

CALL FOR PAPERS

'Financial Services for the Poor'

A Special Issue of the Journal of Financial Services Marketing

Poverty knows no boundaries and its very pervasiveness makes it difficult to define. Although the poor can be found all over the world, they are present in larger proportions in developing countries. Nevertheless, the plight of the poor seems to be the same all over the world regardless of where they may be found. The World Bank defines the poor as people who live under \$1.00 per day; others peg the poverty line at \$2.00 per day. Regardless of the definition, the poor suffer disproportionately from income insecurity, inability to predict their means, and denial of access to financial institutions. Because of the welfare implications, many governments try to address the issue of the poor through social programs however such efforts have thus far had only mixed results.

In fact, contemporary thinking on the issue of the poor suggests that helping the poor out of poverty should not be the responsibility of governments alone, and that private enterprises also have a role to play. They indeed stand to benefit in the long-run from improved market shares when people are no longer poor.

Poverty has several causes including but not limited to lack of education, unemployment, poor health, gender discrimination, and lack of capital. The recent focus on social entrepreneurship, the millennium challenge, etc has drawn attention to the plight of the poor and has also resulted in the development of several thoughts on how to reduce, if not eliminate poverty. The school of thought that is followed by many is to make capital accessible to the poor. Others argue that making capital available to poor women in developing countries is more likely to result in positive impacts. The success of Grameen Bank underscores this approach. However, there is no consensus on the effective and efficient means to create access to capital for the poor. For this reason this Special Issue of the Journal of Financial Services Marketing is devoted to studies being done on the creation of financial services for the poor. Manuscripts to be considered for the issue may include, but are not limited to such topics as:

- The role of NGOs in creating financial services for the poor
- Social structures and social institutions as a source of capital for the poor
- An expanded role of the traditional financial institutions to include the poor
- The role of churches in the financial rehabilitating the poor
- Women in developing countries as entrepreneurs

- Social entrepreneurship
- Financial inclusiveness and financial redlining
- Corporate Social Responsibility

Submissions from practitioners and academics are welcome and should be sent to the Guest Editor, Paul Sergius Koku, preferably via e-mail to Koku@fau.edu. Submissions via mail may be sent to: Graduate School of Business, Florida Atlantic University, University Tower, 111 East Las Olas Boulevard, Fort Lauderdale, FL 33301, U.S.A.

The deadline for submissions is 31st January 2010

Ideas for papers can be discussed informally with the Guest Editor prior to submission. All submitted papers will be subject to a double-blind peer review. Further details about the Journal and notes for contributors can be found at the publisher's website: <http://www.palgrave-journals.com/fsm/index.html>