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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 and Hallman Fellow of Electronic Business

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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- [074.](#) Frigo, Mark, H. Læssøe, and Venkat Ramaswamy (2015) “Integrating Strategic Risks in Managing Co-Creative Enterprises,” **Journal of Enterprise Risk Management**, 1(1).
- [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.

- [076.](#) Ramaswamy, Venkat and Kerimcan Ozcan (2018), “What *is* Co-Creation? An Interactional Creation Framework and its Implications for Value Creation,” **Journal of Business Research**, 84 (March), 193-205.
- [077.](#) Ramaswamy, Venkat and Kerimcan Ozcan (2018), “Offerings as Digitalized Interactive Platforms: A Conceptual Framework and Implications,” **Journal of Marketing**, 82 (July), 19-31.
078. Ramaswamy, Venkat and Kerimcan Ozcan (2019), “Digitalized Interactive Platforms: Turning Goods and Services into Retail Co-Creation Experiences,” **Marketing Intelligence Review**, 11 (1), 19-23.
079. Ramaswamy, Venkat and Kerimcan Ozcan (2020), “The ‘Interacted’ Actor in Platformed Networks - Theorizing Practices of Managerial Experience Value Co-Creation,” **Journal of Business and Industrial Marketing**.
080. Ramaswamy, Venkat (2020), “Leading the Experience Ecosystem Revolution - Innovating Offerings as Interactive Platforms,” **Strategy and Leadership**.

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. Guillard, (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.