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PERSONAL PROFILE

Nickname: "Venkat"
Date of Birth: December 17, 1963
Marital Status: Married (Wife's name: Bindu Venkatram)
Citizenship: USA

EDUCATIONAL BACKGROUND

1989 The Wharton School, University of Pennsylvania
Doctor of Philosophy, Marketing

1984 Indian Institute of Technology
Bachelor of Technology, Mechanical Engineering

PROFESSIONAL EXPERIENCE

2000 – present Professor of Marketing

1996 - 2000 Associate Professor of Marketing

1995 - 1996 Assistant Professor of Marketing
& NBD Bancorp. Assistant Professor of Business Administration,
The University of Michigan Business School, Ann Arbor

1990 - 1994 Assistant Professor of Marketing
The University of Michigan Business School, Ann Arbor

1988 - 1990 Assistant Professor of Marketing
The University of Texas, Austin

Summer 1985 - 1987 SAMI/BURKE Cincinnati, Ohio

Summer 1985 BASES; Burke Marketing Research

Summer 1986 The Burke Institute; Strategic Business Development Group

Summer 1987 BASES/Test Marketing Group;

[ARTICLES](#)

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- [001.](#) DeSarbo, Wayne S., Geert De Soete, Douglas Carroll, and Venkatram Ramaswamy (1988), "A New Stochastic Ultrametric Tree Unfolding Methodology for Assessing Competitive Market Structure and Deriving Market Segments," **Applied Stochastic Models and Data Analysis**, 4 (September), 185-204.
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- [052.](#) Frigo, Mark L., and Venkat Ramaswamy (2009). "Co-Creating Strategic Risk-Return Management," **Strategic Finance** (May): 25–33.
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- [071.](#) Venkat Ramaswamy and Naveen Chopra (2014). "Building a Culture of Co-Creation: at Mahindra." **Strategy and Leadership** 42 (2), 12-18.
- [072.](#) Chakrabarti, Avik and Venkat Ramaswamy (2014), "Re-Thinking the Concept of Surplus: Embracing Co-Creation Experiences in Economics," **BE Journal of Economic Analysis & Policy**, 14 (4), 1283-97.

- [073.](#) Frigo, Mark, H. Læssøe, and Venkat Ramaswamy (2015) “Integrating Strategic Risks in Managing Co-Creative Enterprises,” **Journal of Enterprise Risk Management**, 1(1).
- [074.](#) Neal, Douglas, Venkat Ramaswamy, Lewis Richards, David Moschella, and Jim Ginsburgh (2015), “A Guide to Co-Creating Value with Your Customers,” **Leading Edge Forum Report**, January.
- [075.](#) Ramaswamy, Venkat and Kerimcan Ozcan (2016), "Brand Value Co-Creation in a Digitalized World: An Integrative Framework and Research Implications," **International Journal of Research in Marketing**, 33 (1), 93-106.

BOOKS (since being granted Full professorship in 2000)

Prahalad, C. K. and Venkat Ramaswamy (2004), *The Future of Competition: Co-creating Unique Value with Customers*. Harvard Business Press. **BusinessWeek Top 10 Book of the Year.**

Ramaswamy, Venkat, and Francis J. Gouillart, (2010b), *The Power of Co-Creation: Build It with Them to Boost Growth, Productivity, and Profits*. New York: Free Press.

Venkat Ramaswamy and Kerimcan Ozcan. 2014. *The Co-Creation Paradigm*. Redwood City: Stanford University Press.