Venkatraman, Meera (Full Professor)

Refereed Journal Articles

Journal Article, Academic Journal


**Non-Refereed Journal Articles**


**Other Intellectual Contributions**

**Other**


**Written Case with Instructional Material**


**Conference Proceedings**

**Conference Proceeding**


**Presentations**


Kim, Jay S., Venkatraman, Meera (Presenter & Author), HomePlus Round Table Meeting, "Management by Metaphors- SH Lee’s Creative Management @ Home Plus," HomePlus Korea and Boston Univeristy, Boston, MA. (September 19, 2013).


Venkatraman, Meera, "Panacea or Pain: Thoughts On Likely Consumer Responses To Interactive TV," Conference on Telecommunications and Information markets, Newport, Rhode Island. (November 1995).


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