

Presenter: Amethyst Bowser

Session & Time: Oral IV

Room/Time: GUZ 113 / 3:30-4:30

Discipline: Business Administration

Faculty Mentor: Wayne DeFremery

Digital Portfolio URL: GIE Practicum

Title: GIE Practicum

Abstract:

I will be arguing that the most effective way to understand innovation and entrepreneurship in a global context is through the lens of frugal innovation. I believe this approach, although rooted in scarcity, cultural adaptation, and resource constraints, has the potential to scale using a â€œdo more with less" mindset. Entrepreneurs in emerging economies or developing regions have been known to repurpose materials, leverage informal networks, and innovate within infrastructural limitations. Focusing on entrepreneurial practices within developing economies, I will highlight how individuals and communities transform limitations into opportunities. Scarcity should not be viewed as a barrier to innovation but instead as a force that shapes creative and efficient solutions. By situating innovation within cultural and historical realities, I challenge dominant, resource intensive narratives and propose a more inclusive, globally relevant understanding of entrepreneurship. Ultimately, frugal innovation emerges as a

critical model for sustainable development and long term economic resilience in an increasingly uncertain global landscape.