

Dr. Srinivas Venugopal

The University of Vermont
School of Business Administration
Email: svenugop@uvm.edu

Education

Ph D, University of Illinois at Urbana-Champaign, 2016.

MBA, University of Illinois at Urbana- Champaign, 2011.
Major: Marketing

BS, Anna University, 2005.
Major: Engineering

Awards and Honors

Inaugural AMA Entrepreneurial Marketing SIG/Kauffman Doctoral Dissertation Award, American Marketing Association and Kauffman Foundation. (August 2016). Award granted for high quality doctoral dissertation examining issues at the intersection of marketing and entrepreneurship.

TEACHING

Teaching Experience

The University of Vermont (only includes courses taught since 2001)

6550, Sustainable Marketing, 1 course.
BSAD 150, Marketing Management, 15 courses.
BSAD 196, Sustainable Marketing, 1 course.
BSAD 259, Sustainable Marketing, 1 course.
BSAD 290, Strategic Theme Capstone: SB, 4 courses.
BSAD 305, Sustainable Marketing, 2 courses.
BSAD 336, Sustainable Family Enterprise II, 1 course.
BUS 2500, Marketing Management, 2 courses.
BUS 2990, Addressing Grand Challenges in Business, 2 courses.
BUS 3590, Sustainable Marketing, 1 course.
BUS 6451, Sustainable Family Enterprise II, 1 course.
MBA 301, Sustainable Brand Marketing, 3 courses.
MBA 304, Driving Innov. from the BoP, 5 courses.
MBA 305, Sustainable Entrepreneurship in Action - Practicum, 2 courses.
MBA 6010, Sustainable Brand Marketing, 3 courses.
MBA 6040, Driving Innov. from the BoP, 2 courses.
MBA 6550, Sustainable Marketing, 1 course.

Non-Credit Instruction

Practicum Advisor, UVM Grossman School of Business - SIMBA Practicums. (June 1, 2020 - August 7, 2020). Advisor for 1 practicum team using the following compensation parameters:
2 practicums = 1 unit
Rate per unit = \$2,100
Total compensation for this assignment: \$1050.00

RESEARCH

Published Intellectual Contributions

Refereed Journal Articles

Doshi, V., Riach, K., Venugopal, S. Embodied Territories: The Gendered-Classed Economies of Entrepreneurship in India. *To appear in Journal of Management Studies*.

Venugopal, S., Mohapatra, S., Aiyar, A. Crafting Climate Solutions for Nature-Dependent Subsistence Communities: A Dignity-Centric View. *Journal of Macromarketing*.

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

Raghubanshi, G., Venugopal, S., Saini, G. (2021). Fostering inclusive social innovation in subsistence marketplaces through community-level alliances: An institutional work perspective. *Industrial Marketing Management*, 97, 21-34.

Steinfeld, L., Venugopal, S., 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 & Marketing*.

Venugopal, S. (2021). Envisioning a community-centric approach to impact assessments in subsistence marketplaces. *Journal of Consumer Affairs*.

Viswanathan, M., Chakrabarti, R., Ingenbleek, P., Venugopal, S. (2020). Introduction to the special section on subsistence marketplaces. *Journal of Consumer Affairs*.

Venugopal, S., Viswanathan, M. (2020). Negotiated Agency in the Face of Consumption Constraints: A Study of Women Entrepreneurs in Subsistence Contexts. *Journal of Public Policy & Marketing*.

Aiyar, A., Venugopal, S. (2019). Addressing the Ethical Challenge of Market Inclusion in Base-of-the-Pyramid Markets: A Macromarketing Approach. *Journal of Business Ethics*.

Venugopal, S., Viswanathan, M. (2019). Implementation of Social Innovations in Subsistence Marketplaces: A Facilitated Institutional Change Process Model. *Journal of Product Innovation Management*.

