Abstract

Our thesis extends the concept of ties in microfinance. However, it's dissociated from existing researches by suggesting the concept of customer ties which is more relevant compared to the concept of joint liability ties. It's dedicated to the Microfinance Institutions (MFIs) especially in the West African Economic and Monetary Union (WAEMU) countries. The thesis aim's at explaining the efficiency of the microfinancial loan contracts for individual customers in microfinance. Our approach takes in two points. First, we identified and defined the auxiliary relations "embarked" with the loan contracts such as sponsoring relations and approval relations. Secondly, we showed the statistical impacts of these relations while analysing the customer's probability of respect for the terms of the contracts.

The obtained results of our research concern the specification of the behaviour of respect for the terms of contracts by categories of customers according to their auxiliary relations.

Our contribution allows widening the knowledge of the notion of ties in microfinance beyond the joint liability ties. Our research proceeds by the model of embedding the trading process of the contract in the social corpus of auxiliary relations. Then, our thesis helps to question the foundation of the economic action of a customer beyond the marginal maximization reasoning which is proposed in the orthodox economics. So, our thesis joins completely in line with the microeconomic monetary theory which analyzes the credit market by appealing to the theory of the information and the contracts and to the theory of the agency relations. Finally, our research allows to formalizing the analyses of the loan relations and the role of financial and non-financial intermediaries.

Key words : customer, ties, relationship, sponsoring, approval, loan, contract, individual, microcredit