

## A Bottom-Up Approach to Social Services in Subsistence Marketplaces

*TCR 2025: Track 2 Proposal*

Subsistence marketplaces are composed of consumers and entrepreneurs living at a range of low income levels<sup>1</sup>, barely making ends meet. These marketplaces are the reality for a large proportion of the world's population. Though an increasingly common topic, research on subsistence marketplaces is still limited; noticeably missing from this body of knowledge is investigation of the unique roles played by social service agencies in these marketplaces.

A social service agency refers to an organization that provides services intended to benefit the mental and/or physical health of consumers in a community. For subsistence marketplaces, where financial resources are more scarce, the work of social service agencies grows in importance for consumers to meet their basic needs. Examining the interplay of a social service agency and the clients it serves can contribute to the subsistence literature, offering new insights into embedded organizational processes and consumer behaviors. Thus, the aim of our track is to explore the interplay between social service agencies and their stakeholders; with emphasis on improved understanding of the role of emotion and precarity as drivers of clients' consumer journeys in the context of subsistence marketplaces.

Academic research in marketing and related disciplines typically assumes a top-down approach with research questions guiding our understanding of marketplace dynamics<sup>2</sup>. Alternatively, a bottom-up approach begins with observations of these dynamics as a guide to knowledge generation. Whereas the approaches can be complementary, the bottom-up approach has been evidenced to be more effective in revealing the realities and nuances of subsistence marketplaces<sup>3</sup>.

A bottom-up approach to understanding the role of social services agencies in subsistence marketplaces foregrounds the perspectives of agency leadership and clients, facilitating a process of holistic understanding of the unique circumstances under which these organizations operate. More specifically, it enables improved understanding of the emotional influences and temporal constraints that accompany financial precarity, as well as the design, goals, and effectiveness of the service ecosystem. Rather than prioritizing the assumptions of the researchers and/or benefactors, a bottom-up approach privileges the needs and experiences of the clients, providing additional perspective to extant theory.

Each member of our research team attended the *Third Subsistence Marketplaces Bottom-Up Immersion Conference* in Spring 2024. The conference agenda included an extended visit at [INSAF](#), a social service agency dedicated to supporting single mothers. Our team seeks to understand the social service landscape within this context and to impact INSAF towards supporting its clients more effectively. The leadership at INSAF has expressed interest in collaborating, indicating willingness to assist in data collection among its team and its service consumers.

The research team is already at work designing a qualitative data collection process intended to inform a subsequent quantitative process. Specifically, we plan to conduct virtual, in-depth interviews with INSAF leadership, frontline management and clients in the Fall/Winter (see schedule for details). The analysis of these interviews will permit us to design surveys that gather

insight into agency outcomes vis-a-vis the needs, goals and constraints of service recipients. These surveys will be distributed in Spring. In parallel, one of our team members is exploring the provision of marketplace literacy to beneficiaries of the organization; introducing the potential for collection of additional data/insight.

If selected to participate in TCR2025, we hope to dedicate our time together in DC to interpreting survey results, developing a framework related to effective deployment of social services in subsistence marketplaces, charting a roadmap to publication of a theoretical manuscript and hatching practical, impact-based solutions that meet the needs of recipients and serve the mission of the organizations.

---

### *Citations*

---

1. Viswanathan, M. and Rosa, J.A. (2007), "Product and Market Development for Subsistence Marketplaces: Consumption and Entrepreneurship beyond Literacy and Resource Barriers", Rosa, J.A. and Viswanathan, M. (Ed.) Product and Market Development for Subsistence Marketplaces (Advances in International Management, Vol. 20), Emerald Group Publishing Limited, Leeds, pp. 1-17.
2. Viswanathan, M., Sreekumar, A., Sridharan, S., and Sinha, G. (in press) "Addressing the Grand Challenge of Poverty and Inequality Through The Bottom-Up Marketing Approach: Lessons from Subsistence Marketplaces and Marketplace Literacy," *Journal of the Academy of Marketing Science*. <https://doi.org/10.1007/s11747-024-01022-z.3>.
3. Venugopal, S., & Viswanathan, M. (2017). "The Subsistence Marketplaces Approach to Poverty: Implications for Marketing Theory," *Marketing Theory*, 17(3), 341-356.

---

*Preconference Timeline*

---

<b>Timeframe</b>	<b>Activity</b>	<b>Goal</b>
August-October	Establish project scope & create data collection tools	Identify aspects of INSAF operations to evaluate. Develop interview guide and schedule
November	Interviews with INSAF Leadership (N≈3)	Understand the specifics of programming, related goals & constraints
December-January	Refine interview guides Interviews with INSAF Trainers (N≈3) and Clients (N≈15)	Understand actual experiences with programming, related benefits & opportunities for improvement
February - March	Analyze interview results Design survey	Understand the (mis)alignment of intended and actual client experiences.
April -May	Collect survey results (N≈60)	Quantify the role that emotions play in client journey with agency

---

*Post Conference Write-Up Plan*

---

Our research team views this as the beginning of a long-term partnership, amongst the researchers and alongside INSAF. In as much, we anticipate that we will be working together well past the conclusion of TCR 2025. Specifically, we anticipate that our collaboration will extend through at least 2026 and include the following activities:

- {Summer 25} Complete analysis of survey and develop deliverable for INSAF
- {Summer 25} Work with INSAF to interpret and implement findings
- {Fall 25} Prepare manuscript for publication in academic journals
  - Submit to TCR associated special issue
  - {Spring 26} Submit outcomes of collaboration to impact section of EJM
- {2026} Disseminate findings to academic research community
  - Society of Consumer Psychology
  - Subsistence Marketplaces Conference
  - Marketing & Public Policy
- {Ongoing} Collaborate with INSAF to meet their goals

---

## *Participant Bios*

---

**Aronté Bennett (co-chair)** is an Associate Professor of Marketing and the Assistant Dean of Diversity, Equity, and Inclusion at Villanova University's School of Business (VSB). Her research focuses on marketplace access for vulnerable consumers, brand image, political marketing, and corporate social responsibility. Most recently, her work on access has examined the experiences of marginalized consumers, including immigrants, recipients of social services and members of minority groups, in the marketplace. Her work has been published in the *Journal of Public Policy and Marketing*, the *Journal of Consumer Psychology*, the *Journal of Consumer Affairs*, and the *International Marketing Review*. She offers courses on market research and consumer behavior. She received her BS and MBA from Florida A&M University, and her Ph.D. from New York University.

**Steven Chan (co-chair)** is a Visiting Assistant Professor of Marketing at Thomas Jefferson University. He is a consumer and social psychology researcher who founded the nonprofit research group [FOMotoJOMO.org](http://FOMotoJOMO.org) to apply research on mindful consumption to guide consumers toward making healthier choices and habits. His research includes the following areas: mindfulness, social comparison biases, culture, and food well-being. His research has been published in a number of top research publications including *Journal of Public Policy and Marketing*, *Journal of Consumer Affairs*, and *Journal of Business Research*. Steve received his Ph.D. in Marketing from NYU's Stern School of Business. Prior to academia, he worked as a management consultant.

**Samanthika Gallage** is an Assistant Professor of Marketing at Nottingham University Business School, UK. Her research primarily focuses on consumer health and well-being, particularly among subsistence and marginalized consumer groups in the Global South. This research intersects significantly with critical and social marketing. She is widely using qualitative methods in her work. She has published her work in a number of top journals including *Journal of Public Policy and Marketing*, *Journal of Marketing Management*, *Computers in Human Behaviour*, *Journal of Consumer Behaviour*. She is also working in collaboration with commercial and social enterprise partners in the UK (e.g: OLIO, IPSOS MORI) and Asia (e.g: Dialog Telco) for her research work.

**Delphine Godefroit-Winkel** is an Associate Professor of Marketing at TBS Business School on the Casablanca campus, Morocco. Her research interest relates to subsistence, gender, and climate change. She uses both quantitative and qualitative methods to grasp the socio-cultural aspects of consumer behaviors. Her work is published in book chapters and in several academic journals. Delphine Godefroit-Winkel is a board member of the *International Society of Markets and Development*, and ambassador for Morocco at the *French Marketing Association*. She is a member of local social service agencies in Morocco (Sourire de Reda, Centre Fiers et Forts, Association Al Anouar pour le développement).

**Srinivas Venugopal** is an Associate Professor and holder of the Donald and Gabrielle McCree Endowed Professorship in Business at the University of Vermont's Grossman School of Business. Sriniv's research demonstrates how social innovation can serve as a potent tool in providing wellbeing enhancing solutions in subsistence marketplaces. He has published 20 journal articles based on field data gathered from diverse contexts of poverty spanning five continents. Sriniv is an award-winning researcher and teacher. His research has won discipline-wide awards from the

American Marketing Association and the Association of Consumer Research. For his teaching efforts, Srinivasan was voted the professor of the year by his MBA students for three years in a row.

**Madhubalan Viswanathan** Madhu Viswanathan (B.Tech, Mechanical Engineering, IIT, Madras, 1985; Ph.D. (Marketing), University of Minnesota, 1990) joined the faculty in Business Administration (Marketing) at Loyola Marymount University in 2019, following 29 years at the University of Illinois, Urbana-Champaign. His research programs are on measurement, and subsistence marketplaces, where he has authored several books including Measurement Error and Research Design (Sage, 2005), Enabling Consumer and Entrepreneurial Literacy in Subsistence Marketplaces (Springer, 2008), Subsistence Marketplaces (2013), and Bottom-Up Enterprise (2016). He pioneered the area of subsistence marketplaces, a bottom-up approach to poverty and marketplaces ([www.business.illinois.edu/subsistence](http://www.business.illinois.edu/subsistence)). He teaches courses on research methods, subsistence, and sustainability reaching thousands of students in-person and on-line. He founded and directs the Marketplace Literacy Project ([www.marketplaceliteracy.org](http://www.marketplaceliteracy.org)), pioneering marketplace literacy education that has reached more than 100,000 women across four continents. He has received numerous awards and served on the Livelihoods Advisory Board of UNHCR.

*Note: We will explore funding opportunities that permit a member of INSAF leadership to travel to TCR 2025. If funding is secured, and schedules permit, they will be invited to join us.*

---

*Participant Statement of Commitment*

---

If “A Bottom-up Approach to Social Services in Subsistence Marketplaces” is accepted for participation in TCR 2025, I commit to:

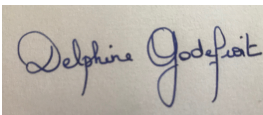
- Participate in track pre-conference research meetings and activities
- Attend TCR 2025, to be held at The American University, June 12-15, 2025
- Contribute to the development of a related manuscript after TCR2 2025

Participants

X 

Aronté Bennett


X

  
Delphine Godefroit-Winklel

X 

Steven Chan

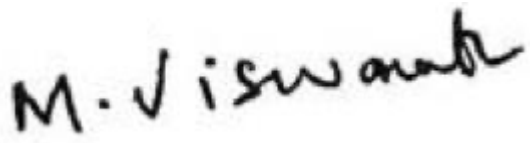
X

  
Srinivas Venugopal

X 

Samanthika Gallage

X

  
Madhubalan Viswanathan

# Aronté Bennett

Villanova School of Business  
Marketing & Business Law Department  
800 E. Lancaster Ave.  
Bartley Hall  
Villanova, PA, 19085

Phone: 610-519-6432  
Email: [aronte.bennett@villanova.edu](mailto:aronte.bennett@villanova.edu)  
ORCID: [0002-2692-5293](https://orcid.org/0002-2692-5293)

## Academic Positions

Villanova School of Business, Villanova University  
Associate Professor, 2015—present  
Assistant Professor, 2009—2015

### *Courses Taught:*

- Marketing Research (undergraduate & graduate)
- Marketing Research Tools (graduate, online)
- Buyer Behavior (undergraduate)
- Applied Buyer Behavior (graduate)
- Social Media Marketing (undergraduate)

## Administrative Positions

Villanova School of Business, Villanova University  
*Associate Dean, Diversity, Equity, and Inclusion*, 2021—present  
*Faculty Director, Diversity, Equity, and Inclusion*, 2020—2021  
*Associate Department Chair, Marketing and Business Law*, 2017-2021

## Research Interests

Vulnerable Consumers, Marketplace Exclusion, Marketplace Access, Politician Perceptions, Pro-social Behavior, Corporate Social Responsibility, and Brand Perceptions.

## Honors & Awards

Journal of Public Policy and Marketing Kinnear Award Finalist, 2024  
National Association of Diversity Officers in Higher Education (NADOHE) Academic Diversity Officers (ADO) Fellows Program, 2023-2024  
Villanova University Summer Research Grant, 2023  
Villanova School of Business Media Rising Star, 2023  
Villanova VISIBLE Scholar, 2020  
Villanova University UNITAS Research Grant, 2019  
VSB Teaching Innovation Grant, 2018  
Student Society Advisor of the Year, 2016  
Journal of Consumer Affairs, Best Paper Award, "*Shopping While Nonwhite: Racial Discrimination in the Marketplace*," 2016  
VSB Research Excellence Honorable Mention 2016  
VSB Summer Research Award, 2014, 2016, 2018-2022  
Advertising Education Foundation Visiting Professor Program Participant, 2013  
Center for Global Leadership International Travel Grant Recipient, 2013  
Women's History Month Honoree, Villanova Chapters of NABA, 2010  
Emerald Literati Network, Highly Commended Paper Award, "*Contextual and Cultural Factors Underlying Americanization*," 2010  
Aspen Institute, Beyond Grey Pinstripes Fellow, 2009  
Robert Shoemaker Fellowship, NYU, 2007  
Graduate Fellowship, NYU, 2004-2009  
STERN Opportunities Fellowship, NYU, 2004-2006

## Peer Reviewed Publications

Shalev, Edith, Sarit Moldovan and Aronté Marie Bennett (forthcoming). "Using Your Voice to Support the Disadvantaged: The Role of Empowerment and Centrality". *Journal of the Association for Consumer Research*.

Bennett, Aronté Marie, Rachel Connor, Morgan Bryant, and Sue Metzger (forthcoming) "Gendered Political Perceptions: Using Tweets to Measure Warmth and Competence of Candidates". *Technological Forecasting and Social Change*.

Baker, Stacey Menzel, Courtney Baker Nations, Meredith Rhodes Thomas, and Aronté Bennett (2020), "When Does the Social Service Ecosystem Meet Consumption Needs? A Power–Justice–Access Model of Holistic Well-Being from Recipients' Perspectives", *Journal of Public Policy and Marketing*, 39 (2), 220-239.

Schultz, Cliff, Andres Alberto Barrios, Alexander Krasnikove, Ingrid Becker, Aronte Bennett, Renu Emile, Maria Hokkinen, Julie Pennington, Marcos Santos, and Jaime Sierra (2020) "Humanitarian Business for the Refugee Pathway", *Journal of Macromarketing*, 40 (1), 128-143.

