

## CURRICULUM VITAE



Dr. D. Goutam

BBM, MBA, Ph.D. (NITK)

Assistant Professor  
Dept. of Business Administration  
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### **Academic Qualification:**

1. **Ph.D.** in Management Studies from National Institute of Technology Karnataka (NITK) Surathkal (Awarded on 17<sup>th</sup> November 2020) on “Customer Loyalty Development in Online Shopping: An Integration of E-Service Quality Model and the Commitment-Trust Theory”.
2. **M.B.A.** with specialization in Marketing and Finance from M. P. Birla Institute of Management, Bengaluru (Bengaluru University) in 2009.
3. **B.B.M** with specialization in Marketing from T.M.A.Es B.B.M College Gangavathi (Gulbarga University) in 2007.
4. Qualified UGC- National Eligibility Test (**NET**) for Assistant Professor in Management in June 2009.
5. Qualified UGC-Karnataka State Eligibility Test (**KSET**) for Assistant Professor in Management in December 2015.

### **Areas of Interest**

Marketing Management, Strategic Management, Business Research Methods, Services Marketing, Rural Marketing, Sales Management, Retail Management, E-Marketing, Advertising Management

### **Present Position:**

- Member of **Board of Appointment of Examiner** (BOAE) of the Department of Management, P. G. Dept. of Business Administration, Rani Channamma University Belagavi.
- Working as **Assistant Professor** of Management at P. G. Dept. of Business Administration, Rani Channamma University Belagavi. (From 26-11-2011 to till date)

- Working as **Assistant Registrar** for Estate & Building Section at RCUB (From 13-03-2021 to till date)
- **Member of the Board of Studies** of the Department of Management, P. G. Dept. of Business Administration, Rani Channamma University Belagavi.
- **Member of the Board of Examiners** of the Department of Management, P. G. Dept. of Business Administration, Rani Channamma University Belagavi.
- **Member of the Department Council** of the Department of Management, P. G. Dept. of Business Administration, Rani Channamma University Belagavi.
- **IQAC** Coordinator for P G Department of Business Administration, RCUB
- **ELC & VAF** coordinator for P G Department of Business Administration, RCUB

#### **Professional Experience:**

##### ***Teaching and Research:***

- Presently working as Assistant Professor of Management at P. G. Dept. of Business Administration, Rani Channamma University Belagavi since November 26, 2011. (9.5 Years)
- Worked as Lecturer at Dept. of Management, PDIT College, Hosapete; from February 2011 to November 2011. (10 Months)
- Worked as Lecturer at Dept. of Management, VNC College, Hospete; from June 2010 to February 2011. (10 Months)

##### ***Corporate Experience:***

- Worked as assistant sales manager in CITI Bank, Bengaluru from June 2009 to May 2010.

## **Publications:**

### **Research Papers Published in Journals/ Book Chapters**

1. Goutam, D., and Ganguli S (2021) "Examining the Mediating Role of E-Satisfaction, E-Trust, and E-Commitment on Cognitive Loyalty Development" [**Working Paper**].
2. Goutam, D., Gopalakrishna, B.V. and Ganguli S (2021), " Technology Readiness and E-Service Quality - Impact on Purchase Intention and Loyalty", Marketing Planning and Intelligence. (**ABDC-A Category: Accepted**).
3. Goutam, D., Gopalakrishna, B.V. and Ganguli S (2021), "Determinants of the Customer Loyalty Dimensions: E-Commerce Context in Emerging Economy", International Journal of Internet Marketing and Advertising, Vol 15, Issue 3, 327-348 [10.1504/IJIMA.2021.115437](https://doi.org/10.1504/IJIMA.2021.115437) (**SCOPUS and ABDC-C Category**).
4. Goutam, D., Gopalakrishna, B.V. and Ganguli S (2021), "Determinants of Customer Satisfaction and Loyalty in E-Commerce Settings: In an Emerging Economy Perspective", **Journal of Electronic Commerce in Organizations**, Vol 19, Issue 1, 1-23 [http://doi.org/10.4018/JECO.2021010101](https://doi.org/10.4018/JECO.2021010101) (**Accepted- ABDC-B and SCOPUS**).
5. Goutam, D (2020) "Exploration of Psychological Magnitudes of Satisfaction on Loyalty in Indian Business to Customer E-Commerce Context", **Shodh Sarita**, Vol 7, Issue 28, 38-41 (**UGC-CARE**)
6. Goutam, D (2020) "An Assessment of Asset and Liability Management in Karnataka Bank Limited and its Impact on Overall Performance" **Sambodhi**, Vol. 43, Issue No 04 (VII), 76-80 (**UGC CARE**)
7. D. Goutam (2020), "Investment Strategies for Banking Stocks: Risk Return Analysis" **Sambodhi**, vol. 43, No 04 (VII), 71-75 (**UGC CARE**)
8. D. Goutam (2020), "Website Recommendation: The Antecedents of Emotional Satisfaction, and Repurchase Intention among Working Adults Online Shoppers", **Shodh Sanchar Bulletin**, Vol.39, Issue 10, 168-173 (**UGC CARE**)
9. Goutam, D., and Gopalakrishna, B.V. (2018), "Customer Loyalty Development in Online Shopping: An Integration of E-Service Quality Model and Commitment-Trust Theory", **Management Science Letters**, 8(11), 1149-1158. (**SCOPUS & Web of Science**)

