CURRICULUM VITAE

Dr. D. Goutam MBA, Ph.D., NET, KSET.
Associate Professor and HoD
Dept. of Tourism and Hotel Management
Central University of Karnataka.
E-mail id: hulugeshgoutam@gmail.com
dhgoutam@cuk.ac.in
Contact No: +91 9036515175



Academic Qualification:

1. **Ph.D.** in Management Studies from National Institute of Technology Karnataka (NITK) Surathkal (Awarded on 17th 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.E's 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 the month of December 2015.

Areas of Interest

Tourism Marketing, Tourism Entreprenuership, Marketing Management, Services Marketing, Environment and Government Policies, Contemporary Issues in Tourism. Strategic Management, Business Research Methods, Retail Management, Advertising Management and Brand Management.

Citations

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

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

SCOPUS ID: 57203891324

Widwan ID 464433 https://vidwan.inflibnet.ac.in/profile/464433

WoS ResearcherID: HKO-2752-2023

Professional Experience

- Presently working as Associate Professor in the Department of Tourism and Hotel Management at Central University of Karnataka, Kalaburagi.
- Worked as HoD at Department of Tourism and Hotel Management at Central University of Karnataka, Kalaburagi.
- Worked as Liaison Officer for Equal Opportunity Cell at CUK, Kalaburagi for 1 year.
- Member, Academic Council, Central University of Karnataka, Kalaburagi for 1 year.
- Member of National Advisory Board for Innovation Incubation Centre at CUK
- Chairman of Board of Studies, Tourism and Hotel Management, CUK, Kalaburagi.
- Member of Committee for Admission to Academic Session 2024-25 at CUK.
- Member of Committee to apply for AICTE professional course for the academic year 2024-25.
- Member of Selection Committee for Yuva Sangam Phase-4 at CUK

- Worked as Assistant Professor (Level 12) of Management at P. G. Dept. of Business Administration, Rani Channamma University Belagavifrom 26-11-2011 to 07-11-2023.
- Worked as Lecturer at Dept. of Management, PDIT College, Hosapete; from February 2011 to November 2011.
- Worked as Lecturer at Dept. of Management, VNC College, Hospete; from June 2010 to February2011.
- Worked as Chairman, Board of Examiner of the P. G. Dept. of Business Administration, Rani Channamma University Belagavi.
- Member of Doctoral Committee of the Dept. of Business Administration.
- Member of Board of Examiner (BoE) of the Department of Management Study, DMS Ballari Institute of Technology & Management, Ballari.
- 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. (Since 26-11-2011)
- Worked as Assistant Registrar for Estate & Building Section at RCUB (From 13-03-2021 to 16-03-2023)
- 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.

Awards & Honors:

- Received UGC Faculty Improvement Program (UGC-FIP) Teacher Fellowship from 1st April 2017 to 31st March 2019.
- Received Erasmus+ Mobility Fellowship (2025-2026), enabling international teaching and collaboration in Europe.

Corporate Experience

- Worked as sales executiveat CITI Bank, Bengaluru from June 2009 to May 2010.

Publications:

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

1. Goutam, D, Karuna, M, Jayalakshmi.N.A. A, and Rajini. K.S (2026) "Algorithmic Recommendations and Consumer Decision Confidence in Online Retailing: An Emerging Economy Perspective". Journal of Intelligent Decision Making and Information Science, Volume 3(10s), pp. 2657-2679

2. Goutam, D and C H Gopikashree (2025) "Exploration of The Determinants of Customer Loyalty and its impact on Customer Life Time Value". International Journal of Innovative Research in Technology, Volume 12 Issue 1, pp. 2178-2185

3. Goutam, D and C H Gopikashree (2025) "How Artificial Intelligence impacts on sustainable Business? A case of Indian Fashion E-Retailing." International Journal of Research and Analytical Reviews, Volume 12, Issue 2, pp.124-133

4. Goutam, D and C H Gopikashree (2025) "The Role of Artificial Intelligence in E-Retailing: A Case of Indian Fashion E-Retailing" International Journal of Innovative Research in Technology, Vol. 11 Issue 12, May 2025, pp. 8163- 8170.

