

SRINIVAS VENUGOPAL
www.srini-venugopal.com

Official Contact

Grossman School of Business
Kalkin Hall 211
55 Colchester Ave.
Burlington, VT 05405
Email: Srinivas.Venugopal@uvm.edu
Research Gate: [Here](#)

Personal Contact

85 Winooski Falls Way, Apt 305
Winooski, VT 05404
Cell: (217) 979-6709
srinivas.venugopal@gmail.com
Google Scholar: [Here](#)
Linkedin: [Here](#)

ACADEMIC POSITIONS

Associate Professor , <i>Grossman School of Business</i> University of Vermont, Burlington, VT	<i>2022 - Current</i>
Assistant Professor , <i>Grossman School of Business</i> University of Vermont, Burlington, VT	<i>2016 - 2022</i>

EDUCATION

Ph.D. in Business Administration (Marketing) <i>University of Illinois, Urbana-Champaign, IL</i>	<i>May 2016</i>
Master of Business Administration (M.B.A) <i>University of Illinois, Urbana-Champaign, IL</i>	<i>May 2011</i>
Bachelor of Engineering (B.E) <i>Anna University, Chennai, India</i>	<i>May 2005</i>

RESEARCH & TEACHING INTERESTS

Research: Entrepreneurial Marketing in Subsistence Marketplaces

Teaching: Sustainable Marketing, Entrepreneurial Marketing, Marketing Management, Marketing Strategy, Business-to-Business Marketing

PUBLICATIONS (N = 17, H-INDEX = 11, GOOGLESCHOLAR CITATIONS = 645 AS OF 25TH SEPTEMBER 2021)

Venugopal, S., & Chakrabarti, R. (2022). "How Subsistence Communities Reconfigure Livelihood Systems in Response to Climate Change: A Coupled-Systems Perspective.", *Journal of Macromarketing*

Raghubanshi, Gaurav, **Srinivas Venugopal** and Gordhan Saini (2021), "Fostering Inclusive Social Innovation in Subsistence Marketplaces Through Community-Level Alliances: An Institutional Work Perspective", *Industrial Marketing Management*, 97, 21-34.

Venugopal, Srinivas (2021), "Envisioning a community-centric approach to impact assessments in subsistence marketplaces", *Journal of Consumer Affairs*, 55(1), 118-133.

Steinfeld, Laurel, **Srinivas Venugopal** et al. (2021), "Across Time, Across Space, and Intersecting in Complex Ways: A Framework for Assessing Impacts of Environmental Disruptions on Nature-Dependent Prosumers", *Journal of Public Policy and Marketing*, 40(2), 262-284.

Venugopal, Srinivas and Madhubalan Viswanathan (2021), "Negotiated Agency in the Face of Consumption Constraints: A Study of Women Entrepreneurs in Subsistence Contexts", *Journal of Public Policy and Marketing*, 40(3), 336-353.

Viswanathan, Madhubalan, Ronika Chakrabarti, Paul Ingenbleek and **Srinivas Venugopal** (2021), "Introduction to the special section on subsistence marketplaces", *Journal of Consumer Affairs*, 55(1), 3-7.
(Last 3 authors listed in alphabetical order)

Aiyar, Anaka and **Srinivas Venugopal** (2020), “A Macromarketing Approach to Addressing the Ethical Challenge of Market Inclusion in Base of the Pyramid Markets”, *Journal of Business Ethics*, 164 (2), 243-260. (Equal authorship)

Venugopal, Srinivas and Madhubalan Viswanathan (2019), “Implementation of Social Innovations in Subsistence Marketplaces: A Facilitated Institutional Change Process Model”, *Journal of Product Innovation Management*, 36(6), 800-823.

Venugopal, Srinivas, Roland Gau, Sam Appau, Kevin Sample and Rita Pereira (2019), “Adapting Traditional Livelihood Practices in the Face of Environmental Disruptions in Subsistence Communities”, *Journal of Business Research*, 100 (July), 400-409.

Venugopal, Srinivas and Madhubalan Viswanathan (2017), “Poverty and the Subsistence Marketplaces Approach: Implications for Marketing Theory”, *Marketing Theory*, 17(3), 341-356.

