MASTER THESIS TOPIC PROPOSAL

Effects of Religion in the Informal Society at the base of the pyramid

INTRODUCTION: People are bound not only by society ties but more importantly by strong traditional and social ties within communities, such as kinship, religion, or race. Because of their embeddedness within a wide informal structure culture, tradition and routine-embedded practices are influenced by religion.

EXPECTED CONTRIBUTION: Literature review by covering the base of the pyramid as an informal society which is driven and influenced by its religion. Conducting a systematic review of journal articles identifying research streams on religion at the base of the pyramid (BoP) over a ten-year period (2007-2017).

TOPIC IS AVAILABLE UNTIL: Assigned to a candidate.
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TOPIC PROPOSAL UPLOADED: 12. March 2018

BASIC READINGS:


