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PERSONAL PROFILE

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Date of Birth: December 17, 1963
Marital Status: Married (Wife's name: Bindu Venkatram)
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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

[\[Google Scholar Profile\]](#)

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- [043.](#) Prahalad, C. K., & Venkat Ramaswamy (2004), "Co-creating unique value with customers," **Strategy and Leadership**, 32(3), 4-9. **Top Article.**

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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**, 35, 7, 1165-1178.
080. Ramaswamy, Venkat (2020), “Leading the Experience Ecosystem Revolution - Innovating Offerings as Interactive Platforms,” **Strategy and Leadership**, 48, 3, 3-9.
081. Ramaswamy, Venkat (2019), “Foreword to Co-Creating Brands,” in Nicholas Ind, and Holger J. Schmidt. *Co-Creating Brands: Brand Management from a Co-Creative Perspective*. Bloomsbury Publishing.
082. Ramaswamy, Venkat (2020), “Foreword to Strategic Design,” in Andre Coutinho and Anderson Penha: “Strategic Design: Creative Directions for a Changing World.”
083. Ind, Nicholas and Venkat Ramaswamy (2021), “How Enterprises can Create Meaningful Purpose Together With their Stakeholders,” **The European Business Review**, January-February, 76-80.
084. Ramaswamy, Venkat (2021), “Foreword to Interactional Creation of Health,” in Chris Lawer, “Interactional Creation of Health: Experience Ecosystem Ontology, Task, and Method,” Amazon Publishing.
085. Ramaswamy, Venkat and Nicholas Ind (2021), “Company Brands as Purpose-driven Lived Experience Ecosystems,” **The European Business Review**, May-June.

086. Ramaswamy, Venkat and M. K. Pieters (2021), "How Companies can Learn to Operate as Co-creational, Adaptive, "Living" Enterprises," **Strategy and Leadership**, 49, 2, 3-8.
087. Ramaswamy, Venkat and Kerimcan Ozcan (2022), "Brands as Co-Creational Lived Experience Ecosystems: An Integrative Theoretical Framework of Interactional Creation," pp. 47-64, in **Research Handbook on Brand Co-Creation**, Edward Elgar Publishing (UK), edited by Stefan Markovic, Richard Gyrd-Jones, Sylvia von Wallpach, and Adam Lindgreen.
088. Ramaswamy, Venkat (2022), "Embracing a Co-Creation Paradigm of Lived-Experience Ecosystem Value Creation," pp. 95-110, in **The Routledge Companion to Corporate Branding**, edited by Oriol Iglesias, Nicholas Ind, and Majken Schultz.
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090. Narayanan, Krishnan and Venkat Ramaswamy (2022), "Digital India Innovation and the Experience-verse Revolution," **itihaasa Report**.
091. Narayanan, Krishnan and Venkat Ramaswamy (2022), "Experience-verse" Creating Value in the Metaverse," **FICCI and IITMAA Metaverse Conference Report**.
092. Narayanan, Krishnan and Venkat Ramaswamy (2022), "Education X-verse Innovation: Applying the PIE X lens to digitalized learning and skilling experiences," **itihaasa Report**.
093. Narayanan, Krishnan and Venkat Ramaswamy (2022), "Health X-verse Innovation: Applying the PIE X lens to digitalized health and insurance experiences," **itihaasa Report**.
094. Narayanan, Krishnan and Venkat Ramaswamy (2022), "Retail & Agri X-verse Innovation: Applying the PIE X lens to digitalized supply chain, omnichannel commerce, brand, and farm experiences," **itihaasa Report**.
095. Narayanan, Krishnan and Venkat Ramaswamy (2022), "Becoming a Co-Creative Living Enterprise in the X-verse: Applying the PIE X lens to organizational transformation," **itihaasa Report**.
096. Narayanan, Krishnan and Venkat Ramaswamy (2022), "Automotive & Mobility Ecosystem X-verse Innovation: Applying the PIE X lens to digitalized automotive and smart mobility experiences," **itihaasa Report**.

BOOKS (since being granted Full professorship in 2000)

[Pralhad, 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.](#)

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