

CURRICULUM VITAE

GOPALAKRISHNA B.V. M.A., MBA, Ph.D

Assistant Professor (Level 12)

School of Management (SOM), National Institute of Technology, Karnataka, Srinivasa Nagar, Surathkal, Mangalore – 575025, Dakshina Kannada, E-Mail: bvgopala@gmail.com and bvgopala@nitk.edu.in

Area of Research Interest

Engineering Economics, Managerial Economics, Construction Economics and Financial Management, Entrepreneurship Development, Business Environment and Economic Policy, Global Business Management, Micro and Macro Economics, Public Finance and International Business, Human Development, Consumer Behaviour and Marketing Research

Education Qualifications:

1. University of Mysore, Karnataka, Doctor of Philosophy, December 2010. Major Field: Human Development: (Development Economics)
 2. UGC-NET qualified, December 2000
 3. University of Mysore, Karnataka Master of Economics, April, 1999 (Banking and Finance)
 4. University of Mysore, Karnataka Bachelor of Arts, April 1996 (Economics, English and Journalism)
- IGNOU, New Delhi, Master in Business Administration, March 2005 (International Business)

Work Experience

Assistant Professor in Economics, National Institute of Technology, Surathkal (November 2011 – till present)

Associate Professor in Master of Business Administration: AJ Institute of Management, Mangalore (2010-2011)

Assistant Professor in Master of Business Administration: SDM College of Business Administration, Mangalore (2005-2010)

Lecturer in Bachelor of Business Administration, Marimallappa College, Mysore (2000 to 2005)

Thesis/ Dissertation

Ph. D Thesis: Regional Disparities in Human Development: A Comparative Study of Mysore and Hassan Districts, University of Mysore 2008

Research and Publication (Since 2010)

Papers Presented In Conferences (National and International)

1. Gopalakrishna BV “Regional Disparities in Human Development: A Comparative Study of Mysore and Hassan Districts” (September 24-25 2010) Indian Business School (IBS) **4th International Doctoral Theses Conference**, Hyderabad
2. Gopalakrishna BV “Infrastructure and Human Development in India: An Inter-state Comparison” (January 4-5, 2011) Indian Business School (IBS) 7th International Conference on Economics and Finance, Bangalore
3. Gopalakrishna BV (2012) “Progress of Human Development with Special Reference to SAARC Countries”, National Seminar on Economic Environment of Business, Aruna Manharla Shah Institute of Management and Research Mumbai, Maharashtra.
4. Gopalakrishna BV “Economic Growth and Human Development: The Experience of Indian States January 10-20 2012) Indian Business School (IBS) 8th International Conference on Economics and Finance Bangalore, Karnataka.
5. Gopalakrishna BV and Massand Ajay (2014) “Determinants of Foreign Banks Entry: An Empirical Investigation of Indian Economy”, **International Conference on Business Paradigms in Emerging Markets** December, 12-13. NIT, Rourkela
6. Gopalakrishna BV and Ajay(2014) “Foreign Banks in India: Boon or Bane”, **Two Days National Seminar on Foreign Direct Investment in Service Sector in Emerging Economy: Opportunities and Challenges** (April, 24-25, 2014) Machilipatnam, Andhra Pradesh.
7. Massand, A. B., and Gopalakrishna, B. V. (2015). “The Impact of Bank Foreign Direct Investment Inflow: An Empirical Analysis of Indian Domestic Banks” **International conference on Global Economic Growth and Sustainability**, SDM IMD, Mysore.
8. Massand, A. B., and Gopalakrishna, B. V. (2015). “Do Foreign Banks in India follow their Home Clients? An Empirical Investigation.” National conference on Emerging Issues in Banking and Finance in a Technology Driven Economy, NIT Karnataka, Surathkal, Mangalore.
9. Massand, A., & Gopalakrishna, B.V. (2016). “Determinants of Bank foreign direct investment inflow in India: A dynamic Panel data Approach.” held on **4th-6th January 2016 at IIMKozhikode**, Calicut, India.
10. Massand, A., & Gopalakrishna, B.V. (2016) “Impact of Foreign banks on Indian Commercial Banks: A Case of Post Liberalisation Period”, **ANVESH-2016, Doctoral Research Conference** in Management held on April 8th to 9th, 2016 at the Institute of Management, Nirma University, Ahmedabad.

