

**Title: Brokering Order: Vendor Associations and Channel Governance in Periodic Street Markets**

**Speaker: Prof. Raji Srinivasan, University of Texas at Austin**

**Area: Marketing**

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**Abstract:**

Across the Global South, millions of low-income households depend on periodic street markets as their primary provisioning system. Yet, the channel intermediaries that govern these markets operate without formal authority, contracts, or institutional standing of any kind. Channel governance theory assumes that authority precedes governance acts. That assumption fails here so that existing theory has overlooked how channel governance works when it does. We address this gap through vendor associations in periodic street markets, developing a theory of interface-differentiated governance that explains how a membership-based intermediary produces and sustains market order across three structurally distinct interfaces, vendors, state authorities, and civic communities. Vendor associations invert the foundational logic: authority is produced through governance performance itself, cycle by cycle, earned through structural indispensability to a cross-interface system rather than granted through formal appointment or contractual rights. We introduce two novel constructs, interface-differentiated governance and positional authority, and develop nine propositions establishing default governance modes at each interface, activation conditions, and performance consequences. The paper establishes brokering informal order as a new governance problem class and identifies deliberate restraint, calibrated and sustained across multiple interfaces, as a governance mechanism. In doing so, we provide a novel extension to marketing channels theory.

**Speaker Profile:**



Raji Srinivasan is a professor in the Department of Marketing and holds the Jack R. Crosby Regents Chair in Business Administration at The University of Texas at Austin's McCombs School of Business. Her expertise centers on organizational innovation and marketing metrics, including such topics as new product development, market entry and exit strategies, and the financial performance of companies.

Srinivasan has also served the school as the inaugural associate dean for diversity and inclusion.

A renowned researcher, she has published her academic work in outlets such as Journal of Marketing, Journal of the Academy of Marketing Science, Marketing Letters, Journal of Product Innovation Management, and The Journal of Public Policy and Marketing. She is an associate editor of the Journal of Product Innovation Management and Journal of

Public Policy and Marketing and serves on the editorial board of the Journal of Marketing. She is currently serving as co-editor of the Journal of the Academy of Marketing Science. Srinivasan holds a Ph.D. in business administration (marketing) from Pennsylvania State University; an MBA (marketing) from the Indian Institute of Management, Ahmedabad, India; and an M.S. in physics from Madras Christian College, Madras, India.

**Webpage Link:** <https://www.mcombs.utexas.edu/faculty-and-research/faculty-directory/profile/?username=rajashri>