

Rajagopal in News 2013-2015

December 2015

Dr. Rajagopal will Co-Chairing [International Conference on Global Business Environment](#) co-hosted by EGADE Business School and International Management Institute, Bhubaneswar, India scheduled during December 11-12, 2015.

Dr. Rajagopal will be delivering sessions at IIM Rohtak, VJIM Hyderabad, and Narsee Monjee Institute of Management Studies, Mumbai during December.

October 2015

Dr Rajagopal delivers **special lectures** on 'Innovation, Technology , and Market Competitiveness' on October 22 during the 6th Global Network Week organized under the aegis of GNAM (Global Network for Advance Management) at Campus Santa Fe, EGADE Business School, Mexico City.

September 2015

IGI Global, a noted reference books publishers at Hershey, PA has executed publication contract with Dr Rajagopal and Dr Ramesh Behl (Director, International Management Institute, Bhubaneswar, India) for editing book on '**Business Analytics and Cyber Security Management in Organizations**', to be published in 2017.

The diploma course on '**Innovation, Technology, and Market Competitiveness**' designed and developed by Dr Rajagopal has received the **University Award** in the category of Continuing Education. The award will be conferred by the Vice-Rector for Continuing Education of Tecnologico de Monterrey in a ceremony on November 26, 2015.

August 2015

New book of Dr Rajagopal on '**Sustainable Growth in Global Markets: Strategic Choice and Managerial Implications**' being published by Palgrave Macmillan, Basingstoke, UK has been announced. It is scheduled to be published in January 2016.

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June 2015

Dr. Rajagopal in interview with the EGADE Business School about his book on The Butterfly Effect in Competitive Markets...

[Watch Video](#)

May 2015

Dr. Rajagopal has offered Seminar on **Critical Thinking: Impetus for Innovative Teaching and Research** at Santa Fe and Monterrey Campuses in Mexico on May 14-15 and May 25-26 respectively. The seminar was attended by the school faculty and doctoral research scholars.

[See Details](#)

International Conference on Global Business Environment: Strategies for Business Analytics and Cyber Security Management

December 11-12, 2015, Bhubaneswar, India

Co-hosted by International Management Institute, Bhubaneswar, India, & EGADE Business School, Mexico City, Mexico

[See Conference Brochure](#)

[View Conference Web Site](#)

April 2015

EGADE Business School interviews Dr. Rajagopal about his book on 'The Butterfly Effect in Competitive Markets...'

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March 2015

The **Butterfly Effect in Competitive Markets: Driving Small Changes for Large Differences** authored by Dr. Rajagopal has been published and released by Palgrave Macmillan, Basingstoke, UK. [View Details](#)

Dr Rajagopal also signs publication contract for the new book titled *Sustainable Growth in Global Markets: Strategic Choices and Managerial Implications* with Palgrave Macmillan, UK

February 2015

Dr. Rajagopal attended a series of Curriculam Design seminars during Feb 16-19 at AACSB Headquarters at Tampa, FL and shared his innovating teaching experiences with the participants.

January 2015

Book titled Understanding Consumer Behavior and Consumption Experience authored by Dr. Rajagopal and Dr. Raquel Castaño, published by IGI Global, Hershey, PA has been released.

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Offering on-line course on Project Management in Spring 2015 for the Boston Univesity.

December 2014

Dr. Rajagopal conducts **Faculty Development Program** at VJ Institute of Management in Hyderabad during December 9-10.

The **fourth international conference on Global Business Environment** is being chaired by Dr. Rajagopal at Institute of Public Enterprise, Hyderabad during December 11-12.

Dr. Rajagopal offers four specialization courses to the PGDM students at **Institute of Public Enterprise**, Hyderabad during December 13-19.

Dr. Rajagopal delivers a **two-day seminar on Innovation, Technology, and Global Competitiveness** to the students of MBA program at Narsee Monjee Institute of Management Studies, Mumbai, India during December 22-23.

October 2014

'Butterfly Effect in Competitive Markets...' book authored by Dr. Rajagopal has been scheduled for publication in March 2015 by Palgrave Macmillagn, UK.

[View Details](#)

September 2014

Dr. Rajagopal offers online graduate course on Doing Business in North America at Boston University, Boston, MA during September-October, 2014.

Two new book manuscripts- *Understanding Consumer Behavior and Consumption Experience* (IGI Publishers, Hershey, PA) and *Butterfly Effect in Competitive Markets:Driving Small Changes for Large Differences* (Palgrave Macmillan, Baingstoke, Hampshire, UK) are sent to production and schedule to be released in January and April 2015 respectively.

