

Dr. Srinivas Venugopal

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BSAD-Marketing
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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

RESEARCH

Research Publications

Refereed Journal Articles

Bennett, A., Chan, S., Gallage, S., Godefroit-Winkel, D., Venugopal, S., Viswanathan, M. (in press). Addressing Affective Barriers Through Transformative Services in Subsistence Marketplaces. *Journal of Public Policy and Marketing*.

Doshi, V., Riach, K., Venugopal, S. (2025). Embodied Territories: The Gendered-Classed Economies of Entrepreneurship in India. *Journal of Management Studies*.

Venugopal, S., Mohapatra, S., Aiyar, A. (2024). Crafting Climate Solutions for Nature-Dependent Subsistence Communities: A Dignity-Centric View. *Journal of Macromarketing*.

Venugopal, S., Arias, R. (2024). Institutional Coadaptation Work: How Refugees and Provisioning Institutions Coadapt in Pursuit of Consumption Adequacy. *Journal of Public Policy and Marketing*.

Venugopal, S., Chakrabarti, R. (2022). How Subsistence Communities Reconfigure Livelihood Systems in Response to Climate Change: A Coupled-Systems Perspective. *Journal of Macromarketing*. *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., e. a. (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*.
<https://journals.sagepub.com/doi/10.1177/0743915620976563?icid=int.sj-full-text.citing-articles.1>

Venugopal, S. (2021). Envisioning a communitycentric 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*. <https://doi.org/10.1177/0743915620953821>
- 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. <http://journals.sagepub.com/doi/abs/10.1177/1086026616633255>
- 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

- 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

- Venugopal, S., Sharma, P., Marchisio, G., Kida, M. (2026). *Managing Inter-Generational Continuity of Social Impact at Jaipur Rugs*. Columbia Case Works.
<https://caseworks.business.columbia.edu/caseworks/managing-intergenerational-continuity-social-impact-jaipur-rugs>
- Venugopal, S., Sharma, P., Mallett, N. (2026). Scaling Rhino Food's Income Advance Program to Foster Employee Financial Stability. *Case Studies on Purpose Driven Family Enterprises: B Corps*. Edward Elgar Publishing.
- Sharma, P., Venugopal, S., Mallett, N. (2023). *Rhino Foods' People-Profit Dilemma: Inclusive Workplace Challenges & Opportunities*. WDI Publishing. <https://wdi-publishing.com/product/rhino-foods-people-profit-dilemma/>
- 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.
<https://sk.sagepub.com/cases/combating-trafficking-girls-nepal-journey-family-social-enterprise>
- 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).

Research Currently in Progress

"Breaking Through Barriers: Marketplace Engagement as a Self-Empowering Mechanism among Female Subsistence Entrepreneurs" (Writing Results).

"Fostering Dignity at Scale: Jaipur Rugs and the Reflexive Management of Artisanal Craftwork" (Writing Results).

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".

"If She Can Do It, I Can Do It: Entrepreneurship, Symbolic Role Models, and Womens Self-efficacy in India" (Writing Results).

"Social Enterprises as Enablers of Embedded Agency in Base-of-the-Pyramid Markets".

"Unraveling the Interplay of Caste and Class in Subsistence Marketplaces Using a Quantitative Approach to Intersectionality".

Contracts, Grants and Sponsored Research

Grant

Venugopal, S., "The Office of the Vice-President of Research Express Grant," Sponsored by UVM, College/University, \$2,960.00. (2016 - Present).

Awards and Honors

Sudman/Sheth Awardee for Research, University of Illinois Urbana-Champaign. (May 16, 2016).

TEACHING

Teaching Experience

The University of Vermont

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 299, Business Admin Honors Thesis, 2 courses.
BSAD 305, Sustainable Marketing, 3 courses.
BSAD 336, Sustainable Family Enter II, 1 course.
BUS 2500, Marketing Management, 2 courses.
BUS 2990, Addressing Grand Sustainability Challenges, 3 courses.
BUS 3590, Sustainable Marketing, 2 courses.
BUS 6451, Sustainable Family Enterprise II, 2 courses.
MBA 301, Sustainable Brand Marketing, 3 courses.
MBA 304, Driving Innovation, 5 courses.
MBA 305, Sustainable Entrepreneurship in Action - Practicum, 1 course.
MBA 6010, Sustainable Brand Marketing, 4 courses.
MBA 6040, Driving Innov. from the BoP, 4 courses.
MBA 6990, Intro to Sustainable Business, 1 course.

SERVICE

Department Service

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