

# Ven Sriram, Ph.D.

University of Baltimore  
Department of Marketing and Entrepreneurship  
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## Education

**Ph.D., University of Maryland, College Park, 1987.**

Major: Marketing

**M.M.S., University of Bombay, 1980.**

Major: Marketing

**B.A., University of Madras, 1978.**

Major: Economics

## Professional Positions

### Academic - Faculty

Professor of Marketing, University of Baltimore. (2001 - Present).

Associate Professor, University of Baltimore. (1999 - 2001).

Professor, Morgan State University. (1996 - 1999).

Associate Professor, Morgan State University. (1991 - 1996).

Assistant Professor, Hofstra University. (1987 - 1991).

Assistant Professor, University of Baltimore. (1986 - 1987).

Assistant Instructor, University of Maryland. (1984 - 1986).

Visiting Faculty, Ghana Institute of Management and Public Administration, Ghana. (2007).

Visiting Faculty, Universidad Internacional, Cuernavaca, Mexico. (2006).

Visiting Faculty, Universidad Nacional de Lomas de Zamora, Argentina. (2001).

### Academic - Administrative/Other

Chair, Department of Marketing and Entrepreneurship, Merrick School of Business University of Baltimore. (2012 - Present).

### Professional

Product Manager, Richardson-Hindustan Ltd. Bombay, India. (1980 - 1982).

## Awards and Honors

Dean James Award for Distinguished Teaching, 2012. MSB. (2012).

Bset Paper Award. International Council for Small Business. (2012).

Fulbright Senior Specialist. Institute of International Education. (2011).

President's Faculty Award. University of Baltimore. (2010).

Board of Regents Teaching Award UB Nominee. USM Board of Regents. (2009).

"Top Ten" Teacher. Merrick School of Business. (2008).

Dean James Teaching Award. Merrick School of Business. (2008).

Men of Achievement, Seventeenth Edition. (2008).

"Top Ten" Teacher. Merrick School of Business. (2007).

Who's Who in American Education. (2007).

"Top Ten" Teacher. Merrick School of Business, University of Baltimore. (2006).

Distinguished Scholar Award. Academy for Global Business Advancement. (2006).

Fulbright Senior Specialist. Fulbright. (2006).

Who's Who Among America's Teachers. (2006).

Who's Who in American Education. (2006).

"Top Ten" Teacher. Merrick School of Business, University of Baltimore. (2005).

Who's Who in American Education. (2005).  
"Top Ten" Teacher. Merrick School of Business, University of Baltimore. (2004).  
Who's Who Among America's Teachers. (2004).  
"Top Ten" Teacher. Merrick School of Business, University of Baltimore. (2003).  
Best Paper Award. International Applied Business Research Conference. (2003).  
Dean James Teaching Award. University of Baltimore. (2003).  
Who's Who Among America's Teachers. (2003).  
Visiting Fellow. Centre of International Studies, Cambridge University, UK. (2002).  
Fulbright Scholar Award. (2001).  
Fulbright Scholar. Marmara University, Istanbul, Turkey. (2001).  
"Top Ten" Teacher. Merrick School of Business, University of Baltimore. (2000).

## RESEARCH

### Intellectual Contributions

#### Books

Sriram, V., Bilgin, Z., & Wuehrer, G. (2004). Drivers of Global Business Success: Lessons From Emerging Markets. *Palgrave Macmillan*.

#### Book Chapters

Mersha, T., Sriram, V., & Elliott, R. (2015). Assessing the Impact of the Third Sector: Evidence from African Social Enterprises. *Routledge*. 102-116.

Sriram, V., & Manu, F. (2006). AIDSCAP Nepal: A Case Study. (5th Ed.), 705-723.

Sriram, V., & Manu, F. (2006). Ethnic Minority Entrepreneurship: A View from the U.S.. *Beta Books*. 151-162.

