

Madhu Viswanathan, Ph.D.

Professor of Marketing, College of Business Administration at Loyola Marymount University
Los Angeles, CA, US

Director, D.K. Kim Foundation Business for Good Program

Biography

You can contact Madhu Viswanathan at Madhubalan.Viswanathan@lmu.edu. Madhu Viswanathan (B.Tech, Mechanical Engineering, IIT, Madras, 1985; Ph.D. (Marketing), University of Minnesota, 1990) is Professor of Marketing, College of Business Administration at Loyola Marymount University, and Professor Emeritus, Gies College of Business, University of Illinois, Urbana-Champaign. His research programs are on measurement and subsistence marketplaces, where he has authored several books including Measurement Error and Research Design (Sage, 2005), Enabling Consumer and Entrepreneurial Literacy in Subsistence Marketplaces (Springer, 2008), Subsistence Marketplaces (2013), and Bottom-Up Enterprise (2016). He pioneered the area of subsistence marketplaces, a bottom-up approach to poverty and marketplaces (www.business.illinois.edu/subsistence). He teaches courses on research methods, subsistence, and sustainability reaching thousands of students in-person and online. He founded and directs the Marketplace Literacy Project (www.marketplaceliteracy.org), pioneering marketplace literacy education that has reached more than 100,000 women across four continents. He has received numerous awards and served on the Livelihoods Advisory Board of UNHCR.

Areas of Expertise

Sustainability, Subsistence Marketplaces, Marketing, Research Methods and Measurement

Affiliations

Academy of Management, American Marketing Association, Association for Consumer Research, Society for Consumer Psychology

Education

University of Minnesota
Ph.D. Marketing

Indian Institute of Technology
B.S. Mechanical Engineering

Accomplishments

AIB Teaching Innovation Award

The inaugural 2021 Academy of International Business (AIB) Teaching Innovation Award was presented to Madhu Viswanathan for his efforts exploring "Global Virtual Immersion in a Post-Covid World.?"

AMA Lifetime Achievement Award

The American Marketing Association's (AMA) 2021 Marketing and Society Special Interest Group's Lifetime Achievement Award was conferred on Madhu Viswanathan for his scholarship in subsistence marketplaces, marketplace literacy, and contributions to marketing and society/public policy disciplines.

AMA William L. Wilkie "Marketing for a Better World" Award

The William L. Wilkie "Marketing for a Better World" Award is presented by the American Marketing Association (AMA). This prestigious award honors marketing thinkers who have significantly contributed to our understanding and appreciation for marketing's potential to improve our world, and from whose work notable advances have ensued.

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