

SUNAINA VELAGALETI

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EDUCATION

PH.D. Marketing, Wisconsin School of Business, University of Wisconsin-Madison (expected 2017)

Minors: Anthropology and Sociology

Committee: Amber Epp (Chair), Craig Thompson, Page Moreau, Jan Heide, and Lewis Friedland
(Journalism & Mass Communication; Sociology)

M.B.A. Marketing, Wisconsin School of Business, University of Wisconsin-Madison, 2010

B.S. Marketing, Leonard N Stern School of Business, New York University, 2004

RESEARCH INTERESTS

My research efforts aim to illuminate the perspectives and experiences of individuals and communities facing marginalization, or a degree of powerlessness, in the marketplace. More specifically, my work addresses processes of marketplace transformation – when societal change challenges or even alters positions of marginalization for consumers. It examines how broad cultural shifts are encoded in the marketplace and explores the consequences of such transformations for consumers, marketers, and other constituents who attach importance to these changes.

PUBLICATIONS

Epp, Amber M. and Sunaina R. Velagaleti (2014), "Outsourcing Parenthood? How Families Manage Care Assemblages Using Paid Commercial Services," *Journal of Consumer Research*, 41 (4), 911-935.

Mirabito, Ann, Cele C. Otnes, Elizabeth Crosby, David B. Wooten, Jane E. Machin, Chris Pullig ... Velagaleti, Sunaina R (2016), "The Stigma Turbine: A Theoretical Framework for Conceptualizing and Contextualizing Marketplace Stigma" *Journal of Public Policy and Marketing (forthcoming)*

Doll, Mimi, Harper, Gary W., Robles-Schrader, Grisel M., Johnson, Jason, Bangi, Audrey K., Velagaleti, Sunaina R., and Adolescent Medicine Trials Network for HIV/AIDS Interventions (2012), "Perspectives of Community Partners and Researchers about Factors Impacting Coalition Functioning Over Time," *Journal of Prevention & Intervention in the Community*, 40(2), 87-102.

PAPERS UNDER REVIEW

Velagaleti, Sunaina R. and Amber M. Epp, "From Symbolic Violence to Revolution: The Diverse Destigmatization Experiences of LGBT Consumers" (Dissertation; Job Market Paper)
Revise & Resubmit at Journal of Consumer Research

RESEARCH IN PROGRESS

Velagaleti, Sunaina R. and Amber M Epp, "Marketers' Constructions of Contested Markets"
Target: *Journal of Marketing*

Velagaleti, Sunaina R. "Stigma's Presence and Impact on Consumer Acculturation"
Target: *Journal of Consumer Research*

Velagaleti, Sunaina R. "Rethinking Consumer Acculturation: Expanding Beyond Territory to Consider Social Forms of Migration"

Target: *Journal of Consumer Research*

HONORS, AWARDS, AND GRANTS

2016	Vilas Student Research Grant, University of Wisconsin Graduate School
2016	Signe Ostby Distinguished Graduate Fellowship, Wisconsin School of Business
2015	AMA Sheth Doctoral Consortium Fellow, London Business School
2015, 2016	Conference Travel Grant, Wisconsin School of Business
2013	John G. Shutz Excellence Scholarship, Wisconsin School of Business
2012-2016	Marketing Department Scholarship, Wisconsin School of Business
2012-2016	Dean's Naming Fund Scholarship, Wisconsin School of Business
2012	Westing Scholarship, Wisconsin School of Business
2011	Zillman Scholarship, Wisconsin School of Business
2004	William B Cornell Management Award, Leonard N Stern School of Business

CONFERENCE PRESENTATIONS

2016	Velagaleti, Sunaina R. and Amber M. Epp "From Symbolic Violence to Revolution: The Diverse Destigmatization Experiences of LGBT Consumers." Presented paper at <i>Albert Haring Symposium</i> , Bloomington, IN.
2015	Velagaleti, Sunaina R. and Amber M. Epp, "Pursuing Marriage Equality in the Marketplace: Stigmatized Consumers' Responses to Mainstream Marketplace Access." Co-chaired session and presented paper at <i>Association for Consumer Research</i> Conference, New Orleans, LA.
2015	Velagaleti, Sunaina R. and Amber M. Epp, "Pursuing Marriage Equality in the Marketplace: Stigmatized Consumers' Responses to Mainstream Marketplace Access." Presented paper at <i>Transformative Consumer Research</i> Conference, Villanova, PA.
2015	Velagaleti, Sunaina R. and Amber M. Epp, "Pursuing Marriage Equality in the Marketplace: Stigmatized Consumers' Responses to Mainstream Marketplace Access." Presented paper at <i>Consumer Culture Theory</i> Conference, Fayetteville, AR.
2012	Epp, Amber M. and Sunaina R Velagaleti, "Outsourcing Motherhood: Managing Assemblages of Care." Presented paper at <i>Association for Consumer Research</i> Conference, Vancouver, BC.