Sriram, V., & Bilgin, Z. (2005). Global Market Opportunity in the Olive Oil Industry: The Case of Baser Foods. *Prentice Hall*.

Sriram, V., & Bilgin, Z. (2004). Global Market Opportunity in the Olive Oil Industry: The Case of Baser Foods. *Irwin McGraw-Hill*. (1st Ed.), C293-C307.

Sriram, V., Reichl, M., & Wuehrer, G. (2004). Leadership in Central and Eastern European Countries. *Palgrave Macmillan*. 54-60.

Sriram, V., & Anikeeff, M. (2004). Market Entry and Competitive Strategy in the Global Hotel History: The Case of India. *Excel Books*. 181-189.

Sriram, V., & Manu, F. (2003). Corporate Social Responsibility. *Thomson Learning*. 227-242.

Sriram, V., & Manu, F. (2003). The Pharmaceutical Industry and AIDS. *Thomson Learning*. 257-263.

Sriram, V., & Manu, F. (2002). AIDSCAP Nepal: A Case Study. (4th Ed.), 569-587.

Sriram, V., & Manu, F. (2002). Marketing in Africa: An Eclectic Perspective. *Quorum Books*. 3-10.

#### Refereed Journal Articles

Mersha, T., Nielsen, C., Sriram, V., & Weiss, J. C. (2014). Transforming Peoples Lives: The Vehicles for Change Story. *Case Research Journal*. 34(1), 139-156.

Pitta, D. A., Patino, A., Kaltcheva, V. D., Sriram, V., Winsor, R. D., & . (2014). How important are different socially responsible marketing practices? An exploratory study of gender, race, and income differences. *Journal of Consumer Marketing*. 31(1), 2-12.

Harper, K. D., & Sriram, V. (2012). View From the Ground: Does South Asia Matter?". *South Asian Journal of Global Business Research*. 1(1), 22-27.

Mersha, T., Sriram, V., Yeshanew, H., & Gebre, Y. (2012). Perceived Service Quality in Ethiopian Retail Banks. *Thunderbird International Business Review*. 54(4), pp. 551-565.

Mersha, T., Sriram, V., & Hailu, M. (2010). Nurturing Opportunity Entrepreneurs in Africa: Some Lessons from Ethiopia. *Journal for Global Business Advancement*. 3(2), 155-175.

Sriram, V., & Mersha, T. (2010). Stimulating Entrepreneurship in Africa. *World Journal of Entrepreneurship, Management and Sustainable Development*. 6(4), 257-272.

- Mersha, T., & Sriram, V. (2009). The Impact of TQM Implementation in a Human Service Agency. *International Journal of Productivity and Quality Management*. 4(1), 1-19.
- Sriram, V., & Anikeeff, M. (2008). Construction Management Strategy and Developer Performance. *Engineering, Construction, and Architectural Management*. 15(6), 504-513.
- Sriram, V., Mersha, T., & Herron, L. (2007). Drivers of Urban Entrepreneurship: An Integrative Model. *International Journal of Entrepreneurial Behavior & Research*. 13(4), 235-251.
- Sriram, V., & Mersha, T. (2006). Facilitating Entrepreneurship in Sub-Saharan Africa: What Governments Can Do. *Journal of International Business and Entrepreneurship Development*. 3(1/2), 136-151.
- Sriram, V., & Stump, R. (2004). Information Technology Investments in Purchasing: An Empirical Investigation of Communications, Relationship and Performance Outcomes. *Omega*. 32(1), 41-45.
- Sriram, V., & Anikeeff, M. (2004). Use of the Best Practices Technique in Business and Ways to Maximize Its Usefulness. *Journal of Business & Economics Research*. 2(6), 21-26.
- Sriram, V., & Bilgin, Z. (2002). Global Market Opportunity in the Olive Oil Industry: The Case of Baser Foods. *Case Research Journal*. 22(4), 27-41.
- Sriram, V., & Bilgin, Z. (2002). Regionalism and Emerging Markets: An Analysis of Turkey's Trade with the BSEC and the EU. *Journal of European Studies*. 10(1), 137-161.
- Sriram, V., & Manu, F. (2000). AIDSCAP Nepal: A Case Study. *Case Research Journal*. 20(3), 73-91.