Godinho, Vinita, **Srinivas Venugopal**, Roslyn Russell and Supriya Singh (2017), “When Exchange Logics Collide: Insights from Remote Indigenous Australia”, *Journal of Macromarketing*, 37(2), 153-166.

Viswanathan, Madhubalan, **Srinivas Venugopal**, Ishva Minefee, Benito Mariñas, Jeremy Guest, Valerie Bauza, Lauren Valentino, Ramadhani Kupaza, Maria Jones (2016), “A Bottom-Up Approach to Short-Term Immersion in Subsistence Marketplaces: Methodological and Substantive Lessons on Poverty and the Environment from Tanzania”, *Organization & Environment*, 29(4), 438-460.

Venugopal, Srinivas, Madhubalan Viswanathan and Kiju Jung (2015), “Consumption Constraints and Entrepreneurial Intentions in Subsistence Marketplaces”, *Journal of Public Policy and Marketing*, 34(2), 235-251.

Viswanathan, Madhubalan and **Srinivas Venugopal** (2015), “Subsistence Marketplaces: Looking Back, Looking Forward”, *Journal of Public Policy and Marketing*, 34(2), 228-234. (Invited Article)

Venugopal, Srinivas and Madhubalan Viswanathan (2015), “Developing Customer Solutions for Subsistence Marketplaces in Emerging Economies: A Bottom-Up 3C (Customer, Community, and Context) Approach”, *Customer Needs and Solutions*, 2(4), 325-336.

Viswanathan, Madhubalan, Raj Echambadi, **Srinivas Venugopal** and Srinivas Sridharan (2014), “Subsistence Entrepreneurship, Value Creation, and Community Exchange Systems: A Social Capital Explanation”, *Journal of Macromarketing*, 34(2), 213-226.

Viswanathan, Madhubalan, Kiju Jung, **Srinivas Venugopal**, Ishva Minefee and In Woo Jung (2014), “Subsistence and Sustainability: From Micro-Level Behavioral Insights to Macro Level Implications on Consumption, Conservation, and the Environment”, *Journal of Macromarketing*, 34(1), 8-27. (Lead Article)

Viswanathan, Madhubalan, Srinivas Sridharan, Robin Ritchie, **Srinivas Venugopal**, and Kiju Jung (2012), “Marketing Interactions in Subsistence Marketplaces: A Bottom-Up Approach to Designing Public Policy”, *Journal of Public Policy and Marketing*, 31 (2), 159-177 (Lead Article).

BOOKS

Venugopal, Srinivas, *Tales from Chennai: Entrepreneurship from the Streets of Chennai*, (2019) [Link](#)

Hanlon, Tom, John Hedeman, **Venugopal, Srinivas**, and Madhubalan Viswanathan, *Voices From Subsistence Marketplaces*, (2017) [Link](#)

OTHER PUBLICATIONS

Venugopal, Srinivas, Book Review: Business and community: The Story of Corporate Social Responsibility in India. *Enterprise and Society*, (2015)

Bello-Bravo, Julia, Ricardo Diaz, **Srinivas Venugopal**, Madhubalan Viswanathan, and Barry Pittendrigh (2010), “Expanding the Impact of Practical Scientific Concepts for Low-Literate Learners through an Inclusive and Participatory Virtual Knowledge Ecosystem”, *Journal of the World Universities Forum*, 3(4), 147-164.

WORK IN PROGRESS

Jayashankar, Priyanka and Srinivas Venugopal, “How Institutional Entrepreneurs Work Nested Institutions to Foster Market Inclusion”, *Target: Journal of Marketing*.

Venugopal, Srinivas and Ronika Chakrabarti, “Understanding the Disequilibrating Impact of Environmental Disruptions on Subsistence Livelihood Systems”, *Journal of Macromarketing*. (revising for third round review)

Doshi, Vijayta and Srinivas Venugopal, “Crossing the Threshold of the House: How Women Entrepreneurs Enact Spatial Mobility Work”, *Target: Entrepreneurship Theory and Practice*.

