

## Alladi Venkatesh

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### Education:

Ph.D. (Management) - Syracuse University  
Major: Marketing  
Minor: Computer Science  
M.B.A. - Syracuse University

### Present Position:

Professor  
The Paul Merage School of Business  
University of California, Irvine

### Courtesy and Honorary Appointments

Honorary Professor, Stockholm School of  
Economics (2001-)  
Honorary Professor, Odense University, Denmark  
(1998-2003)

### Fellowships and Other Positions:

June 2013 – Faculty Fellow – York University,  
Canada, Doctoral consortium

June 2011 – Faculty Fellow – Bilkent University,  
Ankara, Turkey

2007-2011 Associate Director  
CRITO (Center for Research on Information  
Technology and Organizations)  
University of California, Irvine

2007 Research Faculty Fellow  
MICORE (Mudra Institute of Communications  
Research) (India)

*1997, Research Faculty, Nordic Doctoral  
Consortium on Consumer Research, Stockholm*

1995, European Doctoral Consortium on Qualitative Research, Teaching Faculty, Brussels.

1993, Visiting Professor, Institut for Afstætningsøkonomi, Odense University, Denmark.

1992-1993, Senior Research Fellow, American Institute of Indian Studies (National Endowment for Humanities), University of Chicago/AIIS.

1988-89 Visiting Scholar, University of California, Berkeley.

Research Interests:

Social Media, - Social Impacts and Consumer Issues;  
Household Technology Adoption and Diffusion,  
Cultural Markets

**Honors/Awards/Recognitions**

- 2017 –Conference Co-Chair, Consumer Culture Theory Conference July 2017.
- 2014 –Scholar in Residence, Indian Institute of Management, Calcutta, India, April 2014
- 2013 – Key Note Speaker, Management Innovation Conference, Aalto University, Helsinki, Finland, December 2013
- 2013 -Key Note Speaker, International Conference on Customer Relationship Marketing, Rennes, France, September 2013
- 2013 – Special Issue Co-Editor, Virtual Worlds, *Journal of Marketing Management*, (Issue Forthcoming in 2015)
- 2012 – Special Issue Editor , India as an Emerging Market, *Journal of Macromarketing*, September Issue.
- 2010 – Key Note Speaker – Association of Consumer Research Doctoral Workshop, University of Strathclyde, Scotland.
- 2009 – Thought Leader e-Retail Marketing Workshop, Texas A&M University
- 2009 – Distinguished Faculty Service Award, Paul Merage School of Business, University of California, Irvine.
- 2005-2007 President, Home Informatics and Telematics (HOIT), International Federation of Information Processing.
  
- 2006 Marketing Science Institute’s publication “Essential Readings in Marketing” (p.92) lists my 1995 *Journal of Consumer Research* article as one of 31 under the topic Research Tools.
  
- 2006, Special Issue Editor, *The Information Society* (Vol 22, No. 4) Topic - Information and Communication Technologies in Everyday Life.

- 2005 (April) Key Note Speaker, Home Informatics and Telematics Conference, York University, UK
- 2004 (May) Keynote Speaker, Yonsei University/Samsung, Korea Conference on Home of the Future.
- 2003 Doctoral Teaching Award presented by the PhD students, Graduate School of Management UC Irvine.
- 2001 Appointed Honorary Professor, Stockholm School of Economics, Stockholm, Sweden.
- 1998 **Best Article Published in the *Journal of Consumer Research***, Annual Award Presented at the Association for Consumer Research Conference, Montreal for an article which appeared in the December 1995 Issue.
- 1998 Appointed Adjungerad Professor, Odense University, Denmark.
- 1998 Guest Editorship, *European Journal of Marketing*, Special Issue on Marketing in Cyberspace (July/August Issue).
- 1998 Nordic Consortium on Consumer Research, Invited Research Faculty, Sweden.
- 1997 One of 100 best articles on Consumer Culture - Tufts University, Global Development Project 1997, Published in an edited volume, "The Consumer Society," (1997).
- 1997, Invited Guest Speaker, The Aspen Institute Forum on Diversity and the Media, Washington D.C.
- 1995 Keynote speaker, IFIP Conference on Information Technology, Amsterdam, August 1995.
- 1995 One of the six invited panelists at the INTEL Research Forum on the "Home of the Future.".
- 1995 Distinguished Faculty Service Award, Graduate School of Management, May 1995.
- 1993-1994 Anderson Faculty Research Award, Graduate School of Management, University of California, Irvine.
- 1993 Intra-Mural Visiting Scholar, Indian Institute of Technology, Madras, India.
- 1992-1993 Senior Research Fellow, American Institute of Indian Studies (1992-93), University of Chicago/AIIS, New Delhi.

1985 Ph.D. Dissertation selected in a National Competition as one of seven published by Praeger Publishers under the special Landmark Dissertation Series in Women's Studies.

1981 Best Paper on Industrial Marketing at the Annual Conference of the Academy of Marketing Science, Miami, 1981

1980 First Prize, Philip Morris National Marketing Communications Competition.

1978-79 First Prize, Marketing Research competition sponsored on a nationwide basis by the Wickes Corporation, Saginaw, MI.

1976 Won the Doctoral Research Proposal Award, given by the American Marketing Association in a National Competition.

1971 Elected Beta Gamma Sigma (Business Honor Society based on 3.9/4.0 GPA).

## **PUBLICATIONS**

### **[A] BOOKS**

B06. Samantha Cross, Cecilia Ruvalcaba, Alaldi Venkatesh and Russell Belk (Eds) (2018 – Forthcoming) ***Research in Consumer Behavior*** (2018 - Forthcoming) Emerald Publishing

B05. Olga Kravets, Pauline Maclaran Steven Miles and Alladi Venkatesh (2018 - Forthcoming) ***Handbook of Consumer Culture***, SAGE Publications

B04: Alladi Venkatesh, David Crockett, Samantha Cross and Steven Chen (2017), ***Ethnography in Marketing and Consumer Research***, ***POW*** Publishers.

