

Employment

Associate Professor

Department of Marketing
MONASH UNIVERSITY
5 Jul 2010 → present

External PhD Supervisor

University of Queensland
St Lucia, Australia
18 Dec 2014 → 30 Jan 2017

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Biography

I have worked in India, USA, Canada and Australia for over 25 years. My research interests center on investigating the impact of markets on consumer quality of life. My work is published in marketing and interdisciplinary journals. I have taught across undergraduate, Masters, and PhD programs. I am interested in supervising PhD projects that seek to critically examine marketing practices for their impact on consumer well being.

If you have skills in machine learning-based automated text analysis of large bodies of textual data (or image or video as well), you can consider working in either of two current projects I am working on. The first project examines marketing misconduct by firms in the financial services sector of Australia (based on the 2019 Banking Royal Commission data). The second project examines the extent to which Australian advertising manifests particular social/cultural values, and/or encourages a change in priorities attached to several values in Australian society (e.g. youth over maturity, adventure over safety, spending over saving, independence over affiliation, etc).

Research outputs

Drivers and outcomes of smallholder market participation in Sub-Saharan Africa

Kwaramba, M. F., Sridharan, S. & Mavondo, F. T., 2023, In: Journal of the Academy of Marketing Science. 51, p. 1165-1183 19 p.

Achieving development outcomes by building practical authority in WASH participatory collectives in Melanesia

Shields, K. F., Barrington, D. J., Meo, S., Sridharan, S., Saunders, S. G., Bartram, J. & Souter, R. T., 2022, In: Water Alternatives: an interdisciplinary journal on water, politics and development. 15, 2, p. 363-412 50 p.

Consumer marketplaces and self-sufficiency: meeting consumption needs in community

Saunders, S. G., Sridharan, S., Barrington, D. J., Souter, R., Shields, K. F., Meo, S. & Bartram, J. K., Dec 2021, In: Journal of Consumer Affairs. 55, 4, p. 1691-1711 21 p.

Off-grid opportunities and threats in the wake of India's electrification push

Heynen, A. P., Lant, P. A., Smart, S., Sridharan, S. & Greig, C., 22 May 2019, In: Energy, Sustainability and Society. 9, 1, 10 p., 16.

The role of private sector off-grid actors in addressing India's energy poverty: an analysis of selected exemplar firms delivering household energy

Heynen, A. P., Lant, P. A., Sridharan, S., Smart, S. & Greig, C., 15 May 2019, In: Energy and Buildings. 191, p. 95-103 9 p.

Families and food: exploring food well-being in poverty

Voola, A. P., Voola, R., Wyllie, J., Carlson, J. & Sridharan, S., 12 Nov 2018, In: *European Journal of Marketing*. 52, 12, p. 2423-2448 26 p.

Methods and challenges of conducting research in subsistence settlements

Sridharan, S., 2018, *The Routledge Companion to Qualitative Research in Organization Studies*. Mir, R. & Jain, S. (eds.). 1st ed. New York NY USA: Routledge, p. 306-324 19 p.

Sanitation marketing: a systematic review and theoretical critique using the capability approach

Barrington, D. J., Sridharan, S., Shields, K. F., Saunders, S. G., Souter, R. T. & Bartram, J., 1 Dec 2017, In: *Social Science & Medicine*. 194, p. 128-134 7 p.

Markets and marketing research on poverty and its alleviation: summarizing an evolving logic toward human capabilities, well-being goals and transformation

Sridharan, S., Barrington, D. J. & Saunders, S. G., 1 Sept 2017, In: *Marketing Theory*. 17, 3, p. 323-340 18 p.

Fostering water, sanitation and hygiene (WaSH) marketing exchanges using participatory processes: A guide for working with residents of informal settlements in the Pacific

Barrington, D. J., Bartram, J., Meo, S., Saunders, S. G., Shields, K. F., Sridharan, S. & Souter, R., 1 Mar 2017, Brisbane Qld Australia: International WaterCentre. 98 p.

Improving community health through marketing exchanges: A participatory action research study on water, sanitation, and hygiene in three Melanesian countries

Barrington, D. J., Sridharan, S., Saunders, S. G., Souter, R., Bartram, J., Shields, K. F., Meo, S., Kearton, A. & Hughes, R. K., 2 Nov 2016, In: *Social Science & Medicine*. 171, p. 84-93 9 p.

Addressing WaSH challenges in Pacific Island countries: A participatory marketing systems mapping approach to empower informal settlement community action

Saunders, S. G., Barrington, D. J., Sridharan, S., Meo, S., Hadwen, W. L., Shields, K. F., Souter, R. & Bartram, J. K., 1 Jul 2016, In: *Habitat International*. 55, p. 159-166 8 p.

Enhancing graduate employability of business school alumni through establishing an Australian Business Case Network

Southam, C., Pyman, A., Sridharan, S., Kelly, P., Kinash, S. & Judd, M.-M., 2016, Sydney NSW Australia: Australian Government Office for Learning and Teaching. 71 p.

Redefining social marketing: Beyond behavioural change

Saunders, S. G., Barrington, D. J. & Sridharan, S., 2015, In: *Journal of Social Marketing*. 5, 2, p. 160 - 168 9 p.

Water exchange systems

Sridharan, S., Barrington, D. J. & Saunders, S. G., 2015, *Routledge Handbook of Water and Health*. Bartram, J., Baum, R., Coclanis, P. A., Gute, D. M., Kay, D., McFayden, S., Pond, K., Robertson, W. & Rouse, M. J. (eds.). Abingdon Oxon UK: Routledge, p. 498-506 9 p.

