

LONG ABSTRACT

**Pressures of Intellectual Property on Emerging
Markets' Dependency**

By

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“Emerging markets” in today’s markets are behaving worse than the markets they are emerged from. The market performance require the markets to develop with the change and follow the upward trends. The inter and intra relationships between the major players are important but the independent performance of businesses, especially major drivers of the market index, is significant by following more traditional approaches instead utilizing the strategies adopted by the small businesses. The change in the structures, management teams and products are not responsive to accustomed productivity and development during steady markets. The consumer satisfaction index, consumer price index, manufacturing price index, living standards, employment practices, housing market and business intelligence index are many of the most significant factors that interfere in all markets and effect the performance of the industries. Due to the national and international conditions of the markets, the balance sheets, income statements, and cash flow statements of businesses are projecting very slow economy though some of the analyst and experts also predict upward changes in the environment with the change in the political systems. Regardless, emerging market’s growth is dependent upon the success of global economy. Furthermore, to address the immediate concerns the global community create standardization which widens the gap between the emerging and mature markets; and yet increases the conflict in the environment. The consequential concentration and saturation create a control-tunnel, invites new government policies and practices and slow down the market performance.

The research postulates that intellectual property, intellectual capitalization and business’s knowhow (intelligence) play a major role in strengthening the uncertain conditions. The focus of the paper is to study the role of the intellectual property and to analyze the effects on global markets.

Develop a business model to understand the intellectual capital as a major element and create logical relationships with the market factors to evaluate the effects. The intent is to develop a framework by identifying the items' objectivity and sensitivity to the market environment. In addition, the assumption is made that investment of intellectual property is a key to success and requires systems that are more responsive to the environment and act as a "A Market Sensor". Thus, the study voices the concerns related to the underperformance of global markets, mature or immature, agrees with the researchers, academia and practitioners to investigate and understand the reasons and find strategic solutions to address the concerns.

Specifically, intellectual property is a know-how of the intelligent markets and a source of capitalization where success and failure is dependent on the transitional change. The explicit and implicit know-how remains in the data and human reservoirs as intelligent resources of the businesses, processes and knowledge worker. Mature markets develop innovative practices to integrate with the know-how of emerged markets to learn and create learning environments. Hypothetically, in a distributed intelligent environment, the global market has higher chance of growth; the mature market anticipates greater probability of success; and transitional or emerged markets experience greater probability of success. However, if the intelligent environment is centralized, the global market has low probability of success; the mature market has somewhat greater chance of success; and the transitional or emerged markets has less probability of growth. Moreover, incompatible infra-structures formulate intellectual property that increases unexpected volatility and limit the growth rate.

The empirical study adopts inductive factor analysis approach to develop the measurements. The recommendation are based on logical simulation mapping to confirm the sensitivity of factors. The paper makes contribution in the area of management, intelligent systems and simulations techniques.