B03. Alladi Venkatesh, Timothy Gonsalves, Andrew Monk, and Kathy Buckner (eds) (2007), ***Home Informatics an Telematics: ICT for the Next Billion***, NY. Springer.

B02. Russell Belk, Nikhilesh Dholakia, and Alladi Venkatesh (eds) (1996), ***Consumption and Marketing: Macro Dimensions***, South Western Publishing.

B01. Alladi Venkatesh (1985), ***The Significance of the Women's Movement to Marketing***, Praeger Publishers. (Was selected in a National Competition as part of Landmark Dissertation Series on Women's Studies. Only selection from the field of Management. Series edited by Prof. Annette Baxter of Columbia University.)

## [B] ARTICLES

126. Alladi Venkatesh (2017 – Forthcoming) Market Value of Diversity and Ethnicity: A Cultural Analysis of African American Media Consumption and Representation, in John F. Sherry, Jr. and Eileen Fischer (eds) *Contemporary Consumer Culture Theory*, eds., NY: Routledge .
125. Alladi Venkatesh and Duygu Akdevelioglu (2017 - Forthcoming) Social Media Consumer as Digital Avatar, in Margit Keller, Bente Halkier, and Terhi-Anna Wilska, Monica Truninger (eds) *Routledge Handbook on Consumption* (Routledge International Handbooks)
124. Laurie A. Meamber, Annamma Joy and Alladi Venkatesh, (2017 - Forthcoming) Fashion in Consumer Culture, Margit Keller, Bente Halkier, and Terhi-Anna Wilska, Monica Truninger (eds) *Routledge Handbook on Consumption* (Routledge International Handbooks)
123. Alladi Venkatesh (2016) Social Media, Digital Self and Privacy: A Socio-Analytical Perspective of the Consumer as the Digital Avatar, *Journal of the Association of Consumer Research*, July (V1. No. 3) 378-391 19:5.
122. Kristen Schiele & Alladi Venkatesh (2016) Regaining control through reclamation: how consumption subcultures preserve meaning and group identity after commodification, *Consumption Markets & Culture*, 19:5, 427-450.
122. Cecilia Ruvalcaba and Alladi Venkatesh (2015), “An Ethnoconsumerist Approach to Hispanic Small Business’ adoption of internet technology,” in Ahmad Jamal, Lisa Penaloza and Michel Laroche (eds), *The Routledge Companion to Ethnic Marketing*, , 117-131.
121. Alladi Venkatesh and Lisa Penaloza (2014), “The Value of Value in CCT,” *Marketing Theory*, March 2014 (V14, No 1), 135-138.
120. Steven Chen and Alladi Venkatesh (2013), “An Investigation of How Design-Oriented Organisations Implement Design Thinking,” *Journal of Marketing Management*, 29 (15-16), November, 1680-1700.
- 119 Michael Saren, Tracy Harwood, Janet Ward and Alladi Venkatesh (2013), “Marketing Beyond the Frontier? Researching the New Marketing Landscape of Virtual Worlds,” *Journal of Marketing Management* 29, (13-14)1435-1442, Special Issue.
118. Eric Shih, Alladi Venkatesh, Steven Chen, and Erik Kruse (2013,) “Dynamic Use Diffusion Model in a Cross-National Context: A Comparative Study of the United

- States, Sweden, and India,” *Journal of Product Innovation and Management* 30(1):4–16.
117. Lauren Louie and Alladi Venkatesh (2013), “Social Media as a Cultural Landscape,” in 2013 AMA Winter Marketing Educators’ Conference Proceedings: *Challenging the Bounds of Market Thought*, Vol 24, Ed. Jim Burroughs and Aric Rindfleisch, Las Vegas: NV: American Marketing Association, 418-424.
  116. Alladi Venkatesh and Debora Dunkle (2013), “Digitizing Physical Objects in the Home.” in Russell Belk and Russell W. Belk and Rosa Llamas (Eds) *The Routledge Companion to Digital Consumption*, 13-27.
  115. Alladi Venkatesh, Seema Khanwalkar, Lynda Lawrence, Steven Chen (2013), ”Ethnoconsumerism and cultural branding: designing "Nano" car”, *Qualitative Market Research: An International Journal*, Vol. 16, 1 pp. 108 – 119.
  114. Alladi Venkatesh, Theresa Digerfeldt-Månsson, Frédéric F. Brunel, and Steven Chen (2012), “Design Orientation: a Grounded Theory Analysis of Design Thinking and Action,” *Marketing Theory* 12: 289-309.
  113. Alladi Venkatesh, (2012) “Special Issue on India: Macromarketing Perspectives – Guest Editorial.” *Journal of Macromarketing* 32(3) 247-25.
  112. Annamma Joy, John F. Sherry, Jr., Alladi Venkatesh, Jeff Wang, Ricky Chan (2012) “Fast Fashion, Sustainability, and the Ethical Appeal of Luxury Brands,” *Fashion Theory*, V16, #3, 273-296.
  111. Alladi Venkatesh and Nivein Behairy (2012) “Young American Consumers and New Technologies: Everyday Life in the Digitally Networked World,” in *Mike Molesworth and Janice Denegri-Knott (eds), Digital Virtual Consumption* (eds),Routledge, 29-45.
  110. Alladi Venkatesh, Debora Dunkle and Amanda Wortman (2011) “Home Computer Uses and Impacts – Family Life, Children and Feminization of Computing,” in Richard Harper (ed) *At Home With Smart Technologies*, Springer, 57-78.
  109. Burcak Ertimur and Alladi Venkatesh (2010), “Opportunism in Co-production: Implications for Value Creation,” *Australasian Marketing Journal*, 18 (November), 256-263.
  108. Paschalina (Lilia) Ziamou, Stephen Gould, and Alladi Venkatesh (2011) “Am I Getting It or Not?” The Practices Involved in ‘Trying to Consume’ a New Technology”, *Journal of Product Innovation and Management*, 29 \*2), 216-228.

