



Academic Insights

Contributions of Dr. Rajagopal in Research- 2004

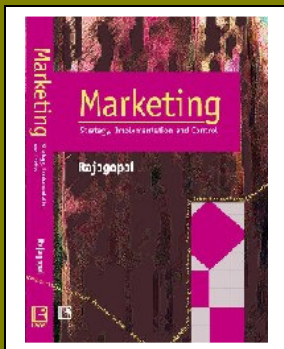
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Off Campus Courses in Post-graduate Program

New Product Management, ITESM, Toluca Campus, Mexico [April-June, 2004]

Advanced Selling Systems, Campus Estado de Mexico, Mexico [Sept.-Dec., 2004]



Highlights...

Mexican National Scientist Award

Conferred Mexican National Scientist Award of SNI (National System of Researchers) Level-II award by National Council of Science and Technology (CONACYT) for the period Jan 2004-Dec 2007

Book

Marketing: Strategy, Implementation and Control, Rawat, India, 2004

Working papers

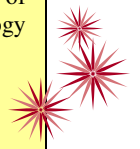
- Impact of Advertising Variability on Building Customer Based Brand Personality Under Competitive Environment: Empirical Analysis in Reference to Mexico
- Measuring Variability Factors in Consumer Values for Profit Optimization in a Firm – A Framework for Analysis
- Economic Integration and Trade Competitiveness in Latin America

Research Projects

- Strategies of building customer values and brand through advertising by the multinational discount retail chain stores in Latin America
- Evolving Strategic Business Partnering Models between Latin American Countries and Asia

Publication in International Refereed Journals

- Brand Architecture: Journal of Brand Management, 11 (3), February, 2004



Teaching and research prospects for the year 2004

The priorities in teaching and research continued same as of previous year. The focus of research has been shifted to two institutional projects awarded for the academic year 2004-05. Besides, the working papers have been focused on the macroeconomic and market related conceptual issues with the point of view of managerial application.

There are two Doctoral theses have been examined and defense session have been attended. Substantial time was devoted in guiding two doctoral students in developing working papers. In addition to the research and regular teaching activities, off campus courses in the post-graduate program on New Product Management and Selling Systems have been conducted.

Book

This book imparts knowledge and skills for understanding the marketing environment and organizational players, analyzing their strategic business moves and developing appropriate marketing strategies for the clients and organizations. The applied concepts of strategic marketing have been introduced through case analysis with reference to functional issues like customer analysis, competitor analysis and company analysis. The specific learning objectives of the book are to improve understanding on making marketing decisions, analyze industrial marketing environment, develop competitive marketing strategies, develop skills in sales management and enhance know-how on implementation and control of the marketing strategies. In addition to the major cases discussed at the end of the chapters to provide applied orientation and realizing the learning objectives, there are many cases of the multinational companies discussed within the chapters to support major concepts and issues. The book will prove helpful to the graduate management students and corporate executives to refresh their skills and enhance their knowledge.

Rajagopal: Marketing: Strategy, Implementation and Control, Rawat, New Delhi, India, 2004 pp xii+488, ISBN 81-7033-809-3

Mexican National Scientist Award in Economics/Management: SNI Level-II

Recognition and Membership conferred in Level 2 of the National System of Researchers- SNI (Sistema Nacional de Investigadores), Government of Mexico has been conferred considering the excellence in research contribution made so far. The selection of candidature in this level is for Four years with effect from January 01, 2004 until December 2007. The honor includes the tax free scholarship of excellence per month for the stipulated period. There are four levels of recognition that include Research Candidate, Level 1, Level 2 and Level 3 in the ascending order of excellence. The announcement has been notified on October 21, 2003 by CONACYT, Government of Mexico.

<http://www.conacyt.mx/dac/sni/resultados-convocatoria-2003.html>

Impact of Advertising Variability on Building Customer Based Brand Personality under Competitive Environment: Empirical Analysis in Reference to Mexico

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.