August 2014

Dr. Rajagopal will be Co-Chairing the **Fourth International Conference on Global Business Environment** with focus on Strengthening Marketing Strategies in Emerging Markets, co-hosted by the EGADE Business School, Mexico City and Institute of Public Enterprise, Hyderabad, India during **December 11-12, 2014 at Hyderabad, India.**

[View Conference Brochure](#)

July, 2014

Conducting inter-school research project on **Bi-directional Trade Efficiency between USA-Mexico during the Post-recession Period** at Boston Univeristy and offering summer-term courses.

May 2014, Metropolitan College, Boston University honors Dr. Rajagopal on May 02, 2014 for his contribution of two books- Social Media and Consumerism and Architecting Enterprise, as MET faculty.

March 2014

Book on Architecting Enterprise: Managing Innovation, Technology, and Global Competitiveness has been published and released by Palgrave Macmillan, Basingstoke, Hampshire, UK

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Dr Rajagopal is presiding over the session on Global-Local Effects in Business: Risks and Challenges in the Annual Conference of Associal of Private Enterprise Education, University of Tennessee at Chittanooga,USA held at Wynn, Las Vegas during April 13-15.

January 2014

Dr. Rajagopal has co-developed the online graduate course on Doing Business in NAFTA Countries with Dr. Vladimir Zlatev, Associate Professor of Boston University. This course is launched at Boston Univeristy in Spring-I semester this year.

The book on **Dexterity in Global Business: A Cross-Dimensional Analysis**.has been published by the Nova Publishers, New York.

December 2013

Dr Rajagopal will be Chairing the **International Conferene on Public Sector Enterprises Going Global:Issue, Opportunities and Challenges** at Institute of Public Enterprise, Hyderabad, India during December 12-13. Later he will also be offering courses to MBA students of the Institute till December 20.

[View Conference Brochure](#)

November 2013

Visiting George Mansion University , Washington and addressing faculty and students during November 11-14
Marketing Decision Making and Management of Pricing, published by IGI Global, Hershey, PA in February 2013 has received excellent review in Choice Magazine.

[See Details](#)

October 2013

New book manuscript titled **Architecting Enterprise: Managing Innovation, Technology, and Global Competitiveness** submitted to Palgrave Macmillan, Hampshire UK and scheduled for publication.

September 2013

Book on **Maganing Social Media and Consumerism** has been published as released by Plagrave Macmillan, Hampshire, UK

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August 2013

An anthology of selected papers contributed in the international conference on Global Business Environment jointly organized by the EGADE Business School and Institute of Public Enterprise, Hyderabad, India has been edited by Dr. Rajagopal and is being published by Nova Publishers, Hauppaug, New York. This book is titled as **Dexterity in Global Business: A Cross-Dimensional Analysis**.

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July 2013

Dr. Rajagopal has been nominated for Pravasi Bharatiya Samman-2014, a recognition conferred by the Gogernment of India to Non-Resident Indians.

June 2013

Dr. Rajagopal is participating in the Sustainability Conferece:Fostering the Social Impact of B-Schools, organized by AACSB at Washington during June 23-25. He will be discussing his paper on Social Face of B-Schools: A Social Responsiveness Paradigm.

May 2013

Dr. Rajagopal will be delivring keynote address in the Doctoral Colloquium at Indian Institute of Management, Indore (India), and serving as Chair ofthe Marketig Track in the colloquium during May 09-11.

Dr. Rajagopal will be offering the course on 'Marketing Modelling' for the participants of FPM at Indian Institute of Management, Indore (India) during May 08-10, 2013.

April 2013

Dr. Rajagopal will be delivering a research seminar for the academic community at Metropolitan College, Boston Univeristy on April 24. The topic of the seminar is 'Darwinian Fitness, Global Competitiveness, and Economic Development'

The book entitled "[Managing Social Media and Consumerism...](#)" has been set to publish in August 2013.

[See Cover](#) [Opinion](#) [See web site](#)

February 2013

New book entitled **Managing Social Media and Consumerism: The Grapevine Effect in Competitive Markets** authored by Dr. Rajagopal has been put into production. This book is being published by Palgrave Macmillan, Houndmills, Hampshire UK.

Jane Fae leading academic from UK and Editor of Palgrave Macmillan Journals writes Foreword to this book. [View](#)

January 2013

Dr. Rajagopal Joined Boston University as Visiting Professor for the Spring Semester-2013. Offering courses AD655, MG410, and AD667.

New Book on **Marketing Decision Making and the Management of Pricing: Successful Business Tools** has been announced by IGI Global , Hershey, PA to be released in May 2013. [View Details](#)