The Use of Mobile Phones by Microentrepreneurs in Kigali, Rwanda: Changes to Social and Business Networks
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Abstract
A survey in Kigali, Rwanda, suggests that mobiles are allowing microentrepreneurs to develop new business contacts. The results detail the impact of mobile ownership on the social networks of microentrepreneurs in low-teledensity areas, focusing on the evolving mix of business and personal calls made by users. The study differentiates between the contacts amplified through mobile ownership (friends and family ties) and those enabled by mobile ownership (new business ties). The article discusses the applicability of the results to settings beyond Rwanda.

Keywords
Mobile Phones; Microentrepreneurs, Business; Social Networks, Loteledensity Areas; Rwanda

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