

# CURRICULUM VITAE

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

## **Associate Professor (Level 13A2)**

School of Humanities, Social Science and Management (HSSM), National Institute of Technology,  
Karnataka, Srinivasa Nagar, Surathkal,

Mangalore – 575025, Dakshina Kannada,

E-Mail: [bvgopala@gmail.com](mailto:bvgopala@gmail.com) and [bvgopala@nitk.edu.in](mailto: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**

Associate Professor in Economics, National Institute of Technology, Karnataka Surathkal (since 9<sup>th</sup> November 2023)

Assistant Professor in Economics, National Institute of Technology, Surathkal (November 2011 – 2023)

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) 7<sup>th</sup> 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 8<sup>th</sup> to 9<sup>th</sup>, 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 E- Loyalty: 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 Marketing IS 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 Marketing IS 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.
24. Crystal Glenda Rodrigues and Gopalakrishna BV (2019) "Optimism and The Propensity to Take Financial Risks: A Study of Indian Individual Investors' at **the 3rd Annual Conference in Banking and Finance on 'Fintech and Banking-The Road Ahead for the Indian Banking and Financial System'** held on August 16 and 17, 2019 at International Management Institute (IMI), Bhubaneswar
25. Crystal Glenda Rodrigues and Gopalakrishna BV (2021) Does mood take the front seat in determining the financial risk-taking propensity of individuals? Evidence from India.' at the **Global Conference on Innovations in Management and Business** held on July 27th and 28th, 2021 at NIT Warangal
26. Poornima and Gopalakrishna BV (2022) A Systematic Review of Environmental, Social, and Governance Investments During Covid-19 at the **1st International Conference on Economic and Public Policy (ICEP-!)** held at IIM Shillong.
27. Poornima and Gopalakrishna BV (2024) Sustainable Finance As a New Frontier in Corporate Sustainability: A Conceptual Paper at the 9th INDAM Conference 2024 on Creating Impact Through Responsible Leadership & Sustainable Business held at **Goa Institute of Management, Goa**
28. Akshya and Gopalakrishna BV (2023) "Does Climate change affect the profitability of the energy sector: An Indian evidence", **The international research conference VISHLESHAN 2K23**. International Institute of Management Studies, Pune.
29. Akshya and Gopalakrishna BV (2024) "Climate Change and Stock Return: A Systematic Review for Future Research" **International Conference on multidisciplinary approaches to SDGs & International Partners Meet**, Rajagiri Business School, Kochi.
30. Akshya and Gopalakrishna BV (2024) "The Impact of Temperature Change on the Firm Performance: Empirical Evidence from the Indian Mining Sector". **International conference on Mining for a greener future: Technological developments and Sustainable Practices. Department of Mining Engineering-NITK**

## 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
17. Crystal Glenda Rodrigues and Gopalakrishna BV (2022) "Optimism and Self-Control: Complementary Predictors Financial Risk-Taking Propensity Among Working Adults", *Indian Journal of Finance (SCOPUS)* , DOI: 10.17010/ijf/2023/v17i7/170966
18. Crystal Glenda Rodrigues and Gopalakrishna BV (2022) "Financial risk tolerance of individuals from the lens of big five personality traits – a multigenerational perspective", *Studies in Economics and Finance Emerald Publication Limited (SCOPUS)* , DOI: 10.1108/SEF-01-2023-0013

## **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. 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 21<sup>st</sup> Century**.
5. 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 21<sup>st</sup> Century**.
6. 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 21<sup>st</sup> Century**.
7. Poornima and Gopalakrishna BV (2023) ESG Investment and Sustainability Reporting: A Systematic Review for Future Research in Digital Economy Post COVID-19 Era, **Springer Proceedings in Business and Economics (Scopus)**

### Membership with Professional Bodies

1. Member, Indian Economic Association (IEA), Member, Millennium Development Studies (MDS)
2. Member, Mangalore Institute of Management Association, Mangalore and Member, All India Institute of Management Association (AIIMA)
3. Member, Journal of Human Development, Institute of Human Development, New Delhi
4. Member, BOE and BOS University of Mysore, Bangalore University, Tumkur University

### M. Tech Project Guide

SL No.	Title of Project/Thesis	Names of Students	Year
1.	Working Capital Management of Indian Oil Corporation Limited	Abhisek Ray (14HM01)	2015
2.	Business Development of Tonguestun Food Networks at Delhi (NCR)	Ahmed Faiz (14HM02)	2015
3.	Learning Minitab and its Applications	Akash Thakur (14HM03)	2015
4.	Recruitment and Selection Process at ICICI Prudential Life Insurance	Divya Choudhary (15HM10)	2016