107. Alladi Venkatesh, Annamma Joy, John F. Sherry Jr., and Jonathan Deschenes (2010) "The Aesthetics of Fashion, Body and Identity Formation," *Journal of Consumer Psychology*, 20(4), October, 459-470.
106. Venkatesh Shankar, Alladi Venkatesh, Charles Hofacker, Prasad Naik (2010), "Mobile Marketing in the Retailing Environment: Current Insights and Future Research Avenues" *Journal of Interactive Marketing*, 24(2), May, 111-120.
105. Annamma Joy, John F. Sherry Jr., Alladi Venkatesh, and Jonathan Deschenes (2009), "Perceiving Images and Telling Tales: A Visual and Verbal Analysis of the Meaning of the Internet," *Journal of Consumer Psychology*, V 19, No 3, July 556-566.
104. Praveen Aggarwal, Rajiv Vaidyanathan, and Alladi Venkatesh (2009) "Using Lexical Semantic Analysis to Derive Online Brand Positions: An Application to Retail Marketing Research", *Journal of Retailing*, 85 (2), June, 145-158.
103. Alladi Venkatesh (2008), "Digital Home Technologies and Transformation of the Household," *Information Systems Frontiers*, V 10, No 4, September, 391-395.
102. Alladi Venkatesh and Laurie Meamber (2008) "The Aesthetics of Consumption and the Consumer As An Aesthetic Subject," *Consumption, Markets and Culture*, 11 (1), March 45-70.
101. Maria Kniazeva and Alladi Venkatesh (2007), "Food for Thought: An Ethnography of Food Consumption in Contemporary Postmodern Culture," *Journal of Consumer Behavior*, V.6 Nov-Dec 419-435.
100. Alladi Venkatesh, Timothy Gonsalves, Andrew Monk and Kathy Buckner (eds) (2007), *Home Informatics and Telematics: ICT for the Next Billion*, NY. Springer.
99. Michael Jensen, James Danziger, and Alladi Venkatesh (2007) "Civil Society and Cyber Society: The Role of the Internet in Community Associations and Democratic Politics," *The Information Society*, Vol 23, No. 1, January-February 2007, 39-50.
98. Alladi Venkatesh (2007), "Postmodern Consumption," in George Ritzer (ed), *The Blackwell Encyclopedia of Sociology*, Vol VII (N-P), Blackwell Publishing, 3552-56.
97. Alladi Venkatesh (2006) "Introduction to the Special Issue on "ICT in Everyday Life: Home and Personal Environments" *The Information Society*, Vol. 22, No. 4, September-October, 191-194.

96. Lisa Penalzoza and Alladi Venkatesh (2006) "Further Evolving the New Dominant Logic of Marketing: From Services to the Social Construction of Markets," *Marketing Theory*, September, 6, (3), September, 299-316.
95. Alladi Venkatesh and Laurie Meamber (2006), "Arts and Aesthetics: Cultural Production and the Role of Marketing in a Postmodern World," *Marketing Theory* 6, (1), March 11-40.
94. Alladi Venkatesh, Steven Chen, and Victor M. Gonzalez (2006) "The Development of a Family Portal: Some Design Considerations," in Robert Kraut, Malcolm Brnin and Sara Kiesler (eds), *Computers, Phones and the Internet: Domesticating Information Technology*, Oxford University Press, 109-127.
93. Alladi Venkatesh, Lisa Penalzoza and A. Fuat Firat (2006), "The Market As a Sign System and the Logic of the Market," in Robert F. Lusch and Stephen L. Vargo (eds.), *The Service-Dominant Logic of Marketing: Dialog: Debate and Directions*, M.E. Sharpe, 251-265.
92. Alladi Venkatesh and Lisa Penalzoza (2006), "From Marketing to the Market: A Call for Paradigm Shift," in Jagdish N. Sheth and Rajendra Sisodia (eds), *Does Marketing Need Reform?: Fresh Perspectives on the Future*, M.E. Sharpe, 134-150.
91. Alladi Venkatesh (2005) "The Tech-Enabled Networked Home: An Analysis of Current Trends and Future Promise" in W. Dutton, B. Kahin, R. O'Callaghan, and A. Wyckoff, A. (eds), *Transforming Enterprise: The Economic and Social Implications of Information Technology*, Cambridge, Mass.: MIT Press, 413-435.
90. Markus Giesler and Alladi Venkatesh (2005), Reframing the Embodied Consumer as Cyborg: A Posthuman Epistemology of Consumption, *Advances in Consumer Research*, XXXII, 661-669.
89. Donna Hoffman, Tomas Novak and Alladi Venkatesh (2004) "Has The Internet Become Indispensable?: Empirical Findings and Model Development," *Communications of the ACM*, July, 37-44.
88. Alladi Venkatesh (2004) Book Review of Stephen Graham (Ed), *The Cybercities Reader*, London, Routledge, 2004, *New Media and Society*, February 2005, Vol 7, No. 1, 147-150.
87. Eric Shih and Alladi Venkatesh (2004) "Beyond Adoption: Development and Application of A Use-Diffusion Model," *Journal of Marketing*, January 2004, Vol. 68, No. 1, 59-72.



