

Marketing Research Updates

A Quarterly Newsletter

October-December 2008

Highlights

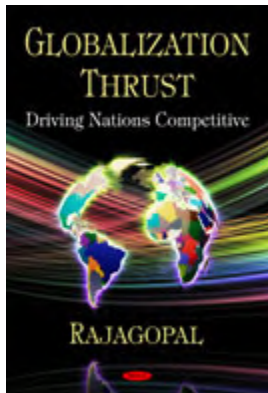
Book (1)
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Book (1)

Rajagopal (2008), *Globalization Thrust: Driving Nations Competitive*, Nova Science Publishers Inc., Hauppauge, New York, 2008 ISBN 978-1-60456-712-0



Abstract: The global market place equipped with the application of global communications has become the focus of the global business arena that makes the world markets remain open and involved in the fair competitive practices. This book delineates economic and political factors along with the technological perspectives thereof towards the export growth and competitiveness among developing countries and analyzes trade competitiveness in view of the economic reforms and trade liberalization. Discussions in this book address the impact of globalization among developing countries towards enhancing international trade and working out effective economic reforms to stimulate overall growth in the country. The role of international institutions like World Trade Organization and various preferential trade agreements among the developed and developing countries has also been analytically discussed in the book. The discussions in the book delineate economic and political factors along with the technological perspectives thereof towards the export growth and competitiveness among developing countries and analyze trade competitiveness in view of the economic reforms and trade liberalization. The roles of country specific policies to assure the success of trade liberalization, organizational backing and international concerns have also been analyzed in the book. Details about this book can be viewed at https://www.novapublishers.com/catalog/product_info.php?products_id=7360

Forthcoming book in May 2009

Rajagopal (2009), *Information Communication Technologies and Globalization of Retailing Applications*, IGI Global, Hershey, PA, ISBN 1-60566-248-8

View Details: <http://www.igi-global.com/reference/details.asp?id=33237>

Full range of books authored by Dr. Rajagopal

Annotated bibliography of books authored during 1986-2008 is available at http://www.geocities.com/prof_rajagopal/annotation.pdf

Book Chapter (1)

Rajagopal (2008), Driving through Globalization: Economic Growth and International Trade Challenges in Mexico, in Maria L. Castro and Irene P. Navarro (Eds.), Mexico: Economic, Political and Social Issues, Nova Science Publishers, Hauppauge, New York, 2008, ISBN: 978-1-60456-847-9

Abstract: This chapter discusses the impact of economic reforms observed by Mexico and other countries in Latin America on the international trade performance and overall economic growth. The discussions are largely centered on the shifts in trade and economic policies of Mexico over two decades in response to globalization dynamics. It is argued that international trade alliances integrated with higher foreign direct investment and reduced tariff contribute significantly to the economic growth in the developing countries. The study concludes that in an increasingly globalized trading system, bilateral and regional free trade arrangements should be used to accelerate, rather than postpone, needed structural reform.

Book Description: Mexico's economic, political and societal issues have become major points of interest to countries all over the globe. Mexico is the second leading market for U.S. exports after Canada, and is the third most important source of U.S. imports after Canada and China. Mexico is also the leading country in Latin America in terms of U.S. investment, with the total stock of U.S. investment being about \$85 billion in 2006. This new book presents in-depth analyses of such issues such as foreign policy, political reform, and overall economic developments.

Book URL: https://www.novapublishers.com/catalog/product_info.php?products_id=7545

Working Papers (3)

Rajagopal (2008), Growing Shopping Malls and Behavior of Urban Shoppers, Working Paper, November, EGADE-ITESM, Mexico City Campus, pp 1-36

Abstract: Shopping malls contribute to business more significantly than traditional markets which were viewed as simple convergence of supply and demand. Shopping malls attract buyers and sellers, and induce customers providing enough time to make choices as well as a recreational means of shopping. However, competition between malls, congestion of markets and traditional shopping centers has led mall developers and management to consider alternative methods to build excitement with customers. This study examines the impact of growing congestion of shopping mall in urban areas on shopping conveniences and shopping behavior. Based on the survey of urban shoppers, the study analyzes the cognitive attributes of the shoppers towards attractiveness of shopping malls and intensity of shopping. The results of the study reveal that ambiance of shopping malls, assortment of stores, sales promotions and comparative economic gains in the mall attract higher customer traffic to the malls.

URL of the Paper: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1299024

Rajagopal (2008), Interdependence of Personality Traits and Brand Identity in Measuring Brand Performance, Working Paper, December, EGADE-ITESM, Mexico City Campus, pp 1-26

Abstract: Brand personality is an attractive and appealing concept in the marketing of today. Consumers perceive the brand on dimensions that typically capture a person's personality, and extend that to the domain of brands. The discussions in the paper are woven around the issues concerning brand strength, brand identity and cognitive relationship between the consumer personality attributes and brand perceptions. Human personality traits that affect the brand performance are critically examined and role of

emotions and attitudes including personality, image, reputation and trust (PIRT) in measuring the performance of brand is argued in the paper. An emerging brand strategy concept in context to bottom of pyramid market segment is also discussed illustratively in this paper.

