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## *Meera Venkatraman*

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### **Intellectual Contributions:**

#### **Refereed Articles**

- Venkatraman, M. & Nelson, T. (2008). From Servicescape to Consumptionscape: A Photo-Elicitation Study of Starbucks in the New China. *Journal of International Business Studies* (doi: 10.1057), Ipalgrave.jibs.8400353.
- Dumas, C., Blodgett, M., Carlson, P., Pant, L., & Venkatraman, . (2000). Revitalizing the MBA for the New Millennium: A Collaborative Action Research Approach. *International Journal of Value Based Management*, 13 (3), 229-253.
- Smith, G., Venkatraman, M., & Dholakia, R. (1999). Diagnosing the Search Cost Effect:Waiting Time and the Moderating Impact of Prior Category Knowledge. *Journal of Economic Psychology*, 20, 285-314.
- Venkatraman, M. & Dholakia, R. (1997). Searching For Information in Marketspace: Does The Form-Product or Service-matter? *Journal of Services Marketing*, 11 (5).
- Smith, G. & Venkatraman, M. (1996). The Impact of Occupation On Responses to Positive and Negative Framing. *Journal of Promotional Management*, 4 (1), 63-74.
- Smith, G. & Venkatraman, M. (1995). Contrasting The Impact Of Framing Pain Versus Pleasure For High And Low Involvement Consumers. *Journal of Marketing Communications*, 1 (3).
- Smith, G., Venkatraman, M., & Wortzel, L. (1995). Strategic Marketing Fit In Manufacturer-Retail Relationships: Price Leaders Versus Merchandise Differentiators. *Journal of Retailing*.
- Dholakia, . R. & Venkatraman, M. (1993). Marketing Services That Compete With Goods. *Journal of Services Marketing*, 7 (2), 16-23.
- Venkatraman, M. (1991). The Impact Of Innovativeness And Innovation Type On Adoption. *Journal of Retailing*, 67 (1), 51-67.
- Venkatraman, M., Marlino, D., Kardes, F., & Sklar, K. (1990). The Interactive Effects Of Message Appeal And Individual Differences On Information Processing And Persuasion. *Psychology and Marketing*, 7 (2), 85-96.
- Venkatraman, M. & Price, L. (1990). Differentiating Between Cognitive and Sensory Innovativeness:Concepts,Measurements And Implications. *Journal of Business Research*, 20, 293-315.
- Venkatraman, M. (1989). Opinion Leaders, Adopters, and Communicative Adopters: A Role Analysis. *Psychology and Marketing*, 6 (1), 51-68..
- Venkatraman, M. (1989). Involvement And Risk In Consumer Durable Purchase. *Psychology and Marketing*, 6 (3), 229-247.

#### **Refereed Proceedings**

##### **Full Paper**

- Venkatraman, M. (2007). Home Away from Home: The Starbucks Experience for Consumers Crossing Culture. *Royal Bank International Research Seminar , Volume 4*, Edited by Michel Laroche, Ph.D.

- Venkatraman, M. P. (1995). Panacea or Pain: Thoughts On Likely Consumer responses To Interactive TV . *Conference on Telecommunications and Information markets*, 72-80.
- Venkatraman, M., Marlino, D., Kardes, F., & Sklar, K. (1990). Effects Of Individual Difference Variables On Responses To Factual And Evaluative ads. *Advances in Consumer Research*, 17, 761-765.
- Venkatraman, M. (1990). Opinion Leadership, Enduring Involvement and Characteristics Of Opinion Leaders: A Moderating Or Mediating Relationship? *Advances in Consumer Research*, 17, 60-67.
- Venkatraman, M. (1988). Investigating Differences In The roles Of Enduring and Instrumentally Involved Consumers In the Diffusion Process. *Advances in Consumer Research*, 15 ( ), 299-303.
- Barber, M. & Venkatraman, M. (1986). The Determinants Of Satisfaction For a High Involvement Product: Three Rival Hypotheses and Their Implications In the Health Care Context. *Advances in Consumer Research*, 13 (316-360).
- Venkatraman, M. & MacInnis, D. (1985). An Investigation of The Epistemic and Sensory Exploratory Behaviors Of Hedonic And Cognitive Consumers. *Advances in Consumer Research*, 12, 102-107.
- Venkatraman, M. & Villarreal, A. (1984). Schematic Processing Of Information: An Exploratory Investigation . *Advances in Consumer Research*, 11, 355-360.

### **Abstract Only**

- Bardhi, F., Coulter, R., & Venkatraman, M. (in press, 2007). Domesticating Technology to Build Army Family Identity. *Association for Consumer Research Conference*.
- Bengtsson, A. & Venkatraman, M. (in press, 2007). The Global Brand's Meaning Melange: Seeking Home Abroad through Global Brands. *Association for Consumer Research*.
- Bengtsson, A. & Venkatraman, M. (in press, 2007). Consuming Global Brandscapes as Home. *Association for Consumer Research, European Conference*.
- Venkatraman, M., Coulter, R., & Bardhi, F. (in press, 2007). Harnessing the Power of Technology in the Home: The Case of Military Households in the US. *Association for Consumer Research, European Conference*.

