About the Author

Rajagopal is Professor of Marketing at EGADE Business School, Tecnologico de Monterrey (ITESM), Mexico City Campus, and Fellow of the Royal Society for Encouragement of Arts, Manufacture, and Commerce, London. He is also Fellow of the Chartered Management Institute, and Fellow of Institute of Operations Management, United Kingdom. Currently Dr. Rajagopal is a Visiting Professor at Boston University, Boston, MA. He has been listed with biography in various international directories, including Who’s Who in the World since 2008, and 2000 Outstanding Intellectual of the 21st Century, published in 2009 by International Biographical Center, Cambridge, UK. He offers courses on Competitor Analysis, Marketing Strategy, Advance Selling Systems, International Marketing, Services Marketing, New Product Development, and other subjects of contemporary interest to the students of undergraduate, graduate, and doctoral programs. Dr. Rajagopal holds post-graduate and Doctoral degrees in Economics and Marketing, respectively, from Ravishankar University in India. His specialization is in the fields of marketing management, rural economic linkages, and development economics. He has to his credit 38 books on marketing management and rural development themes and over 400 research contributions that include published research papers in national and international refereed journals. He is Editor-in-Chief of International Journal of Leisure and Tourism Marketing, International Journal of Business Competition and Growth, International Journal of Built Environment and Asset Management, and Regional Editor of Emerald Emerging Markets Case Studies. He is also member of editorial board of various journals of international repute. Dr. Rajagopal is a management educator, trainer, and researcher of international repute. He has been a prestigious member of the National System of Investigators in Mexico since 2004 and has been conferred the highest recognition of National Researcher—SNI Level-3—by the National Council of Science and Technology, Government of Mexico, in September 2012.