86. Alladi Venkatesh (2003), "The Catalog and the Webpage-- An Existential Tension," in Stephen Brown and John Sherry (eds.), *Time, Space, and the Market: Ecumenical Essays on the Rise of Retrosapes*, M. Sharpe Co.
85. Alladi Venkatesh, Victor M. Gonzalez and Steven Chen (2003), "A Study of a Southern California Wired Community: Where Technology Meets Social Utopianism," in Don Harris et. al. (eds), *Human Centered Computing: Cognitive, Social and Economic Aspects*, Lawrence Erlbaum Associates, Publishers, 1151-1155.
84. Alladi Venkatesh, Erik Kruse and Eric Shih (2003), "The Networked Home: An Analysis of Current Developments and Future Trends." *Cognition, Technology and Work*, 2003, 5 (1), 23-32.
83. Alladi Venkatesh, Eminegul Karababa and Guliz Ger (2002), "The Emergence of the Posthuman Consumer and the Fusion of the Virtual and the Real: A Critical Analysis of Sony's Ad for Memory Stick™ ," *Advances in Consumer Research*, XXIX, 446-451.
82. Alladi Venkatesh (2002), "The Internet and the World Wide Web," *Encyclopedia of Science and Technology*, 9<sup>th</sup> Edition, McGraw Hill, 358-362.
81. Alladi Venkatesh (2001), *Swedish Study on Computers and New Media Technologies in the Home, Study Based on Swedish Data* – Research Report, CRITO, UC Irvine.
80. Alladi Venkatesh, Norman Stolzoff, Eric Shih and Sanjay Mazumdar (2001), The Home of the Future: An Ethnographic Study of New Information Technologies in the Home," *Advances in Consumer Research*, Vol XXVIII, 2001, 88-96.
79. Alladi Venkatesh (2001), "A Conversation with Pierre Guillet de Monthoux," *Consumption, Markets and Culture*, Vol 4, No. 1, 1-23. 1, March, 1-23.
78. Alladi Venkatesh (2000), "Why Do You Shop? A Conversation With Judith Wilske Followed by a Photo Essay", *Consumption, Markets and Culture*, Vol 3, No, 4, 297-330.
77. Alladi Venkatesh (2000), Project NOAH II - *Preliminary Results (Computers and New Media Technologies in the Home)*, Study Based on US Data) – NSF Report.
76. Laurie Meamber and Alladi Venkatesh (2000) "Ethnoconsumerist Methodology for Cultural and Cross-Cultural Consumer Research," in S. Beckman and R.H.Elliott (eds), *Interpretive Consumer Research*, Copenhagen University Press, 2000 pp 87-108.
75. Alladi Venkatesh (2000), *Indian Study on Computers and New Media Technologies in the Home* – Research Report. CRITO, UC Irvine.

74. Alladi Venkatesh, E. Shih and N. Stolzoff (2000), "A Longitudinal Analysis of Computing in the Home Based on Census Data (1984-1997)" in Andy Sloane (ed), *The Future of Home Informatics*, Kluwer Academic Publishers (2000) pp 205-211.
73. Alladi Venkatesh (2000) "The Mode of Information and the Cultures of the Internet – A Conversation with Mark Poster" *Consumption, Markets and Culture*, Vol 3, No, 3 pp 195-213.
72. A. Fuat Firat and Alladi Venkatesh (2000), "The Play is the Thing..." Comments on Ben Fine's "Playing the Consumption Game" *Consumption, Markets and Culture*, Vol 1, 3, 297-302.
71. Alladi Venkatesh (1999), "Postmodern Perspectives in Macromarketing: An Inquiry into the Global Sign Economy and Information Economy," *Journal of Macromarketing*, 19 (2), December, 153-169.
70. Alladi Venkatesh and Eric Shih (1999), *APTRACK* - Software for Tracking Household Use of Computer and Multimedia Use (2000) (with Eric Shih) – CRITO, UC Irvine.
69. Alladi Venkatesh and Sanjoy Mazumdar (1999) "New Information Technologies in the Home: A Study of Uses, Impacts, and Design Strategies," in Thorbjørn Mann (ed) *The Power of Imagination*, Environmental Design Research Association, 1999, 216-220.
68. Laurie Meamber and Alladi Venkatesh (1999), "The Flesh is Made Symbol: An Interpretive Account of Bodily Performance Art," *Advances in Consumer Research*, Vol 26, 190-194.
67. Alladi Venkatesh (1998), "The Market Value of Diversity: A Cultural Analysis," in Amy K. Garmer (Ed.), *Investing in Diversity: Advancing Opportunities for Minorities and the Media*, The Aspen Institute, Washington D.C., 1998, 193-216.
66. Alladi Venkatesh (1998), "Post Modernism and Consumption', in Earl, P.E. and Kemp, S. (eds) *The Elgar Companion to Consumer Research and Economic Psychology*, Cheltenham, UK/Northampton, MA, Edward Elgar Publishing (1998), 458-463.
65. Alladi Venkatesh (1998), "Cybermarketscapes, Consumer Freedoms and Identities," *European Journal of Marketing*, Volume 32, 7/8, 664-676.
64. Alladi Venkatesh (1998) "Cyberculture: Consumers and Cybermarketscapes," in John F. Sherry (ed.) *Servicescapes: The Concept of Place in Contemporary Markets*," Chicago, NTC Publishing, (1998), 343-376 (This is a longer version of J6).