Malone, Chris, Kenyn Cheatham and Aronté M. Bennett (2019) "The Impact of Perceptions of Politician Brand Warmth and Competence on Voting Intentions", *Journal of Product & Brand Management*, 28(2), 256-273.

Gabriel, Kelly and Aronté Bennett (2018) "Trust in the Holy or the Material: The Combined Impact of Religiousness and Materialism on Life Satisfaction", *Advances in Consumer Research*, 46, 393-397.

Taylor, Charles R., Aronté Bennett and John Kozup (2018), "Country Image as Foreign Direct Investment And Growth Driver: Lessons Learned." *Journal of Current Issues and Research in Advertising*, 39, 52-66.

Bennett, Aronté, Stacey M. Baker, Samantha Cross, J.P. James, Gregory Bartholomew, Akon Ekpo, Geraldine Henderson, Martina Hutton, Apoorv Khare, Abhijit Roy, Tony Stovall, and Charles Ray Taylor (2016), "Omission and Commission as Marketplace Trauma," *Journal of Public Policy and Marketing*, 32(2), 280-291.

Gavin, Kristin, Aronté Bennett, Amy Auchincloss and Anna Katenta (2016), "A Study of Social Equity within Bike Share Programs," *Transportation Letters*, 8(3), 177-180.

Bennett, Aronté, Ronald P. Hill and Kara Draddario (2015), "Shopping While Nonwhite: Racial Discrimination in the Marketplace." *Journal of Consumer Affairs*, 49(2), 328-355.

Bennett, Aronté, Ronald P. Hill, and Daniel Oleksuik (2013). "The Impact of Disparate Levels of Marketplace Inclusion on Consumer-Brand Relationships," *Journal of Public Policy and Marketing*, 23(Special Issue), 16-31.

Bennett, Aronté and Ronald P. Hill (2012). "The Universality of Warmth and Competence: A Response to Brands as Intentional Agents," *Journal of Consumer Psychology*, 22(2), 199–204.

Craig, Sam, Susan Douglas and Aronté Bennett (2009). "Contextual and Culture Factors Underlying Americanization" *International Marketing Review*. 26(1), 90-109.



## Other Publications

Bennett, Aronté Marie (2023). "Somewhere, Over The Rainbow: The Marketplace's Dubious Support Of The LGBTQIA+ Community". *Forbes CMO Network*. July 1. <https://www.forbes.com/sites/arontebennett/2023/07/01/somewhere-over-the-rainbow-the-marketplaces-dubious-support-of-the-lgbtqia-community/?sh=5d33e2905dd8>

Bennett, Aronté Marie (2023). "Inclusion: An Unlikely Super Bowl LVII Halftime Show Special Guest". *Forbes CMO Network*. February 14. <https://www.forbes.com/sites/arontebennett/2023/02/14/inclusion-an-unlikely-super-bowl-lvii-halftime-show-special-guest/?sh=4f730ffd4f0b>

Bennett, Aronté Marie (2022). "Last Minute Gift Ideas For EVERYONE On Your List: The Inclusivity Edition". *Forbes CMO Network*. December 24. <https://www.forbes.com/sites/arontebennett/2022/12/24/last-minute-gift-ideas-for-everyone-on-your-list-the-inclusivity-edition/?sh=42c89d641c7c>

Bennett, Aronté Marie (2022). "HBCUs: Right On Target". *Forbes CMO Network*. October 7. <https://www.forbes.com/sites/arontebennett/2022/10/07/hbcus-right-on-target/?sh=4ebb5c2b12bb>

Bennett, Aronté Marie (2022). "All Holidays Are Not Celebrations". *Forbes CMO Network*. June 3. <https://www.forbes.com/sites/arontebennett/2022/06/03/all-holidays-are-not-celebrations/?sh=1d0d80b4558c>

DeBerry-Spence, Benét, Aronté Marie Bennett, Samantha N. N. Cross, Akon Ekpo and Francesca Sobande (2020). "A Call for Further Research at the Intersection of Race, Marketing, and Public Policy", *American Marketing Association*, <https://www.ama.org/2020/08/04/a-call-for-further-research-at-the-intersection-of-race-marketing-and-public-policy/>

Meyvis, Tom, Aronté Bennett and Daniel M. Oppenheimer, (2010). "Pre-Commitment to Charity". In D.M. Oppenheimer and C.Y. Olivola (Eds.) *The Science of Giving: Experimental Approaches to the Study of Charity* (pp. 35-48) London: Psychology Press.

## Working Papers

Azzari, Courtney, Meredith Rhodes Thomas, Aronté Marie Bennett and Stacey Menzel Baker, "A Transformative Service Approach to Social Services"  
*Status:* Invited Revision  
*Target:* Journal of Services Research

Delphine, Godefroit-Winkel and Aronté Marie Bennett "Selling Snail Soup: An Investigation of Coopetition in a Moroccan Subsistence Marketplace."  
*Status:* Preparing for submission  
*Target:* Journal of Business Research

Bennett, Aronté Marie, Beth Vallen and Benjamin Borenstein, "Impact of Package Inferences on Product Consumption"  
*Status:* Data Collection Underway

*Target: Journal of Consumer Research*

### Conference Presentations

"Drive for Marketplace Inclusion: An Opportunity for Marketing Innovation", Academic Insights Panelist, *American Marketing Association Winter Conference, 2024.*

"Selling Snail Soup: An Investigation of Coopetition in a Moroccan Subsistence Marketplace" with Delphine Godefroit-Winkel, *Marketing & Public Policy Conference, 2023.*

"Front And Center: When Allyship Messages Empower The Disadvantaged " with Edith Shalev and Sarit Moldovan

- *Society of Consumer Psychology, 2022 (non-presenting author)*
- *Marketing and Public Policy, 2022*

"Why is Race Based Research so Elusive", with Benét DeBerry-Spence, Samantha N. N. Cross, Akon Ekpo and Francesca Sobande and invited guests, *Marketing and Public Policy Conference, 2021.*

"Dignity & Dependency in the Acquisition & Consumption of Social Program Resources," with Courtney Nations, Stacey Menzel Baker and Meredith Rhodes Thomas, *UNITAS Research Symposium, 2021*

"Tweeter-in-Chief Donald Trump: Lessons from his Hero's Journey," with Ronald Hill, *Marketing and Public Policy Conference, 2020 (non-presenting contributor)*

"Gendered Political Perceptions: Using Tweets to Measure Warmth and Competence of Candidates" with Rachel Connor, Chris Malone and Susan Fiske

- *Society of Consumer Psychology, 2020*
- *VU Women in Tech, 2020*

"When Do Social Services Meet Recipients' Consumption Needs?: A Power-Justice-Access Model (PJAM)" with Courtney Nations, Stacey Menzel Baker and Meredith Rhodes Thomas,

- *Subsistence Marketplaces, 2020*
- *Winter AMA, 2020 (non-presenting contributor)*
- *Society of Consumer Psychology, 2019*

"Trust in the Holy or the Material: The Combined Impact of Religiousness and Materialism on Life Satisfaction" with Kelly Gabriel, *Association for Consumer Research, 2018*

"The Combined Impact of Religiousness and Materialism on Life Satisfaction" with Kelly Gabriel, *Marketing and Public Policy, 2017(non-presenting contributor)*

"The Impact of Perceptions of Politician Brand Warmth and Competence on Voting Intentions" with Kenyn Cheatham and Chris Malone

- *Consumer Brand Relationships Conference, 2017*
- *Marketing and Public Policy Conference, 2018*

"The Global Refugee Crisis: Macromarketing Considerations for a Humanitarian

Business Model”

- *Transformative Consumer Research*, 2017

“Shopping While Nonwhite: Racial Discrimination in the Marketplace.” with Ron Hill and Kara Draddario, *American Council on Consumer Interest Conference*, 2016

“Crimes of Omission and Commission”

- *Transformative Consumer Research*, 2015
- *Marketing and Public Policy*, 2015 (*non-presenting contributor*)

“Reinventing the Wheel: An Investigation of Social Equity in Bike Share Programs.” with Kristin Gavin, Amy Auchincloss and Anna Katenta, *Association of Consumer Research*, 2014

“A Two-Fold Examination of the Impact of Marketplace Exclusion” with Ronald P. Hill Daniel Oleksuik and Kara Draddario

- *Marketing and Public Policy*, 2013
- *American Psychological Association, Society of Consumer Psychology Track*, 2013

“Country Image as FDI and Growth Driver: Lessons Learned from Italy and Beyond” with Charles Raymond Taylor and John Kozup, *International Conference on Technology and Business Management*, 2013

“Warmer and More Competent: Differences in Brand Perceptions Between Minority and Majority Consumers” with Ronald P. Hill

- *Marketing and Public Policy*, 2012
- *Freedom School Conference*, 2013

“The Impact of Country Image Framing and “Made in Italy” on Managerial FDI Perceptions and Intentions: Evidence from the Italian Market” with Charles R. Taylor, Alberto Mattiachi, John Kozup, and Giuliana Antonucci, *International Marketing Trends Conference*, 2012 (*non-presenting contributor*)

“The Green-Self Paradox: An Examination of Licensing Effects In Green Behavior” with Karen Becker-Olsen and Amitav Chakravarti,

- *Marketing and Public Policy Conference*, 2011
- *Society of Consumer Psychology Conference*, 2010

“Understanding Prosocial Behavior Among Consumers and Organizations”, *Association for Consumer Research*, 2010 (*roundtable*)

“Self and Social Signaling Explanations of Consumption of CSR-Oriented Products,” with Amitav Chakravarti

- *Association of Consumer Research Conference*, 2010
- *Marketing and Public Policy Conference*, 2008
- *Association of Consumer Research Conference 2007 (poster)*
- *NYU Student Brown Bag*, 2007

“The Influence Of Motivated Reasoning On The Processing Of Corporate Social Responsibility Information,” with Durairaj Maheswaran and Zeynep Gürhan-Canli.

- *Academic Conference on Corporate Social Responsibility*, 2010
- *International Corporate Identity/Association Research Conference 2009*

"Turning Benefactors into Beneficiaries: An Investigation of Alumni Donations," *Marketing and Public Policy Doctoral Student and Junior Faculty Pre-Conference*, 2008

"The Role of Perceptions of Agency in Donations to Charitable Organizations," with Eric Greenleaf

- *NYU Student Brown Bag*, 2007

"The Impact of Corporate Social Responsibility on Willingness-To-Pay," with D. Maheswaran, *Society of Consumer Psychology Conference*, 2006

### Invited Lectures

"Addressing Structural Inequality" with Samantha N. N. Cross and Eva Kapnis, *Marketing and Public Policy Doctoral Workshop*, 2022

"The Consumer Decision Making Process," *Gartner Regional Sales Team Meeting*, 2021

"Allyship in the Workplace," *Northeast Educational Research Association (NERA) Conference*, 2021

"Allyship," *Association of Junior Leagues International, Small Leagues Big Impact Brown Bag*, 2021

"Leading through Crisis: Philosophies and Strategies," *Association of Junior Leagues International, Mid-Atlantic Roundtable*, 2021

"Big Ideas in Marketing," *VSB Honors Research Colloquium*, 2020

"5-Minute Learning Burst on Allyship," with VSB ODEI PA Conference for Women, 2020

"Allyship in the Workplace," *VSB 2000, Professional Development Seminar*, 2020, 2021

"Marketing at the Margins," *VSB Honors Research Colloquium*, 2019.

"CSR and the Consumer," *J. Walter Thompson Advertising Agency*, 2013.

"Marketing Research and Community Action," *Graterford State Correctional Institution Degree Program*, 2012.

### Professional Service

Member, *Transformative Consumer Research Committee*, 2023-present

Committee Co-Chair, *Society of Consumer Psychology Diversity, Equity, and Inclusion Committee*, 2024-2027

Special Issue Co-Editor, *Academy of Marketing Science Review*, 2023-2024

Special Issue Co-Editor, *European Journal of Marketing*, 2023-2024

Conference Co-Chair, *3<sup>rd</sup> Subsistence Marketplaces Immersion Conference*, 2023-2024

Reviewer, Responsible Research in Business & Management Network, 2022-present

Conference Co-Chair, *Transformative Consumer Research 2023*, 2021-2023

Faculty Fellow, *VISIBLE VILLANOVA*, 2022-2023

Moderator, DEI in Tech Panel, *Villanova Women in Tech Conference*, 2022

Faculty Associate, *Villanova University Race and Justice Course*, 2021-2022

Member, *VSB Community Outreach Committee*, 2021-present

Member, *Society of Consumer Psychology Conference Program Committee*, 2021-2022

Mentor, Society of Consumer Psychology's Diversity, Equity and Inclusion Committee's Conference Community Building Initiative, 2021-2022

Member, *Journal of Public Policy and Marketing Editorial Review Board*, 2020-present

Faculty-in-Residence, *Communications, Society and Marketing in the Italian Context (COSMIC) Urbino, Italy*, 2019

Member, *Villanova Middle States Mission & Goals Working Group*, 2019

Member, *VSB Teaching Evaluation Committee*, 2019  
 Member, *Journal of Consumer Affairs Editorial Review Board*, 2018-present  
 Co-Chair, *VSB Brand Marketing Strategy Team*, 2018-2019  
 Member, *VSB Diversity and Inclusion Strategy Team*, 2018-2019  
 Ad-Hoc Reviewer, *Journal of Consumer Affairs*, 2018-present  
 Member, *VSB Diversity and Inclusion Committee*, 2016-present  
 Member, *Villanova Faculty Senate*, 2016- present  
*Faculty Rights and Responsibilities Subcommittee*, 2016-present  
 Co-Chair, *VSB Corporate and External Relations Task Force*, 2016  
 Special Session Chair, *Marketing and Public Policy Conference*, 2016  
 Faculty Advisor, *Peace and Justice Experience Break Trip in Selma, AL*, 2016  
 Mock Interviewer, *VU Center for Undergrad Research and Fellowships*, 2015-2019  
 Member, *Villanova Center for Business Ethics*, 2014-2018  
 Reviewer, *Presidential Scholarship for Underrepresented Students*, 2014-present  
 Member, *Villanova Institute for Teaching & Learning Advisory Com.*, 2013-2018  
 Faculty Advisor, *Multicultural Business Association*, 2012-2019  
 Reviewer, *Marketing and Public Policy Conference*, 2011-present  
 Member, *VSB F.U.N Committee*, 2011-2018  
 Member, *VSB Marketing Dept Undergraduate Curriculum Committee*, 2015  
 Member, *Marketing Department Tenure Committee*, 2015  
 Member, *VSB Marketing Dept Research Series Committee*, 2015  
 Track Co-Chair, *Transformative Consumer Research Conference*, 2015  
 Track Co-Chair, *Winter American Marketing Association Conference*, 2013-2014  
 Member, *Villanova State of Alcohol Committee*, 2012-2013  
 Member, *VSB Tenure Track Taskforce*, 2011-2015  
 Ethics Committee Member, *Society of Consumer Psychology*, 2011-2013  
 Special Session Chair, *Marketing and Public Policy Conference*, 2011  
 Marketing Student Liaison, *New York University*, 2007-2008  
 Subject Pool Web Administrator, *New York University*, 2007-2008  
 Competitive Paper Session Chair, *Society for Consumer Psychology Conference*, 2007  
 Reviewer, *Association for Consumer Research Conference*, 2006 - present  
 Reviewer, *Society for Consumer Psychology Conference*, 2006 - present  
 Ad-Hoc Reviewer, *Journal of Consumer Psychology*, 2005-present