- Venugopal, S., Gau, R., Appau, S., Sample, K., Pereira, R. (2018). Adapting traditional livelihood practices in the face of environmental disruptions in subsistence communities. *Journal of Business Research*.
- venugopal, s., viswanathan, m. (2017). Poverty and the Subsistence Marketplaces Approach: Implications for Marketing Theory. *Marketing Theory*.
- Godinho, V., Venugopal, S., Singh, S., Russell, R. (2017). When Exchange Logics Collide: Insights from Remote Indigenous Australia. *Journal of Macromarketing*, 37(2), 153-166.
- Viswanathan, M., Venugopal, S., Minefee, I., Mariñas, B., Guest, J., Bauza, V., Valentino, L., Kupaza, R., Jones, M. (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, s., viswanathan, m., Jung, K. (2015). Consumption Constraints and Entrepreneurial Intentions in Subsistence Marketplaces. *Journal of Public Policy and Marketing*, 34(2), 235-251.
- venugopal, s. (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.
- Venugopal, S. (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.
- Venugopal, S. (2014). Subsistence Entrepreneurship, Value Creation, and Community Exchange Systems: A Social Capital Explanation. *Journal of Macromarketing*, 34(2), 213-226.

Journal Articles

- Venugopal, S., Arias, R. Institutional Coadaptation Work: How Refugees and Provisioning Institutions Coadapt in Pursuit of Consumption Adequacy. *Journal of Public Policy and Marketing*.
- Viswanathan, m., Venugopal, S. (2015). Subsistence Marketplaces: Looking Back, Looking Forward. *Journal of Public Policy and Marketing*, 34(2), 228-234.
- Venugopal, S. (2012). Marketing Interactions in Subsistence Marketplaces: A Bottom-Up Approach to Designing Public Policy. *Journal of Public Policy and Marketing*, 31(2), 159-177.
- Venugopal, S. (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.

Other

- Sharma, P., Venugopal, S., Mallett, N. (2023). *Rhino Foods' People-Profit Dilemma: Inclusive Workplace Challenges & Opportunities*. WDI Publishing.
- Gamble, E., Sharma, P., Venugopal, S., Szacilo, A. (2022). *Combating the Trafficking of Girls in Nepal: The Journey of a Family Social Enterprise*. SAGE Family Business Cases.

venugopal, s. (2013). *Business and Community: The Story of Corporate Social Responsibility in India by Pushpa Sundar (review)* (4th ed., vol. 14, pp. 864-866). Cambridge: Enterprise & Society.

Presentations Given

Venugopal, S., Massa, F., Sharma, P. (Author & Presenter), 40th EGOS -European Group for Organizational Studies - Colloquium, "Fostering Dignity at Scale: Jaipur Rugs and the Reflexive Management of Artisanal Craftwork.," European Group of Organizational Studies, Milan, Alabama, Italy. (2024).

Awards and Honors

Sudman/Sheth Awardee for Research, University of Illinois Urbana-Champaign. (May 16, 2016).
The Sudman/Sheth Awardee for Research is used to recognize a doctoral student in marketing who has excelled in the area of research in marketing.

Research Currently in Progress

"Breaking Through Barriers: Marketplace Engagement as a Self-Empowering Mechanism among Female Subsistence Entrepreneurs" (Writing Results). Co-Author(s): Madhu Viswanathan (UIUC)

"Fostering Dignity at Scale: Jaipur Rugs and the Reflexive Management of Artisanal Craftwork" (Writing Results). Co-Author(s): Srinivas Venugopal (University of Vermont), Felipe Massa (University of Vermont), Pramodita Sharma (University of Vermont)
The factory has, for better or for worse, shaped our world. Factories, buttressed by bureaucratic administration, boosted productivity making luxuries that would be otherwise unaffordable to many broadly available and accessible (Gouldner 1954; Chandler 1962). It also led to the creation of millions of jobs and enabled individuals to aggregate personal wealth and achieve dreams of home ownership, mobility, etc. Yet, the adoption of the factory system, while undeniably transformative, has also seeded a landscape fraught with various societal ills (e.g., Langton 1984; Jones 1999). Rapid industrialization came about through the rise of harsh working conditions, exploitation of labor, and the fragmentation of traditional community structures. This shift engendered social stratification, economic disparities, and a loss of individual autonomy in the relentless pursuit of mass production. Dependence on the factory to maintain the standard of living in developed countries and the outsourcing of factory work to countries with weak institutional protections for labor and the environment have amounted to a grand challenge centered on how to retain production at scale while ensuring dignified lives for workers.