### **Invited Articles/Reviews**

- Dumas, C., Blodgett, M., Carlson, P., Pant, L., & Venkatraman, M. (2000). Revitalizing the MBA for the New Millennium: A Collaborative Action Research Approach, . *Business Education and Training, A Value-Laden Process, VI*. (Invited)

### **Presentation of Refereed Papers**

#### **International**

- Venkatraman, M. (2009, January). *Special Session: Negotiating Individuated Identity in the Face of Dominant Ideological Representations: The Role of Advertising and Technology Consumption*. Accepted for Association for Consumer Research, Asia-Pacific Conference, Hyderabad, India.
- Bengtsson, A. & Venkatraman, M. (2007, October). *The Global Brand's Meaning Mélange: Seeking Home Abroad through Global Brands*. Presented at Association of Consumer Research, Memphis, Tennessee.
- Bengtsson, A. & Venkatraman, M. (2007, September). *Brand Managers Propose but Consumers Dispose: Global Brands Abroad*. Presented at Royal Bank International Research Seminar, Montreal, Canada.

- Bardhi, F., Coulter, R., & Venkatraman, M. (2007, July). *Harnessing the Power of Technology in the Home: The Case of Military Households in the US*. Presented at Association for Consumer Research, European Conference, Milan, Italy.
- Bengtsson, A. & Venkatraman, M. (2007, July). *Consuming Global Brandscapes as Home*. Presented at Association for Consumer Research, European Conference, Milan, Italy.
- Venkatraman, M., Nelson, T., & Sergenian, G. (2003, September). *Culture And Consumption Experience: Starbucks and The New China*. Presented at Royal Bank International Research Seminar, Montreal, Canada.

### **National**

- Bardhi, F., Coulter, R., & Venkatraman, M. (2007, October). *Stand by Your Man: Doing Family in the Military*. Presented at Association for Consumer Research Conference, Memphis, Tennessee.
- Venkatraman, M. (1995, November). *Panacea or Pain: Thoughts On Likely Consumer Responses To Interactive TV*. Presented at Conference on Telecommunications and Information markets, Newport, Rhode Island.
- Venkatraman, M. (1988, June). *Consumer Search Behavior For Services That Compete With Products*. Presented at Telecommunications Marketing Symposium/ University of Rhode Island, Rhode Island, Rhode Island.
- Venkatraman, M. (1987, August). *Involvement And Risk : An Emperical Investigation*. Presented at AMA Educator's Conference, Boston, Massachusetts.

## **Presentation of Non-Refereed Papers**

### **National**

- Venkatraman, M. & Coulter, R. (2006, October). *Creating Home in a House*. Invited presentation at Boston University (BUilde) Workshop Series, Boston, Massachusetts.
- Venkatraman, M. & Coulter, R. (2006, April). *Meaning of a Connected Home*. Invited presentation at Boston University (BUilde) Workshop Series, Pinehurst, North Carolina.
- Venkatraman, M. (1989, November). *Manufacturer-Retailer Relationships: Towards A new model*. Invited presentation at Marketing Science Institute Mini-Conference, Cambridge, Massachusetts.

### **Regional**

- Venkatraman, M. (2008). *From Tool to Transformation: Consuming Technology to Manage Daily Life and Negotiate Identity*. Invited presentation at Faculty Research Seminar at the Isenberg School of Management, UMass Amherst., Amherst, Massachusetts.
- Venkatraman, M. (2003, April). *Consumer Research and the Library Patron: The Relationship Between Consumer Insight and the Delivery Of Services*. Invited presentation at Massachusetts Library Association's Annual Conference, Springfield, Massachusetts.
- Venkatraman, M. (2002, September). *Consumer Research and the Library Patron: The Relationship Between Consumer Insight and the Delivery Of Services*. Invited presentation at Continuing Education workshop for the Boston Regional Library System, Boston, Massachusetts.

### **Local**

- Bengtsson, A. & Venkatraman, M. (2007, March). *Brand Managers Propose but Consumer Dispose*. Suffolk University Academic Conference, Boston, Massachusetts.
- Bengtsson, A. & Venkatraman, M. (2006, April). *Global Brands in Local Cultures: Two Perspectives on Brands in China*. Suffolk University Academic Conference, Boston, Massachusetts.

- Venkatraman, M. (1995, May). *Getting Intimate With Your Customers*. Invited presentation at Cambridge Centre for Business Development (for the Working capital group), Cambridge, Massachusetts.
- Venkatraman, M. (1994, May). *Consumers: A Forgotten Actor In The Race To Interactivity*. Invited presentation at Suffolk SOM - Faculty Research Series, Boston, Massachusetts.
- Venkatraman, M. & Smith, G. (1994, March). *The Role of Involvement In Framing Pain Or Pleasure in Advertising and Enjoyable Product Category*. Invited presentation at Boston College Faculty Seminar Series, Boston, Massachusetts.

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**Last updated:** 22-Oct-08 (06:59 PM)