### Professional Memberships

National Association for Diversity Officers in Higher Education  
 National Center for Faculty Diversity and Development, Faculty Success Program  
 American Marketing Association  
 Society for Consumer Psychology  
 The PhD Project, Marketing Ethnic Faculty Association

### Education

New York University, Stern School of Business  
 Ph.D., *Marketing*, 2010  
 M. Phil, *Marketing*, 2006  
 Pre-Doctoral Program, *Marketing*, 2004

Florida Agricultural and Mechanical University  
 M.B.A, *Marketing Concentration*, 2002  
 B.S., *Business Administration*, 2000

## Industry Experience

J. Walter Thompson (JWT) Ad Agency, Visiting Faculty Member New York, NY	<i>Summer 2013</i>
Young & Rubicam, Brand Asset Valuator, Market Research Intern New York, NY	<i>2005-2006</i>
Shanghai Institute of Foreign Trade, Visiting English Professor Shanghai, China	<i>2002-2003</i>
Kimberly-Clark Corporation, Business-to-Business Marketing Intern Atlanta, GA	<i>2001-2002</i>
Philip Morris USA, Sales & Marketing Intern Richmond, VA	<i>Summer 2001</i>
New York, NY	<i>Summer 1998 &amp; Summer 2000</i>
Atlanta, GA	<i>Summer 1997 &amp; Summer 1999</i>
United Way of the Big Bend, Marketing and Communications Intern Tallahassee, FL	<i>Fall 2000</i>

## Community Service

Board of Directors, Fund for the Water Works	2017-present
Board of Directors, No Name Pops	2023-present
Member, Alpha Kappa Alpha Sorority Inc.	2023-present
Team Member, Rising Wing	2022-2023
Volunteer, Mama-Tee Community Fridge	2022-2023
The Junior League of Philadelphia, Inc	
Member-at-Large	2023-present
Chair, Annual Fund	2022-2023
Member-at-Large	2021-2022
President	2020-2021
President-Elect	2019-2020
Chief Operating Officer	2018-2019
Chief Operating Officer-Elect	2017-2018
Parliamentarian	2016-2017
New Member Advisor	2015-2016
Chair, Healthy Eating Initiative	2014-2015
Chair Elect, Healthy Eating Initiative	2013-2014
Vice President, Marketing Council	2012-2013
Chair-Elect, Branding & PR Committee	2011-2012
Provisional Member	2010-2011
Board of Directors Member, Richard Allen Preparatory Charter School	2013-2016
Big Sister, Big Brothers Big Sisters of Southeastern Pennsylvania	2013-2018
Board of Directors Member, Theatre Double, Philadelphia	2010-2016
Big Sister, Big Brother Big Sisters of New York City	2004-2009
Troop Leader, Girl Scouts of the USA, Tallahassee	2000-2001

# STEVEN S. CHAN

steve@FOMotoJOMO.org • 870 Royal Green Ave., Sacramento, CA 95831 • (916)549-7813

## ACADEMIA & RESEARCH

### **School of Business, Thomas Jefferson University**

Visiting Assistant Professor of Marketing, February 2023 – Present

### **Researcher/Founder, [FOMotoJOMO.org](http://FOMotoJOMO.org)**

Principal researcher for nonprofit organization focused on mindfulness and well-being research with the mission of serving and implementing positive impact for consumers and communities, September 2020 – Present

### **Sy Syms School of Business, Yeshiva University**

Assistant Professor of Marketing, August 2013 – August 2020

## EDUCATION

### **Leonard N. Stern School of Business, New York University**

Ph.D., Marketing, May 2013

M. Phil, Marketing, May 2010

### **University of California, Berkeley**

B.A., Psychology & Rhetoric, Highest Distinction honors, May 2001

## PROFESSIONAL EXPERIENCE

### **IBM Business Consulting Services, Los Angeles, CA**

Senior Management Consultant, Corporate Strategy Group, 2002 - 2005

### **PricewaterhouseCoopers Consulting, Century City, CA**

Business Analyst, Strategic Change Services, 2001 - 2002

### **Public Resources Advisory Group, Santa Monica, CA**

Financial Analyst, Public Finance & Debt Strategy, 2001

## HONORS AND AWARDS

ACR grant for Transformative Consumer Research, 2021

*Awarded \$2,000 seed funding to conduct Social Media Mindfulness field studies*

Thomas C. Kinnear award for contribution to marketing and public policy, 2019

*Awarded for best paper in the Journal of Public Policy & Marketing from 2016-18*

Institute of Asian Consumer Insight Research Grant, 2012

*Awarded \$10,000 competitive research grant for cross-cultural consumer research*

Robert W. Shoemaker Fellowship, New York University, 2010

*Awarded for excellence in research and academic performance*

Letter of Commendation for PhD Teaching Excellence, 2010

*Awarded based on outstanding teaching ratings*

Doctoral Fellowship in Marketing, New York University, 2007 - 2012

U.S. Fulbright Scholar Award for China, 2005-2006

*Research affiliation with the Psychology Department at Peking University, Beijing*

American Advertising Federation Case Team, Regional Champion, 2001

Phi Beta Kappa Honor Society, 2000

## RESEARCH INTERESTS

Mindfulness and consumer well-being

Consumer Behavior and Decision Making

Social Media

Social Comparisons Biases in Decision Making

Cross-Cultural Consumer Behavior and Cultural Psychology

Food and well-being

Time Perception and Framing in Consumer Judgments

Psychological Distance and Mental Construal

## PUBLICATIONS

Peer Reviewed Journals

Chan, Steven S., Michelle Van Solt, Ryan Cruz, Matthew Philp, Shalini Bahl, Nuket Serin, Nelson B. Amaral, Robert Schindler, Abbey Bartosiak, Smriti Kumar, and Murad Canbulat (2022), "Social Media & Mindfulness: From the Fear of Missing Out (FOMO) to the Joy of Missing Out (JOMO)." *Journal of Consumer Affairs*, 56(3), 1312-1331.



Batat, Wided, Paula Peter, Emily Moscato, Iana Castro, Steven Chan, Sunaina Chugani, and Adrienne Muldrow (2019), "The Experiential Pleasure of Food: A Savoring Journey to Food Well-being." *Journal of Business Research*, 100, 392-399.

Bahl, Shalini, George R. Milne, Spencer M. Ross, David G. Mick, Sonya A. Grier, Sunaina K. Chugani, Steven Chan, Stephen Gould, Yoon-Na Cho, Joshua D. Dorsey, Robert M. Schindler, and Mitchel R. Murdock (2016), "Mindfulness: Its Transformative Potential for Consumer, Societal, and Environmental Well-Being," *Journal of Public Policy & Marketing*, 35(2), 198-210. Winner of 2019 Thomas C. Kinnear award for contribution to marketing and public policy.

Kruger, Justin, Steven Chan, and Neal Roese (2009), "(Not So) Positive Illusions," *Behavioral and Brain Sciences*, 32 (06), 526-27.

### Book Chapters

Chan, Steven (2019), "Fusing East with West: How Asian Epicurean Experience Evolves and Embraces Well-being," in *Food and Experiential Marketing: Pleasure, Well-being and Consumption*, ed. Wided Batat, London: Taylor & Francis.

Chan, Steven, and Nelson Amaral (2015), "Not All Fakes Are Created Equal: Cultural Differences in Consuming Counterfeits," in *The Psychology of the Asian Consumer*, ed. Bernd Schmitt and Leonard Lee, New York: Routledge, 55-58.

Cruz, Ryan and Steven Chan, Michelle Van Solt, and Nuket Serin (forthcoming), "Social Comparison, Peer Effects, Social Media, and Consumer Wellbeing," in *Fostering Consumer Well-Being*, ed. Faith Sonmez, New York: Springer.

### Peer Reviewed Proceedings

Chan, Steven and Nelson Amaral (2018), "Cultures and Counterfeits are not Created Equal: Consideration of Counterfeits Differs Across Cultures," in *Global Alliance of Marketing & Management Associations*, 461-462.

Chan, Steven, and Justin Kruger (2011), "That Was Then, This Is Now: Focalism in Temporal Comparisons," in *NA - Advances in Consumer Research*, (39), 485-486.

Chan, Steven, John Chambers, and Justin Kruger (2011), "Out of Sight, Out of Mind: on the Irrational Side of Egocentrism in Social Comparisons", in *NA - Advances in Consumer Research*, (38), 497-98.

## MANUSCRIPTS UNDER REVIEW / IN PREPARATION

Chan, Steven S., Shalini Bahl, Kelly Moore, Michelle Van Solt, Matthew Philp, Ryan Cruz, Tessa Garcia-Collart, Ellen Campos Sousa, George R. Milne, and Nelson B. Amaral and Michelle Perkins, “Empowering Young Users: The Development of a Social Media Mindfulness Practice.” Under review at *European Journal of Marketing*.

Chan, Steven S., George Milne, Michelle Van Solt, and Shalini Bahl, “Understanding The Effects Of The Fear Of Missing Out (FOMO) and Mindfulness On Social Media.” Under review at *Journal of Loss and Trauma*

Chan, Steven S., and Ellen Campos Sousa, “Cultivating a Path from Mindless Consumption to Mindfulness Education,” Manuscript to be submitted to *Journal of the Association for Consumer Research*.

Chan, Steven, and Nelson Amaral, “Not All Fakes Are Created Equal: Cultural Differences in Consuming Counterfeits,” Manuscript to be submitted to *Journal of Marketing Research*.

Amaral, Nelson, and Steven Chan, “How Fake is That Fake? Cultural Differences in Evaluations of Luxury Counterfeit,” Manuscript to be submitted to *Journal of Brand Management*.

Chan, Steven, and Justin Kruger, “That was Then, This is Now: Focalism in Temporal Comparisons.” Manuscript to be submitted to *Journal of Consumer Research*.

Chan, Steven, John R. Chambers, and Justin Kruger, “Out of Sight, Out of Mind: On the Irrational Side of Egocentrism in Social Comparisons.” Manuscript to be submitted to *Journal of Consumer Psychology*.

## PRESENTATIONS

Chan, Steven S. and George Milne (2024), “Social Media & Mindfulness: From the Fear of Missing Out (FOMO) to the Joy of Missing Out (JOMO),” Roundtable session presented at *World Happiness Fest*, Florida International University, Miami, FL.

- Machin, Jane, Robert Bossarte, Steven Posavac, Eric Reicin, Steven Chan, Amanda Powell, Josephine Go Jefferies, Sabrina Habib (2024), "Technology and Mental Health: Harmful or Helpful?" Panel presented at *Society for Consumer Psychology*, Nashville, TN.
- Chan, Steven S., George Milne, Shalini Bahl, and Michelle Van Solt (2024), "From FOMO to JOMO: Understanding the Effects of the Fear of Missing Out and Mindfulness on Social Media," Paper presented by first three authors at *International Research Conference on Mindfulness (IRCM)*, Indian Institute of Management, Bodh Gaya, India.
- Chan, Steven S. (co-chair), Ellen Campos Souza (co-chair), Ann Mirabito, Kelly Moore, Sphurti Sewak and Amy Watson (2023), "Cultivating a Path to Mindfulness & Well-Being in Education," Special session at *Society for Marketing Advances Conference*, Fort Worth, TX.
- Chan, Steven S. (co-chair), Ellen Campos Souza (co-chair), Shalini Bahl, George R. Milne, Kelly Moore, and Amy Watson (2023), "Cultivating a Path from Mindless Consumption to Mindfulness Education," Special session at *AMA Marketing and Public Policy Conference*, Arlington, VA.
- Chan, Steven S., Michelle Van Solt, Shalini Bahl, Matthew Philp, Ryan E. Cruz, Nuket Serin, Nelson Borges Amaral, Robert Schindler, Abbey Bartosiak, Smriti Kumar and Murad Canbulut (2022), "Social Media FOMO: A Holistic Approach To Understanding Social Media Fear Of Missing Out and Its Effects On Consumer Wellbeing," Paper presented by Dr. Van Solt and Dr. Chan at *AMA Marketing and Public Policy Conference*, Austin, TX.
- Chan, Steven S., Michelle Van Solt, Shalini Bahl, Matthew Philp, Ryan E. Cruz, Nuket Serin, Nelson Borges Amaral, Robert Schindler, Abbey Bartosiak, Smriti Kumar and Murad Canbulut (2022), "Social Media Mindfulness: How Mindful Use Of Social Media Can Cultivate The Joy Of Missing Out (JOMO)," Virtual presentation at *AMA Marketing and Public Policy Conference*, Austin, TX.
- Van Solt, Michelle, Steven S. Chan, Matthew Philp, Nuket Serin, Shalini Bahl, Ryan E. Cruz, Nelson Borges Amaral, Robert Schindler, Abbey Bartosiak, Smriti Kumar and Murad Canbulut (2022), "From FOMO to JOMO: Understanding the Effects of the Fear of Missing Out and Mindfulness on Social Media," Paper presented by Dr. Van Solt at *Marketing Management Association Spring Conference*, St. Louis, MO. Best Social Media and Digital Marketing track paper award.

