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## Memphis Business Journal

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# Rajiv Grover to CCIM: Find ways to grow Memphis business pie

Memphis Business Journal - by [Andy Ashby](#)

Commercial real estate professionals have to worry about the economy more than peers in other industries, according to Rajiv Grover, dean of the **Fogelman College of Business and Economics** at the **University of Memphis**.

Grover addressed Memphis' Certified Commercial Investment Members Tuesday, discussing business basics and the role of organizations in improving the business environment in Memphis. Grover stressed organizations like the CCIM need to identify hurdles to business growth in Memphis and then come up with ways to affect change in those areas.

He said companies in commercial real estate are impacted by the Memphis economy more than companies in other industries.

For example, if the Memphis economy suffers, companies like **FedEx Corp.** wouldn't be as affected because of its global footprint. On the other end of the spectrum, smaller business ventures like a local Subway restaurant continue to draw business if the overall local economy suffers.

Grover said the economy works through trade, consumption, population growth, creativity/innovation, education and then progress. All six of those concepts means a diversity of ideas, according to Grover.

"If the city doesn't support the first five concepts, it cannot make progress," he said.

Grover then started a discussion by asking the commercial real estate attendees questions:

- What can CCIM do to influence recruitment and retention of talent in the city of Memphis?
- What can CCIM do to promote education, innovation and meritocracy in Memphis?
- What can CCIM do to leverage social relationships to increase the size of the business pie rather than just market share?
- How can we answer these questions? Are these really issues at all?

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