TEACHING

Teaching interests

Consumer Behavior, Marketing Research, Marketing Communications, Marketing Principles, and Marketing Management

Instructor (Assumed instructor position mid-semester for all sections)

Fall 2013 Consumer Behavior, University of Wisconsin-Madison (MBA, Undergraduate)

Teaching Assistant

Spring 2014	Quantitative Models in Marketing (MBA)
Spring 2014	Pricing (Evening MBA, Undergraduate)
Fall 2014	Marketing Channels (Undergraduate)
Fall 2014	Consumer Behavior (MBA, Undergraduate)
Fall 2015	Consumer Behavior (MBA, Undergraduate)

SERVICE

2015-2016 PhD and Research Programs Committee, Wisconsin School of Business
2015-2016 Reviewer, Consumer Culture Theory Conference
2015 Reviewer, Association for Consumer Research
2013 Discussant, Robert Mittelstaedt Doctoral Symposium

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Transformative Consumer Research
Consumer Culture Consortium
American Marketing Association

DOCTORAL COURSEWORK

Marketing

Consumer Behavior	Robin Tanner
Consumer Culture Theory	Craig Thompson
Inter-Organizational Strategy	Kersi Antia
Marketing Modeling	Noah Lim

Sociology & Anthropology

Social Stratification	Ted Gerber
Political Sociology (Analytical Sociology of Events and Processes)	Ivan Ermakoff
Ethnomethodology and Conversation Analysis	Douglas Maynard
History of Anthropological Theory	Katherine Bowie
Research Methods and Design: Cultural Anthropology	Maria Lepowski
Anthropology of Gender	Maria Lepowski

Elective Coursework

Mass Communication and Societal Institutions	Lewis Friedland
Nationalism and Ethnic Conflict	Nadav Shelef
Media and Cultural Studies: Gender, Sexuality, and the Media	Lori Lopez

WORK EXPERIENCE

2010-2012 **General Mills Inc., Minneapolis, MN**
Consumer Insights Associate

2008-2010 **University of Illinois-Chicago, Chicago, IL**
Coordinator of Clinical and Research Programs (study: Girl Talk)

2004-2006 **National AIDS Fund AmeriCorps, Chicago, IL**
Team Coordinator; Legal Aide at Legal Council for Health Justice

REFERENCES

Amber Epp (advisor)

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Page Moreau

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Jan Heide

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University of Wisconsin-Madison
(608) 262-5224
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Craig Thompson

*McManus Bascom Professor, Gilbert & Helen
Churchill Professor of Marketing*
University of Wisconsin-Madison
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Appendix A: Research Abstracts

Epp, Amber M. and Sunaina R. Velagaleti (2014), "Outsourcing Parenthood? How Families Manage Care Assemblages Using Paid Commercial Services," *Journal of Consumer Research*, 41 (4), 911-935.

An expanding array of available services allow parents to outsource almost any caregiving activity (e.g., nannies, potty training, birthday party planning). Sociologists document a care deficit—resulting from dual-earner households and distance from extended family—coupled with rising consumerism to account for outsourcing. These studies, as well as those in consumer research, clarify outsourcing motivations, but stop short of explaining the differential impacts of outsourcing tensions parents regularly face when assembling care. As such, consumer researchers know little about how parents navigate such tensions when deciding what is acceptable to outsource. Based on depth interviews with 23 families, our analysis uncovers complex care assemblages that are shaped by parenting discourses and tensions of control, intimacy, and substitutability. The resulting framework explains parents' strategies for minimizing outsourcing tensions, reveals processes for (re)assembling different types of care resources, and challenges what is known about the relationship between the market and family life.

Mirabito, Ann, Cele C. Otnes, Elizabeth Crosby, David B. Wooten, Jane E. Machin, Chris Pullig ...
Velagaleti, Sunaina R, "The Stigma Turbine: A Theoretical Framework for Conceptualizing and Contextualizing Marketplace Stigma"
Conditional Accept at Journal of Public Policy and Marketing

Stigmas, or discredited personal attributes, emanate from social perceptions of physical characteristics, aspects of character, and "tribal" associations (e.g., race; Goffman 1963). Extant research emphasizes the perspective of the stigma target, with some scholars exploring how social institutions shape stigma. Yet the ways stakeholders within the socio-commercial sphere create, perpetuate, or resist stigma remain overlooked. We introduce and define marketplace stigma as the labeling, stereotyping, and devaluation by and of commercial stakeholders (consumers, companies and their employees, stockholders, institutions) and their offerings (products, services, experiences). We offer the Stigma Turbine (ST) as a unifying conceptual framework that locates marketplace stigma within the broader sociocultural context, and illuminates its relationship to forces that exacerbate or blunt stigma. In unpacking the ST, we reveal the critical role market stakeholders can play in (de)stigmatization, explore implications for marketing practice and public policy, and offer a research agenda to further our understanding of marketplace stigma and stakeholder welfare.