Venugoapl, Srinivas and Anaka Aiyar, “For better or for worse: Impact evaluation of a health insurance program on market exclusion in health-care markets”, *Target: Journal of Business Ethics*.

AWARDS AND HONORS

Discipline Wide

Inaugural AMA Entrepreneurial Marketing SIG/Kauffman Doctoral Dissertation Award (\$3000) 2016

ACR/Sheth Foundation Dissertation Grants in the area of Public Purpose Consumer Research (\$2500) 2015

Sheth Doctoral Consortium Fellow, American Marketing Association (AMA), London Business School 2015

University Wide

The Office of the Vice-President of Research Express Grant (\$2960), University of Vermont, Burlington 2016

Department Wide

Dean’s Scholarship Excellence Award (\$5000), University of Vermont, 2020

Sudman/Sheth Awardee for Research (\$2500), University of Illinois Urbana-Champaign 2016

Block Grant (\$2000), University of Illinois Urbana-Champaign 2015

Block Grant (\$1200), University of Illinois Urbana-Champaign 2013

Richard D. and Anne Marie Irwin Fellowship, University of Illinois Urbana-Champaign 2013-14

Walter H. Stellner Doctoral Fellowship, University of Illinois at Urbana-Champaign 2011-13

Dr. Avinish Chaturvedi Memorial Student Ambassador Award in Marketing, University of Illinois Urbana-Champaign 2012

Extraordinary Achievement Award Nominee, Illinois MBA, College of Business, University of Illinois Urbana-Champaign 2011

Certificate for Excellence in Sustainable Management and Technology, Department of Business Administration, University of Illinois Urbana-Champaign 2011

Other Awards & Distinctions

Marion Jemmott Fellowship (\$6500), Taraknath Das Foundation, South Asia Institute, Columbia University 2014

The Albert Haring Doctoral Symposium (Presenter), Indiana University 2014

7th Annual PhD Sustainability Academy (Student participant), Western University 2014

The Albert Haring Doctoral Symposium (Discussant), Indiana University 2013

Winner, 4th Base of the Pyramid Narrative Competition, Center for Sustainable Global Enterprise, Cornell University 2010

SI-MBA Professor of the year award, University of Vermont	2020
Best Doctoral Student Teaching Award, Department of Business Administration University of Illinois Urbana-Champaign	2016
List of teachers ranked outstanding by their students University of Illinois Urbana-Champaign	2014 & 2016

SELECTED PRESENTATIONS

- Negotiated Agency in the Face of Consumption Constraints - A Study of Women Entrepreneurs in Subsistence Contexts:* North American Society for Marketing Education in India, Chennai; 44th Annual Macromarketing Conference, Cleveland, OH. (2019)
- Adapting Traditional Livelihood Practices in the Face of Environmental Disruptions in Subsistence Communities:* 7th Subsistence Marketplaces Conference, Champaign, IL. (2018)
- Content, Construct & Discriminant Validity - Items & the Changed Meaning of a Construct:* Academy of Management Conference, Atlanta, GA. (2017)
- Breaking Through Institutional Barriers - Consumption Crisis as a Driver of Negotiated Agency among Female Subsistence Entrepreneurs:* 6th Subsistence Marketplaces Conference, Champaign, IL. (2016)
- When Two Worlds Meet - Institutional Merging in Subsistence Marketplaces and Implications for Marketing Management:* 40th Annual Macromarketing Conference, Chicago; North American Society for Marketing Education in India, Chennai, India; Summer American Marketing Association Conference, San Francisco, CA; (2015); 5th Subsistence Marketplaces Conference, Champaign, IL. (2014)
- Micro-Enterprise Ecosystems in Subsistence Marketplaces:* North American Society for Marketing Education in India, Chennai, India (2013); 4th Subsistence Marketplaces Conference, Chicago, (2012)
- Poverty and Consumer Behavior - Research Review, Prospects and Call for Action:* Consumer Sciences Initiative, University of Illinois Urbana-Champaign (2013)
- Consumer Negotiation and Acquisition at the Bottom-of-the-Pyramid: The Case of Women Market Traders:* Association of Consumer Research Conference, Chicago, IL. (2013)
- Intertwined Destinies: How Subsistence Entrepreneurs Use Social Capital to Overcome Constraints and Uncertainties:* Anthropology of Markets & Consumption Conference, Irvine 2013; North American Society for Marketing Education in India, Chennai, India; Association of Consumer Research Conference, Vancouver, Canada; 4th Subsistence Marketplaces Conference, Chicago, IL. (2013)
- Engaging with the Emergent Order to Create Social and Financial Value: Learning from an Education Venture In Low-Income Villages of Tamil Nadu:* ASHA for Education and Entrepreneurs Without Borders, University of Illinois Urbana-Champaign (2012)
- Exploring the Impact of Constraints and Uncertainty on Consumer's Cognition, Emotion, and Behavior:* Poster presentation at the Society of Consumer Psychology Conference, San Antonio, TX. (2013); 4th Subsistence Marketplaces Conference, Chicago, IL. (2012)
- Education For and About Subsistence Marketplaces:* Globalizing Education in the 21st Century: The Bologna Reform and Beyond conference, Champaign, IL. (2012)
- Engagement With Emergent Entrepreneurship In Subsistence Marketplaces - Insights From An Educational Enterprise in South India:* 3rd Subsistence Marketplaces Conference, Chicago, IL; 4th Great Lakes NASMEI Marketing Conference, Chennai, India (2010)