63. Donna Hoffman, Thomas Novak and Alladi Venkatesh (1998), "Diversity on the Internet: The Relationship of Race to Access and Usage," in Amy K. Garmer (Ed.), *Investing in Diversity: Advancing Opportunities for Minorities and the Media*, The Aspen Institute, Washington D.C.125-192.
62. Alladi Venkatesh, Laurie Meamber, A Fuat Firat (1997), "Cyberspace as the Next Marketing Frontier (?) - Questions and Issues," in Stephen Brown and Darach Turley (Eds.), *Consumer Research: Postcards From The Edge*, Routledge, 301-321.
61. Alladi Venkatesh and Franco Nicosia (1997), "New Technologies for the Home: Development of a Theoretical Model for Household Adoption and Use," (with Franco Nicosia). *Advances in Consumer Research*, 1997, Vol XXIV, 522-28.
60. Russell Belk, Nikhilesh Dholakia and Alladi Venkatesh (eds) (1996), *Consumption and Marketing: Macro Dimensions*, South Western Publishing.
59. Alladi Venkatesh, Ruby Roy Dholakia and Nikhilesh Dholakia (1996), "New Visions of Information Technology and Postmodernism: Implications for Advertising and Marketing Communications," in W. Brenner and L. Kolbe (eds.), *The Information Highway and Private Households - Case Studies of Business Impacts*, Physica-Verlag, 319-337.
58. Alladi Venkatesh (1996) "Computers and Other Interactive Technologies for the Home," in *Communications of the ACM*, December 1996, Vol 39, 12, 47-55.
57. Rika Houston and Alladi Venkatesh (1996), The Health Care Consumption Patterns of Asian Immigrants: Grounded Theory Implications for Consumer Acculturation Theory," *Advances in Consumer Research*, Vol 23, 418-423.
56. Laurie Meamber and Alladi Venkatesh (1995), "Discipline and Practice: A Postmodern Critique of Marketing as Constituted by the Work of Philip Kotler," in B.B. Stern and G.M.Zinkhan (eds.), *Enhancing Knowledge Development in Marketing*, AMA Proceedings, Chicago, IL: American Marketing Association, 248-253, 1995.
55. A. Fuat Firat and Alladi Venkatesh (1995), "Postmodern Perspectives on Consumption," in R.W.Belk et. al., (eds.), *Consumption and Marketing: Macro Dimensions*, (South-Western Publishing) 1995, 235-265.
54. Marc Jones and Alladi Venkatesh (1995)"The Role of the Transnational Corporation in the Global Market Place," in R.W.Belk et. al, (eds.), *Consumption and Marketing: Macro Dimensions*, (South-Western Publishing), 283-310.

53. A. Fuat Firat and Alladi Venkatesh (1995), "Liberatory Postmodernism and the Reenchantment of Consumption, *Journal of Consumer Research*, (with A. Fuat Firat) 22 (3), December, 239-267. (**Best Article Award**)
- (In 1998, the article was selected as the best article to be published in the Journal of Consumer Research in 1995. The award is given three years after publication.)*
52. A. Fuat Firat, Nikhilesh Dholakia and Alladi Venkatesh (1995), "Marketing in a Postmodern World," *European Journal of Marketing*, Vol. 29, No. 1, 40-56.
51. Alladi Venkatesh (1994), "Business Beyond Modernity," *Organization*, July, Vol. 1, No.1, 1994, 19-23.
50. Annamma Joy and Alladi Venkatesh (1994), "Postmodernism, Feminism and the Body: The Visible and the Invisible in Consumer Research, *International Journal of Research in Marketing*, Vol. 11, September, 333-357.
49. Nikhilesh Dholakia, A Fuat Firat and Alladi Venkatesh (1994), "Markets without Consumers, Organizations without Work: Emergent Postmodern Forms," *Social Science Review*, (a Japanese Publication, *Shakaikagaku-Ronsyu*) Vol. 83, No. 3, 51-64.
48. Alladi Venkatesh (1994), "Cultural Dimensions of Household Technology and Use," K. Berg and K. Borreby (eds.), *Home-Oriented Informatics, Telematics and Automation*," University of Copenhagen Press, 43-49.
47. Alladi Venkatesh (1994) "Ethnoconsumerism: A New Paradigm to Study Cultural and Cross-cultural Consumer Behavior," in J.A.Costa and G. Bamossy (eds.) *Marketing in a Multicultural World*, SAGE Publications, 26-67.
46. Alladi Venkatesh and Suguna Swamy (1994), "India as an Emerging Consumer Society: A Cultural Analysis," C. Shultz, R. Belk and G.Ger (eds.), *Consumption in Marketizing Economies*, 193-224.
45. Alladi Venkatesh (1994)"Gender Identity in the Indian Context: A Socio-Cultural Construction of the Female Consumer," in J.A. Costa (ed.). *Gender and Consumer Behavior*, SAGE Publications.
44. Alladi Venkatesh (1994), "India's Changing Consumer Economy," C.Allen and D.R.John (eds.) *Advances in Consumer Research*, XXI, April, Provo: Association for Consumer Research, 323-328.
43. Alladi Venkatesh and M. Jones (1994), "A Cross-Cultural Study of Shopping Environments - USA and Denmark," in G.Albaum (ed.) "*Fourth Symposium on*

- Cross-Cultural Consumer and Business Studies*," Society for Consumer Psychology and the Association for Consumer Research.
42. A. F. Firat, John Sherry and Alladi Venkatesh (1993)"Postmodernism and the Marketing Imaginary," *International Journal of Research in Marketing*, Vol. 10, September 1993, 215-223.
  41. A. Fuat Firat and Alladi Venkatesh (1993), "Postmodernity: The Age of Marketing," *International Journal of Research in Marketing*, Vol. 10, September 1993, 217-249.
  40. Alladi Venkatesh and Nicholas Vitalari (1992), "Emerging Distributed Work Arrangement: An Investigation of Computer-Based Supplemental Work at Home," *Management Science*, Vol. 38, No 12, December, 1687-1706.
  39. Alladi Venkatesh (1992), "Postmodernism, Consumer Culture and the Society of the Spectacle," in J.F.Sherry and B.Sternthal (eds.), *Advances in Consumer Research*, Vol. XIX, 1992, 199-202.
  38. Anil Pandya and Alladi Venkatesh (1992), "Symbolic Consumption Among Consumers in Self-Consumption and Gift Giving: A Semiotic Approach," in J.F.Sherry and B.Sternthal (eds.), *Advances In Consumer Research*, Vol. XIX, 147-154.
  37. Nicholas Vitalari and Alladi Venkatesh (1991), "Longitudinal Surveys in Information Systems Research: An Examination of Issues, Methods and Applications," in Kenneth L. Kraemer and J.I. Cash and Jay Nunnamaker (eds.), in *The Information Systems Research Challenge: Survey Research Methods*, Harvard University Press, 1991, 115-144.
  36. Nancy Artz and Alladi Venkatesh (1991), "Gender Representation and Advertising," R.H.Holman and M.R.Solomon (eds.), *Advances in Consumer Research*, Vol XVIII, 1991.
  35. Kjell Gronhaug and Alladi Venkatesh (1990), Needs and Need Recognition in Organizational Buying, *European Journal of Marketing*, 25 (2), 17-32
  34. "Project NOAH: A Longitudinal Study of Computer Use in the Home," **National Science Foundation Report**, 1990.
  33. Alladi Venkatesh (1990), "Changing Consumption Patterns," in S. Olin, R. Kling and M. Poster (eds.), *Post Suburban California*, University of California Press, 142-164.