11. Massand, A. B., and Gopalakrishna, B. V. (2016). "Impact Analysis of Foreign Banks' Entry on Credit Supply in Indian Economy." **Fourth Pan-IIM World Management Conference**, Indian Institute of Management Ahmedabad (IIM A), Ahmedabad.
12. Massand, A. B., and Gopalakrishna, B. V. (2016). "The Impact of Bank Internationalization on Indian Economy." **Fifth Middle East Conference on Global Business, Economics, Finance and Banking**, Dubai.
13. Massand, A. B., and Gopalakrishna, B. V. (2016). "The Impact of Entry of Foreign Banks on the Indian Credit Market – A GMM Approach" **2nd International Conference on Applied Economics and Business**, Vaishnodevi University, Jammu.
14. Doddahulugappa Goutam and Gopalakrishna B V (2017), "E-Tail Love! Antecedents of Fashion Products Consumer's Website Commitment in Digital Marketing War", **Fifth PAN IIM World Management Conference** at Indian Institute of Management, (IIM), Lucknow.
15. Doddahulugappa Goutam and Gopalakrishna B V (2017), "Exploration of Psychological Magnitudes of Satisfaction on Loyalty in Indian B2C ECommerce", **NASMEI Summer Marketing Conference** at Indian Institute of Management (IIM), Indore.
16. Doddahulugappa Goutam and Gopalakrishna B V (2017), "What Makes Indian Consumers to Trust Faceless? Exploration of Antecedents and Influence of Trust in Indian B2C E-Commerce", **8th Conference on Excellence in Research and Education (CERE-2017)** at Indian Institute of Management (IIM), Indore.
17. Doddahulugappa Goutam and Gopalakrishna B V (2017), "An Empirical Study on Consumer ELoyalty: With Reference to Generation-Y Online Shoppers", **10th Doctoral Thesis Conference** at IBS, Hyderabad.
18. Doddahulugappa Goutam and Gopalakrishna B V (2019), "Causes and Magnitudes of Trust in ECommerce Context: An Emerging Economy Perspective", **IIMI-NASMEI Summer MarketingIS Conference**, 2019. Organized by Indian Institute of Management, Indore.
19. Doddahulugappa Goutam and Gopalakrishna B V (2019), "Importance of Satisfaction and Trust in Loyalty Development: In an Online Shopping Setting", **IIMI-NASMEI Summer MarketingIS Conference**, 2019. Organized by Indian Institute of Management, Indore.
20. Doddahulugappa Goutam, and Gopalakrishna B V (2019), "Understanding the Role of Satisfaction and Trust in Developing Loyalty in E-Commerce Environment", **International Marketing Conference**, 2019. Organized by T. A Pai Management Institute, Manipal.
21. Doddahulugappa Goutam and Gopalakrishna B V (2019), "Do You Trust Face- less? Determinants and Consequences of E-Trust in Online Shopping", **International Marketing Conference**, 2019. Organized by T. A Pai Management Institute, Manipal.

22. Gopalakrishna BV and Massand Ajay (2020) Globalisation Impact on Human Development: Evidence from Panel Data Analysis **International Conference of Liberalization, Privatization and Globalisation: Three Decades of Experience in India** 86-98, June 2020.
23. Kalai Socrates and Gopalakrishna BV (2020) An Empirical Investigation of the Influence of Firm Performance on Exit Intention and Harvest Sale of Indian Micro and Small Enterprise Owners, **International Conference of liberalization, Privatization and Globalisation: Three Decades of Experience in India** 127-136, June 2020.

Paper Publications in Journals

1. Massand, A., & Gopalakrishna, B. V. (2016). “ The Empirical investigation of the impact of foreign banks’ entry on the credit access: The Case of India” **Journal of South Asian Development**, SAGE Publications
2. Massand, A., & Gopalakrishna, B.V. (2016). “The impact of bank foreign direct investment inflow: an empirical analysis of Indian domestic banks” **Annamalai International Journal of Business Studies and Research** (ISSN: 0975-749X).
3. Massand, A. B., and Gopalakrishna, B. V. (2016). “The Impact of Entry of Foreign Banks on Credit Access: An Empirical Study on Indian Economy.” **International Journal of Economic Research**, 13(7), 2627-2642. 150
4. Massand, A., and Gopalakrishna, B.V. (2017) “Determinants of bank foreign direct investment inflow in India: A dynamic panel data approach, **IIM Kozhikode Society and Management Review**, 6 (1), 13-22.
5. Doddahulugappa Goutam and Gopalakrishna BV (2018), “Customer loyalty development in online shopping: An integration of e-service quality model and commitment-trust theory”, *Management Science Letters*. Vol. 8, No. 11, 1149-1158, **Growing Science Publisher (SCOPUS)**
6. Doddahulugappa Goutam and Gopalakrishna BV (2018), “The Role of Satisfaction and Trust in Developing Loyalty in E-Commerce Environment”, **International Journal of Advance and Innovative Research**, Vol. 5 No.2 (XV), 648-655
7. Massand, A., and Gopalakrishna, B.V. (2018) “Credit Allocation to Diverse Sectors of Indian Economy: An Empirical Investigation of Foreign Banks Entry”, **SAMVAD**, 16 (2), 45-52.
8. Massand, A., and Gopalakrishna, B.V. (2019) “Do foreign banks follow their hom clients in Indian states?”, *Humanities and social science studies*, Vol8. No.2, 16-24.