Measuring Variability Factors in Consumer Values for Profit Optimization in a Firm – A Framework for Analysis

This paper develops the framework for measuring the consumer values in reference to establish the long run relationship by the firm and optimize its profit levels. The discussions in the paper attempt to endure the core issues of consumer values in retailing the products and services as how to conceptualize consumer values, how to measure it, and how to manage it. The efficiency value derived can be understood as the return on the consumer's investment. Products offering a maximum consumer value relative to all other alternatives in the market are characterized as efficient. The consumer value concept is utilized to assess product performance and eventually to determine the competitive market structure and the product-market boundaries

Economic Integration and Trade Competitiveness in Latin America (1950-2003)

The institutional reforms Latin American countries have been oriented towards globalization of trade, improving financial and labor markets, developing and comprehending the use of public resources. The paper reviews the approach to trade policy in early reforms period and evolution of

Working Papers may be viewed and downloaded from various web resources. Check the papers at following URL:
<http://www.econpaper.repec.org>
<http://www.ideas.repec.org>
<http://www.ssrn.com>

Official recognition has been given for outstanding performance of the course on New Product Management delivered in the post-graduate program at ITESM, Toluca campus. A citation has been given by the Director General of the campus for the achievement on 6th Aug 2004



A seminar in the Doctoral Program was delivered on Brand Architecture on 25th March 2004. The Seminar was attended by the participants of the program and faculty of the ITESM Mexico City campus.



Best Research Professor Award has been conferred by the ITESM, Mexico City Campus on 15th May 2004 on the occasion of Teacher's Day.

thoughts, integrating the economic and structural reforms in Latin America through the analysis of spatial and temporal data referring to the period 1950-2003. The study shows that there have been mixed effects of institutional reforms on the overall economic growth of the Latin American countries. However, the trend in the growth of export in the selected countries has been positive but slow.

Research Projects

The following research projects were approved by the research committee of the University (ITESM) for the academic year 2004-05. The study reports should be submitted in February 2006.

- ✦ Strategies of building customer values and brand through advertising by the multinational discount retail chain stores in Latin America

The proposed research project carries the broad objectives of analyzing the reasons that have determined the success or failure of the discount retailers on the international scene, through identification and analysis of the strategic groups, competitive advantages, entry barriers to the sector and barriers to mobility between the groups. The study is also aimed at exploring the mechanism which builds brand personality through media communication like advertising and word of mouth. The discussions in the study integrate advertising models with the theory of brand personality and present viable propositions as managerial implication for building the brand personality considering the variables of

marketing communication and to develop a model for building the retail store brands in reference to the advertising affecting the cognitive parameters and lifetime values of the customers.

- ✦ Evolving Strategic Business Partnering Models between Latin American Countries and Asia

The study proposes to analyze the leading factors that are behind the proliferation of intra-regional and inter-regional FTAs of Latin American countries and discuss the prospects for bilateral FTAs between Latin America and Asia, particularly focusing on Japan-Mexico and Japan-Chile FTA. The study will also discuss a new approach to cooperation between East Asia and Latin America, the East Asia Latin America Forum (EALAF). This study is aimed at documenting and evaluating the process of trade reforms in Latin America from the mid-1980s until 1993 and providing an analytical and historical discussion of the consequences of industrial policies in the region, from the early 1950s when import-substitution ideas were supported by the Economic Commission for Latin America to the 1990s when liberal regimes were embraced. The study also focuses on the evolution of productivity and exports, and it deals with several countries' experiences. The role of real exchange rates in the trade liberalization process is studied, and the recent trend towards appreciation observed in many countries in the region is scrutinized. The output of the research study will emerge in the form of the institutional research report, abridged version of the report as a research paper and topical issues of the study like economic development in the Latin

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American countries, trade barriers, investment policies, protectionism, internalization and internationalization issues, MERCOSUR-retrospect and prospects and effect of regional trade agreements on trade and economy development will be developed as cases for classroom discussion that may be used in undergraduate and graduate programs.

Journal Article

Rajagopal and Sanchez R (2004), Conceptual Analysis of Brand Architecture and Relationships within Product Categories, *Journal of Brand Management*, 11 (3), Feb, 233-247

Brands play a significant role in developing marketing strategies of specific product categories in a firm. Coherent international brand architecture is a key component of the firm's overall marketing strategy as it provides a structure to leverage strong brands into other markets, assimilate acquired brands, and rationalize the firm's branding strategy. This paper discusses how the firms can develop brand architecture and the factors that contribute in shaping the architecture. The managerial implications for the marketing management and the impact of architecture on the brand hierarchy are also analyzed.

Theses Examined

The following doctoral theses were examined and defense sessions conducted:

Carlos Basurto (ITESM): "Measuring Effectiveness of Corporate Societal Marketing Initiatives: A model of consumer attitudes and judgments toward

brands, ITESM, 2004

Fernando Ojeda Villa Gomez (National University of Mexico-UNAM): "Developing Model for Measuring Customer Value: Application of Structural Equations in an Enterprise-Telecommunications Mexicana", ITESM, 2004