

AN AFFORDANCE LENS TO SOCIAL UPGRADING

A new angle for technology based sustainability strategies in global value chains

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ABSTRACT:

Technology has a widely recognized potential in contributing to the achievement of social and economic upgrading in developmental settings where multiple organizations collaborate in the pursuit of sustainable growth. Despite of this, no theoretical framework has been yet developed to investigate and guide the way in which technology is being introduced and used in that specific context. This paper makes an effort in such direction by bridging very diverse literatures to provide a common ground on which the notion of affordances, as developed by IS and Organizational scholars, is reconceptualised. Affordances is re-shaped as a situated and collectively generated notion that builds on its very original Ecological Psychology core, while integrating the idea of sustainability and maintaining the nature of technology-specific lens as in the IS tradition.

Affordances can provide emphasis to the social needs and priorities of the groups “at the bottom of the pyramid”; needs and priorities that are interpreted as a form of collective affordance developed at cooperative and rural enterprise level.

Keywords: #Technology #Interorganizational coordination #sustainability #social upgrading

#bottom of the pyramid