- Chan, Steven S., Michelle Van Solt, Matthew Philp, Nuket Serin, Shalini Bahl, Ryan E. Cruz, Nelson Borges Amaral, Robert Schindler, Abbey Bartosiak, Smriti Kumar and Murad Canbulut (2022), "A Review and Roadmap for Social Media Mindfulness: From the Fear of Missing Out (FOMO) To the Joy of Missing Out (JOMO)," Paper presented by Dr. Cruz at *Association for Marketing & Health Care Research* Annual Conference, Park City, UT.
- Chan, Steven, Michelle Van Solt, Shalini Bahl, Nelson Amaral, Nuket Serin, Ryan Cruz, Matthew Philp, Robert, Schindler, et al. (2021), "Social Media & Mindfulness: A Framework for Understanding the Fear of Missing Out (FOMO) and Its Consequences in Social Media Usage," Virtual poster presented at *Transformative Consumer Research* conference.
- Chan, Steven, and Nelson Amaral (2018), "Cultures & Counterfeits are not Created Equal," Paper presented at *Global Marketing Conference*, Tokyo.
- Chan, Steven, and Justin Kruger (2017), "That was Then, This is Now: Focalism in Temporal Comparisons," Paper presented at *Iona College Colloquium*, New York, NY.
- Chan, Steven, and Nelson Amaral (2015), "Not All Fakes Are Created Equal: Cultural Differences in Consuming Counterfeits," Paper presented by Amaral at *Wharton Luxury Retailing Conference*, New York, NY.
- Chan, Steven, and Nelson Amaral (2014), "Not All Fakes Are Created Equal: Cultural Differences in Consuming Counterfeits," Paper presented at *Grenoble School of Management*, Grenoble, France.
- Chan, Steven, John R. Chambers, and Justin Kruger (2013), "Out of Sight, Out of Mind: How Self and Others Loom Larger in Social Comparisons and Competitions," Paper presented at *Society for Consumer Psychology*, San Antonio, TX.
- Chan, Steven, and Nelson Amaral (2012), "Not All Fakes Are Created Equal: Cultural Differences in Consuming Counterfeits," Paper presented at *Society for Consumer Psychology's Advertising and Consumer Psychology (ACP) conference*, Singapore.
- Chan, Steven, and Justin Kruger (2012), "That was Then, This is Now: Focalism in Temporal Comparisons," Paper presented at *Society for Consumer Psychology*, Las Vegas, NV.

Chan, Steven, John R. Chambers, and Justin Kruger (2011), “Feeling the ‘Force’ of Self and Others: Egocentrism and the Salience of Self and Others in Social Comparisons,” Poster presented at *Society for Judgment and Decision Making*, Seattle, Washington.

Chan, Steven, and Justin Kruger (2010), “That was Then, This is Now: Focalism in Temporal Comparisons,” Paper presented at *Society for Judgment and Decision Making*, St. Louis, Missouri.

Chan, Steven, John R. Chambers, and Justin Kruger (2010), “Out of Sight, Out of Mind: On the Irrational Side of Egocentrism in Social Comparisons,” Paper presented at *Association for Consumer Research*, Jacksonville, Florida.

Chan, Steven, John R. Chambers, and Justin Kruger (2009), “Out of Sight, Out of Mind: On the Irrational Side of Egocentrism in Social Comparisons,” Poster presented at *Society for Judgment and Decision Making*, Boston, Massachusetts.

## **TEACHING INTERESTS**

Principles of Marketing (Marketing Core including honors sections)  
Social Media Marketing (Developed and taught this course since 2014)  
Marketing Management (Course developed for MS Marketing)  
Buyer/Consumer Behavior  
International Marketing  
Advertising/Branding

## **SERVICE**

Track co-chair, Transformative Consumer Research (TCR) conference  
-Track 1.9, “Social Media & Mindfulness: From the Fear of Missing Out (FOMO) to the Joy of Missing Out (JOMO),” (2021).  
-Track 3.2, “Fostering FOMO to JOMO: Applying the Social Media Mindfulness Practice (SMMP) to Cultivate the Joy of Missing Out (JOMO) for Youth Communities,” (2023).

Ad Hoc Reviewer for the following peer-reviewed journals: *Appetite*, *European Journal of Marketing*, *Humanities & Social Science Communications* and *Journal of Consumer Affairs*

Faculty Recruitment Committee, Marketing Department, Sy Syms School of Business, Yeshiva University (2017 - 2019).

[Awakin.org](http://Awakin.org); co-host and organizer of weekly meditation and other mindfulness activities for the New York City community (2015 - 2022).

Learning Management System Steering Committee; assisted with University-wide effort to create and rollout best practices for the use of Canvas, Yeshiva University (2016 - 2018).

Faculty member, Development of MS Marketing program; assisted in developing courses and creating a new master program, Sy Syms School of Business, Yeshiva University (2014 - 2018).

Organizer, Sy Syms Faculty Research Seminar Series; coordinated research talks from visiting professors, Sy Syms School of Business, Yeshiva University (Spring 2015).

Organizer, Google AdWords Challenge; coordinated case competition for 30 students, Sy Syms School of Business, Yeshiva University (Spring 2014).

Committee member, development of new data analytics major (IDS), Sy Syms School of Business, Yeshiva University (2014 - 2018).

Faculty member, YU Global initiative for online education, Sy Syms School of Business, Yeshiva University (Spring 2014 - Fall 2015).

Competitive and Working Paper Reviewer: Association for Consumer Research Conference, Society for Consumer Psychology Conference (2010 - 2016).

Marketing Research Lab Manager, Leonard N. Stern School of Business, New York University: Managed the undergraduate research participation program for the Marketing Department (2007 - 2010).

Co-organizer, Marketing in New York (MINY) Doctoral Speaker Series, New York University (2011 - 2012).

## REFERENCES

**Dr. George R. Milne**

Professor of Marketing  
Associate Dean of Research  
Department of Marketing  
Isenberg School of Management  
University of Massachusetts, Amherst  
Phone: (413) 687-3525  
Email: milne@isenberg.umass.edu

**Dr. Shalini Bahl**

Mindfulness Researcher, Educator & Author  
Founder, Know Your Mind LLC  
Phone: (413) 687- 1499  
Email: shalini@KnowYourMind.training

**Dr. Nelson Amaral**

Associate Professor of Marketing  
Business and Information Technology  
Ontario Tech University, Canada  
Phone: (905) 721-8668 ext. 6484  
Email: nelson.amaral@ontariotechu.ca

**Dr. Michelle Van Solt**

Assistant Professor of Marketing  
Valparaiso University  
Phone: (954) 635-0502  
Email: michelle.vansolt@valpo.edu

**Dr Samantha Gallage**  
E-mail: [Samanthika.Gallage1@nottingham.ac.uk](mailto:Samanthika.Gallage1@nottingham.ac.uk)  
Profile: <https://www.nottingham.ac.uk/business/people/lizshg.html>

### **Personal Profile**

I am a passionate researcher and educator with industry experience in Marketing. Currently, I serve as an Assistant Professor of Marketing at Nottingham University Business School, UK. My primary research interest focuses on consumer health and well-being, particularly among subsistence and marginalised consumer groups in the Global South. This research intersects significantly with critical and social marketing. I possess expertise in both qualitative and quantitative methodologies, with my most recent publications employing qualitative methods. My teaching is closely aligned with my research, ensuring a cohesive academic approach. I have extensive experience working in academia and industry across the UK, Australia, and Sri Lanka. Additionally, I collaborate with commercial and social industry partners worldwide in research, including Ipsos MORI (UK), Dialog Sri Lanka, LIO, UK. As an enthusiastic, self-motivated, and self-disciplined individual, my experience and expertise enable me to be a flexible and dynamic professional, as well as a collaborative team player.

### **Academic Qualifications**

*PhD in Marketing – 2018 December – University of Nottingham, UK*

- Title: Maintaining responsible drinking: Emotions and identities.

*MSc in Marketing – 2014 December - – University of Nottingham, UK*

- Successfully completed with a Distinction

*Master of Business Administration- 2013 – University of Sri Jayewardenepura, Sri Lanka*

- Successfully completed with a Merit (Mark above 85%).

*BSc in Marketing – 2009 – University of Sri Jayewardenepura, Sri Lanka*

- Successfully completed with a first class and two gold medals (For the highest GPA in the cohort and for the most outstanding performances of the programme).

### **Teaching qualifications and memberships**

- Completed the *postgraduate certificate in higher education* with a distinction from Staffordshire university, UK
- *Fellow of Advance Higher Education Academy*, UK (fellowship number PR213890)

### **Academic memberships**

- Member of Academy of Marketing, UK

### **Research Publications**

*Refereed Journal Papers*

- Bo Pang, Sameer A Deshpande, Tuyet-Mai Nguyen, Jeawon Kim, Yara A Almosa, Amna Arif, Denni Arli, Marat Bakpayev, Bayram Zafer Erdogan, Haruka Fujihira, **HP Samantha Gallage**, Mohammad A Kadir, Derek Ong Lai Teik, Patama Satawedin, Nedra Kline Weinreich, M (2021)., "A critical overview of social marketing in Asia" *Social Marketing Quarterly*, Vol. 27 (4), 302-323
- Viswanathan, M, Sara Baskentli, **Samanthika Gallage**, Diana M. Martin, Maria Ramirez-Grigortsuk, Saroja Subrahmanyam (2020), "Transformative Consumer Research in Subsistence Marketplaces Through Symbiotic Academic-Social Enterprise: Climate Change and Sustainability Education for Youth in Tanzania" *Journal of Public Policy and Marketing*, 40(2), 245-261 (equal authorship)
- **Gallage, H.P.S**, Heath, T and Tynan. C (2020), "reconciling selves: maintaining responsible drinking" *Journal of Marketing Management*, 36 (17-18), 635-1657.
- Andrew Smith; David Golightly; James Goulding; **H.P. Samantha Gallage** "Prosocial Exchange Systems: Nonreciprocal giving, lending, and skill-sharing" (2020), *Computers in Human Behaviour*, 107, pp.106268.



- **Gallage, H.P.S.** Tynan, C. & Heath, T (2018). “Out-group peer involvement on youth alcohol consumption”, *Journal of Consumer Behaviour*, Vol. 17(1), pp. e42-e51.
- **Gallage, H.P.S.** Heath, T. & Tynan, C. (2018), “Sustaining behavioural change: The power of positive emotions”, *Advances in Consumer Research*, Vol. 45, pp 419-422.

#### *Selected work in progress papers*

- T. Heath, **Gallage, H**, Chatzidakiz, A, ‘Ethical consumer dilemmas during COVID 19’, *Journal of Business Ethics* – last round of revisions.
- Viswanathan, M, **Gallage, H**, Chakrabarthy, R, ‘New product development in subsistence marketplaces’, *Journal of Product Innovation Management*, Under Review. (equal authorship)
- **Gallage, H.**, Essamri, A, Deshpande, S, ‘Barriers to use Condom use in India’, *Journal of Marketing Management*, Under Review.

#### *Book Chapters*

- Ines Branco-Illodo, Teresa Heath, **Samanthika Gallage** (2023) “Using diaries as qualitative data” , ed. Belk, R and Otnes, C In *Handbook of Qualitative Research Methods in Marketing*, 2<sup>nd</sup> ed, by Edward Elgar Press

#### *Selected Refereed Conference Papers*

- Teresa Heath and **Gallage, H.P,S** (2024), “Irreducible nature of care ethics in marketing” at the Academy of Marketing Conference, Cardiff.
- Sanchez, P and Gallage H (2023), “ *Energy Crisis and Marginalised Consumers in the UK*” at the Academy of Marketing conference, Birmingham.
- Ines Branco-Illodo, **Samanthika Gallage** and Teresa Heath (2023)., “*Is gift-giving only for the privileged? Exploring gift-giving through the lens of consumer vulnerabilities*”, at the Academy of Marketing conference, Birmingham.
- Ines Branco-Illodo, Teresa Heath, **Samanthika Gallage** (2022)., “*Dear Diary: advancing diaries' potential in consumer research*”, at the Academy of Marketing Conference, Huddersfield.
- **Gallage, H.P.S** and Deshapande, S (2020), “*Stakeholder Involvement in Value Co-Destruction: A Case of Promoting Condoms in India*”, presented at the Association of Consumer Research virtual conference.
- **Gallage, H.P.S**, Tynan, C and Heath, T (2019), “*Responsible dinking: Mistrusted, Misused and Misunderstood*. Presented at the Academy of Marketing conference, London.
- **Gallage, H.P.S.** Heath, T. & Tynan, C. (2017), “*Positive change through positivity: Role of positive emotions*”, presented at the Association of Consumer Research conference, San Diego.
- **Gallage, H.P.S.** Tynan, C. & Heath, T. (2015), “*Out-group peer involvement on youth alcohol consumption*” presented at the Academy of Marketing Conference, Ireland.

#### **Wider research engagements**

- Co-chair of the 2021 and 2024 subsistence marketplaces conference organised by the Loyola Marymount University.
- Organised “Marketing for a greater good” workshop and the panel discussion at Nottingham University Business School in 2023.
- Organised “Subsistence Marketplaces sandpit” at Nottingham University Business School in 2024.
- Co-Editor of Subsistence Marketplaces journal
- Conducted a practitioner roundtable discussion on low income consumers with Ipsos MORI UK, Haleon pharmaceuticals.
- Ad-hoc reviewer to the Journal of Business Research, Journal of Marketing Management, Public Health BMC, Journal of Social Marketing.
- Working closely with Dialog Sri Lanka (Largest telco provider) to improve health and wellbeing aspects of low-income consumers.