10. Goutam, D., and Gopalakrishna, B.V. (2018), "The Role of Satisfaction and Trust in Developing Loyalty in E-Commerce Environment", **International Journal of Advance and Innovative Research**, 5(4) (XV), 648-655. (Index Copernicus and UGC-CARE)
11. Goutam, D. (2015) "Impact of Advertisement on Sale: A Case Study of Belgaum Milk Union Limited", **International Journal of Business, Management & Social Science**, IV (12), 36-47 (Peer Review Journal).
12. Goutam, D. (2015), "Impact of Display Management System on Consumers Buying Decisions with Reference to Reliance Trends at Belgaum City", **International Journal of multidisciplinary Research**, III (10), 8-17 (Peer Review Journal).
13. Goutam, D. (2013), "Developing a Marketing Strategy Framework for Large Scale Retailing in India", **International Journal of Multidisciplinary Research**, II (9), 32-36 (Peer Review Journal).
14. Goutam, D. (2013), "Management Education in India: Major Challenges and Possible Enablers", **International Journal of Business, Management & Social Science**, III (2), 54-57 (Peer Review Journal).
15. Goutam, D. (2013), "Influence of Brand Ambassadors on Buying Behavior of Soft Drinks: With Reference to Belgaum City", **IMPACT: International Journal of Research in Business Management**, I (4), 9-18 (Peer Review Journal- Google Scholar, Index Copernicus).
16. Goutam, D., and Gopalakrishna, B.V. (2018), "Will you Trust the Faceless? Exploration of Antecedents and Consequences of E-Trust in E-commerce Environment", **Marketing Mix- New Trends in 21st Century [Book Chapter]**

## Citations

<https://scholar.google.com/citations?user=EM7uHNwAAAAJ&hl=en&oi=sra>

ORCID ID: <https://orcid.org/0000-0002-3534-4183>

SCOPUS ID: 57203891324

### **Paper Presentation in International Conferences/Seminars:**

1. Goutam, D., Gopalakrishna, B.V., and Ravi Kumar S.P. (2019), “Causes and Magnitudes of Trust in E-Commerce Context: An Emerging Economy Perspective”, IIMI-NASMEI Summer Marketing-IS Conference, **Indian Institute of Management (IIM) Indore**, MP, India on 26-28 July 2019.
2. Goutam, D., Gopalakrishna, B.V., and Ravi Kumar S.P. (2019), “Importance of Satisfaction and Trust in Loyalty Development: In an Online Shopping Setting”, IIMI-NASMEI Summer Marketing-IS Conference, **Indian Institute of Management (IIM) Indore**, MP, India on 26-28 July 2019.
3. Goutam, D., and Gopalakrishna, B.V. (2019), “Understanding the Role of Satisfaction and Trust in Developing Loyalty in E-Commerce Environment”, International Marketing Conference, **TAPMI, Manipal**, India.
4. Goutam, D., and Gopalakrishna, B.V. (2019), “Do You Trust Faceless? Determinants and Consequences of E-Trust in Online Shopping”, International Marketing Conference, **TAPMI, Manipal**, India
5. Participated and presented a research paper in “**International Conference on Multidisciplinary Research and Innovation**” organized by Emavadev at Siem Reap: **Cambodia** held on October 20, 2018.
6. Goutam, D., and Gopalakrishna, B.V. (2018), “The Role of Satisfaction and Trust in Developing Loyalty in E-Commerce Environment”, **Management 4.0: Disruptions in Business and Millennial at the Workplace**, on 12-13 October, 2018.
7. Goutam, D., and Gopalakrishna, B.V. (2018), “Customer Loyalty Development in Online Shopping: An Integration of E-Service Quality Model and Commitment-Trust Theory”, **International Conference on Multidisciplinary Research and Innovation, in Siem Reap: Cambodia** on 20-21 October, 2018.
8. Goutam, D., and Gopalakrishna, B.V. (2018), “Examining the Mediating Roles of E-Satisfaction, E-Trust, and E-Commitment on Cognitive Loyalty Development”, **International Conference on Multidisciplinary Research and Innovation, in Kuala Lumpur: Malaysia** on June 23, 2018.
9. Goutam, D., and Gopalakrishna, B.V. (2017), “E-Tail Love! Antecedents of Fashion Products Consumers Website Commitment in Digital Marketing War”, In **Fifth PAN IIM World Management Conference**, 750-761.