Cited as one of 100 best articles on Consumer Culture - Tufts University, Global Development Project 1997 and reprinted: "Changing Consumption Patterns: The

- Transformation of Orange County Since World War II” - in Neva R. Goodwin, Frank Ackerman, David Kiron (Eds.) *The Consumer Society*, The Island Press, 73-75, 1997.
32. Keith Neergaard and Alladi Venkatesh (1989), “A Holistic Approach to Household Management of Well Being: A Thick Description,” *Advances in Consumer Research*, Vol 16, 189-193
  31. Alladi Venkatesh (1989), “Modernity and Postmodernity - Synthesis or Antithesis,” T.Childers et. al (eds.), *Marketing Theory and Practice*, AMA Proceedings, Chicago, IL: American Marketing Association.
  30. Alladi Venkatesh and Nicholas Vitalari (1987), “A Post-adoption Analysis of Computing in the Home,” *Journal of Economic Psychology*, Vol 8, June 161-180.
  29. Nicholas Vitalari and Alladi Venkatesh (1987), “Computing in the Home: Implications for the Provision of Government Services,” *Computers, Environments and Urban Systems*, 11 (12), 81-90.
  28. Nicholas Vitalari and Alladi Venkatesh (1987), “In-home Computing: A Twenty Year Analysis,” *Telecommunications Policy*, March, 65-81.
  27. Keith Neergaard and Alladi Venkatesh (1987) “A Critique of Kotler’s Formulation of the Theory of the Firm and Its Implications,” *Proceedings of the American Marketing Association Theory Conference*, 170-175.
  26. Alladi Venkatesh (1987) “Marketing Management Technology As A Social Process,” George Fisk (ed.), New York: Praeger Publishers, *Journal of Macromarketing*, Vol. 7, No. 2, Fall.
  25. Kjell Gronhaug, Alladi Venkatesh and Nicholas Vitalari (1986), “Benefit Seeking in Home Computer Adoption,” *Irish Marketing Review*, Vol 1, Spring 1986, 160-168.
  24. Kjell Gronhaug and Alladi Venkatesh (1986) “Products and Services in the Perspective of Consumer Socialization,” *European Journal of Marketing*, 20, 10, December, 55-65.
  23. Alladi Venkatesh and Nikhilesh Dholakia (1986) “Methodological Issues in Macromarketing,” *Journal of Macromarketing*, 6, 2, Fall, 36-52.
  22. Alladi Venkatesh and Nicholas Vitalari (1986), “Computing Technology for the Home: Strategies for the Next Generation,” *Journal of Product Innovation and Management*, Vol 3, December 171-186.

21. Alladi Venkatesh (1986) "Personal Computers and the Family," Marvin Sussman (ed.) in *Computers and the Social Sciences*, Fall.
20. Laura Yale and Alladi Venkatesh (1986), "Toward a Construct of Convenience in Consumer Research," in *Advances in Consumer Research*, XVI, 403-408.
19. Alladi Venkatesh (1985), "A Conceptualization of the Household/Technology Interaction," *Advances in Consumer Research*, XIII, 189-194.
18. Alladi Venkatesh and Nicholas Vitalari (1985) "Households and Technology: The Case of Home Computers – Some Theoretical and Conceptual Issues," in M.L. Roberts and L. Wortzel (eds.) *Marketing to the Changing Household*, Ballinger Publishing, 187-203.
17. Alladi Venkatesh (1985), *The Significance of the Women's Movement to Marketing*, Praeger Publishers. (Was selected in a National Competition as part of Landmark Dissertation Series on Women's Studies. Only selection from the field of Management. Series edited by Prof. Annette Baxter of Columbia University.)
16. Alladi Venkatesh (1985) "Is Marketing Ready for Kuhn?" in N. Dholakia and J. Arndt (eds.) *Changing the Course of Marketing: Alternative Paradigms for Widening Marketing Theory*, JAI Press, 45-62.
15. Nicholas Vitalari, Kjell Gronhaug and Alladi Venkatesh (1985), "Computing in the Home: Shifts in the Time Allocation Patterns of Household," *Communications of the ACM*, May 1985, 28 (5), 512-522.
14. Alladi Venkatesh and Philip Burger (1984) "Toward an Integrated Theory of Consumer Regulation," *Journal of Macromarketing*, 4, 1, Spring, 29-40.
13. Alladi Venkatesh (1984) "Meta-Analysis in Social Research," by Gene V. Glass, Barry McGaw, and Mary L. Smith, in *Knowledge*, March 1984.
12. N. Dholakia and A. Venkatesh (1984), Metascientific Issues in Macromarketing Management, Proceedings of the American Marketing Association, 247-251.
11. Phil Burger and Alladi Venkatesh (1982) "F.C.C. Policy on CB Radio: Impact on Consumer Decision Making," *Telecommunications Policy*, March., 62-66.
10. Alladi Venkatesh and David Wilemon (1981) "American and European Product Management – A Comparison," *Columbia Journal of World Business*, Fall 1980, Reprinted partially in *The International Executive*, Spring/Summer, 67-74.
9. Alladi Venkatesh and Manoj Agarwal (1981) "Industrial Consumer Behavior: Toward and Improved Model," *Proceedings of the Academy of Marketing*

