



# Academic Insights

Contributions of Dr. Rajagopal in Research- 2005

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## Participation in International Conferences

First International Conference on Strategic Management in Latin America, Organized by INCAE and The Journal of Business Research, Costa Rica, January 6-7, 2005. Full paper accepted for discussion and presentation : *Institutional Reform and Trade Competitiveness in Latin America*

### Highlights...

#### *Interview with Management Herald, Argentina*

“Pasos clave para hacer crecer nuestros negocios a través de asociaciones con empresas de países desarrollados” (International Partnering Dynamics in Latin America), An exclusive interview published in Management Herald (a premier management periodical from Argentina), February, 2005, 22-23

#### *Working papers*

1. Measuring Customer Values and Market Dynamics for New Products of a Firm: An Analytical Construct for Gaining Competitive Advantage, February, 2005
2. Where did Trade Liberalization Drive Latin American Economy, April 2005
3. Innovation and Business Growth through Corporate Venturing in Latin America: Analysis of Strategic Fit, July, 2005
4. Measuring Customer Value Gaps: An Empirical study in Mexican Retail Market, August, 2005
5. Influence of Brand Name in Verity Seeking Behavior of Consumers: An Empirical Analysis, October, 2005

#### *Research Projects Completed*

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

#### *Publication in International Refereed Journals*

1. Analysis of Customer Portfolio and Relationship Management Models : Bridging Managerial Gaps, *Journal of Business and Industrial Marketing*, Vol. 20, No.6, June, 2005, 307-316 (UK) [Download Full Text PDF](#)
2. Measuring Variability Factors in Consumer Values for Profit Optimization in a Firm – A Framework for Analysis, *Journal of Economics and Management*, Volume 1, No.1, January , 2005, pp 85-103 (Taiwan) [Download Full Text PDF](#)
3. Impact of Advertising Variability on Building Customer Based Brand Personality under Competitive Environment: Empirical analysis in reference to Mexico, *Latin American Business Review*, Volume 6, No. 3, 2005, pp 63-84 (Haworth Press, UK) [Download Full Text PDF](#)
4. Institutional Reforms and Trade Competitiveness in Latin America, *Journal of Applied Econometrics and International Development*, Vol. 5, No. 1, April 2005, pp 45-64(Spain) [Download Full Text PDF](#)

#### *Academic Contributions in India*

- ✓ Putting the Customer First, Guest Lecture at Hyderabad Management Association
- ✓ Workshop on Banking Deliverables and Customer Value, IDRBT, Hyderabad
- ✓ Management Development Program on Advanced Selling System at IIM, Indore
- ✓ PGP Course on New Product Management, IIM, Indore, July 2005

## Teaching and research prospects for the year 2005

The priorities in teaching and research continued same as of previous year. The efforts of research have been driven towards completion of two institutional projects awarded for the academic year 2004-05. The working papers have been focused on the macroeconomic and market related conceptual issues with the point of view of managerial application. More time was devoted in revising the

papers accepted for publication in international journals. Two management cases were also developed during the year.

A Doctoral thesis has been examined and doctoral seminars were delivered. Many management development programs in India were offered at the institutes IDRBT and Indian Institute of Management Indore.

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.ssm.com>

“Putting the customer first: Global dynamics and value drivers”, Guest session delivered at Hyderabad Management Association (A chapter of All India Management Association), Hyderabad (India), June 01, 2005. (Total Duration 55 Minutes)

[http://www.geocities.com/rof\\_rajagopal/hmaclip.wmv](http://www.geocities.com/rof_rajagopal/hmaclip.wmv)


## Interview, Working Papers

“Pasos clave para hacer crecer nuestros negocios a través de asociaciones con empresas de países desarrollados” (Internacional Partnering Dynamics in Latin America), An exclusive interview published in Management Herald (a premier management periodical from Argentina), February, 2005, 22-23

...There are many new hybrid business cultures emerging across the countries. Of these, the regional ones are re-emerging through international partnering under the aegis of globalization. The evolution of trade partnerships with the companies of the other countries is a phenomenon that often reflects deep structural changes in the whole economic system of a country.

SECCION III Management Herald - El primer mes de la revista de los comentarios - Febrero 2005

PERFILES & ENTREVISTAS EXCLUSIVAS



Dr. Rajagopal

**Pasos clave para hacer crecer nuestros negocios a través de asociaciones con empresas de países desarrollados**

El doctor Rajagopal nos introduce al mundo de las asociaciones entre empresas de países desarrollados y empresas de países en vías de desarrollo. Durante la entrevista al doctor Rajagopal, Profesor de Marketing del Instituto Tecnológico de Monterrey, nos habla sobre cómo implementar efectivamente estas asociaciones internacionales estratégicas e ilustra sus ideas con numerosos ejemplos.

INTRODUCCIÓN AL PENSAMIENTO DEL DOCTOR RAJAGOPAL

El tema de estos días es el negocio global. El acceso a los mercados ha sido restringido por el crecimiento de las barreras comerciales. Ya sea a través de aranceles o de medidas de protección de los mercados como el control de divisas, el comercio internacional se ha vuelto más difícil. Esto ha resultado en un menor crecimiento de la producción de bienes y servicios, lo que a su vez ha resultado en un menor crecimiento de la producción de bienes y servicios. El comercio internacional es un proceso de intercambio de bienes y servicios entre países. El comercio internacional es un proceso de intercambio de bienes y servicios entre países. El comercio internacional es un proceso de intercambio de bienes y servicios entre países.

private sector participation in banking, and the size and activity of stock markets...