## **Awards and Grants**

- Nottingham International collaboration grant 2023– health literacy among subsistence consumers – A case from Tanzania £4000 - PI
- GCRF Small grant 2020: project title- Promotional efforts of the pharmaceutical industry and the well-being of vulnerable consumers: A case from Sri Lanka over the counter (OTC) drug market - £3000-PI
- Association for Consumer Research TCR grant 2020: COVID 19 and lay beliefs of Sri Lankan consumers– USD 2000 - CI
- Transformative Consumer Research travel grant – USD 400
- Nottingham University Business School Scholarship - £75000
- Academy of Marketing doctoral student grant - £200

## **Teaching and other employment**

- Assistant Professor in Marketing, University of Nottingham, UK (August 2020 to date) – teaching critical marketing (teaching scores above 85%) and marketing and society (teaching scores above 85%) for both PG and UG students.
- Lecturer in Marketing, Staffordshire University, UK (2018-2020) - Teaching scores above 85%
- Part time sessional lecturer, University of Queensland, Brisbane and Griffith University (June 2018 December 2018) – Teaching scores above 85%
- Lecturer, University of Sri Jayewardenepura, Sri Lanka (2010-2012)
- Assistant Brand Manager – Unilever Sri Lanka (2008-2010)

# Delphine Godefroit-Winkel,

## Associate Professor Marketing

Email: [delphinegodefroit@yahoo.com](mailto:delphinegodefroit@yahoo.com)

Website: [www.delphinegw.com](http://www.delphinegw.com)

Phone: + 212 669 10 98 28

### Education

---

- 2021            Habilitation à Diriger des Recherches (HDR)  
                         Université de Lille, France
- 2015            Qualification aux fonctions de Maître de Conférence (France)
- 2013            Doctorat en Sciences de Gestion (PhD in Management Sciences)  
                         Université de Lille, France  
                         Mention : Très honorable avec les félicitations du jury
- 2009            Master en Sciences de Gestion, Mention Recherche Marketing (Master in  
Marketing Management)  
                         Université de Lille, France  
                         Mention : Bien
- 1997            Ingénieur de Gestion, Mention Marketing (Business Engineering)  
                         Université catholique de Louvain, Belgium  
                         Grade : Distinction

### Other Training

- 2020            Certificate « Improving your Online Course »  
                         Quality Matters, United States

### Work History/Experience

---

- 2017-present    Associate Professor, TBS Business School,  
                         Casablanca, Morocco
- 1998-2017      Independent lecturer in Algeria, France, Ghana, Morocco, Senegal

### Research Interests

---

Examining consumer responses to innovations, with a dedicated focus on subsistence marketplaces, and the societal implications associated with these advancements

---

## Publications

---

### Articles

- Gordon-Wilson, S. and Godefroit-Winkel, S. (2024) "Consumer agency in sustainable consumption behaviour and environmentally imposed constraints: A multi-level approach," *Business Strategy and the Environment* (ABS 3 ; FNEGE 3)
- Godefroit-Winkel, D., Schill, M. and Hogg, M. K. (2023) "Consumer Wisdom and Well-Being investigated via Intergenerational Interactions," *Journal of Marketing Management* (ABS 2 ; FNEGE 3)
- Godefroit-Winkel, D. and Peñaloza, L. (2023) "The Ethics of Freedom in Consumption: An Ethnographic Account of the Social Dimensions of Supermarket Shopping for Moroccan Women," *Journal of Business Ethics* (FT50 ; FNEGE 1)
- Godefroit-Winkel, D. (2022) "An Institutional Perspective on Climate Change, Markets, and Consumption across Three Countries," *Markets, Globalization & Development Review*, 7, 4.  
available at: <https://digitalcommons.uri.edu/mgdr/vol7/iss4/4/>
- Godefroit-Winkel, D. (2022) "A Commentary on the Dynamics of the Local and the Global, and the Representations of Minorities in Mediascapes," *Markets, Globalization & Development Review*, 7, 2  
available at: <https://digitalcommons.uri.edu/mgdr/vol7/iss2/5/>
- Godefroit-Winkel, D., Schill, M. et Diop-Sall, F. (2022) "Does Environmental Corporate Social Responsibility increase loyalty?" *International Journal of Retail & Distribution Management*, 50, 4, 417-436 (ABS 2 ; FNEGE 3)
- Schill, M., et Godefroit-Winkel, D. (2022) "Consumer Responses to Environmental Corporate Social Responsibility and Luxury," *Journal of Services Marketing*, 36, 4, 769-780 (ABS 2 ; FNEGE 3)
- Bonsu, S. K. et Godefroit-Winkel, D. (2021) "Representing Africa in the 'Coming to America' films," *Markets, Globalization & Development Review*, 5, 4, available at: <https://digitalcommons.uri.edu/mgdr/vol6/iss1/4>
- Schill, M., Godefroit-Winkel, D. et Üçok-Hughes, M. (2021), "A Country-of-Origin Perspective on Climate Change Actions: Evidence from France, Morocco, and the United States," *Journal of International Marketing*, 29, 1, 23-38 (ABS 3 ; FNEGE 2)
- Godefroit-Winkel, D., Schill, M., Longo, C. et Chour, M. (2020), "Building City Identities: A Consumer Perspective," *Markets, Globalization & Development Review*, 5, 4, available at: <https://digitalcommons.uri.edu/mgdr/vol5/iss2/4>
- Godefroit-Winkel, D. et Peñaloza, L. (2020), "Women's Empowerment at the Moroccan Supermarket: An Ethnographic Account of Achieved Capabilities and Altered

Social Relations in an Emerging Retail Servicescape,” *Journal of Macromarketing*, 4, 1, 492-509 (ABS 2; FNEGE 3)

Schill, M., Godefroit-Winkel, D. et Hogg, M. K. (2020), “Young Children’s Consumer Agency: The Case of French Children and Recycling,” *Journal of Business Research*, 110, 292-305 (ABS 3 ; FNEGE 2)

Schill, M., Godefroit-Winkel, D., Diallo, M. F. et Barbarossa, C. (2019), “Consumers’ Intentions to Purchase Smart Home Objects: Do Environmental Issues Matter?” *Ecological Economics*, 161, 176-185 (ABS 3 ; FNEGE 1)

Schill, M. et Godefroit-Winkel, D. (2019), “Consumer Segments in the Smart Environmental Objects Market,” *Journal of Consumer Marketing*, 36, 2, 317-327 (ABS 1; FNEGE 4)

Godefroit-Winkel, D., Schill, M. et Hogg, M. K. (2019), “The Interplay of Emotions and Consumption in the Relational Identity Trajectories of Grandmothers with their Grandchildren,” *European Journal of Marketing*, 53, 2, 164-194 (ABS 3; FNEGE 3)

Djelassi, S., Godefroit-Winkel, D., et Diallo, M. F. (2018), “Does the Culture affect the Relationship among Utilitarian and non-Utilitarian Values, Satisfaction and Loyalty to Shopping Centres? Evidence from Two Maghreb Countries,” *International Journal of Retail & Distribution Management*, 46, 11/12, 1153-1169 (ABS 2 ; FNEGE 3)

Godefroit-Winkel, D. (2018), “Developing Shopping Abilities to Empower: An Ethnography of Moroccan Women in Supermarkets,” *Markets, Globalization and Development Review*, 3, 2, 2, 1-32. Available at: <https://digitalcommons.uri.edu/mgdr/vol3/iss2/2>

Diallo, M. F., Diop-Sall, F., Djelassi, S. et Godefroit-Winkel, D. (2018), “How Shopping Mall Service Quality Affects Customer Loyalty Across Developing African Countries: The Moderation of the Cultural Context,” *Journal of International Marketing*, 20, 10, 1-16 (ABS 3 ; FNEGE 2)

Schill, M., Lethielleux, L., Godefroit-Winkel, D. et Combes-Joret, M. (2018), “Action de l’Entreprise dans la Lutte contre le Réchauffement Climatique : Effets sur l’Identification Organisationnelle et l’Engagement Organisationnel des Salariés”, *Revue de Gestion des Ressources Humaines*, 2, 3-18 (FNEGE 2)

Figueiredo, B., Chelekis J., DeBerry-Spence B., Firat, F. A., Ger G., Godefroit-Winkel D., Kravets O., Moisander J., Nuttavuthisit K., Peñaloza L., et Tadajewski M. (2014), “Developing Markets? Understanding the Role of Markets and Development at the Intersection of Macromarketing and Transformative Consumer Research (TCR)”, *Journal of Macromarketing*, 35, 2, 257-27 (ABS 2; FNEGE 3)

## **Chapters in Books**

---

Godefroit-Winkel, D. et Winkel M. (2018), "Rethinking Industrial Marketing from a Cultural Perspective: A Spanish Steel Mill in Morocco after the 2008 Crisis," in Diallo M.F. and Kaswengi J. eds., *In Times of Crisis: Perspectives and Challenges of the 21<sup>st</sup> Century*, Nova Science Publishers.

Bonsu, S. K. et Godefroit-Winkel, D. (2016), "Guinness in Africa: Contemporary Branding at the Base of the Pyramid" in Dall'omo Riley F., Singh J. et Blankson Ch. eds., *The Routledge Companion to Contemporary Brand Management*, Routledge.

Godefroit-Winkel, D. et Bonsu S. K. (2014), "Repenser les Stratégies Globales dans une Perspective Culturelle", in Collin Lachaud I. ed. *Repenser le Commerce, Vers une Perspective Socio-Culturelle de la Distribution*, EMS.

## Conferences

---

Godefroit-Winkel, D. and Bennett, A. (2023), "Selling snail soup: An investigation of cooptation in a Moroccan subsistence marketplace," *AMA Marketing and Public Policy Conference*, Arlington, Virginia, June 8-10

Godefroit-Winkel, D. and Valette Florence, P. (2023), "Understanding consumer wisdom in stores: The mediating effects of climate change actions and store luxury," *9e Journée de Recherche en Marketing du Grand Est*, Namur, Belgium, March 31

Godefroit-Winkel, D., Chakrabarti, R. and Duncan, R. (2022), "A Study of Agency and Strategic Envisioning among Mountain Women in Morocco," *Virtual Subsistence Marketplaces Conference*, Loyola Marymount University, Los Angeles on Zoom, June 3-4.

Godefroit-Winkel, D., Schill, M. and Hogg, M. K. (2020), "Wisdom Examined via a Qualitative Investigation of the Bathing Rituals of Ageing Moroccan Women and their Granddaughters," *NA – Advances in Consumer Research*, Special session, "Shining a Light on Female Power: Women's Experiences of Transcending Ageing," Paris on Zoom, October 1-4.

Godefroit-Winkel, D. (2020), "Selling Snail Soup to Build the Family: The Tensions of Micro Entrepreneur Women in Casablanca," *Virtual Subsistence Marketplaces Conference*, Loyola Marymount University, Los Angeles on Zoom, May 31-Juin 1.

Godefroit-Winkel, D., Diop-Sall, F. et Schill, M. (2019), "Écologie, Émotions et Attitude envers le Supermarché au Maroc et au Sénégal: Effet Modérateur du Contexte Culturel," *Journée de Recherche en Marketing sur les Pays d'Afrique*, Lille, November 28.

Godefroit-Winkel, D. et Schill, M. (2019), "Wisdom and Family Identities in Relational Exchanges: A Qualitative Investigation among Moroccan Grandmothers," *NA – Advances in Consumer Research*, Atlanta, Georgia, October 17-20.

Godefroit-Winkel, D., Diallo, M. F. et Djelassi, S. (2019), "Shopping Mall Values, Customer Satisfaction and Loyalty: The Moderation of Education Level in

Morocco,” *Association for Marketing Science Annual Conference*, Vancouver, Canada, May 29-31.

Schill, M., Godefroit-Winkel, D., Odou, Ph. et Schiffler, F. (2019), “Représentations Mentales et Réactions Affectives Liées au Changement Climatique: Impact sur les Intentions d’Agir,” *Association Française du Marketing*, 35ème congrès international, Le Havre, France, May 15-17

Godefroit-Winkel, D., Peñaloza L. et Bonsu S. K. (2018), “Shopping for Freedom: Moroccan women’s experience in supermarkets,” *NA – Advances in Consumer Research*, Dallas, Texas, October 14-18.

Godefroit-Winkel, D. et Peñaloza L. (2018), “Women’s Empowerment in Shopping: A Qualitative Investigation,” *14<sup>th</sup> ACR Gender Marketing and Consumer Behavior*, Dallas, Texas, October 9-11

Bonsu, S. K. et Godefroit-Winkel D. (2018), “The Re-resurrection of David Bowie: Death and Immortality in Contemporary Society,” *Consumer Culture Theory Conference*, Odense, Denmark, Juin 28-July 1.

Schill, M. et Godefroit-Winkel D. (2017), “Identifier les Images Perçues d’une Ville; Les Images de Casablanca à travers une Typologie de ses Étudiants,” *Iere Journée de Recherche sur les Pays Africains*, Lille, November 30.

Godefroit-Winkel D., Diallo M. F. et Djelassi S. (2017), “Effects of Perceived Value of a Shopping Mall: Evidence from Morocco”, *International Business and Consumer Research Conference*, Marrakech, Maroc, April 24-27

Godefroit-Winkel, D. et Schill, M. (2016), “Shared Happiness and Relational Identities among French Grandmothers and Grandchildren”, *NA - Advances in Consumer Research*, 44, pages 458-459, ISSN: 0098-9258

Godefroit-Winkel, D. (2016), “Elderly Women and Honor Construction in Moroccan Families”, *The International Society of Markets and Development*, 14th Biennial Conference, Lima, Peru, August 9-11

Bonsu, S. K., Godefroit-Winkel D. et Chelariu Ch. (2016), “Purchasing Guilt: Conceptualization and Propositions for Future Research”, *Academy of Marketing Science*, 19th World Marketing Congress, Paris, France, July, 19-23

Godefroit-Winkel D. et Schill M. (2016), “How Elderly Consumers Negotiate Identities in their Families? A Multisited Investigation among French and Moroccan Grandmothers”, competitive paper, *Consumer Culture Theory Conference*, Lille, France, July 6 – 9

Godefroit-Winkel D. et Bonsu S. K. (2016), “Contemporary Branding in Africa: The Guinness Story”, competitive paper, *Consumer Culture Theory Conference*, Lille, France, July 6 – 9

- Schill, M., Godefroit-Winkel D. et Bonsu S. K. (2016), "Cultural (re)Production across Generations: Family Heritage and the Market", Poster Session, *Consumer Culture Theory Conference*, Lille, France, July 6 - 9.
- Djelassi, S, Godefroit-Winkel D. et Diallo M. F. (2016), "Value Perception of Innovative Shopping Malls : Evidence from Two Maghreb Countries", *Forum Innovation VII, RRI*, Cité des Sciences et de l'Industrie, Paris, France, July 9-11.
- Godefroit-Winkel, D. et Bonsu S. K. (2015), "Conceptualizing Consumer Freedom: Liberating Shopping Practices among Moroccan Women", *AP - Asia-Pacific Advances in Consumer Research* Volume 11, eds. Echo Wen Wan and Meng Zhang, Duluth, MN: Association for Consumer Research
- Schill, M. et Godefroit-Winkel, D. (2015), "Consommation dans les Liens entre Grands-Parents et Petits-Enfants, une Étude Qualitative en France et au Maroc", *14<sup>èmes</sup> Journées Normandes de la Recherche sur la Consommation*, Angers, France, November 26-27
- Diallo, M. F., Djelassi S. et Godefroit-Winkel, D. (2015), "The Influence of Non-Utilitarian Shopping values on Customer Loyalty to the Shopping Mall: Evidence from Morocco and Tunisia", *18<sup>ième</sup> Colloque International Etienne Thil*, Paris, France, October 14-16
- Diallo, M. F., Godefroit-Winkel D., Diop-Sall F. and Djelassi S. (2015), "Qualité de Service et Fidélité au Centre Commercial: Une Recherche Multi-Site en Milieu Africain", *31<sup>ème</sup> Congrès de l'Association Française du Marketing*, Session Spéciale, Marrakech, Morocco, May 21-23
- Godefroit-Winkel, D. et Fosse-Gomez M.-H. (2014), "The Changes of Meanings over Life Stages: Caftans as Expressions of Moroccan Women's Identities", *NA - Advances in Consumer Research* Volume 42, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, pages: 493-493, ISSN: 0098-9258
- Godefroit-Winkel, D. et Regany F. (2013), "Quelles Compétences pour Naviguer dans un Nouveau Contexte de Consommation? Une Recherche Multisite sur le Shopping en Supermarché", *29<sup>ième</sup> Congrès de l'Association Française du Marketing*, Session Spéciale, La Rochelle, France, May 16-17
- Godefroit-Winkel, D. et Bonsu S. K. (2013), "Shopping as Freedom", *Anthropology of Markets and Consumption*, University of California, Irvine, Irvine, California, United States, March 7 - 9.
- Godefroit-Winkel, D., Fosse-Gomez M.-H. et Özçağlar-Toulouse N. (2012), "Globalization in the Less Affluent World: Moroccan Consumers' Acculturation to Global Consumer Culture in Their Homeland", *NA - Advances in Consumer Research* Volume 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, Pages: 454-461, ISSN: 0098-9258



Fosse-Gomez, M.-H., Godefroit-Winkel D., et Özçağlar-Toulouse N. (2011), "Acculturated in Homeland: Consumer Culture in Morocco", *E - European Advances in Consumer Research* Volume 9, eds. Alan Bradshaw, Chris Hackley, and Pauline Maclaran, Duluth, MN: Association for Consumer Research, Pages: 581-582, ISBN: 9780915552559.