10. Goutam, D., and Gopalakrishna, B.V. (2017), “Exploration of psychological magnitudes of satisfaction on loyalty in Indian B2C e-commerce”, In **IIM Indore-NASMEI Summer Marketing Conference**, Indore, India, 38.
11. Goutam, D., and Gopalakrishna, B.V. (2018), “What makes Indian consumers to trust the faceless? Exploration of Antecedents and Influence of Trust in Indian B2C E-Commerce”, in **8<sup>th</sup> Conference on Excellence in Research and Education (CERE) at IIM Indore**, India 38
12. Goutam, D., and Gopalakrishna, B.V. (2018), “An empirical study on consumers E- loyalty: With reference to Generation-Y online shoppers”, In **10<sup>th</sup> Doctoral Conference. IBS Hyderabad**, India, 37.
13. Goutam, D. (2015), “Impact of Advertisement on Sale: A Case Study of Belgaum Milk Union Limited”, **2<sup>nd</sup> International Conference on Advance in Trade, Commerce, Social Sciences, Management, Engineering and Hospitality**, organized by INDO GLOBAL Chamber of Commerce at Pune.

### **Supervision of Ph.D.**

**Ongoing=04**

### **Special Talks**

1. Delivered a special talk on “Growth after MBA” for MBA Final Year Students at PDIT College, Hosapete.
2. Delivered a special talk on “Employability Skills” for M. Com Final Year Students at Sangolli Rayanna First Grade Constituent College, Belagavi on 02-03-2021
3. Delivered a special talk on “Overview on Advanced Marketing Management” for M. Com Final Year Students at Sangolli Rayanna First Grade Constituent College, Belagavi on 02-03-2021

### **Other Academic and Administrative Related Works:**

1. Worked as Superintend for PG Examinations Sept. 2021 at RCU Belgaum
2. Worked as Flying Squid for PG and B.Ed. examinations
3. Worked as Dy. Superintend for PG Examinations April 2020 at RCU Belgaum
4. Worked as member of Local Inspection Committee (LIC) for RCU Affiliated Colleges
5. Working as Assistant Registrar for Estate and Building Section

## **Participation in OPs/RCs/FDPs/Workshops:**

### **A. Orientation/Refresher/Faculty Development Programmes/Short Term Courses**

1. **National workshop on Research Methodology and Data Analysis Using SPSS** organized by HRDC, Lovely Professional University, Jalandhar from April 26 2021 to May 1 2021. (1 Week)
2. **First Refresher Course in Commerce and Management Organized** by UGC-HRDC Gujarat University Ahmadabad from 7<sup>th</sup> Sept.2020 to 20<sup>th</sup> Sept. 2020 **(15 Days)**
3. **Seven Days Global Faculty Development Program on Research in Social Science and Management Studies** organised by Department of Business Administration, Sayadri College of Engineering and Management, Mangaluru from 21<sup>st</sup> August to 27<sup>th</sup> August 2020.
4. **Online Workshop on Structural Equation Modelling (SEM) Using AMOS** organised by Faculty of Commerce and Management St. Joseph's College (Autonomous), Bengaluru from 5<sup>th</sup> August 2020 to 8<sup>th</sup> August 2020 **(Four Days)**.
5. **Seven Days Online Short Term Course on E-Content Development** organised by UGC-MHDC Gujarat University, Ahmedabad from 09-07-2020 to 15-07-2020.**(Seven Days)**
6. **One Week Online Workshop on Structural Equation Modelling (SEM) for Beginners and Advance Level** organised by Research Shiksha from 8<sup>th</sup> June 2020 to 17<sup>th</sup> June 2020.
7. **Five Day Faculty Development Program on E-Content Development** Organised by International Institute of Organized Research Chandigarh from 1<sup>st</sup> June to 5<sup>th</sup> June 2020.
8. **Seven Days Faculty Development Program on Beyond Academic Excellence- A Reality Show** Organised by Nallamuthu Gounder Mahalingam College, Pollachi, TM from 25<sup>th</sup> May to 31<sup>st</sup> May 2020. **(Seven Days)**
9. **One Week Online Faculty Development Program on Case Writing and Teaching** from 11<sup>th</sup> May to 15<sup>th</sup> May 2020 Organised by B M S College of Engineering, Bengaluru. **(Five Days)**
10. **Two Weeks Online Refreshers Course for Management and Commerce Faculty** on E-Learning Resources and Teaching Methodology in Education & Research Development Organised by Sairam Institute of Management Studies, Sri Ram Engineering College, Chennai, India from 27<sup>th</sup> April to 9<sup>th</sup> May 2020. **(Two Weeks)**
11. **National Workshop on Multivariate Analysis Using SPSS & AMOS** Organised by Department of Management Studies, Kongu Engineering College, Erode, Tamil Nadu from 6<sup>th</sup> April to 12<sup>th</sup> April 2020. **(One Week)**

