



Professional Courses conducted at ITESM, Mexico City Campus

Marketing Module has been conducted for the participants of the Doctoral Program at ITESM, Mexico City Campus (January-May, 2003 semester). The duration of the course was of 36 Hours spread over the entire semester.

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Case Studies

Developing case studies
in Mexican Business
Environment

*Completed and available
for use*

Academic Insights

Contributions of Dr. Rajagopal in Research- 2003

Highlights...

Research Portal Development- Execution

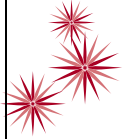
Execution of research portal to facilitate on-line information exchange with packages compatible for statistical analysis has been designed for the department of marketing.

Working papers

- ✚ Review of Customer Portfolio and Relationship Management Models : Its Implications in the Marketing Research
- ✚ Customer Based Brand Personality in Competitive Environment through Media Exposure
- ✚ Effects of Functional Performance of Distribution Channels on Transactional Relationship in the Market Environment

Books-Reprint

First reprint of the book entitled "Marketing Management: Text and Cases", Vikas Publishing House, New Delhi 2000, ISBN 81-259-0773-4



Teaching and research prospects for the year 2003

The priorities in teaching and research continued same as of previous year. However, the new task of developing a research portal for the department to facilitate on-line information and analysis has been taken-up in collaboration with IT department of the Institute. The working papers have been focused on the conceptual issues with the

managerial application point of view in Mexican companies.

The sessions in the Doctoral program have been designed and developed with more research orientation in marketing. Substantial time was devoted in developing *ten* new business cases.

Research Portal for On-line Information Exchange

The internet research has opened the gateway to the information acquisition and customized research activities. There are many consulting companies like McKinsey. Many international marketing research companies use on-line data collection method on various consumer issues like brand trust, quality and application perspectives of products, impact of corporate promotions, sales performance and related variables. The data collected through internet opinion poll is mechanically analyzed and reports are generated for public and private use. The on-line marketing research has proved to cost and time effective and gets along well with the contemporary research practices.

The portal will provide interactive mail facility to correspond with the respondents and clients. The business transaction will be controlled by the designated person in-charge of the handling the sales activities and information to this page will be restricted for general users of the portal. The users' guide will be developed to facilitate the faculty members in order to optimize their usage of the on-line marketing portal. The on-line data can be exported to the Excel for carrying necessary analysis. The portal also supports publication of working papers, reports, news etc.

[Review of Customer Portfolio and Relationship Management Models](#)

This paper broadly discusses the customer portfolio theories and their implications in reference to marketing and purchasing perspectives. It provides an insight into how marketers interpret and describe companies' actions. The central theme of the paper discusses the tools that can be used to facilitate relationship management. The discussion in the paper provides a framework for relationship management, the central tenet of which is to enable managers to invest their resources in the most efficient and effective way. The contributions to the understanding of relationship management are critically reviewed in the following sections. The alternative models have been developed in reference to the market environment and values concepts have been designed in reference to the triadic relationship among the organization, supplier and customer has been discussed in the contemporary managerial perspectives. The paper also draws applied recommendations are made about their relevance to strategic decision making and theoretical development in the area of customer portfolio management.

<http://ideas.repec.org/p/wpa/wuwpmi/0407001.html>

[Customer Based Brand Personality in Competitive Environment through Media Exposure](#)

The brand equity is built around brand personality as one of the core dimensions. The psychographic variables like emotions associated with the brand image constitute the personality of a brand. Although the experiences of the consumers with the brand cultivate such personality, advertising plays a dominant role in personality creation. This paper

attempts to explore the mechanism that builds brand personality through media communication like advertising and word of mouth. The discussions in the paper integrate advertising variability concepts with brand personality and present viable propositions as managerial implication for building the brand personality considering the variables of marketing communication. The hypotheses set within the integrated framework lead to the construct of advertising model cohesive to the brand personality measures. In building this framework analysis of the concepts of brand equity and advertising, communication, personality and loyalty have been critically examined and tested on the basis of two separate studies conducted in Mexico.

<http://ideas.repec.org/p/wpa/wuwpit/0407002.html>

[Effects of Functional Performance of Distribution Channels on Transactional Relationship in the Market Environment](#)

The study attempts to make theoretical contributions to the literature on relationships in marketing channels. Compared with the impact of the often-investigated construct of dependence structure, the impact of channel function performance on relationship quality is relatively large. The study addresses broadly the issues as to what extent is the impact of quality performance responsible for doing business with the organizational customers? To what extent is the relationship between quality perceived and quality performance contingent upon the nature of buyer-distributor relationships? The sample selected for this study was the distribution companies in the office equipments sector serving to the industrial accounts in Mexico. The study also analyzes the impact of channel function performance on relationship quality, which is moderated by the extent dependence structure of the relationship. The impact of channel function performance on different

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Brief resumes of cases may be viewed at the web site:

http://www.geocities.com/prof_rajagopal/case-resumes.pdf

Visit Home Page at:

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

dimensions of relationship quality – satisfaction, trust, commitment and conflict under different dependence structures have also been diagnosed and discussed in the paper.

<http://ideas.repec.org/p/wpa/wuwpit/0407001.html>

Corporate Cases in Mexican Business Environment- Volume I

The second volume presents eight 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. There are two hypothetical cases included in this volume whereas the remaining cases are of the companies existing in Mexico. In the second volume following cases have been discussed:

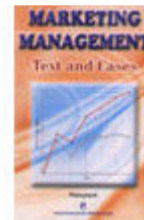
- ✚ Donfer Alementos SA de CV
- ✚ Roche Diagnostics Mexico (A)
- ✚ Lapidera Mexicana Sa de CV
- ✚ Azteca America (Media)
- ✚ Canon Mexico
- ✚ Wal-Mart Mexico
- ✚ Roche Diagnostics Mexico (B)
- ✚ Nutricos Mexico
- ✚ BMW Mexico
- ✚ Crimson Nector

These cases have been written as the basis for class discussion rather than to illustrate either effective or ineffective handling of an administrative situation of a company. All cases exhibit the symbiosis between the marketing concepts and application. It has been experienced that the classroom discussion of these cases provides scope to learn the marketing concepts and strategy

implementation in the bi-directional process. The contributions of students specific to the tasks performed have been accredited and duly acknowledged. The teaching notes for the instructors to help organizing the learning process for each case has been developed separately

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

Book- Reprint



Rajagopal : Marketing Management-Text and Cases, Vikas, Publishing House, New Delhi, 2000, ISBN 81-259-0773-4

This book has received considerable market response from the students and instructors of the management schools in India. The book has been recommended as text book by the Board of Management Studies constituted by the All India Council of Technical Education. Beside this book has been recommended by many universities in India as reference text.

The book was published in 2000 and its first reprint of this book has been released in November 2003 by the publisher.