Godefroit-Winkel, D. et Fosse-Gomez M.-H. (2011), "Acquisition de la Culture de Consommation Globale par les Femmes Marocaines", *10<sup>èmes</sup> Journées Normandes de Recherche sur la communication*, Rouen, France, November 17-18

### **Case Study**

---

Sénéchal, S., Moqaddem-Sénéchal, A. et Godefroit-Winkel, D. (2020) "La Vache Qui Rit 4.0: marketing international et RSE", *CCMP*, M2093

### **Other References**

---

Godefroit-Winkel, D. and Peñaloza, L. (2023), "La liberté (du consommateur) finit-elle vraiment là où commence celle des autres?" *The Conversation*, available at: <https://theconversation.com/la-liberte-du-consommateur-finit-elle-vraiment-la-ou-commence-celle-des-autres-203993>

Godefroit-Winkel, D., Schill, M. and Üçok Hughes, M. (2021), "Politiques climatiques: Selon les pays, une perception qui diffère," *The Conversation*, available at: <https://theconversation.com/politiques-climatiques-selon-les-pays-une-perception-des-consommateurs-qui-differe-165500>

Godefroit-Winkel, D. and Peñaloza L. (2020), "Supermarket as a site for empowerment for Moroccan women," *Genmac, Gender, Markets, Consumers* available at: <https://genmac.co/news/>

Schill, M., Godefroit-Winkel, D. and Hogg M. K. (2020), "Les enfants savent bien trier les déchets... Mais ne le font pas à la Maison, pourquoi?" *The Conversation*, 18 octobre 2020, available at <https://theconversation.com/les-enfants-savent-bien-trier-les-dechets-mais-ne-le-font-pas-a-la-Maison-pourquoi-148140>

Godefroit-Winkel, D. et Peñaloza L. (2020), "Le Supermarché, Improbable lieu de pouvoir des Marocaines," *The Conversation*, 1 octobre 2020, available at <https://theconversation.com/le-supermarche-improbable-lieu-de-pouvoir-des-marocaines-144243>

Godefroit-Winkel, D. and the students in master marketing at Université Hassan II (2015), "Le Caftan, Une Tenue qui se Mérite !" *Citadine*, 206, January, Casablanca, Morocco

Godefroit-Winkel, D. and the students in master marketing at Université Hassan II (2013), "Les Marocaines et le Caftan, Plus qu'une Histoire d'Amour", *Citadine*, 193, December, Casablanca, Morocco

- Godefroit-Winkel, D. (2010), "Comment Consomment les Marocaines!", *Ousra Magazine*, n°103, July - August, Casablanca, Maroc
- Godefroit-Winkel, D. (2006), "Les Marques Globales au Maroc: des Adaptations Locales", *Les Cahiers de la Recherche*, 1, ESCA, Casablanca, Morocco
- Lopes, A. (2010), "La Cuisine et les Femmes Marocaines: de Tradition et Modernité", *Au Fait*, Octobre, Casablanca, Morocco
- Lopes, A. (2010), "Habitudes de Consommation des Ménages Casablancais: les Grandes Surfaces et les Femmes", *Au Fait*, May, Casablanca, Morocco

### **Invited Speaker**

---

- Godefroit-Winkel, D. (2023), "The journey of an FT50 paper," Le Mans Université, France, June 20.
- Godefroit-Winkel, D. (2023), "Culture and advertising, A focus on emerging countries," Queen Mary University, London, March 21.
- Godefroit-Winkel, D. (2022), "Le supermarché sert-il seulement à faire ses courses?," *Semaine des Humanités*, TBS Business School, November 8.
- Godefroit-Winkel, D. (2022), "Research Workshop," Université Cheikh Anta Diop, Dakar, Senegal, September 9.
- Godefroit-Winkel, D. (2021), "Etudes quantitatives, méthodes de collecte et analyse de données," Université Hassan II, Maroc, December 23.
- Godefroit-Winkel, D. (2021), "How do we respond to climate change actions taken at the country level, company level or supermarket level?," *Semaine des Humanités*, TBS Business School, November 2.
- Godefroit-Winkel, D. (2021), "Etudes qualitatives, méthodes de collecte et analyse de données," Université Hassan II, Morocco, Octobre 27.
- Godefroit-Winkel, D. (2021), "Une perspective marketing sur les actions de lutte contre le changement climatique," Université Hassan II, Morocco, May 28.
- Godefroit-Winkel, D. (2021), "Construire une Recherche en Sciences de Gestion sur le Changement Climatique," *Open Class*, TBS Business School online, April 13. [https://www.youtube.com/watch?v=j\\_Xigj6r9\\_w](https://www.youtube.com/watch?v=j_Xigj6r9_w)
- Godefroit-Winkel, D. et Sebti, Gh. (2020), "Développement Durable et Entreprises Marocaines," *Assises Nationales Étudiantes du Développement Durable*, TBS Business School, November 9. <https://www.youtube.com/watch?v=gFnZFtofjuo>
- Godefroit-Winkel, D. and Peñaloza, L. (2019), "Identities in Transition: An Ethnographic Investigation among Moroccan Women in the Supermarket," *2<sup>nd</sup> Annual*

*Interdisciplinary Summer School in Maroc*, Hans Seidel Foundation and Practical Wisdom Society, Casablanca, Maroc, October 7-12.

- Hogg, M. K., Godefroit-Winkel, D., and Schill, M. (2019), “The Interplay of Emotions and Consumption in the Relational Identity Trajectories of Grandmothers with their Grandchildren,” *Grandparenting Conference*, Aalborg University, Aalborg, Denmark, September 5-6.
- Hogg, M. K., Godefroit-Winkel, D., and Schill, M. (2019), “The Interplay of Emotions and Consumption in the Relational Identity Trajectories of Grandmothers with their Grandchildren through the Lens of a Study of French Families,” *University of Exeter Business School Research Seminar*, Plenary, Exeter, Great Britain, March.
- Godefroit-Winkel, D. (2018), “Research Workshop,” Université Cheich Anta Diop, Dakar, Senegal, November.
- Hogg, M. K., Godefroit-Winkel, D., and Schill, M. (2018), “Contemporary Intergenerational Relationships and Consumption: Through the Lens of a Study of French Families,” *Edinburgh University Business School PhD Workshop*, Opening Session, Plenary, Edinburgh, Great Britain, November 2.
- Sadiki A., Schill M. and Godefroit-Winkel D. (2016), “Les Entreprises et la Lutte contre le Réchauffement Climatique au Maroc: Engagement et Perceptions des Employés,” *Conférence des Présidents d’Universités, 22<sup>nd</sup> Conference of the Parties (COP22) to the UN Framework Convention on Climate Change (UNFCCC)*, Marrakech, Morocco, November 7-16.
- Godefroit-Winkel, D. (2016), “Développement de l’Enseignement Supérieur, R&D et Innovation,” *Atelier Action*, Wilaya de la Région de Casablanca-Settat, Casablanca, Morocco, June 16.
- Godefroit-Winkel, D. (2016), “La Consommation des Ménages,” *Table Ronde, Wafasalaf*, Casablanca, Morocco, May 24.
- Godefroit-Winkel, D. and Benslimane A. (2016), “L’Image de Casablanca vue par ses Etudiants: Une Etude Quantitative”, *Marketing Territorial, Ville de Casablanca: Quel Marketing pour la Metropole?*, Université Hassan II Casablanca, Morocco, May 16.
- Godefroit-Winkel, D. (2014), “Méthodologie de Publication et de Communication Scientifique”, Université Hassan II, Casablanca, Morocco, September 24.
- Godefroit-Winkel, D. (2014), “La voix de la Femme Marocaine, se Faire Entendre en Famille et dans la Société”, Harmony & Mobility Consulting, Casablanca, Morocco, February 18.

## **Teaching Experience**

---

2023-2024 **TBS Business School, Casablanca, Morocco**

Research fundamentals (15h) – Bachelor – 90 students (en Français)

Brand activation (30h) – Bachelor – 30 students (in English)  
Consumer culture (15h) – Master en Marketing – 45 students (en Français)  
Analyse qualitative (6h) – Master en Marketing– 45 students (en Français)

**TBS Business School, Toulouse, France**

Pitching your research (12h) – DBA – 15 students (in English)  
Marketing Strategic Development (30h) – Global EMBA – 30 students (in English)  
Développement Marketing Strategique (30h) – Global EMBA – 30 students (en Français)

**Université de Lille, France**

Marketing international (21h) – Master 2 – 12 students (en Français)

*2022-2023* **TBS Business School, Casablanca, Morocco**

Research fundamentals (15h) – Bachelor – 90 students (en Français)  
Brand activation (30h) – Bachelor – 30 students (in English)  
Consumer culture (15h) – Master en Marketing – 45 students (en Français)  
Analyse qualitative (6h) – Master en Marketing– 45 students (en Français)

**TBS Business School, Toulouse, France**

Pitching your research (12h) – DBA – 15 students (in English)

**Université de Lille, France**

Marketing international (21h) – Master 2 – 7 students (en Français)

*2021-2022* **TBS Business School, Casablanca, Morocco**

Research fundamentals (15h) – Bachelor – 90 students (en Français)  
Cross-cultural Marketing (30h) – Bachelor – 45 students (in English)  
Brand activation (30h) – Bachelor – 30 students (en Français)  
Consumer culture (15h) – Master en Marketing – 45 students (en Français)  
Analyse qualitative (6h) – Master en Marketing– 45 students (en Français)

**Ecole Supérieure Algérienne des Affaires, Algiers, Algeria**

Management international (20h) – Master 2 – 60 students (en Français)

**Université de Lille, France**

Marketing international (21h) – Master 2 – 5 students (en Français)

*2020-2021* **TBS Business School, Casablanca, Morocco**

Marketing fondamental (30h) – Bachelor – 45 students (en Français)  
Cross-cultural Marketing (30h) – Bachelor – 30 students (in English)  
Brand activation (30h) – Bachelor – 20 students (en Français)  
Consumer culture (15h) – Master en Marketing – 45 students (en Français)

**Ecole Supérieure Algérienne des Affaires, Algiers, Algeria**

Marketing international (20h) – Master 1 - 60 students (en Français)  
Négociation interculturelle (20h) – Master 2 - 60 students (en Français)

**2019-2020 TBS Business School, Casablanca, Morocco**

Marketing fondamental (30h) – Bachelor – 120 students (en Français)  
Cross-cultural Marketing (30h) – Bachelor – 45 students (in English)

**Ecole Supérieure Algérienne des Affaires, Algiers, Algeria**

Négociation interculturelle (20h) – Master 2 - 60 students (en Français)

**2018-2019 TBS Business School, Casablanca, Morocco**

Marketing fondamental (30h) – Bachelor – 120 students (en Français)  
Etudes de marché avancées (12h) – Master – 45 students (en Français)

**Ecole Supérieure Algérienne des Affaires, Algiers, Algeria**

Négociation interculturelle (20h) – Master 2 – 60 students (en Français)

**2017-2018 TBS Business School, Casablanca, Morocco**

Consommateurs et Marchés (30h) – Bachelor – 90 students (en Français)  
Creation de Valeur (30h) – Bachelor – 90 students (en Français)  
Marketing Mix (12h) – Bachelor – 45 students (en Français)  
International Negotiation (12h) – 45 students (en Français)  
Market Research (12h) – Master – 45 students (en Français)

**Ecole Supérieure Algérienne des Affaires, Algiers, Algeria**

Négociation interculturelle (20h) – Master 2 – 60 students (en Français)

**Université de Lille, Lille, France**

Marketing Interculturel (15h) – Master 2 – 5 students (en Français)  
Marketing International (15h) – Bachelor – 35 students (en Français)  
Organizational Behavior (24h) – Bachelor – 60 students (in English)

**Teaching Portfolio 1998-2017**

Culture et Consommation (12h) – Master en Marketing (Université de Lille, France) (en Français)

Études qualitatives (24h) – Master en Marketing (IHEES, Université Hassan II, Maroc) (en Français)

Études quantitatives (24h) – Master en Marketing (IHEES, ESCA, Université Hassan II, Maroc) (en Français)

Marketing interculturel (15h) – Master en Marketing (Université de Lille, France) (en Français)

Marketing international (24h) – Master en Marketing (Université de Lille, France ; & Ecole Supérieure Algérienne des Affaires, Algérie) (en Français)

Marketing opérationnel (24h) – Bachelor (IHEES, ESG, Maroc) (en Français)

Marketing stratégique (12h) – Master en Marketing (Université Hassan II, Maroc) (en Français)

Marketing des services (13h) – Master en Finance (Université Hassan II, Maroc) (en Français)

Marketing des services (24h) – Master en Marketing (IHEES, Maroc) (en Français)

Négociation internationale (20h) – Master en Marketing (Ecole Supérieure Algérienne des Affaires, Algérie) (en Français)

Organizational Behavior (24h) – Bachelor (Université de Lille, France) (in English)

Research practice (40h) – PhD program (Ghana Institute of Management and Business Administration, Ghana) (in English)

Research workshop (40h) – Executive MBA (Ghana Institute of Management and Business Administration, Ghana) (in English)

### **Thesis Supervision**

Masters in marketing : +/- 7 thesis per year since 2000 (Algeria, France, Morocco)

EMBA : 2 thesis per year since 2018 (Morocco)

BDA: 2 students (China and Lebanon)

PhD students: 1 co-supervision with Pr. Gnoufougou, University of Kara, Togo

### **Invited Lecturer**

---

École Supérieure Algérienne des Affaires, Algiers, Algeria (Master in Marketing) (en Français)

Le Mans Université, France (Research center) (en Français)

Université Cheikh Anta Diop, Dakar, Senegal (PhD program) (en Français)

Université de Lille, Lille, France (Master in Marketing) (en Français)

Ghana Institute of Management and Public Affairs, Accra, Ghana (EMBA and PhD program) (in English)

Queen University, London (Master in marketing) (in English)