5.	A study on Sales Promotion for Vatsa Marketing and Retails Private Limited	Veerendra S Prabhu (15HM33)	2016
6.	Overall Human Resource Practices in Baden Aniline and Soda Factory India Limited	Prakshila Jain B (15HM23)	2016
7.	Marketing Strategies to Drive E-Consultations	Hamid Abdul Hameed (16SM17)	2017
8.	Customer Relationship Management in Automobile Industry	Jagadeep Kumar Madiki (16SM25)	2017
9.	Inflow 360 Degree Program: An Effectiveness Study of Marketing Channels	Shubhanshu P Singh	2017
10.	Working Capital Management of Water Supply Project: Risk Assessment (M. Tech Project)	Ahishek Kathuria (15CM31F)	2017
11.	Risk Integrated Cash Flow Management (M. Tech Project)	Shaik Subhani (15CM54F)	2017
12.	Working Capital Management: Strategies to Enhance Corporate Profitability (M. Tech Project)	Akshay Mimani (16CM36F)	2017
13.	Study and Analysis of Financial Concurrence	Nishmitha N (175005SM019)	2018
14.	Study on Finance Department and OMC Billing	Femina Dsouza (175SM006)	2018
15.	Study and Analysis of Logistics and Dalmia Cemen (Bharat) Limited	Kumar Rishi Kant (175038SM012)	2018
16.	Strategic Growth Plan for Roads Business Unit	Isaac Stephen D (172CM022)	2019
17.	Study on Finance Department and OMC Billing	175052HM13F01	2019
18.	Study and Analysis of Financial Concurrence	175005SM012	2019
19.	Reduction of Turnaround time of dry cargoes	185SM019 Sreekala	2019
20.	A study on marketing and operations process of MRR solution Private limited	185SM007 Kavya	2019
19.	A case study on productivity analysis of bearing pile installation	182CM009 ARPIT AGRAWAL	2020
20.	Development of a risk management framework for tunnel construction in India	182CM036 SANCHIA MARIA MORRIS	2020
21.	DIME KLEAR Private Limited	195032SM003 Aldrehe Joel Dsouze	2020
22.	Equity Market Analysis at Growth Arrow	205003SM024 Vishnu Priyan	2021



23.	Analysis of Asset Capitalisation for possible improvement through various methods of Depreciation	192CM027 Kummitha Sushanth	2021
24.	Rate analysis in road construction activities	192CM039 Shivraj Shashikant	2021
25.	The Construction of high-rise buildings: Element of time constraint's	192CM047 Rohit	2021
26.	Delay analysis in high rise Construction due to Logistic factors	192252CM051 Sonu Bhatti	2021
27.	An Analysis of causes of disputes in construction projects	202CM010 Banoth Vennela	2022
28.	Factors Impact on the cost overrun and delay in construction industry projects	202CM013 Chandini D	2022
29.	Role of Implementation of Quality Management System in Construction Industry	202CM023 Katta Naresh	2022
30.	Working Capital Management in Utility Power Distribution Projects	202CM026 Mahavisek Patra	2022
31.	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	202CM034 Nidimusali Yashwanth	2022
32..	Analysis of Sustainability of Utility Power Distribution Business	202CM037 Onkar B Patil	2022
33.	Project Delivery in the Indian Construction Industry by initial contractor involvement	202CM041 Rachapudi Raviteja	2022
34..	To Analyse the Aquaculture Industry with respect to Bawa Fishmal and Oil Company	215SM002	2022
35.	To analyse the Restaurant Industry with respect to V and Ro Hospitality	215SM014 Fathima Tanisha	2022
36..	Fundamental Analysis of Equity Shares of Mangalore Refinery and Petrochemicals Limited	215SM018	2022
37.	Study on Employee Satisfaction Level Towards Performance Management System at NTPC Limited	215SM041 Shafique Mustafa	2022
38.	Development of Risk Management Framework for Indian Bridge Construction Sector	212CM010 Govind R Nair	2023
39.	A study on Working Capital Management with Reference to Mata Energy Limited	212CM011 Biyyala Harish	2023
40.	Impact of Working Capital Management on Corporate Profitability in Indian Cement Industry	212CM023 Yoshitha	2023

41.	Identification of Performance Indicators in Sustainable Project Management with Reference to Precast Construction System	212CM027 Namrata Ramteke	2023
42.	Gap Analysis of Procurement process used in Power Transmission and Distribution Project	212CM044 Shivang Saini	2023

## 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	<b>Awarded</b>
2.	Doddahulugappa Goutam	158041SM15F08	Customer Loyalty Development in Online Shopping: An Integration of E-Service Quality Model and the Commitment-Trust Theory	<b>Awarded</b>
3.	K. Socrates	HM15P02	An Empirical Investigation of Factors Influencing Exit Intentions of Micro, Small Enterprises in India	<b>Awarded</b>
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	<b>Awarded</b>
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 Completed**

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- 2023

### **Membership in Professional Associations**

Life Member, Indian Economic Association, New Delhi

Life Member, Indian Management Association, New Delhi