INVITED TALKS

Fostering inclusive social innovation in subsistence marketplaces through community-level alliances: An institutional work perspective: IIM Ahmedabad, (2021)

Understanding Needs in Emerging Markets: presentation made within a course entitled “Corporate Strategy at Scale”, Stanford University, (2021).

Implementation of Social Innovations in Subsistence Marketplaces: A Facilitated Institutional Change Process Model: IIM Udaipur, (2019)

Negotiated Agency in the Face of Consumption Constraints: A Study of Women Entrepreneurs in Subsistence Contexts: Jindal Global University, (2020); University of Vermont, (2019)

Engaged Scholarship in Subsistence Marketplaces: Center for Budget and Policy Studies, Bangalore, (2018); Society for Community Health Awareness Research and Action, (2018); University of Vermont, (2018)

Consumption Constraints and Entrepreneurial Intentions in Subsistence Marketplaces: University of Calgary, (2015); University of Vermont, (2015); University of Auckland, (2015)

Designing Solutions for Subsistence Marketplaces: for the Illinois National Guard, (2010)

TEACHING EXPERIENCE

Assistant Professor, *University of Vermont, Burlington* 2016 - Current

MBA: Sustainable Brand Marketing

MBA: Driving Innovation from the Base of the Pyramid

BSAD 305: Sustainable Marketing (*Online Course*)

BSAD 290E: Sustainable Marketing

BSAD 150: Marketing Management

Instructor, *University of Illinois, Urbana-Champaign* 2014-2016

BADM 327: Marketing to Business and Government

BADM 320: Principles of Marketing

Co-Instructor, *University of Illinois, Urbana-Champaign* 2013-2014

ENG 198: Engineering for Global Development

BUS 199: Sustainable Marketplaces

Teaching Assistant, *University of Illinois, Urbana-Champaign* 2009-2013

BADM 325: Consumer Behavior

BADM 320: Principles of Marketing

BADM 590: Sustainable Marketing Enterprises

BUS 101: Sustainable Businesses for Subsistence Marketplaces

International Immersion, *University of Illinois, Urbana-Champaign* 2010-2014

Assistant, International student immersion trip to India, Argentina and Tanzania

STUDENT ADVISING

Undergraduate Honors Thesis, Michael Chan 2020

MBA practicum projects (3) 2019-2020

Editor

Executive Editor, Subsistence Marketplaces Journal 2021 - Current
 Guest Editor, Special issue of Journal of Consumer Affairs on Subsistence Marketplaces 2021

Board Member

Manuscript review board member, Journal of Macromarketing 2020 - Current
 Editorial board member, Journal of Consumer Affairs 2019 - Current
 Advisory board member, Transformative Consumer Research 2017 - Current
 Board member, Marketplace Literacy Program 2016 - Current

