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Shri. D. Goutam is currently working as an Asst. Professor at P. G Department of Business Administration, Rani Channamma University, Belagavi, Karnataka. He has completed his MBA in Marketing from M P Birla Institute of Management, Bangalore. He has received UGC Faculty Improvement Program's Teacher Fellowship to pursue full time Ph. D program. He has recently submitted his Ph. D thesis at National Institute of Technology Karnataka, Surathkal. His research interests are Online Retail Management, Consumer Behaviour, Strategic Management and Services Marketing. He has seven publications in peer-reviewed, UGC and SCOPUS indexed journals. He has also presented his work at 8 international conferences held at some of the top-notch institutes of the country like IIMs, NIT and TAPMI. In addition to this he has also published 3 papers in edited book as book chapters. D. Goutam can be contacted at: hulugeshgoutam@gmail.com Mobile: 9036515175