work and entrepreneurship globally and enhance a multi-disciplinary approach to promote inclusivity, this volume seems to contribute to the

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thoughts and insights of scholars seeking to create a more inclusive society through the lenses of education, business, technology and green revolution. The discourse will provide multiple insights on possible opportunities for entrepreneurial growth through inquiry and evidence-based analysis of empirical data collected from different regions. Additionally, the handbook will look at unilateral, bilateral, and multi-lateral comparisons of opportunities that can arise in a globalized economy.

Target audience

Scholars, researchers, graduate students, policy makers, inter-agency stakeholders, industry players and the public will profit from the insights and discourses in the handbook. Due to the global contribution and outlook of the book, the readers will come from countries in developed markets and underdeveloped economies that are seeking to increase inclusivity of the underserved communities. In particular, the handbook will be of interest to Sub-Saharan Africa, USA, Chile, Pakistan, Bangladesh, and India in their effort to increase per capita performances for their underserved communities.

Proposed chapter contents

PART 1- Perspectives from African American communities: Preparing for the 21st century economy for underserved businesses

1. Working from Home (WFH) and the opportunities for employees in underserved businesses.
2. University Experiential Entrepreneurship Training and retooling workforce in a digital learning environment.
3. The Epidemic of cyber insecurity for underserved enterprises.
4. Green economy: A new frontier for businesses in underserved communities.
5. Financing small businesses in underserved communities efficiently during a crisis: Lessons from the COVID pandemic.
6. Automation, digitization and technology changes: Are underserved businesses ready?

PART 2-Africa and the Disruptive Age: A discourse of work and entrepreneurship in tumultuous times

1. Creating the NextGen of Entrepreneurs in West Africa
2. Leveraging Tech and Innovation amidst and post Covid-19 Pandemic to the “New normal” in East Africa.
3. Entrepreneurial support schemes for Women and Youth in underserved Communities in South Africa: Contextual Evidence
4. Creative industries and entrepreneurial ventures in underserved communities in Africa.
5. Corporate social responsibility and creation of shared value for all.

PART 3-Emerging trends of Entrepreneurship and work in Asia and Central America

1. Nano Technology and Reconfiguration of Manufacturing and micro-entrepreneurship in Asia and Central America.
2. Sustainable Micro-Entrepreneurial Models among Women in Underserved Communities in India, Pakistan and Bangladesh.
3. Business Innovations and Entrepreneurial Collaborations among Youth in Underserved Communities in India, Pakistan and Bangladesh.
4. Leveraging technological tools for sustainable businesses in underserved communities in Asia and Central America.
5. Immigrant Labor, Entrepreneurial education and the future workforce in India, Pakistan and Bangladesh.

Handbook Editors

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Important Dates

1. Draft title and abstract submission: 30th September 2020
2. Notification of acceptance: 30th October 2020
3. Full chapter submission: 15th December 2020
4. Notification of final acceptance of full chapter: 30th January 2021
5. Final Chapter Submission: 25th February 2021
6. Date of publication: End of March 2021

Publisher

Centre for Business & Retail Management Research

Centre for Business & Economic Research (CBER) was founded in London in 2006 with the aim of inspiring, recognizing and supporting excellence in business and Economic research. CBER works assiduously to facilitate international collaboration, providing an independent and credible source of advice, as well as contributing to academic debate and research. The Centre is fortunate to have a truly international following and is committed to encouraging knowledge sharing, foresight planning and greater interaction between academics, policy makers, thought leaders and those engaged in diverse commercial activities. Through both its own researchers and a network of specialists internationally it is well placed to provide targeted consultancy work aimed at providing fresh insight and understanding that is underpinned by creditable research methods and a thorough and objective approach.

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