



Academic Insights

Contributions of Dr. Rajagopal in Research- 2001

Professional Courses conducted at ITESM, Mexico City Campus

Marketing Strategy, Advertising and E-commerce module for the participants of Executive MBA program organized jointly by ITESM, Mexico City Campus and University of Texas at Austin (Nov. 09-10, 2001)

Inside ...

Working Papers Page 2

Books Page 3

Cases Page 3

Case Studies

Developing case studies in Mexican Business Environment initiated

Highlights...

Research projects completed

Study on Consolidation of Land Holdings and Computerization of Land Records in the Selected States in India, Ministry of Rural Development, Government of India, ASCI

Working papers

- ✚ Comprehensive branding for sustainable Brand Image,
- ✚ Future Prospects of Relationship Marketing: An Analytical Framework,
- ✚ Consumer Perspectives of Brand Extension Effects
- ✚ Reengineering Business for Competitive Advantage
- ✚ Concepts and Approaches of Building Marketing Strategies
- ✚ Competitor Analysis and Strategy Building



Teaching and research prospects for the year 2001

Dr. Rajagopal completed a national research project on Consolidation of Land Holdings and Computerization of Land Records, sponsored by the Department of Rural Development, Government of India, leading a large empirical work spread over 10 states in the country. Dr. Rajagopal led the research project team. He had also

proposed couple of new projects to National Bank for Agriculture and Rural Development during the year. Dr. Rajagopal was invited to ITESM, Mexico City Campus to join as Professor of Marketing in the Business Division of the university in early 2001. He had been assigned with under-graduate and post-graduate courses to begin with his activities.

Research

The Ministry of Rural Development, Government of India, has awarded this study to ASCI. In accordance to the Terms of Reference of the Sub Committee under the National Committee on Consolidation of Land Holdings and Computerization of Land Records, ASCI was requested to carry out a "spot studies" of the detailed progress of land consolidation in 10 states namely Uttar Pradesh, Maharashtra, Madhya Pradesh, Gujarat, Karnataka, Bihar, Andhra Pradesh, West Bengal, Tamilnadu and Assam. The "spot studies" were aimed to assess the functioning of the Computerization of Land Records (CLR) scheme. The proposed study was conducted with a view to document the efforts made on consolidation and computerization of

land records in the selected states. The enactment of law for consolidation, their effect and the necessity of further efforts and needs of farmers were also examined during the study. The principal objective of the study is to review the performance of implementation of the scheme on consolidation of land holdings in the selected states and computerization of land records. The study has also to appraise the process of digitization of maps in the states as a part of the computerization of land based statistics. The study also aims at analyzing the perceptions of the land owners and revenue functionaries in the districts about implementing the scheme on consolidation of land holdings as well as the computerization of land records.

Comprehensive branding for sustainable Brand Image, Working paper, ASCI, 2001

Brands and the relationships are of increasing importance to practitioners and of continued significance to researchers. The environment of increased communication, which continues to develop as a result of new and improved technology, together with the increasing use of brand extension, co-branding and other associative techniques and effects, emerges in an increasingly complicated set of relationships between brands. The brand relationship with the customers may be explained in a four-Quadrant matrix is the simplest way of illustrating the types of relationships involved, and that the defining factors are the nature of the business relationship – whether close or distant – and the linkage between the brands, which is either strong or weak.

Consumer Perspectives of Brand Extension Effects: Behavioral Analysis and Impact Assessment, ITESM 20001

This paper attempts to emphasize the relationship between empirical and theoretical considerations in the information analysis of brand extensions on consumer behavior. Broadly the study focuses on analysis at the individual or micro-level and attempts to derive implications towards buying decisions on the extended brands analyzing the aggregate relationships. The study is based on the empirical data collected from the consumers in the retail stores in Mexico City. The discussion of the study analyzes categorical similarity as a determinant of diagnostic behavior and explores the role of accessibility of extension information in making the buying decisions among the consumers.

Reengineering Business for Competitive Advantage: Analysis of Applied Concepts, ITESM, 2001

This discussion paper analyses the concepts of building marketing strategies in a competitive market environment. There are not many applications of the competitive theories that encourage the corporate managers to develop appropriate competitive strategies for various reasons of market place uncertainty. The present paper provides a close window to look into the most vulnerable issues of market competition and discusses the possible strategies that may provide sustainable advantage to the company. The analysis in the paper is supported with the cases and corporate brand illustrations to impart better knowledge to the managers of the task of competitive strategy building.



Brief resumes of cases may be viewed at the web site:
http://www.geocities.com/prof_rajagopal/case-resumes.pdf

Future Prospects of Relationship Marketing: An Analytical Framework

The role of customer value has been largely recognized over time by the firms as an instrument towards stimulating market share and profit optimization. The customer values for a new product of firm in competitive markets are shaped more by habits, reinforcement effects, and situational influences than strongly-held attitudes. A strong and sustainable customer value associated with a new product launched by a firm may also lead to build the customer loyalty in the long run. This paper discussed the growing role of CRM and enhancement of customer values. A framework of integrating the aggregate returns of customer value and customer services has been discussed in a competitive business environment. This is a conceptual paper and proposed models need calls for future research in the area.

**Dr. Rajagopal, Ph.D.**

Professor, Business Division
ITESM, Mexico City Campus
Mexico 14380 DF

E-Mail:

rajagopal@itesm.mx
prof_rajagopal@yahoo.com

Visit Home Page at:

http://www.geocities.com/prof_rajagopal/homepage.html

Concepts and Approaches of Building Marketing Strategies: Applied Analysis in Indian Context, ITESM, 2001

The strategies are formulated for short and long run according to the goals of the company. The goals indicate that what a company wants to achieve in a given environment and time frame; the strategy answers that how get there. Every business must develop a tailor made strategy for achieving its goals. The corporate business strategies should possess three generic points on overall cost leadership, differentiation and focus. The managerial strategy in business should be to reduce the cost of production and distribution. This is a conceptual paper and discusses the SWOT determinants that affect the corporate strategies leaning towards the competitive advantage. A framework has been proposed to the companies seeking quality leadership for optimizing revealed comparative advantages.

Competitor Analysis and Strategy Building: Developing Applications for reviewing the Corporate Decisions, ITESM, 2001

This paper develops and demonstrates a combined set of models to analyze the corporate decision processes. The results of the models are then integrated along with other socio-political factors within a policy relevant decision methodology framework in reference to Mexican business environment. It has been observed that the economic development planning and implementation processes also influence the managerial decision. The study suggests a decision support framework which combines the quantitative tools with other qualitative decision factors.

Corporate Cases in Mexican Business Environment- Project Phase- I

The concept of Faculty Students Collaborative Research (FSCR) involving the participants of the course to work on the marketing assignments in a systematic way under my supervision has been conceived to develop the business cases for class room discussions. The results were encouraging and the association of the students had shown reasonable improvement in learning activities. Some assignments having good resource base for discussions have been picked-up and developed them into the case form for future use in the course. The first volume presents seven corporate cases of Mexican business environment and two narrative cases on marketing to be used as warming-up discussion input in the class to introduce the subject. The cases included the following companies doing business in Mexico:

- ✚ Hines International Real Estate Developers
- ✚ Jugos del Valle SA de CV
- ✚ Banamex Aegon of Mexico
- ✚ Nestlé Mexico
- ✚ Grupo SIDEC Situr
- ✚ Monsanto Agrochemicals
- ✚ Cadbury Schweppes

It has been observed that the participant have well responded to the varieties of case discussions and shown increasing interest in creative learning.