URL of the paper: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1309864

Rajagopal (2008), Managing Global Brands in Bottom Line Markets, Working Paper, December, EGADE-ITESM, Mexico City Campus, pp 1-16

Abstract: Brand personality is an attractive and appealing concept in the marketing of today. Consumers perceive the brand on dimensions that typically capture a person's personality, and extend that to the domain of brands. The discussions in the paper are woven around the issues concerning brand strength, brand identity and cognitive relationship between the consumer personality attributes and brand perceptions. Human personality traits that affect the brand performance are critically examined and role of emotions and attitudes including personality, image, reputation and trust (PIRT) in measuring the performance of brand is argued in the paper. An emerging brand strategy concept in context to bottom of pyramid market segment is also discussed illustratively in this paper.

URL of the paper: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1309864

International Recognition (2)



- Dr. Rajagopal has been admitted as **Professional Member of the Chartered Management Institute (CMI)**, England in October 2008. CMI is an institute of Royal Charter of England and it is the only professional body that is dedicated to management and leadership. Diploma of MCMI can be viewed at URL http://www.geocities.com/prof_rajagopal/mcmi.pdf
- Dr. Rajagopal has been appointed by invitation as **Member of the Scientific Council of the Journal of Tourism** published by the University of Suceava, Romania. This is a biennial publication of tourism studies and researches within the Trade-Tourism Department of Economic Sciences and Public Administration Faculty - "Stefan cel Mare" University of Suceava, Romania. Details of the journal and members of scientific council can be viewed at URL:
http://www.revistadetourism.ro/index.php?option=com_content&task=view&id=13&Itemid=28&lang=english

On-line Video Session (1)

You may watch the session on-line delivered by Dr. Rajagopal in the conference of Business and Economics Society International (www.bessiweb.com) at Lugano, Switzerland during July 15-19, 2008. The session discusses the impact of sales territory design and compensation to salespeople as predictors of performance of sales unit effectiveness on the basis of the research conducted in Mexico. This video is available at:

<http://video.google.com/videoplay?docid=424509706655127871>

Online videos of Dr. Rajagopal

There are 12 online video sessions on marketing, retailing and sales themes of Dr. Rajagopal are available for viewing. You can find them at http://video.google.com/videosearch?q=rajagopal_itesm

Academic Enrichment of Students

In the course on International Marketing that was delivered by Dr. Rajagopal in the undergraduate (professional) program during August-December, 2008 semester two groups of students who worked on research projects under his supervision were revised and submitted to the international convention of Association of Private Enterprise Education (www.apee.org) scheduled during April 5-7, 2009 at Guatemala City. These projects were conducted by the students as part of the course requirement. Of many teams participated in different project works two projects were selected on global window which contributed significantly to the contemporary research. The papers developed by the students under supervision of Dr. Rajagopal are as below:

Estephanie Henaro (1106951) and Shantie Villada (1125018): **Leaning towards Globalization: Trade and Economic Policies in Latin America**

Carolina Moya Heyden (1120055) and Luis Pablo Pérez Torrescano (1109201): **Customer Value and Services Quality Interrelationship Analysis in Automobile Sales in Mexico**

Miscellaneous

“Innovative Teaching Practices” a guide for applied teaching and learning activities, authored by Dr. Rajagopal derived from his practices was discussed in the Teaching Effectiveness Seminar organized by AACSB at Tampa, Florida during October 23-24. You can view this document at http://www.geocities.com/prof_rajagopal/teachingpractices.pdf

Dr. Rajagopal served as **Reviewer** for the international journals Economic Modelling (Elsevier Journal), Applied Economics (Taylor and Francis Journal) and Innovative Marketing (Business Perspective Journal, Ukraine) during July-December 2008. He has also served as **Reviewer** for the forthcoming World Marketing Congress-2009 for the papers in the consumer behavior track. World Marketing Congress-2009 is being organized by the Academy of Marketing Science, USA at Oslo, Norway during July 22-25, 2009.

Contact:

Dr. Rajagopal, Ph.D.(India), FRSA(London), MCMI (UK), SNI-II (Mexico)
 Professor of Marketing and National Researcher
 Graduate School of Administration and Management (EGADE)
 Monterrey Institute of Technology and Higher Education, ITESM
 Mexico City Campus, Mexico 14380 DF



Editor-in-Chief, International Journal of Leisure and Tourism Marketing, Inderscience Publishers, UK,
 ISSN (Print) 1757-5567 <http://www.inderscience.com/ijltm>
 Chair, Latin American Chapter of Business and Economics Society International, USA for International
 Conference at Acapulco (Mexico), Jan 03-06, 2009 <http://www.besiweb.com>

Biographee "Who's Who in the World", 25th Edition, 2008 and 2009, Marquis Who's Who LLC, USA
 Biographee "2000 Outstanding Intellectuals of 21st Century", 5th Edition, Summer 2008, International
 Biographical Centre, Cambridge, UK

Tel: 0052 55 5483 2020 Ext. 2221

Fax: 0052 55 5483 1763

Institutional Homepage <http://www.itesm.mx>

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