

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

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. (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.

Research Currently in Progress

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

"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, 3 courses.

BSAD 305, Sustainable Marketing, 2 courses.

MBA 301, Sustainable Brand Marketing, 3 courses.

MBA 304, Driving Innovation, 4 courses.

MBA 305, Sustainable Entrepreneurship in Action - Practicum, 1 course.

SERVICE

Department Service

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