### **Community Service - Academia**

---

**Creation and management of a research cell in Casablanca** (January 2021- July 2022)

Mission : to provide support to PhD candidates and young researchers in North and West Africa

Activities : Workshops on methodology (data collection and analysis) with the support of Association Française du Marketing ; Writing sessions ; Work in progress presentations

### **Ad Hoc Reviewer**

Academy of Marketing Science (2016; 2019)

Advances in Consumer Research (2011-present)

Africa Journal of Management (2020)

AFM-Afrique grant (2020)

AFM-Association Française du Marketing (2022 - present)

Association Sénégalaise des Sciences de Gestion (2022)

Atlas-AFMI Reward (Centrale des Cas et de Medias Pédagogiques, France) (2017)

Business Forum (2019)

Consumer Culture Theory (2016)

Decision Marketing (2023)

Etienne Thil (2019, 2020)

European Journal of Marketing (2020 - present)

International Journal of Retail & Distribution Management (2018 - present)

Journal of African Business (2014-2015)

Journal of Consumer Behavior (2023 - present)  
Journal of Macromarketing (2022)  
Journal of Retail and Consumer Services (2022 - present)  
Journée de Recherche Marketing sur les Pays d'Afrique (2017 - present)  
Revue Française de Gestion (2020)  
Recherche et Applications en Marketing (2020)

### **Editorial Board**

Décision Marketing (Since 2023)

Qualitative Market Research (since 2023)

### **Societies**

#### *Conferences :*

Co-Chair of the Third Subsistence Marketplaces Bottom-Up Immersion Conference, Loyola Marymount University and TBS, Casablanca, Morocco, 2024

Co-Chair of the Eighth Subsistence Marketplaces Biennial Conference, Loyola Marymount University, Los Angeles, 2023

Scientific Board Member of the Sixth Congress of the African Marketing Association "Reinterroger le marketing à l'heure des crises," Parakou, Togo, April 2022

Chair of the Climate Change, Markets and Development session at the International Society of Markets and Development Conference (ICMD 2021 India): "Rethinking Marketing, Growth, and Development: Contesting and Contextualizing Knowledge," Trichy, India, December, 2021

Co-Chair of the Marketplace Exclusion track at the Second Subsistence Marketplaces Bottom-up Immersion Conference (Subsistence Marketplaces Initiative): "Sustainable Innovation Bottom-Up Enterprise", Arusha Region, Tanzania, May 25-28, 2019

Organizational Comity Member of the 12th conference of the International Society of Markets and Development (ICMD 2012 Casablanca): "Development in the Era of Markets", Casablanca, Maroc, May 21-25, 2012

Scientific Member of the Journée de Recherche en Marketing sur les Pays d'Afrique, 2017-present

#### *Board member :*

Co-Coordinator of the Groupe d'Intérêt Thématique "Distribution dans les pays émergent" de l'Association Française du Marketing (since 2022)

Ambassador of the Association Française du Marketing (since 2021)

Board member of the International Society of Markets and Development (since 2019)

### **Community Service - Civic Associations**

---

Association Al Anouar pour le Développement (association for development in high mountains, village Imzour, Haut Atlas, Morocco) : support in the building and maintenance of a library

Centre Fiers et Forts (association for street children, Tamesloht, Morocco) : coach for scholar orientation

Sourire de Reda (association for suicide prevention among young adults, Morocco) : member, strategic support and coaching

### **Ad Hoc Support**

Jury member for *INJAZ, Junior Entrepreneur challenge*, Casablanca, Morocco, 20 September, 2018.

Chair of the session “Mobilisation des Citoyens et des Acteurs Locaux pour l’Attractivité des Territoires,” for the *Africa Place Marketing International Conference*, Casablanca, Morocco, 18 January, 2018.

Organizational comity member of the conference of M. Bennouna, Judge at the International Court in The Hague: “Justice à l’international et Droit Humain”, Université Hassan II, Casablanca, Morocco, 23 May, 2017

Organizational comity member of Sourire de Reda Conference with Pr. B. Mishara, (Université de Québec) “Prévention et Intervention en Situation de Crise Psychologique”, Université Hassan II, Casablanca, Morocco, 12 Novembre, 2016

### **Membership of Academic Associations**

---

American Marketing Association

Association for Consumer Research

Association Française du marketing

Diana International Research Institute (DIRI), Babson College

Groupe d’Intérêt Thématique de l’Association Française du Marketing : Distribution dans les Pays Émergents

International Society of Markets and Development

Réseau de Recherche Marketing pour les Pays d’Afrique

### **Languages**

---

French (native language), English, Spanish, Dutch, Moroccan dialect (Arabic)



## VITA

**NAME** Srinivas Venugopal

**TITLE** Associate Professor and the Donald and Gabrielle McCree  
Endowed Professor in Business  
Grossman School of Business  
University of Vermont

**HOME ADDRESS** 61 Jakes Way, Williston, VT 05495

**PHONE** (217) 979-6709

**OFFICE ADDRESS** Grossman School of Business  
Kalkin # 211  
55 Colchester Ave.  
Burlington, VT 05405  
Tel.: 802-656-9539; e-mail: svenugop@uvm.edu

**EDUCATION**

**Doctor of Philosophy (May 2016)**  
Major Field: Marketing  
University of Illinois at Urbana-Champaign

**Masters in Business Administration (08/2009 – 05/2011)**  
Major Field: Marketing  
University of Illinois at Urbana-Champaign

**Bachelor of Engineering (09/2001 – 05/2005)**  
Major Field: Electrical and Electronics Engineering  
Anna University, Chennai, India

### POSITIONS HELD

*Academic Director* – SI-MBA, University of Vermont, 06/01/2024 – Present.

*Donald and Gabrielle McCree Endowed Professor in Business*, 01/01/2024-Present.

*Associate Professor* – Grossman School of Business, University of Vermont, 8/2022 – Present.

*Assistant Professor* – Grossman School of Business, University of Vermont, 8/2016 – 7/2022.

*Graduate Assistant* – Department of Business Administration, University of Illinois at Urbana-Champaign, 10/2009 – 5/2016.

*Social Entrepreneur* – Indian Institute of Technology Madras’s Rural Technology and Business Incubator, India, 06/2007–02/2009.

*Programmer Analyst* – Cognizant Technology Solutions, Chennai, India, 10/2005-05/2007.

## **HONORS**

AMA-MASSIG emerging scholar award, 2024.

AMA-EBSCO award for responsible research in marketing (\$1000), 2022-2023.

Selected for Valente Seminar at Bentley University (\$ 2000), 2021-2022.

Transformative Consumer Research Grant (\$1500), 2021.

SI-MBA Professor of the year award, University of Vermont, 2020, 2021 & 2022.

Dean's Scholarship Excellence Award (\$5000), University of Vermont, May 2020.

Office of Vice President of Research (OVPR) Express Grant (\$3000), University of Vermont, 2016-2017.

List of teachers ranked outstanding by their students, University of Illinois Urbana-Champaign, Spring 2016 and Summer 2014.

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

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

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

List of Teachers Ranked Excellent by Their Students, University of Illinois Urbana-Champaign, Spring 2015.

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

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

Marion Jemmott Fellowship (\$6500), Taraknath Das Foundation, South Asia Institute, Columbia University, 2014-2015.

7<sup>th</sup> Annual PhD Sustainability Academy (Student participant), Western University, 2014.

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

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

Richard D. and Anne Marie Irwin Fellowship, University of Illinois Urbana-Champaign, 2013-2014.

The Albert Haring Doctoral Symposium (discussant), Indiana University, 2013.

Walter H. Stellner Doctoral Fellowship, University of Illinois at Urbana-Champaign, 2011-2013.

Dr. Avinish Chaturvedi Memorial Student Ambassador Award in Marketing, University of Illinois Urbana-Champaign, 2011 – 2012.

Winner, 4th Base of the Pyramid Narrative Competition, Center for Sustainable Global Enterprise, Cornell University, 2010-11.

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

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

## **RESEARCH AND TEACHING INTERESTS**

**Research Interests:** Consumption and Entrepreneurship in Subsistence Marketplaces

**Teaching Interests:** Marketing Strategy, Sustainable Marketing, Entrepreneurial Marketing, Marketing Management, B2B Marketing

**PUBLICATIONS** [n = 20; google scholar citations = 1047; h-index = 16]

### **Articles in Refereed Journals**

**Venugopal, Srinivas** and Robert Arias (2024), “Institutional Coadaptation Work: How Refugees and Provisioning Institutions Coadapt in Pursuit of Consumption Adequacy,” *Journal of Public Policy & Marketing*, doi: 07439156241258490.

**Venugopal, Srinivas**, Sarthak Mohapatra and Anaka Aiyar (2024), “Crafting Climate Solutions for Nature-Dependent Subsistence Communities: A Dignity-Centric View,” *Journal of Macromarketing*.

**Venugopal, Srinivas** and Ronika Chakrabarti (2022), “How Subsistence Communities Reconfigure Livelihood Systems in Response to Climate Change: A Coupled-Systems Perspective,” *Journal of Macromarketing*, 42(2), 292-307.

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.

\*Winner of the AMA-EBSCO award for responsible research in Marketing 2023

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.

**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).

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.

### **Invited Journal Articles**

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]

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

### **Book Reviews**

**Venugopal, Srinivas** (2013), Book Review. Business and community: The Story of Corporate Social Responsibility in India. *Enterprise and Society*.

### **Books**

Voices From Subsistence Marketplaces ([Amazon](#)), (Co-authors: Madhu Viswanathan; Tom Hanlon and John Hedeman)

## WORK IN PROGRESS

Jayashankar, Priyanka, **Srinivas Venugopal** and Madhubalan Viswanathan, "How Institutional Entrepreneurs Work Nested Institutions to Foster Market Inclusion", Stage: Writing the 1st draft; Target: *Journal of the Academy of Marketing Science*.

Doshi, Vijayta and **Srinivas Venugopal**, "Crossing the Threshold of the House: How Women Entrepreneurs Enact Spatial Mobility Work", Stage: Writing the 1st draft; Target: *Entrepreneurship Theory and Practice*.

**Venugopal, Srinivas** and Madhubalan Viswanathan, "Understanding the Impact of Marketplace Literacy Education on Women's Well-Being in Subsistence Marketplaces," data analysis in progress.

## UNPUBLISHED PRESENTATIONS

### Conference Presentations (n=24)

Jayashankar, Priyanka and Srinivas Venugopal, "How Institutional Entrepreneurs Work Nested Institutions to Foster Market Inclusion", *Academy of Management*, Seattle, Aug 2022.

Jayashankar, Priyanka and **Srinivas Venugopal**, "How Institutional Entrepreneurs Work Nested Institutions to Foster Market Inclusion", Subsistence Marketplaces Conference, June 2020.

"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, December 2019*.

"Negotiated Agency in the Face of Consumption Constraints: A Study of Women Entrepreneurs in Subsistence Contexts," *44<sup>th</sup> Annual Macromarketing Conference, Cleveland, June 2019*.

"Adapting Traditional Livelihood Practices in the Face of Environmental Disruptions in Subsistence Communities," *7<sup>th</sup> Subsistence Marketplaces Conference, Champaign, IL, June 2018*.

"Content, construct, and discriminant validity: Items and the changed meaning of a construct," *Academy of Management Conference, Atlanta, GA, Aug 2017*.

"Breaking Through Institutional Barriers: Consumption Crisis as a Driver of Negotiated Agency among Female Subsistence Entrepreneurs," *6<sup>th</sup> Subsistence Marketplaces Conference, Champaign, IL, June 2016*.

- “When Two Worlds Meet: Institutional Merging in Subsistence Marketplaces and Implications for Marketing Management,” *40<sup>th</sup> Annual Macromarketing Conference, Chicago, June 2015.*
- “Institutional Merging In Subsistence Marketplaces: Implications for Marketing Management,” *North American Society for Marketing Education in India, Chennai, December 2014.*
- “Institutional Merging In Subsistence Marketplaces: Implications for Marketing Management,” *Summer AMA, San Francisco, August 2014.*
- “Institutional Merging In Subsistence Marketplaces: Implications for Marketing Management,” *5<sup>th</sup> Subsistence Marketplaces Conference, Champaign, IL, June 2014.*
- “Micro-Enterprise Ecosystems in Subsistence Marketplaces,” *North American Society for Marketing Education in India, Chennai, December 2013.*
- “Consumer Negotiation and Acquisition at the Bottom-of-the-Pyramid: The Case of Women Market Traders,” with Shikha Upadhyaya, *Association of Consumer Research Conference, Chicago, 2013.*
- “Intertwined Destinies: How Subsistence Entrepreneurs Use Social Capital to Overcome Constraints and Uncertainties,” *Anthropology of Markets & Consumption Conference, Irvine, March 2013.*
- “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, February 2013.*
- “Intertwined Destinies: How Subsistence Entrepreneurs Use Social Capital to Overcome Constraints and Uncertainties,” *North American Society for Marketing Education in India, Chennai, December 2012.*
- “Intertwined Destinies: How Subsistence Entrepreneurs Use Social Capital to Overcome Constraints and Uncertainties,” *Association of Consumer Research Conference, Vancouver, October 2012.*
- “Education For and About Subsistence Marketplaces,” *Globalizing Education in the 21st Century: The Bologna Reform and Beyond conference, Champaign, October 2012.*
- “Intertwined Destinies: How Subsistence Entrepreneurs Use Social Capital to Overcome Constraints and Uncertainties,” *4<sup>th</sup> Subsistence Marketplaces Conference, Chicago, July 2012.*
- “Micro-Enterprise Ecosystems In Subsistence Marketplaces,” *4<sup>th</sup> Subsistence Marketplaces Conference, Chicago, July 2012.*

“Exploring the Impact of Constraints and Uncertainty on Consumer’s Cognition, Emotion, and Behavior,” 4<sup>th</sup> *Subsistence Marketplaces Conference, Chicago, July 2012.*

“Micro-Enterprise Ecosystems in Subsistence Marketplaces,” *4th Great Lakes NASMEI Marketing Conference, Tamil Nadu, December 2011, (Presentation not delivered due to extreme weather conditions).*

“Emergent Subsistence Enterprises,” 3<sup>rd</sup> *Subsistence Marketplaces Conference, Chicago, July 2010.*

“Engagement With Emergent Entrepreneurship In Subsistence Marketplaces: Insights From An Educational Enterprise in South India,” *4th Great Lakes NASMEI Marketing Conference, Tamil Nadu, December 2010.*

## **SERVICE**

### **Board Member**

Manuscript review board member, *Journal of Macromarketing* (ABDC A).

Editorial board member, *Journal of Consumer Affairs* (ABDC A).

Advisory board member, *Transformative Consumer Research* (2018-2021)

Board member, Marketplace Literacy Program.

### **Guest Editor**

Special issue of *Journal of Consumer Affairs* on Subsistence Marketplaces.