### Conference Proceedings

- Lingelbach, D., Sriram, V., Mersha, T., & Saffu, K. (2012). Financial Innovation in Desperately Poor Economies: Some Evidence from Sub-Saharan Africa.
- Mersha, T., Sriram, V., & . (2011). Social Entrepreneurship as a Vehicle of Social Change. Presented at the Ninth International Conference on the Ethiopian Economy, Addis Ababa, Ethiopia..
- Sriram, V., & Mersha, T. (2007). Developing Women Entrepreneurs in Africa. *Proceedings of the International Academy of Business and Public Administration Disciplines Conference*. 4(3), 170-171.
- Lynagh, P. M., & Sriram, V. (2007). Marketing Metamorphosis and the Impact on Integrated Marketing Communications. *International Academy of Business and Public Administration Disciplines Conference*.
- Sriram, V., & Mersha, T. (2007). Strengthening Entrepreneurs in Africa. *Advances in Global Business Research*. 4(1), 215-220.
- Sriram, V., Mersha, T., & Herron, L. (2006). Entrepreneurial Opportunities and Challenges in Emerging Markets: Some Preliminary Lessons from India. *Advances in Global Business Research*. 3(1), 665.
- Sriram, V., & Mersha, T. (2006). Facilitating Entrepreneurship in Sub-Saharan Africa: Some Proposed Interventions. *Proceedings of the Leadership and Management Studies in Sub-Saharan Africa 2006 Conference*.
- Sriram, V., & Bilgin, Z. (2002). Regionalism and its Impact on Global Business - The Case of BSEC and Turkey. *Proceedings of the Eleventh Annual World Business Congress of the International Management Development Association*. 29-34.
- Sriram, V., & Anikeeff, M. (2000). A Proposed Certificate Program in Seniors Housing. *Proceedings of the Applied Business Research Conference*. Article 313.
- Sriram, V., & Anikeeff, M. (2000). Seniors Housing and Long-Term Care: The Multicultural Pattern of Demand. *Proceedings of the 2000 Multicultural Marketing Conference*.
- Sriram, V., & Forman, A. (2000). Urban Market Revitalization: Developing a Model. *Innovations in Business Practicces, Proceedings of the Global Business and Technology Association Annual Conference*. 89-96.

### Working Paper

- Lingelbach, D., Sriram, V., Mersha, T., & Saffu, K. (Present). Contrasting Effectual and Causal Explanations of Financial Innovation: Evidence from Sub-Saharan Africa. *Entrepreneurship and Regional Development*.

### Presentations

- Sriram, V., & Mersha, T. "Fostering SME Success in Emerging Market Environments," Eurasia Business and Economic Society, Istanbul, Turkey. (2014).
- Lingelbach, D., Sriram, V., Mersha, T., & Saffu, K. "How Does Financial Innovation Emerge in Resource-Constrained Environments?," Babson College, London, Ontario. (2014).