- Science*, 1981. **Best Paper on Industrial Marketing at the Annual Conference of the Academy of Marketing Science.**
8. Alladi Venkatesh (1980) "Changing Roles of Women – A Lifestyle Analysis," *Journal of Consumer Research*, Vol 7, September, 189-197.
  7. Alladi Venkatesh and Clint Tankersely (1979) "Magazine Readership by Female Segments," *Journal of Advertising Research*, August 1979, 19, 4, 31-40. (Reprinted partially in *Sociological Abstracts* – 1982.)
  6. Alladi Venkatesh and Clint Tankersley (1978), "Criteria for the Evaluation of Product Managers – An application of Multiple Group Solution," *Journal of the Academy of Marketing Science*, Fall
  5. Alladi Venkatesh, Clint Tankersely and Rajan Chandran (1978) "A Hypothesis Testing Procedure in Factor Analysis," in Subhash C. Jain (ed.) *Research Frontiers in Marketing: Dialogues and Directions*, Chicago, American Marketing Association, 87-92.
  4. George Fisk and Alladi Venkatesh (1977) "Marketing Implications of the Women's Movement," in Philip D. White and Charles Slater (eds.) *Macro-Marketing: Distributive Processes from a Societal Perspective, An Elaboration of Issues*, University of Colorado, Business Research Division, 207-238.
  3. Rajan Chandran and Alladi Venkatesh (1977), "The Economic and Marketing Aspects of Product Safety: Regulation or Free Market," in Philip D. White and Charles Slater (eds.) *Macro-Marketing: Distributive Processes from a Societal Perspective, An Elaboration of Issues*, University of Colorado, Business Research Division, 257-272.
  2. Alladi Venkatesh and Philip Burger (1977) "Market Segmentation: Some Unresolved Issues," in Barnett A. Greenberg and Danny N. Bellenger (eds.) *Contemporary Marketing Thought*, Chicago, American Marketing Association.
  1. David Wilemon and Alladi Venkatesh (1976) "An Empirical Study of Interpersonal Influence in Product Management," *Journal of Marketing*., 40, 4, 344-354.( Reprinted in Joseph P. Gultinan and Gordon W. Paul (eds.) *Readings in Marketing Strategies and Programs*, McGraw-Hill, 1982.)

### Other

000. Alladi Venkatesh and David Crockett (2011) *Ethnography: A Step By Step Approach* (Unpublished)
001. Anthropology of Markets & Consumption Conference Program.



## **RESEARCH PROJECTS**

2003-2011, Co-PI, "The Impacts of IT on Individuals and their Organizations: Conditions of Change and Transformation,": National Science Foundation Grant, (\$2.8 million) (with Professor James Danziger of UCIrvine).

1999-2000 PI, "Technologies in the Home: Sweden and India, The Millennihome Project," A Collaborative Project with the Marketing Technology Center, Stockholm, Funded by Ericsson, Elecrolux and Vatten Fall. (\$200,000)

1997-2000 PI, "New Information and Media Technologies for the Home: Uses and Impacts," National Science Foundation, \$500,000

1998-1999 "Design Issues in Information Technologies for the Home," Multi-Investigator Award, U.C. Irvine, Co-PI with Professor Sanjoy Mazumdar, School of Social Ecology, \$10,000.

1993-1994 "Business Beyond Modernity - Workshop on Humanities and Management," Humanities Research Institute and UCI Graduate Research, (\$ 4,000).

1992-3, "Cultural Dimensions of Technology Adoption and Use - Indian Perspectives," Awarded by the American Institute of Indian Studies/University of Chicago, (\$14,000).

1989-90 "A Model of Telecommunication Technology Adoption/Use," Awarded by the University of Rhode Island Under the Auspices of AT&T (\$3,000).

1984-86 Co-PI  
National Science Foundation Grant. "A Longitudinal Analysis of the Social Impacts of Computing in the Home," (\$447,000) (with Prof. N. Vitalari).

1986 Faculty Associate, Focused Research Program (FRP) on Work Environments (\$100,000). Project Director - Professor Dan Stokols, Program in Social Ecology.

## **INVITED PRESENTATIONS**

2013 – Key Note Speaker, International Conference on Customer Relationship Marketing, Rennes, France, September 2013

2013 – Marketing Doctoral Consortium – York University, Canada – June 4-6.

2012 – UC/USC Marketing Workshop April.

2011 - Marketing Doctoral Consortium – Bilkent University, Ankara, June 1-7.

2010 – Key Note Speaker – Association of Consumer Research Doctoral Workshop,  
University of Strathclyde, Scotland.

2009 – Thought Leader e-Retail Marketing Workshop, Texas A&M University

August 2007, Mudra Institute of Communications, Research, Ahmedabad, India, Mobile  
Communications among Teens.

August 2007, Hewlett Packard Research Labs, Bangalore, India, Digital Home.

July 2007, Ericsson, Sweden, Digital Divide and Small Businesses.

December 2006, University of Southern California, CTM Workshop Series on  
Understanding the Networked Digital Industry

November 2006, Design of Prosperity, Boras Conference, Sweden, Design of Technologies  
for the Home.

October 2006, Cornell University, Applied Economics and Management, New Media and  
Technologies, A Historical Analysis.

November 2005, University of Wisconsin, Madison, Development of Family Portal.

December 2005, Suffolk University/Boston University, Designing the Family Portal.

April 2005, York University, Key Note Speaker, Home Informatics and Telematics  
Conference.

February 2005, Intel-Berkeley Laboratory, Berkeley, CA, Distinguished Speaker on Home  
Technologies.

September 2004, Claremont Graduate University, School of Information Science, Faculty  
Colloquium, Technology in the Home.

August 2004, University of Minnesota, Symposium on Digital Divide

August 2004, Indian Institute of Management, Ahemdabad, India, Faculty Workshop  
Speaker

July 2004, Intel R&D Group, Fulsome CA, Latest Developments on The Family Portal

May 2004, Keynote Speaker, Yonsei University/Samsung, Korea, Conference on the Home  
of the Future

March 2004, Royal Institute of Technology, Sweden, Industrial Design Group

March 2004, Stockholm School of Economics, Stockholm, Sweden, Faculty Colloquium

February 2004, University of Nebraska, Marketing Department, Colloquia Speaker

January 2004, Invited Speaker, Frontiers of Marketing Research, Indian School of Business, Hyderabad, India

December 2003, Marketing Colloquia Speaker, Cal State Northridge.