Introduction to a special section on subsistence marketplaces: moving bottom-up from marketplace insights to managerial implications

Sridharan, S., Viswanathan, M., Benton, R. & Shultz, C., May 2014, In: *Journal of Marketing Management*. 30, 5-6, p. 435-438 4 p.

Introduction to the special issue on subsistence marketplaces: From micro-level insights to macro-level impact

Viswanathan, M., Shultz, C. & Sridharan, S., 2014, In: *Journal of Macromarketing*. 34, 2, p. 119-121 3 p.

Subsistence entrepreneurship, value creation, and community exchange systems: A social capital explanation

Viswanathan, M., Echambadi, R., Venugopal, S. & Sridharan, S., 2014, In: *Journal of Macromarketing*. 34, 2, p. 213 - 226 14 p.

Transformative subsistence entrepreneurship: A study in India

Sridharan, S., Maltz, E., Viswanathan, M. & Gupta, S., 2014, In: Journal of Macromarketing. 34, 4, p. 486 - 504 19 p.

Understanding poverty and promoting poverty alleviation through transformative consumer research

Blocker, C., Ruth, J. A., Sridharan, S., Beckwith, C., Ekici, A., Goudie-Hutton, M., Rosa, J. A., Saatcioglu, B., Talukdar, D., Trujillo, C. & Varman, R., 2013, In: Journal of Business Research. 66, 8, p. 1195 - 1202 8 p.

The fourth subsistence marketplaces conference: subsistence marketplaces to sustainable marketplaces: from micro-level insights to macro-level impact

Shultz, C., Sridharan, S., Viswanathan, M. & Raymond, B., Mar 2012, In: Journal of Macromarketing. 32, 1, p. 157-158 2 p.

Marketing interactions in subsistence marketplaces: A bottom-up approach to designing public policy

Viswanathan, M., Sridharan, S., Ritchie, R., Venugopal, S. & Jung, K., 2012, In: Journal of Public Policy & Marketing. 31, 2, p. 159 - 177 19 p.

Product development for the BoP: Insights on concept and prototype development from university-based student projects in India

Viswanathan, M. & Sridharan, S., 2012, In: Journal of Product Innovation Management. 29, 1, p. 52 - 69 18 p.

Applying a transformative consumer research lens to understanding and alleviating poverty

Blocker, C., Ruth, J., Sridharan, S., Beckwith, C., Ekici, A., Goudie-Hutton, M., Rosa, J., Saatcioglu, B., Talukdar, D., Trujillo, C. & Varman, R., 2011, In: Journal of Research for Consumers. 19, p. 1 - 9 9 p.

Exploratory navigation and salesperson performance: Investigating selected antecedents and boundary conditions in high-technology and financial services contexts

Plouffe, C., Sridharan, S. & Barclay, D., 2010, In: Industrial Marketing Management. 39, 4, p. 538 - 550 13 p.

Understanding consumption and entrepreneurship in subsistence marketplaces

Viswanathan, M., Sridharan, S. & Ritchie, R., 2010, In: Journal of Business Research. 63, 6, p. 570 - 581 12 p.

From Subsistence to Sustainable: A Bottom-Up Perspective on the Role of Business in Poverty Alleviation

Viswanathan, M. & Sridharan, S., 1 Apr 2009, In: Ivey Business Journal. 9B09TB09.

Designing Marketplace Literacy Education in Resource-Constrained Contexts: Implications for Public Policy and Marketing

Viswanathan, M., Sridharan, S., Gau, R. & Ritchie, R., 2009, In: Journal of Public Policy & Marketing. 28, 1, p. 85 - 94 10 p.

Marketing in subsistence marketplaces

Viswanathan, M., Sridharan, S. & Ritchie, R., 1 Jan 2008, *Alleviating Poverty through Business Strategy*. Wankel, C. (ed.). 1st ed. New York USA: Palgrave Macmillan, p. 209-231 23 p.

Marketing in subsistence marketplaces: Consumption and entrepreneurship in a South Indian context

Sridharan, S. & Viswanathan, M., 2008, In: Journal of Consumer Marketing. 25, 7, p. 455 - 462 8 p.

Marketing in Subsistence Markets: Innovation through Decentralization and Externalization

Ritchie, R. & Sridharan, S., 24 May 2007, *Advances in International Management: Product and Market Development for Subsistence Marketplaces*. Elsevier, Vol. 20. p. 195-214 20 p. (Advances in International Management; vol. 20).

Air Deccan (A): Changing the Face of Indian Aviation

Sridharan, S., 12 Dec 2006, 10 p. Ivey Publishing.

Marico Industries Ltd. Central Sales Organization

Sridharan, S. & Chandrasekhar, R., 24 Apr 2006, 11 p. Ivey Publishing.

Activities**Journal of Consumer Affairs (Journal)**

Srinivas Sridharan (Editorial board member)

1 Jan 2018

Center for Global Business

Srinivas Sridharan (Member)

1 Jan 2015

Journal of Macromarketing (Journal)

Srinivas Sridharan (Editorial board member)

1 Mar 2014

Center for Development Economics and Sustainability

Srinivas Sridharan (Member)

1 Jan 2014

Journal of Public Policy & Marketing (Journal)

Srinivas Sridharan (Editorial board member)

1 Oct 2013