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Research Profile

Dr. Carlos M. Rodriguez

Title: Associate Professor of Marketing
College / Department: College of Business / Management
Number of Years at Delaware State University: 5

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Areas of Specialty/Research Types

- Relationship Marketing: Business-to-Business.
- Strategic Alliances and Joint Ventures design, process and implementation.
- Internationalization Processes, Exporting, and Market Entry Strategies.
- Decision Making Processes in Marketing and Strategic Marketing in Cross Cultural settings.
- New Product Development and Technology Management.

Active Grants or Program Funding

- Target Corporation (2005 - present)

Education

- Ph.D., Marketing; Pennsylvania State University
- MSc., Marketing and Quantitative Methods; Pennsylvania State University
- M.B.A. Master of Business Administration; School of Business Administration, ESAN
- B.Sc. Bachelor of Science Industrial Engineering; Universidad Nacional de Ingenieria, UNI
- I.E. Degree in Engineering Industrial Engineering; Universidad Nacional de Ingenieria, UNI

Professional Affiliations

- Academy of Marketing Science, AMS, USA
- Association of Engineers of Peru, Peru, # 25266 official registration
- American Marketing Association, AMA, USA
- Consejo Latinoamericano de Escuelas de Administracion, CLADEA
- Business Association for Latin American Studies, BALAS

- Academy of International Business (AIB)

Honors and Awards Received (past five years)

- 2007 Best paper submission, Lead Paper, Self-efficacy Beliefs, Institutional Climate, and Faculty Expectations as Determinants of Academic Achievement in Business Students, Journal of Business and Leadership, Vol. 3, No. 1, 2007.
- 2006 Highly Commended Paper, Emergence of a Third Culture: Shared Leadership in International Strategic Alliances, International Marketing Review, Vol. 22, No. 1, 2005, Literati Network Awards for Excellence.
- 2006 Fellowship Award by MIT Massachusetts Institute of Technology, Summer Professional Program to attend the Seminar Design and Strategy of Product Platforms.
- 2005 Fellowship Award by MIT Massachusetts Institute of Technology, Summer Professional Program to attend the Seminar Design and Analysis of Experiments.
- 2004 Fellowship Award by MIT Massachusetts Institute of Technology, Summer Professional Program to attend the Seminar Individual Choice Behavior and Application of Discrete Choice Analysis.
- 2004 Fellowship Award by Harvard Business School to attend the Seminar The Art and Craft of Writing Cases.

Published Works / Presentations

- Self-efficacy Beliefs, Institutional Climate, and Faculty Expectations as Determinants of Academic Achievement in Business Students, Journal of Business and Leadership, Vol. 3, No. 1, 2007.
- Undergraduate Business Marketing Education: Exploring the Collaborative Skills of High-Performing Marketing Managers: A Commentary, Journal of Business to Business Marketing, Vol. 14, No. 1, 2007.
- Emergence of a Third Culture: Shared Leadership in International Strategic Alliances, International Marketing Review, Vol. 22, No. 1, 2005 (Highly Commended Paper, International Marketing Review, Literati Network Awards for Excellence 2006).
- Impact of Design: Number of Hyperlinks and Node Size on Web Usefulness and Ease of Use. Co-authored with Dae R. Kim and Brian J. Reithel, published in the special Issue on Web-Based Information Quality, International Journal of Electronic Business Management (IJEBM), 2005.
- Relationship Bonding and Trust as Foundation for Commitment in International Strategic Alliances, USA-Mexico: A Latent Variable Structural Modeling Approach co-authored with David T. Wilson, Journal of International Marketing, Vol. 10, No. 4., 2002, pp: 53-76.
- Commentary on: "Technology in the Classroom: Teaching Business Marketing in the 21st. Century" by Richard P. Vlosky and David T. Wilson, Journal of Business to Business Marketing, Vol. 5, Number 1/2,1998.
- Convergent Management Styles and Intercultural Fit: The Role of Culture in International Strategic Alliances USA-Mexico, Paper accepted for publication and presentation at the 1997 Business Association for Latin American Studies Conference, BALAS, Rio de Janeiro, Brazil.

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