9. Kalai Socrates and Gopalakrishna BV (2020) The Influence of Human Capital on the Exit Intention and Re-entry of Indian Micro and Small Enterprise Owners: An Empirical Investigation, Small Enterprises Development, **Management and Extension Journal**, Vol II, Pages 1-7. (SCOPUS) DOI.10.1177.09708464211032513
10. Kalai Socrates and Gopalakrishna BV (2020) Investigating the Influence of Psychological Ownership on Exit Intention and Passing on Option of Indian Micro and Small Enterprise Owners, **International Journal of Culture and Business Management**, Vol. X, pages 330-368.
11. Kalai Socrates and Gopalakrishna BV (2020) Phase-wise Analysis of Indian Support System for Micro, Small and Medium Enterprise Development, **International Journal of Business Policy and Governance**, Vol. 07, Issue 01, pages 1-18
12. Kalai Socrates and Gopalakrishna BV (2020) Indian Government Interventions in Micro, Small and Medium Enterprise Development: An Enterprise Life Cycle Perspective, **Colombo Business Journal**, Vol.11, No.01, pages 132-164
13. Kalai Socrates and Gopalakrishna BV (2021) An Analysis of the Indian Entrepreneurial Ecosystem for the Promotion of Sustainable Enterprises, **Journal of Business and Management, International Organisation of Scientific Research**, Vol 22, No. 2, pages 21-25 2021 (SCOPUS)
14. Doddahulugappa Goutam and Gopalakrishna BV (2021) Determinants of Customer Loyalty Dimensions: E-Commerce Contexts in Emerging Economy Perspective, Journal of Electronic Commerce in Organisations, Vol. 19, issue 01, January-March 2021. (SCOPUS) DOI10.1504/IJIMA.2021.115437
15. Doddahulugappa Goutam and Gopalakrishna BV (2022) Technology readiness and e-service quality impact on purchase intention and loyalty, “Marketing Intelligence and Planning” Vol. 40, No.2, issue 2, 2022. (SCOPUS) DOI:10.1108/MIP-06-2021-0196
16. Crystal Glenda Rodrigues and Gopalakrishna BV (2022) “Does mood take the front seat in determining the financial risk-taking propensity of individuals? Evidence from India”, SSRN Electronic Journal, DOI: 10.2139/ssrn.4124232

Book Chapters

1. Gopalakrishna BV (2011) Human Development in India Volume 1, **Serials Publication**, New Delhi.
2. Gopalakrishna BV and Leelavathi (2014) “Dimensions of Indian Economy: A Collection of Selected Articles”, **Arvind Associates Publishing**, Chennai.

3. Massand, A., & Gopalakrishna, B. V. (2015). "Foreign banks in India: A boon or ban?" *Foreign Direct Investment in Service sector in Emerging Economy: Opportunities and Challenges*, **Sucharitha publications**, Andhra Pradesh, India.
- 4.
5. Doddahulugappa Goutam and Gopalakrishna BV (2019), "Examining the mediating roles of e-satisfaction, e-trust and E-commitment on cognitive loyalty development", **Marketing Mix- New Trend of 21st Century**.
6. Doddahulugappa Goutam and Gopalakrishna BV (2019), "Will you Trust the Faceless? Exploration of Antecedents and Consequences of E-Trust in E-commerce Environment", **Marketing Mix- New Trend of 21st Century**.
7. Doddahulugappa Goutam and Gopalakrishna BV (2019), "Website Recommendation: Antecedents of Emotional Satisfaction and Repurchase Intention among Working Adults Online Shoppers", **Marketing Mix- New Trend of 21st Century**.

