



RESEARCH

LECTURES IN

ECONOMIC GEOGRAPHY

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Before concentrating on a PhD on the economics of innovation at Friedrich Schiller University in Jena, Ms. Onsongo was teaching and doing research on information technology and finance at Strathmore University in Nairobi, Kenya. She currently researches on inclusive innovation, sociotechnical change, and the role of institutions in the development, adoption and diffusion of such innovations by using the example of mobile applications designed to extend services to marginalised communities in the Kenyan telecommunications and financial services sectors.

Gaining Legitimacy for Inclusive Innovations: The Case of Mobile Phone Financial Services

This talk explores the dynamics through which inclusive innovations gain and maintain legitimacy in multi-regime sociotechnical systems by examining the interaction between multi-level dynamics of sociotechnical change as well as of legitimation. A case study of M-Pesa, a Kenyan mobile phone-based money transfer innovation, suggests that for an innovation to achieve social acceptance, institutional entrepreneurs pursue different legitimation strategies in informal and formal regimes. Evidenced by the convergence of the regimes, these legitimation efforts facilitate social inclusion through the embedding of the innovation across the whole sociotechnical system.



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