Organizational scholars have reported two approaches to addressing these ills. Firstly, a top-down approach, where progressive governments and non-governmental organizations put pressure on corporations who own and contract with factories. They work to implement stringent labor laws, ensuring workplace safety standards, and mandate fair wages through regulatory measures and by incentivizing different forms of corporate social responsibility (Lund-Thomsen & Lindgreen 2014). Non-profits can exert influence by advocating for these

regulations, conducting research to highlight worker exploitation, and organizing campaigns to raise public awareness. By holding corporations accountable and pressuring them to adhere to ethical practices, this approach aims to mitigate the negative impacts of the factory and the bureaucratic system that governs it on labor and society. Alternatively, others have been working to foster entrepreneurship within local communities - a bottom-up, community-driven solution to provide an alternative way to earn a living outside of factory work (Peredo & Chrisman 2006; Murphy, Danis, Mack 2020; Hertel, Binder, & Fauchart 2021). Empowering individuals to create small-scale enterprises promotes economic diversification and resilience (Johannisson & Nilsson 1989). Initiatives supporting local businesses, providing access to resources like micro-financing or business incubators, and offering entrepreneurship education can revitalize communities. By encouraging self-sufficiency and community-driven economic activities, this approach aims to diminish reliance on large-scale factory employment and potentially create environments where workers have greater autonomy and job satisfaction.

While both approaches have led to significant gains, both present vital flaws. The top-down approach has worked wonders in moving forward regulatory systems. However, corporations seeking cheaper production tend to move their operations away from countries that implement systems they deem to expensive, as there is always a “business friendly” safe harbor willing to supply cheap labor with minimal labor and environmental oversight (Khan, Munir, Willmott 2007; Munir et al. 2018). The result ends up being a cruel “game of whack-a-mole” where advocates and regulators win significant legislative victories only to see production moved to a country with a laxer regulatory regime. The bottom-up, community-driven approach that focuses on building up communities and creating local resilience has also seen successes, lifting many individuals out of poverty, and improving conditions for marginalized populations. However, few of these efforts are designed to scale and provide viable alternatives to factory labor. The result is that these efforts remain isolated success stories rather than ways of life that counterweigh the continued expansion of the factory. How can we organize work to provide dignity at scale?

"Fostering Market inclusion through policy design". Co-Author(s): Anaka Aiyar (Cornell University)

"If She Can Do It, I Can Do It: Entrepreneurship, Symbolic Role Models, and Womens Self-efficacy in India" (Writing Results). Co-Author(s): Venugopal, Srinivas, Madhu Viswanathan (UIUC), Ishva (Minefee)

"Social Enterprises as Enablers of Embedded Agency in Base-of-the-Pyramid Markets". Co-Author(s): Madhu Viswanathan (UIUC)

"TEACHING CASE: Managing Inter-Generational Continuity of Social Impact in a Family Business: The Jaipur Rugs Story." (On-Going). Co-Author(s): Sharma, Pramodita, Venugopal, Srinivas, Megan Kida, Gaia Marchisio
Submitted to Columbia Case Works on 30 January 2025.
<https://caseworks.business.columbia.edu/>

"Unraveling the Interplay of Caste and Class in Subsistence Marketplaces Using a Quantitative Approach to Intersectionality". Co-Author(s): Jose Rosa (Iowa State), Lin Ong (Cal Poly), Caroline Roux (Concordia), Smriti Kumar (U Mass Amherst)

SERVICE

Department Service

Committee Member, Ad hoc committee on online programs. (2017).

Development Activities Attended

Workshop, "The new degree audit training session for faculty members," GSB. (2017).

Seminar, "Teaching Seminar on Classroom Assessment Techniques," GSB. (November 3, 2017).

Conference Attendance, "UVM Faculty Development Series," UVM, Vermont, United States. (August 21, 2017).

Faculty Shadowing, "Shadowed Stu Hart over Spring 2017 when he taught his BoP SI-MBA course." (March 2017 - May 2017).

A keynote presentation by Maureen Reed who is an Associate Professor of Psychology at Ryerson University, "Talk entitled "The value of teaching resilience and resourcefulness in the context of an academic course"," UVM. (2016).