July 2003, Faculty Summit, Microsoft, Redmond, – Presentation on the Home of the Future to Microsoft Consumer Research Group

June 2003, University of Gotenberg, Sweden, Invited speaker, Workshop on Elusive Consumption

February 2003 - National Science Foundation Workshop - IT and Global Transformation, Washington DC

June 2002 Carnegie Mellon University Invitation only workshop on Technologies For the home

February 1999, National Science Foundation Workshop on Computers and Society.

November, 1998, Retailing and Electronic Commerce, Belfast, Conference on New Directions and Electronic Commerce.

April 1998, University of Georgia, New Media Technologies for the Home.

March 1998, Stockholm University, Postmodernism and Consumer Culture.

April 1995, Consumers in Cyberspaces, Institute of Management, Brussels.

August 1995, "Technology as Cultural Production and Consumption," Key Note Speaker, IFIP Conference, Amsterdam, Netherlands.

August 1995, "Information Technology and the Home - Key Issues and Trends," Philips International, Eindhoven, Netherlands

June 1995, "Computers in the Home: Past, Present and the Future," INTEL Research Forum on "Home of the Future," Hillsboro, Oregon.

March 1995, "Information Technology in the Home: Some Theoretical and Empirical Issues," Carnegie Mellon University, Pittsburgh.

June 1994, "Cultural Perspectives on Technology Diffusion," University of Copenhagen.

- May 1993, "Postmodernism, Consumer Culture and Globalism," Copenhagen Business School, Copenhagen.
- May 1993, "Computer Revolution in the Home," Free University, Amsterdam, Netherlands.
- March 1993, "Household Technology Diffusion from a Cultural Perspective, Norwegian Telecom, Oslo.
- February 1993, "Indian Consumerism from a Postmodern Perspective," Madras Institute of Development Studies, Madras, India.
- November 1992, "Globalism, Postmodernism and Consumer Culture," Indian Institute of Management, Calcutta, India.
- November 1992, "Globalism, Postmodernism and Consumer Culture," Indian Institute of Management, Ahmedabad, India.
- August 1992, "Is Technology Possible Without a Myth?" Indian Institute of Technology, India.
- February 1992, "Marketing and the Postmodern World," Marketing Research Society of Japan.
- September 1991, "The Making of Postmodern Consumption," University of Odense, Denmark.
- April 1990, "Postmodern Consumer," University of Rhode Island, College of Business Administration.
- April 1989, "Technology as a Cultural System," U.C.Berkeley Symposium on Technology Transfer.
- May 1988 Norwegian School of Economics, Bergen, Norway, "New Perspectives on Macromarketing"
- April 1988 U.S.C. Graduate School of Business, "Modeling Micro to Macro Consumption Phenomena"
- May 1988 Norwegian School of Economics, Bergen, Norway, "Diffusion of Home
- Oct 1987 Project NOAH Results, National Communication Forum, Chicago
- May 1986 Fifth Irvine Symposium on Humanizing Technology Through Environmental Design, "The Impact of Computer Technology on Home Life and Work"
- Feb 1986 The Annenberg School of Communications, University of Southern California, "A Longitudinal analysis of Home Computer Adoption"
- June 1984 UCLA, Graduate School of Management, "Computing Technology for the Home – A Research Proposal"

- May 1984 University of California, Berkeley, Graduate School of Business Administration, “Diffusion and Adoption of Home Computers” Computing Technology”
- Nov 1985 University of Rhode Island – Visiting Scholar Series, “Consumer Environment for New Technologies”
- Aug 1985 American Psychological Association, Annual Meeting, Los Angeles, “Technology and the Consumer”
- June 1985 Association for Environmental Psychology, New York, “Electronic Environments”
- May 1985 American Marketing Association, S. California Chapter, “Some Home Truths about Home Computers”
- April 1985 Association of Public Opinion Research, San Francisco, “Future of Communication Technologies”

### **Ph.D and MBA COURSES TAUGHT (Selective List)**

Research Seminar on Philosophy of Science and Theory Construction  
 Marketing Theory Seminar  
 Qualitative Research  
 Marketing Research  
 Consumer Behavior  
 Marketing on the Internet  
 Design Management

### **EDITORIAL ACTIVITIES**

Co-Editor in Chief, *Consumption, Culture and Markets* (1997-2005)  
 Guest Editor, Special Issue: ICT In Everyday Life: Home and Personal Environments, *The Information Society*, Vol. 22, No. 4, September-October, 2006, 191-194.  
 Guest Editor, Special Issue of the *European Journal of Marketing* on Marketing in Cyberspace, Volume 32, No. 7/8, 1998.  
 Special Volume Editor on Postmodernism, *International Journal of Research in Marketing* (1993/1994)  
 Special Volume Editor on India, *Journal of Macromarketing* (Fall 2012)  
 Special Volume Editor on India, *Journal of Marketing Management* (2014)

Editorial Board, *Journal of Retailing* (Current)  
 Editorial Board, *Marketing Theory* (Current)  
 Editorial Board, *Journal of Interactive Marketing* (Current)  
 Editorial Policy Board, *Journal of Macromarketing* (1989-2000)  
 Ad hoc Reviewer, *Journal of Consumer Research* (1987 - )  
 Ad hoc Reviewer, *Journal of Marketing* (1987 - )  
 Ad hoc Reviewer, *The Information Society*  
 Ad hoc Reviewer, *Journal of Macromarketing* (1982 - )  
 Ad hoc Reviewer, *Communications Research* (1986 - )  
 Ad hoc Reviewer, *Advances in Consumer Research* (1988-)

Proposal Reviewer, National Science Foundation (1985-)

**PROFESSIONAL AFFILIATIONS**

Member, International Association for Philosophy and Literature

Member, American Marketing Association

Member, Association for Consumer Research

Member, American Sociological Association

Member, American Anthropological Association