Velagaleti, Sunaina R. and Amber M. Epp, "From Symbolic Violence to Revolution: The Diverse Destigmatization Experiences of LGBT Consumers"
Revise & Resubmit at Journal of Consumer Research

Perceived incongruence with prevailing social norms generates stigmatization and, as a result, individuals and communities face devaluation by society and marginalization in the marketplace. In times of cultural change, when society reflects upon and even revises its dominant beliefs and values, this incongruence and associated social sanction can lessen – or generate destigmatization. Destigmatization processes become complicated, however, when acknowledging that individuals within a community depart from norms to varying degrees. Lifting of social sanctions and gains in social acceptance, therefore, are uneven across community members. Adopting Goffman's conceptions of stigma (1963) and Bourdieu's work on symbolic violence (1989, 1998) as enabling lenses, and based on depth-interviews with same-sex couples and participant observation in the marketplace, this study explicates the factors – individual characteristics of gender

non-normativity and local mores – that systematically produce these differences in destigmatization. Further, it demonstrates how this intragroup heterogeneity generates disparate experiences, constraints, and responses in the marketplace. By examining different localities during the same historical time, we were able to capture how the interaction between global cultural shifts and local mores produces different paces of change across contexts. This study also illuminates how heterogeneity functions differently during times of cultural transformation versus periods of intense marginalization. Not only are the most destigmatized consumers empowered with new capacities, but the broader community begins to serve as a resource (rather than a liability) to its members.

Velagaleti, Sunaina R. and Amber M Epp, “Marketers’ Constructions of Contested Markets”
Target: *Journal of Marketing*

Companies are often accountable to multiple constituents whose values and expectations are unclear, contradict or compete, and even evolve over time. Termed institutional complexity, this is an environment in which organizations are confronted with varied, and perhaps incompatible, cultural beliefs or logics. Work in consumer research which explicitly considers institutional complexity focuses on how brands negotiate this complexity in order to legitimate their actions or produce coherent brand identities. In contrast, our work focuses on how new market segments are constructed in contexts of institutional complexity, and the different roles firms play in this process. Acknowledging that market segments are deliberate creations, rather than preexisting entities, this work looks at how the narrow constructions of the LGBT community are produced out of marketers’ efforts to manage multiple and contested logics. Further, rather than attending to companies that are proximal to the cultural tension (e.g. Tiffany & Co., The Knot, David’s Bridal) or to the elite iconic brands (e.g. Coca-Cola, Nike, Apple) that are especially adept at addressing it, this research looks at companies more distanced from the issue and less versed at addressing this contestation. Their explicit engagement in this process is neither expected nor explained by the literature. We leverage a case study approach to closely study the efforts of a few firms (e.g. Chick fil A, Amazon, Chevrolet, Procter & Gamble) who are active participants in the construction of the LGBT market. We conduct ethnographic observation and interviews, as well as collect and analyze internal documents, advertising campaigns, and companies’ framings of their actions in the mass media. This focus on market segmentation and the role of brands not yet attended to in the literature, enables the discovery of unique strategies for managing institutional complexity.

Velagaleti, Sunaina R. “Stigma’s Presence and Impact on Consumer Acculturation”
Target: *Journal of Consumer Research*

This article aims to further current understanding of consumer acculturation by detailing the influence of stigmatization on this process. While the presence of stigma and its constraining influence is often mentioned in the consumer acculturation literature, no study has explicitly theorized about its impact on acculturation. Particular focus is placed on environments where substantial inequities of power enable stigmatization to be especially consequential (dominated acculturation context). This research attempts to detail how characteristics of such contexts– in particular, ideological conflict and limited resources – produce stigmatization of new migrants and generate preferences of the dominant group toward separation and marginalization (rather than assimilation) of these migrants. This work recognizes acculturation as a mutual process involving dominant and non-dominant groups, and attempts to uncover how large power incongruence can produce a potentially constrained acculturation environment. This study also contributes to the limited research on dominated consumer acculturation – a context that is especially relevant given its prominence in contemporary society and its potential to produce cultural suppression.

Velagaleti, Sunaina R. "Rethinking Consumer Acculturation: Expanding Beyond Territory to Consider Evolving Constructions of Social Membership"

Target: *Journal of Consumer Research*, working paper available

The commonality of migration within and across borders has stimulated theorization around acculturation, including among consumer researchers interested in the impact of this contact between cultural groups on consumer identity formation. While definitions of acculturation, both internal and external to the field, are largely absent of territorial specification, research on consumer acculturation has almost exclusively focused on physical migrations between presumed nation-states. This paper advocates for the expansion of current theoretical conceptualizations of consumer acculturation to address forms of social migration (e.g. first generation college students; social-class mobility; rural migrants relocating to urban areas). As society proceeds through a transformative period of globalization and increased fragmentation – with economy, politics and associational networks become less grounded to the soil – this study advocates for a reevaluation of the primacy placed on nation-centric identification. Rather than deny the persistent and significant influence of territory on collective identity or advocate for its exclusion, this paper instead promotes a more expansive treatment of social membership. It aims to build upon current models of consumer acculturation by revealing potentially unique forces of impact (e.g., cultural discourses, individual differences, and acculturation agents), processes, and outcomes.