Conference Chair

7th Subsistence Marketplaces Conference (June 2018); First Subsistence Marketplaces Bottom-Up Immersion Conference, Chennai and Delhi (January 2018)

Conference Track Chair

Subsistence Marketing & Development Track, Macromarketing Conference, Cleveland, OH (2019); Chair, Track on ‘An Intersectionality Perspective of Climate Change, Global Value Chains and Vulnerable Consumers, Tallahassee, FL (2019); Subsistence and Sustainability Track, Transformative Consumer Research Conference, Ithaca (2017); Subsistence Entrepreneurship Track, 6th Subsistence Marketplaces Conference, Champaign (2016); Subsistence Marketplaces Track, 40th Annual Macromarketing Conference, Chicago(2015); Junior Scholar Mentorship Session, 5th Subsistence Marketplaces Conference, Champaign, (2014); Session on Subsistence Marketplaces, North American Society for Marketing Education in India conference, Chennai (2013); Panel discussion on Social Entrepreneurship, 4th Subsistence Marketplaces Conference (2012)

Conference Panel Member

Session on Understanding the BoP: Building Ventures that Incorporate the Local Context, BoP Summit at University of Michigan, Ann Arbor (2013); Roundtable on Consumption and Heritage, Association of Consumer Research Conference, Chicago (2013); Session on Social Entrepreneurship, Inaugural Campus Forum on Entrepreneurship at Illinois, Urbana-Champaign (2013) Speakers Corner discussion on Missing Links of Business Development in Base of the Pyramid (BoP) Communities: Hosted by USAID Microenterprise Development office and Cornell University’s Center for Sustainable Global Enterprise

Reviewer

Journal of Business Venturing; Journal of Public Policy and Marketing; Journal of Product Innovation Management; Journal of Business Ethics; Journal of Macromarketing; International Journal of Emerging Markets; Journal of Business Research; Journal of Marketing Management; Journal of Consumer Marketing; Journal of Consumer Affairs; International Journal of Consumer Studies; Journal of Small Business Management; Africa Journal of Management; International Journal of Gender and Entrepreneurship; Journal of International Marketing

Grant proposal reviewer

Transformative Consumer Research (2018, 2019, 2020, 2021)

Conference Paper Reviewer

Academy of Marketing Science Annual Conference, New Orleans (2018); American Marketing Association’s Summer Marketing Educators Conference, San Francisco (2014); Academy of Marketing Science’s World Marketing Congress, a track on Innovation in Emerging Economies and BoP Markets, Melbourne (2013)

Initiatives

GSB's representative (with Joanne Pencak) to UVM's Social Justice Institute. *2020*
 Co-Founder (with Ante Glavas and Dita Sharma), Annual GSB Teaching Café. *2019*

Committees

Recruitment committee (Chaired by Barb Arel) - Grossman Chair in Sustainable Business *2020 - Current*
 GSB staff awards committee *2021*
 AOL committee (Chaired by Barb Arel) along with Tom N. and Rocki DeWitt *2020 - Current*
 Undergrad Studies Committee (Chaired by Michael Tomas) *2020*
 HSOC Curriculum Committee. University of Vermont *2019 - Current*
 GSB's Ad Hoc Committee on Online Program(s) (Chaired by Barb Arel) *2017*

Other Committees

Judge, GSB's Family Enterprise Case Competition, *2017 & 2019*
 Judge, Illinois MBA Case Competition,
 University of Illinois Urbana-Champaign *2015*
 Volunteer, Association for Consumer Research Conference, Vancouver, Canada *2012*
 Co-Chair, Interactive Workshop on Social Entrepreneurship at the College of Business
 University of Illinois Urbana-Champaign *2011*

OTHER POSITIONS HELD

Co-curator- TED licensed TEDxUIUC *2010-2011*
 Social Entrepreneur, Rural Technology & Business Incubator, India
 Indian Institute of Technology, Madras *2007-2009*
 Programmer Analyst, Cognizant Technology Solutions, India *2005-2007*
 Co-Founder & President, Diya, India *2005-2016*