### **Initiatives**

Co-Founder (with Ante Glavas and Dita Sharma), Annual GSB Teaching Café.

GSB’s representative (with Joanne Pencak) to UVM’s Social Justice Institute.

### **Conference Organizer**

Chair, Track on “Addressing Emerging Health Issues in Subsistence Marketplaces: The Challenge of Rising Obesity”, *Transformative Consumer Research Conference, London, June 2023.*

Chair, Track on ‘Subsistence Marketing & Development’, *Macromarketing Conference, Bogota, July 2020.*



Chair, Track on 'Subsistence Marketing & Development', Macromarketing Conference, Cleveland, June 2019.

Chair, Track on 'An Intersectionality Perspective of Climate Change, Global Value Chains and Vulnerable Consumers'. Tallahassee, Florida, May 2019.

Conference Chair, 7th Subsistence Marketplaces Conference, Champaign, June 2018.

Conference Chair, First Subsistence Marketplaces Immersion Conference, Jan 2018.

Chair, Subsistence Entrepreneurship Track, 6<sup>th</sup> Subsistence Marketplaces Conference, Champaign, June 2016.

Chair, Subsistence Marketplaces Track, 40th Annual Macromarketing Conference, Chicago, June 2015.

Chair, Junior Scholar Mentorship Session, 5<sup>th</sup> Subsistence Marketplaces Conference, Champaign, June 2014.

### **Advising**

Doctoral Thesis Committee, Sri Devi (TISS), Sarthak M. (IIMC)

Undergraduate Thesis Advisor, Michael Chan and Luke Wilcox.

## **ABRIDGED VITA – MADHUBALAN VISWANATHAN**

Madhu Viswanathan (B.Tech, Mechanical Engineering, IIT, Madras, 1985; Ph.D., Marketing, University of Minnesota, 1990) is Professor of Marketing, College of Business Administration, Loyola Marymount University (2019-), and Professor Emeritus, University of Illinois, Urbana-Champaign (1990-2019). His research programs are on measurement, and subsistence marketplaces. He has authored several books including Measurement Error and Research Design (Sage, 2005), Enabling Consumer and Entrepreneurial Literacy in Subsistence Marketplaces (Springer, 2008), Subsistence Marketplaces (2013), and Bottom-Up Enterprise (2016). He pioneered the area of subsistence marketplaces, taking a bottom-up approach to poverty and marketplaces ([www.business.illinois.edu/subsistence](http://www.business.illinois.edu/subsistence)), through symbiotic academic-social enterprise. He founded and directs the Marketplace Literacy Project ([www.marketplaceliteracy.org](http://www.marketplaceliteracy.org)), pioneering consumer, entrepreneurial and sustainability literacy education that has reached more than 100,000 women across four continents. He has taught courses on research methods, subsistence, and sustainability to thousands of students in-person and on-line. He has created innovative curricular content for educators and learners relating to bottom-up immersion, design, innovation and enterprise ([www.subsistencemarketplaces.org](http://www.subsistencemarketplaces.org)). He teaches Business For Good for all incoming undergraduate students. He is Founding Editor-In Chief, Subsistence Marketplaces – a journal and web portal (2021-). He has served on the Livelihoods Advisory Board of UNHCR. He served as Faculty Advisor for the online iMBA, University of Illinois (2015-16), leading the team that launched the program, designing and implementing key curricular policies and innovations. He has served as Chair, Consumer Behavior Special Interest Group, American Marketing Association; Secretary-Treasurer, Society for Consumer Psychology; Associate Editor, Journal of Public Policy and Marketing; and Director of Graduate Studies, Business Administration, University of Illinois. His work has been recognized with numerous awards.

### **POSITIONS AT COLLEGES & UNIVERSITIES**

Professor, Loyola Marymount University, College of Business Administration, Los Angeles, CA, 2019-.

Diane and Steven N. Miller Centennial Professor in Business - Department of Business Administration (Marketing), University of Illinois, Urbana-Champaign, 2012-2019.

Assistant Professor (1990-98), Associate Professor (1998-2009), Professor (2009-2012) - Department of Business Administration (Marketing), University of Illinois, Urbana-Champaign, Research Assistant/Teaching Assistant/Fellow - Department of Marketing, Carlson School of Management, University of Minnesota, 1985-90.

## **SELECTED POSITIONS IN ACADEMIC ORGANIZATIONS**

Founding Editor-In-Chief, Subsistence Marketplaces, Journal and Portal, 2021-.

Associate Editor, Journal of Public Policy and Marketing, June, 2009-12.

Conference Chair or Director, Eight Biennial Subsistence Marketplaces Conferences, 2006-2018; Three Bottom-Up Immersion Subsistence Marketplaces Conferences, 2018-2024; Four Virtual Bottom-Up Immersion Subsistence Marketplaces Conferences, 2020-2023.

Conference Chair, Transformative Consumer Research Conference, Philadelphia, June, 2009.

Conference Chair, American Marketing Association Winter Marketing Educators' Conference, Scottsdale, February, 2001.

Conference Chair, Annual Conference of the Society for Consumer Psychology, St. Petersburg, February, 1999.

Secretary-Treasurer, Society for Consumer Psychology, 2001-2002.

Membership Chair, Society for Consumer Psychology, 1999-2000.

Chair, Consumer Behavior Special Interest Group, American Marketing Association, 1996-2000.

## **HONORS**

AMA-EBSCO-RRBM Annual Award for Responsible Research in Marketing, Distinguished Winner, 2024.

Financial Times Responsible Business Education Award, 2024.

AMA-EBSCO-RRBM Annual Award for Responsible Research in Marketing, 2023.

Best Paper Runner-Up, MSI/Paul Root Award, Journal of Marketing, 2022.

Best Paper Runner-Up, Harold H. Maynard Award, Journal of Marketing, 2022.

Academy of International Business, Inaugural Teaching Innovation Award, 2021.

Lifetime Achievement Award, AMA Marketing and Society Special Interest Group (MASSIG), 2021.

William Wilkie Marketing For a Better World Award, American Marketing Association, 2021.

William Wilkie Marketing For a Better World Award, American Marketing Association, 2021.

Reimagining Bottom-Up Sustainability Education, Gies College of Business, Bronze Winner, North America Regional Award, Reimagine Education, 2018.

Coursera Outstanding Educator Transformation Award, 2017.

University Professional and Continuing Education Association (UPCEA) International Leadership Award, 2017.

Faculty Speaker, Fall New Student Convocation, University of Illinois, 2015.

Pearson Prentice Hall Solomon-Marshall-Stuart Award for Innovative Excellence in Marketing Education, AMA Teaching and Learning SIG, 2015.

Outstanding Marketing Teacher, Academy of Marketing Science, 2014.

Member, Livelihood Advisory Board, United Nations Refugee Agency (UNHCR), 2014-.

Sustainability Fellow, University of Illinois, Urbana-Champaign, 2013-14.

Campus Award for Excellence in Public Engagement, University of Illinois, Urbana-Champaign, 2013.

Sheth Distinguished Faculty Award for International Achievement, University of Illinois, Urbana-Champaign, 2013.

Diane and Steven N. Miller Professor in Business - Department of Business Administration (Marketing), University of Illinois, Urbana-Champaign, 2012-.

Best Professor in Entrepreneurial Leadership, World Education Congress, Mumbai, 2012.

Campus Award for Excellence in Graduate and Professional Teaching, University of Illinois, Urbana-Champaign, 2012.

Richard Pollay Prize for Intellectual Excellence in the Study of Marketing in the Public Interest, Sauder School of Business, University of British Columbia, 2012.

Honorable Mention Award, Dr. Alfred N. and Lynn Manos Page Prize for Sustainability Issues in Business Curricula, University of South Carolina, 2011.

Inc. Magazine Best Entrepreneurship Courses (Sustainable Product and Market Development for Subsistence Marketplaces), 2011.

Best Paper Runner-Up, MSI/Paul Root Award, Journal of Marketing, 2010.

Best Paper Runner-Up, Harold H. Maynard Award, Journal of Marketing, 2010.

Best Paper Winner, Thomas C. Kinnear/Journal of Public Policy and Marketing Award, 2007-2009.

Bharat Gaurav (India Pride) Award, India International Friendship Society, Delhi, India, 2010.  
Commencement speaker, Parkland College, Champaign, 2010.  
Alumni Award for Excellence in Graduate Teaching, College of Business, Chicago, 2010.  
Keynote speaker, International Symposium, Foundation for Advanced Studies on International Development/Ministry of Foreign Affairs, Japan, 2009.  
International Humanitarian Award, Champaign-Urbana, 2008.  
Social Entrepreneurship Award, Innovation Celebration, University of Illinois and Champaign County Economic Development, 2008.  
Finalist for Best Paper Award and Article in Best Paper Proceedings, Academy of Management Conference, 2007, Philadelphia.  
Excellent Instructor, Incomplete List of Excellent Instructors, University of Illinois, Numerous occasions.

### **EDITORIAL SERVICE**

Editor - Special Issues of Journal of Business Research on Subsistence Marketplaces, 2012, and 2010; Special Issue/Section of Journal of Macromarketing and Journal of Marketing Management on Subsistence Marketplaces, 2014, Special Issue/Section of Journal of Public Policy and Marketing, 2015, 2017, Special Section of Journal of Consumer Affairs, 2020.  
Associate Editor - Journal of Public Policy and Marketing, 2009-12.  
Editorial Review Board - Journal of Consumer Psychology, 1999-, Journal of Consumer Research, 2002-2005, Journal of Macromarketing, 2007, Psychology and Marketing, 1999-2009.

### **SELECTED PUBLICATIONS**

#### *Books*

Viswanathan, Madhubalan (2016), Bottom-Up Enterprise: Insights from Subsistence Marketplaces, eBookpartnership, and Stipes Publishing.  
Viswanathan, Madhubalan (2013), Subsistence Marketplaces, eBookpartnership eText, and Stipes Publishing.  
Viswanathan, Madhubalan, S. Gajendiran, and R. Venkatesan (2008), Enabling Consumer and Entrepreneurial Literacy in Subsistence Marketplaces, Springer.  
Viswanathan, Madhubalan (2005), Measurement Error and Research Design, Sage Publications.

Viswanathan, Madhu, and Coauthors, (2018). *Teaching Marketplace Literacy: A Script Manual: Universal Edition*. Champaign, IL: Subsistence Marketplaces Initiative, CreateSpace; translated to Spanish.

*Articles in Refereed Journals*

Viswanathan, Madhu, Arun Sreekumar, Srinivas Sridharan, and Gaurav Sinha “Addressing The Grand Challenge of Poverty and Inequality Through The Bottom-Up Marketing Approach: Lessons from Subsistence Marketplaces and Marketplace Literacy (2024),”, *Journal of the Academy of Marketing Science*, <https://doi.org/10.1007/s11747-024-01022-z>.

Ray, William C., Adrian Rajah, Hope Alexander, Brianna Chmil, Robert Wolfgang Rumpf, Rajan Thakkar, Madhubalan Viswanathan, and Renata Fabia (2022), “A 1 % TBSA Chart Reduces Math Errors While Retaining Acceptable First-Estimate Accuracy,” *Journal of Burn Care and Research*, 43(3), 665-678.

Echambadi, Raj, Arshad Saiyed, Norma Scagnoli, and Madhubalan Viswanathan (2022), “Launching An Online Business Program at Scale: A Retrospective Case Study of Disruptive Innovation Before The Pandemic,” *Journal of Management Education*, 46(4), 751-777.

Viswanathan, Madhubalan, Nita Umashankar, Arun Sreekumar, and Ashley Goreczny (2021), “Marketplace Literacy as a Pathway to a Better World: Evidence from Field Experiments in Low-Access Subsistence Marketplaces,” *Journal of Marketing*, 85 (3), 113-129, Best Paper Runner-Up, MSI/Paul Root Award, 2021, Best Paper Runner-Up, Harold H. Maynard Award. 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, Sara Baskentli, Samanthika Gallage, Maria Grigortsuk, Diane Martin, and Saroja Subrahmanyam (2020), “A Demonstration of Symbiotic Academic-Social Enterprise in Subsistence Marketplaces: Researching and Designing Customized Sustainability Literacy Education in Tanzania,” *Journal of Public Policy and Marketing*, 40 (2), 245-261.

Venugopal, Srinivas, and Madhubalan Viswanathan (2019), “Implementation of Social Innovations in Subsistence Marketplaces: A Facilitated Institutional Change Process”, *Journal of Product Innovation Management*, 36 (3), 800-823.

Viswanathan, Madhubalan, Ronald Duncan, Maria Grigortsuk, and Arun Sreekumar (2018), “A

Bottom-Up Approach to Understanding Low-Income Patients: Implications for Health-Related Policy,” *Journal of Law, Medicine and Ethics*, 46 (3), 658-664.

Viswanathan, Madhu, Ujwal Kayande, Richard Bagozzi, Shirley Cheng, and Sam Reithmuller (2017), “Impact of Questionnaire Format on Reliability, Validity, and Hypothesis Testing,” *TPM - Testing, Psychometrics, Methodology in Applied Psychology*, 24 (4), 465-98.

Jones-Christensen, Lisa, Enno Siemsen, Oana Branzei, and Madhubalan Viswanathan (2017), "Data in Danger: From Intermediation to Interdependency in Extreme Research Settings" in *Strategic Management Journal*, 38, (2), 471-82.

Jung, K., S. Shavitt, M. Viswanathan, and J. Hilbe (2014), “Female Hurricanes Are Deadlier Than Male Hurricanes,” *Proceedings of the National Academy of Sciences*, 111 (24), 8782 – 8787.

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.

Viswanathan, Madhubalan, Jose Antonio Rosa, and Julie Ruth, “Exchanges in Marketing Systems: The Case of Subsistence Consumer Merchants in Chennai, India,” *Journal of Marketing*, 74 (May), 1-18 (Lead article; Best Paper Runner-Up, MSI/Paul Root Award, 2010, Best Paper Runner-Up, Harold H. Maynard Award, 2010).

Viswanathan, Madhubalan, Lan Xia, Carlos Torelli, and Roland Gau (2009), “Literacy and Consumer Memory,” *Journal of Consumer Psychology*, 19, 389–402.

Viswanathan, Madhubalan, Manoj Hastak, and Roland Gau (2009), “Enabling Processing of Nutritional Labels Among Low-Literate Consumers,” *Journal of Public Policy and Marketing*, 28 (2) Fall 2009, 135–145 (Best Paper Winner, Thomas C. Kinnear/Journal of Public Policy and Marketing Award, 2007-2009).

Viswanathan, Madhubalan, Jose Antonio Rosa, and James Harris (2005), “Decision-Making and Coping by Functionally Illiterate Consumers and Some Implications for Marketing Management,” *Journal of Marketing*, 69(1), 15-31.