- Lingelbach, D., Sriram, V., Mersha, T., & Saffu, K. "Creating New Mechanisms of Sustainable Entrepreneurial Action: Evidence from Uncertain Institutional Contexts," African Academy of Management, Gaborone, Botswana. (2014).
- Mersha, T., Sriram, V., & . "Impact Assessment of Social Enterprises," Istanbul, Turkey. (2013).
- Lingelbach, D., Mersha, T., & Sriram, V. "Understanding Indigenous Financial Innovation: How does it Occur?," Eurasia Business and Economics Society, Istanbul, Turkey. (2013).
- Sriram, V., & Mersha, T. "Success Factors of African Small Business: Some exploratory Findings from Ethiopia and Ghana," International Academy of African Business and Development, El Jadida, Morocco. (2012).
- Sriram, V. "Promoting Social Mission Through Entrepreneurship: Examples of Social Enterprises from Africa," El Jadida, Morocco. (2012).
- Sriram, V., & Mersha, T. "Skills, Resources and Entrepreneurial Performance: A Preliminary Study from Ethiopia," Ethiopian Economics Association, Addis Ababa, Ethiopia. (2011).
- Mersha, T., Sriram, V., Yeshanew, H., & Gebre, Y. "Customer Perceived Quality of Ethiopian Banks: A Preliminary Study," Addis Ababa, Ethiopia. (2011).
- Sriram, V., & Mersha, T. "Entrepreneurial Drivers and Performance: An Exploratory Study," Eurasia Business and Economic Society, Istanbul, Turkey. (2009).
- Sriram, V., & Anikeeff, M. "The Management of Construction in Real Estate Development: Strategic Consistency and Performance," American Real Estate Society, Monterey, CA. (2009).
- Sriram, V., & Mersha, T. "Advancing African Entrepreneurship: Nurturing Opportunity Entrepreneurs," Society for the Advancement of Management, Las Vegas, NV. (2009).
- Sriram, V., & Anikeeff, M. "Construction management and developer performance," American Real Estate Society, Captiva, FL. (2008).
- Sriram, V., & Mersha, T. "Entrepreneurial Competency and Success in Africa," The Clute Institute For Academic Research, San Juan, Puerto Rico. (2008).
- Sriram, V., & Mersha, T. "Strategies for Promoting Entrepreneurship in Africa," American Society of Business and Behavioral Sciences, Las Vegas, NV. (2007).
- Sriram, V. "International Marketing and Small Businesses," Instituto Politecnico Nacional, Mexico City, Mexico. (2006).
- Sriram, V., Mersha, T., & Herron, L. "Factors Impacting Entrepreneurial Success in LDCs: Lessons for Ethiopia," The Ethiopian Economic Association, Addis Ababa, Ethiopia. (2005).
- Sriram, V., & Anikeeff, M. "Market Entry and Competitive Strategy in the Global Hotel Industry: The Case of India," Calicut, India. (2004).
- Sriram, V. "An Emerging Market Perspective on Global Strategy and Success," Academy of International Business, Stockholm, Sweden. (2004).
- Sriram, V., & Anikeeff, M. "The Impact of Marketing and Strategic Planning on Hospice Performance," Edinburgh, UK. (2004).
- Sriram, V., & Anikeeff, M. "Use of the Best Practices Technique in Business and Ways to Maximize Its Usefulness," Acapulco, Mexico. (2003).
- Sriram, V. "Effects of Globalization on Emerging Markets," Turkish Fulbright Commission, Tekirova, Turkey. (2002).
- Sriram, V., & Manu, F. "Corporate Social Responsibility in International Marketing: The Case of Pharmaceutical Companies and AIDS in South Africa," Academy of International Business - Southeast Chapter, (2001).
- Sriram, V., Stump, R., Manu, F., & Athaide, G. "The Contingent Effect of International Orientation on Expert Performance: An Empirical Test," Cardiff, UK. (2001).
- Sriram, V., & Luchsinger, V. P. "Looking to Markets in Asia: The Case of McCormick in China," Academy of International Business - Northeast Chapter, Scranton, PA. (2001).
- Sriram, V., & Manu, F. "Export Promotion Programs: Problems of Non-Traditional Exports From Africa," International Academy of African Business Development, Atlantic City, NJ. (2000).

## **Contracts, Grants and Sponsored Research**

### **Grants**

- Sriram, Ven , Herron, Lanny , Mersha, Tigineh , "University of Baltimore Renaissance Scholars Seed Fund" Sponsored by The University of Baltimore, (2005).

