CENTRUM, the Business School of the Pontificia Universidad Católica del Perú, is proud to present its new academic journal, the Journal of CENTRUM Cathedra (JCC). The journal is an attempt to provide the academic community with intellectual contributions from CENTRUM’s full-time and affiliated faculty members, national and international professionals who are working together to make CENTRUM a leader of academic opinion in the region. We are pleased to have the prestigious CENGAGE Learning publishing house supporting our efforts to enhance the quality of this journal.

To make an academic journal sustainable over time is a challenge that involves a commitment to overcome the difficulties faced when initiating a peer-reviewed journal. These difficulties include accessing quality research outcomes, finding the time needed to produce articles that will attract the interest of a demanding academic audience, and engaging in the time-consuming process of reviewing and revising articles submitted to the journal.

This first issue includes seven articles written by leading researchers at CENTRUM and is intended to present not only the latest findings about cutting-edge research, but also provide background that might whet the reader’s appetite and encourage further research. Two doctoral research proposals of students in the Doctor of Business Administration program at CENTRUM are also presented in order to show readers the quality of these students’ contributions in one of the most demanding doctoral programs in the world.

In the article “The Influence of Personality Domains and Working Experience in Peruvian Managers’ Leadership Styles: An Initial Study,” the relationships among five personality domains, working experience, and three leadership styles in a sample of 500 Master of Business Administration (MBA) students of the leading business school in Peru is examined for the first time. In “Competitiveness and Entrepreneurship in Latin America,” empirical evidence about the critical factors that impinge on the success or failure of enterprise development policies in Latin America is examined. In the Case Studies: “The Impact of Trade Barriers on Exports: the Case of Peru, 1992-2002” and “The Impact of Diversity in the Perception of Performance: A Case Study in Lima and Barcelona,” the new wave of regional preferential trade agreements between developed and developing countries is examined and the impact of diversity on the perception of performance measured. In the research, a relationship between the real degree of diversity within the company and the awareness of diversity is demonstrated. Both articles are relevant topics in today’s global market. In “The Work Adjustment Process of Expatriate Managers: An Exploratory Study in Latin America,” the existence of dimensions and factors that are widely discussed in international human resources management literature is confirmed. In the article, the key role of personal relationships for achieving a successful adjustment in Latin American subsidiaries is included. Finally, in the article “Marketing Information Systems and Strategy Levels: An Empirical Study,” a model that integrates marketing information systems and strategy levels is developed and the application of these systems at each strategy level examined.

We invite the reader to submit research reports and articles. We also welcome suggestions, thoughts, and recommendations that will make the journal an internationally accepted, peer-review document referenced by other academics as well as demonstrate that both CENTRUM and the region are capable of a high quality of academic work.

Sincerely,

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Director General CENTRUM Católica
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