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Title: Creating Markets Under Institutional Voids: The Case Of Small-Scale Renewables In Tajikistan

This paper explores the process of new market creation under conditions of institutional voids, or when market supporting structures are lacking. Market-based strategies are increasingly used for poverty alleviation strategies in developing countries, where institutional voids are often present. Drawing upon the case of Tajikistan, a developing post-Soviet country in Central Asia, and the market for of small-scale renewable energy technologies, this analysis investigates why some actors in a nascent market escape the effects of institutional voids, while others fail. Adopting a field perspective of markets, in my analysis of qualitative data from interviews with organizations from the entire field, I find that institutional voids are a source of ambiguity in the creation of new markets in Tajikistan. The results suggest that organizations that employ strategies lying in the same domain as the institutional voids are less likely to succeed in overcoming institutional voids. Meanwhile, the incorporation of different institutional elements and utilization of existing networks in the organizational field contributes to successful new market creation. This analysis also has important implications for managers of organizations pursuing creation of new markets in developing countries by providing insights into the organizational strategies that can take advantage of situations where market supporting institutions are weak or absent.