## **Research in Progress**

- "An Empirical Assessment of Excel PivotTables and PivotCharts as Effective Marketing Information Literacy Tools." (Writing Results)
- "Cross-national Research on the Role of Various Factors that Impact Entrepreneurial Success" (On-Going)
- "Entrepreneurial Drivers and Performance: An Exploratory Study of Urban Entrepreneurs" (Writing Results)  
Empirical research on urban entrepreneurship in the US.
- "Social Enterprises in Africa" (On-Going)

## **SERVICE**

### **Department Service**

- Committee Chair, Marketing and Entrepreneurship Dept.. (July 2012 - Present).
- Committee Chair, Faculty Search Committee. (May 2012 - December 2012).
- Committee Member, Faculty Search Committee. (August 2009 - May 2010).

### **College Service**

- Committee Member, Leadership Committee. (June 2012 - Present).
- Committee Member, Strategic Planning Committee. (July 2008 - Present).
- Committee Member, CEI Director Search Committee. (June 2012 - August 2012).
- Committee Chair, Graduate Program Committee/Academic Director MBA Program. (August 2008 - May 2012).
- Faculty Advisor, Students in Free Enterprise. (October 2009 - June 2011).
- Committee Member, Sustainability Task Force. (August 2008 - December 2008).
- Committee Member, Graduate Program Committee. (2003 - 2008).
- Committee Member, Curriculum Committee. (2000 - 2001).
- Committee Member, International Programs Committee. (1999 - 2001).
- Committee Member, Faculty Senate Administrative Evaluation Committee. (1999 - 2000).
- Committee Member, Personnel Committee. (1999 - 2000).

### **University Service**

- Committee Member, MSB Dean's Search. (October 2013 - Present).
- Committee Member, UB 21. (July 2011 - Present).
- Committee Member, President's Faculty Awards Committee. (March 2013 - April 2013).
- Committee Member, Graduate Council. (December 2009 - May 2012).
- Committee Member, Center for Excellence in Learning and Teaching. (August 2007 - May 2010).
- Committee Member, Graduate Advisory Council Task Force. (September 2009 - November 2009).
- Committee Member, Curriculum Review Committee. (August 2008 - August 2009).
- Committee Member, Provost Search. (July 2008 - March 2009).
- Reviewer, Provost's Baltimore Renaissance Scholars Seed Fund Awards Committee. (2005 - 2006).
- Committee Member, University Laurence Short Academic Award Committee. (2000 - 2001).

### **Professional Service**

- Reviewer, Ad Hoc Reviewer, IEEE Transactions on Engineering Management.
- Editorial Review Board Member, Journal of Global Business Advancement.
- Editorial Review Board Member, Journal of International Business and Entrepreneurship Development.
- Reviewer, Journal Article, Journal of International Business and Technology.
- Editorial Review Board Member, South Asian Journal of Global Business Research. (2011 - Present).
- International Affiliate, Ethnic Marketing Research Group, Cardiff Business School. (2007 - Present).
- Track Organizer, Academy for Global Business Advancement 4th World Congress. (2007).
- Co-Chair, Special Session on Entrepreneurship in Emerging Markets, Academy for Global Business Advancement 4th World Congress. (2007).
- Committee Member, South Asia/Israel Fulbright Scholar Award Peer Review Committee. (2005 - 2007).
- Session Chair, Academy for Global Business Advancement 3rd World Congress. (2006).
- Reviewer, Conference Paper, Leadership and Management Studies in Sub-Saharan Africa Conference. (2006).
- Session Chair, International Conference on Marketing Strategies for Firms in Emerging Markets. (2004).
- Reviewer, Journal Article, Journal of Managerial Issues. (1999).
- Editor, Associate Editor, Morgan Journal of Undergraduate Research. (1995 - 1999).

### **Development Activities**

- Conference Attendance, "Assessment," AACSB. (March 2010 - March 2010).