[http://www.geocities.com/prof\\_rajagopal/entrevista.pdf](http://www.geocities.com/prof_rajagopal/entrevista.pdf)

Measuring Customer Value and Market Dynamics for New Products of a Firm: An Analytical Construct for Gaining Competitive Advantage

This paper attempts to critically examine the available literature on the subject, discuss a model that provides a framework for analyzing the variables associated with customer value and to identify potential research areas. A basic premise of the paper is that the focus should be on maximizing total customer value and customer satisfaction which are inter-dependent in the decision making process towards buying new products. The framework of the construct is on a proposed model which integrates all aspects so as to maximize the potential of the organization and all its subsystems to create and sustain satisfied customers. The discussion in the paper on the customer value gaps in the process of marketing new products explores the possible situations that may lead to lower the customer value.

<http://econpapers.repec.org/paper/wpawuwp/0502012.htm>

Where Did the Trade Liberalization Drive Latin American Economy: A Cross Section Analysis

This paper attempts to analyze the extent of trade competitiveness and its impact on the economic welfare measures in the Latin American countries. The analysis concentrates on the total factor productivity and exports in the countries of the region in reference to the economic growth pattern emerged during 1950-2003. The Cobb-Douglas function has been used to measure the total factor productivity and Nash equilibrium has been calculated to measure the economic welfare gains among the trading blocs in the Latin American region. The results of

It usually takes long time to unfold since comparative advantages in international business partnering have long-term gains. Globalization has increased the access to the markets as the remote markets have been reduced following the political and economic changes world-wide. The structural reforms in Latin American countries have broadly focused in five major areas comprising international trade, financial markets, labor markets, and the generation and use of public resources. Consequently the financial development has improved, especially the depth of financial intermediation,



Courses Offered in Premier Academic Institutes in India during summer 2005

**One-Day Workshop on Banking Deliverables: Technology and Value Appreciation.**

Institute of Development and Research in Banking Technology, Hyderabad (An organization of Reserve Bank of India)

June 02

**MDP on Green Consumerism, Indian**

Institute of Forest Management, Bhopal, June 20-22

**PGP course on New Product Management,**

Indian Institute of Management, Indore, July 06-11

**MDP on Advanced Selling Systems,**

Indian Institute of Management, Indore, July 12-14

brand differences have been the prime factors in making buying decision for new brands among the consumers. Consumers also ascertain the brand name associated with the unfamiliar brands as they feel high risk averse and entangle in decision making with perceived brand differences.

## Research Projects Completed

### Evolving Strategic Business Partnering Models between Latin American Countries and Asia: An Analytical Study of Spatial and Temporal Dynamics

This study is based on extensive survey of literature and statistical analysis of the data available from the secondary sources. The strategic partnership model will be developed on analyzing the functional gap map in reference to the political, economic, legal and trade related factors. The analysis in the study concentrates on the evolution of productivity and exports, and discusses factors variability in the Latin American region. The role of strategic alliances in the trade liberalization and international partnering variables will be analyzed in reference to non-parametric measures and the recent trends towards economic appreciation observed in Latin American countries in the region will be put through the process of appropriate qualitative and quantitative test to support the development of the model.

Submitted to ITESM-CCM. For restricted circulation. Contents of the report include- Executive Summary, Introduction, Review

of Literature, Research Design, Results and Discussion, International Trade Alliance, Summary, Recommendation, References. Length of the report pp 1-125

## Papers Published in International Refereed Journals

- ✓ Analysis of Customer Portfolio and Relationship Management Models : Bridging Managerial Gaps, *Journal of Business and Industrial Marketing*, Vol. 20, No.6, June, 2005, 307-316 (UK) [Download Full Text PDF](#)
- ✓ Measuring Variability Factors in Consumer Values for Profit Optimization in a Firm – A Framework for Analysis, *Journal of Economics and Management*, Volume 1, No.1, January , 2005, pp 85-103 (Taiwan) [Download Full Text PDF](#)
- ✓ Impact of Advertising Variability on Building Customer Based Brand Personality under Competitive Environment: Empirical analysis in reference to Mexico, *Latin American Business Review*, Volume 6, No. 3, 2005, pp 63-84 (Haworth Press, UK) [Download Full Text PDF](#)
- ✓ Institutional Reforms and Trade Competitiveness in Latin America, *Journal of Applied Econometrics and International Development*, Vol. 5, No. 1, April 2005, pp 45-64(Spain) [Download Full Text PDF](#)

## Management Cases Authored

### The Virtual Sales Office for Insurance Services in Mexico: A case of ING Comercial America

Case Field: Advanced Selling System

Keywords: Sales automation, sales performance, consultative sales, go-to-market strategy, and horizontal integration

Reference Period: 2004-05

Case Length: 21 Pages

### Coca-Cola FEMSA: Organizational Reforms for Competitive Gains in Sales in Mexico City

Case Field: Sales Management

Keywords: Sales management, delivery pattern, sales transformation, sales competition, sales force deployment

Reference Period: 2004-05

Case Length: 21 Pages