

Intellectual Contributions

The University of Vermont

Venugopal, Srinivas

Refereed Journal Articles

Journal Article, Academic Journal (Published)

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*.

Journal Article, Academic Journal (Published)

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

Journal Article, Academic Journal (Published)

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*.

Journal Article, Academic Journal (Published)

venugopal, s., viswanathan, m. (2017). Poverty and the Subsistence Marketplaces Approach: Implications for Marketing Theory. *Marketing Theory*.

Journal Article, Academic Journal (Published)

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>

Journal Article, Academic Journal (Published)

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.

Journal Article, Academic Journal (Published)

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.

Journal Article, Academic Journal (Published)

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.

Journal Article, Academic Journal (Published)

Venugopal, S. (2014). Subsistence Entrepreneurship, Value Creation, and Community Exchange Systems: A Social Capital Explanation. *Journal of Macromarketing*, 34(2), 213-226.

Non-Refereed Journal Articles

Journal Article, Academic Journal (Published)

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.

Journal Article, Academic Journal (Published)

Viswanathan, m., Venugopal, S. (2015). Subsistence Marketplaces: Looking Back, Looking Forward. *Journal of Public Policy and Marketing*, 34(2), 228-234.

Journal Article, Professional Journal (Published)

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.

Journal Article, Professional Journal (Published)

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 Intellectual Contributions

Book Review (Published)

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.