12. **Online Refresher Course on Research Methodology Organised** by St. Teresa's Degree College for Women Bengaluru from 1<sup>st</sup> April to 15<sup>th</sup> April 2020. **(Two Weeks)**
13. Online **Refresher Course** in Management organized by **SWAYAM** sponsored by MHRD Govt. of India in March, 2019 for **(16 weeks)**.
14. **Eight-Day** National Level Workshop on **"Statistical Analysis for Business Research"** organized by School of Management, Department of Management Studies, **Pondicherry University**, India from 10<sup>th</sup> to 17<sup>th</sup> December, 2018 **(Eight Days)**
15. Participated in Faculty Development Programme on **"Using Blended MOOCs in Management Education"** conducted by the **Indian Institute of Management, Bangalore** on 11<sup>th</sup> August, 2018. **(One Day)**
16. TEQIP Sponsored Short Term Course on **Project Management for Development Professionals and Researchers** by Department of Humanities & Social Sciences, **NIT, Rourkela**, India from 25<sup>th</sup> to 29<sup>th</sup> June, 2018. **(5 Days)**
17. **One Week** FDP on **Advance Research Methodology & Modeling Techniques** at IMS, Ghaziabad on May 7-11, 2018. **(5 Days)**
18. Attended Pre-Conference Workshop on **"Perspectives on Research and Publication"** organized by **Indian Institute of Management, Indore** held on July 27, 2017.
19. Participated in the **International Summer University Program** 2017 from 19<sup>th</sup> February to 2<sup>nd</sup> March 2017 at School of Management, **NITK, Surathkal**, India Partnered with University of Applied Sciences Western Switzerland, School of Business and Engineering Vaud, Switzerland.
20. One-Week National Level **"Knowledge Training Workshop on Research Methodology"** organized by **Christ University**, Nodal Office, Thiruvananthapuram. Held between August 22-27, 2016
21. 9<sup>th</sup> Seven Day **National Workshop on Research Methodology on Management and Statistical Analysis using IBM SPSS Statistics 22.0** organized by ITM University, Gwalior from May 23-29, 2016
22. Two Weeks **Research Methodology Capacity Building Programme** between 1<sup>st</sup> August through 14<sup>th</sup> August, 2013 organized by post graduate Dept. of Commerce, Rani Channamma University, Belagavi in collaboration with ICSSR, New Delhi. **(2 weeks)**



23. **10-Day** ISTE workshop on “**Research Methodology**” conducted by **IIT Bombay**, under the National Mission on Education through ICT sponsored **MHRD** during 25<sup>th</sup> June 2012 to 4<sup>th</sup> July 2012 (**2 weeks**)

24. **Orientation Course** at UGC- Academic Staff College, **J.N.U University, New Delhi** from 08.04.2013 to 03.05.2013 (**4 weeks**).

**Supervision of Summer Internship and Dissertation:**

MBA Summer Internship (From 2012 to 2020 - Approx.): 60

**Language Known:**

Proficiency in English, Hindi, Kannada and Telugu

**Personal Data:**

Date of Birth: 01-06-1985

Father's Name: Late Goutam

Mother's Name: Yallamma

Marital Status: Married

**Office Address:**

P.G Department of Business Administration

Rani Channamma University

Vidya Sangama, PB NH-04

Belagavi-591156

**Declaration:** I do hereby declare that the above-furnished information is true to the best of my knowledge and belief.

(Dr. D. Goutam)

Place: Belagavi

Date: 08-01-2022