Membership with Professional Bodies

Member, Indian Economic Association (IEA), Member, Millennium Development Studies (MDS)

Member, Mangalore Institute of Management Association, Mangalore and Member, All India Institute of Management Association (AIIMA)

Member, Journal of Human Development, Institute of Human Development, New Delhi

Member, BOE and BOS University of Mysore, Bangalore University, Tumkur University

M. Tech Project Guide

Sl No.	Name of the Student	Reg No	Thesis Title	Status of work
1.	Shaik Subhani	15CM54F (2017)	Risk Integrated Cash Flow Management	Awarded
2.	Abhishek Kathuria	15CM31F (2017)	Working Capital Management of Water Supply Projects: Risk Assessment	Awarded
3.	Akshay Mimani	16CM36F (2018)	Working Capital Management: Strategies to Enhance Corporate Profitability	Awarded
4.	Isaac Stephen D	172CM022 (2019)	Strategic Growth Plan for Roads Business Unit	Awarded

5.	Arpit Agrawal	182CM009 (2020)	A Case study Productivity Analysis of Bearing Pile Installation	Awarded
6.	Sanchina Maria Morris	182CM036 (2020)	Development of a Risk Management Framework for Tunnel Construction in India	Awarded
7.	Kummitha Sushanth	192CM027 (2021)	Study of Asset capitalization Model for Possible Improvement	Awarded
8.	Shivraj Shasikant	192CM039 (2021)	Rate Analysis of Important Road Construction Activities	Awarded
9.	Rohit	192CM47 (2021)	Construction of High -rise Buildings: Time Constraint	Awarded
10.	Sonu Batti	192CM052 (2021)	Delays of logistic factors: Construction of High-rise Buildings	Awarded
11.	Banoth Vennela	202CM010 (2022)	An Analysis of causes of Disputes in Construction Projects	Awarded
12.	Chandini D	202CM013 (2022)	Factors impact on the cost overrun and delay in construction industry projects	Awarded
13.	Onkar B Patil	202CM037 (2022)	Analysis of Sustainability of Utility Power Distribution Business	Awarded
14.	Katta Naresh	202CM023 (2022)	Role of Implementation of Quality Management System in Construction Industry	Awarded
15.	Nidimusali Yashwanth	202CM034 (2022)	Assessing the Behavioural Traits of Managers Using Big 5 Personality Model to relate and predict job performance in the construction, information technology and other sectors	Awarded
16.	Rachapudi Raviraj	202CM041 (2022)	Project Delivery in the Indian Construction Industry by initial contractor involvement	Awarded
17.	Mahavisek Patra	202CM026 (2022)	Working Capital Management in Utility Power Distribution Projects	Awarded

Ph. D Supervision

Sl No.	Name of the Student	Reg No	Thesis Title	Status of work
1.	Dr. Ajay Massand Balrambhai	HM13F01	An Empirical Investigation of Foreign Bank in India in Post Reform Period: Trends, Determinants and Impact	Awarded
2.	Doddahulugappa Goutam	158041SM15F08	Customer Loyalty Development in Online Shopping: An Integration of E-Service Quality Model and the Commitment-Trust Theory	Awarded
3.	K. Socrates	HM15P02	An Empirical Investigation of Factors Influencing Exit Intentions of Micro, Small Enterprises in India	Awarded
4.	Ms. Crystal Glenda Rodrigues	177037SM002 (Full-Time)	The Factors Influences on Investment Choices of Individuals: With Reference to Psychological Biases Personality Traits and Demographical Factors	On-going
5	Poornima	217SM004 (Full-Time)	The price behaviour of Indian ESG Indices: A comparative study of NSE stock Index	On-going
6	Kundan Sreekanth	2175SM016 (Full-Time)	To study the business attributes affecting the decision making of family business with reference to south Karnataka region	On-going
7.	Akshay	227SM0042 (Full-Time)	Corporate governance and sustainability reporting: Empirical Evidence: India	On-going

Research Project

Sl No.	Title of the Project	Amount (INR) and Sponsoring Agency	Period	Status
1.	Banking Habits of Women Among Mangalore City of Dakshina Kannada	2,00,000	2011-12 (one Year)	Completed
2.	Diversity and Discrimination in Higher Education Campuses: An Empirical Analysis	6,00,000	3 years	Completed
3.	Public Distribution System and its Impact on Food Security - A study in Karnataka State	15,00,000	3 years	Proposal Submitted

Academic/ Administrative Positions held:

Faculty Advisor, Human Development Cell, University of Mysore 2019 – 21

Observer for conducting NEET and UGC JRF examination, National Testing Agency, New Delhi 2016 – 2022

Faculty Advisor for Auditor Assessment Committee, for Shree Dharmastala Management Institute, Dharwad 2022- 25

President of SC/ST Association for teaching and non-teaching faculties NITK, 2018 – 21
Appointed as the Warden for the Aravalli (II Block) National Institute of Technology, Karnataka 2018-21

BOE and BOS Members for University of Mysore, 2015- 2022

Membership in Professional Associations

Life Member, Indian Economic Association, New Delhi

Life Member, Indian Management Association, Mysore