5. Goutam, D and C H Gopikashree (2025) "Awareness of Artificial Intelligence among Generation Y Customers and Its Usage in Online Shopping" International Journal of Social Sciences and Management Review, Volume: 08, Issue: 02 "March – April 2025", pp. 83-91. https://doi.org/10.37602/IJSSMR.2025.8206

6. Goutam, D (2023) "E-Tail Love! Antecedents of Fashion Products Consumer's Website Commitment in Digital Marketing War" International Journal for Research Trends and Innovation, Vol 7, Issue 5, pp. 2456-3315.

7. Goutam, D (2023) "Study on Determinants of Customer Satisfaction: A Case of Nandini Milk and Milk Products" International Journal for Research Trends and Innovation, Vol 8, Issue 4, pp. 2456-3315.

8. Goutam, d (2023) A Descriptive Study on Factors Influencing Customer Satisfaction with Special Reference to NEXA in Belgaum City" International Journal for Research Trends and Innovation 8, Issue 4, pp. 2456-3315

9. Goutam, D., Ganguli, S. and Gopalakrishna, B.V. (2022), "Technology readiness and e-service quality – impact on purchase intention and loyalty", Marketing Intelligence & Planning, Vol. 40 No. 2, pp. 242-255. https://doi.org/10.1108/MIP-06-2021-0196(ABDC-A)

10. Goutam, D., Gopalakrishna, B.V. and Ganguli S (2021), "Determinants of Customer Satisfaction and Loyalty in E-Commerce Settings: In an Emerging Economy Perspective ", International Journal of Internet Marketing and Advertising, Vol 15, Issue 3, 327-348 10.1504/IJIMA.2021.115437 (**SCOPUS and ABDC-C Category)**.

11. Goutam, D., Gopalakrishna, B.V. and Ganguli S (2021), "Determinants of the Customer Loyalty Dimensions: E-Commerce Context in Emerging Economy ", Journal of Electronic Commerce in Organizations, Vol 19, Issue 1, 1-23http://doi.org/10.4018/JECO.2021010101 **Accepted- ABDC-B and SCOPUS**).

12. 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**)

13. 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)**

14. D. Goutam (2020), "Investment Strategies for Banking Stocks: Risk Return Analysis" **Sambodhi**, vol. 43, No 04 (VII), 71-75 **(UGC CARE)**

15. 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)**

16. 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)**

17. 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)**

18. 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**).
19. 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**).

20. 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).

21. 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**).

22. 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**, I (4), 9-18 (**Peer Review Journal-Google Scholar, IndexCopernicus**).

23. 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**]

Paper Presentation in International Conferences/Seminars:

1. Goutam, D., G Mahender (2025), "Impact of Online Reviews on Consumer Preferences for Travel Agencies in an Emerging Economy Context", the 5th International Scientific Conference Society. Technology. Solutions, organised by Vidzeme University of Applied Sciences, Valmiera (Latvia). From 15th Oct. to 17th Oct. 2025.

2. 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.

3. 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.

4. 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.

5. 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

6. 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.

7. Goutam, D., and Gopalakrishna, B.V. (2018), "The Role of Satisfaction andTrust in Developing Loyalty in E-Commerce Environment", **Management 4.0: Disruptions in Business and Millennial at the Workplace**, on 12-13 October, 2018.

8. 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**on20-21 October, 2018.

9. Goutam, D., and Gopalakrishna, B.V. (2018), "Examining the Mediating Rolesof 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.

10. Goutam, D., and Gopalakrishna, B.V. (2017), "E-Tail Love! Antecedents ofFashion Products Consumers Website Commitment in Digital Marketing War",In **Fifth PAN IIM World Management Conference**, 750-761.

11. Goutam, D., and Gopalakrishna, B.V. (2017), "Exploration of psychologicalmagnitudes of satisfaction on loyalty in Indian B2C e-commerce", In **IIM Indore-NASMEI Summer Marketing Conference**, Indore, India, 38.

12. Goutam, D., and Gopalakrishna, B.V. (2018), "What makes Indian consumersto trust the faceless? Exploration of Antecedents and Influence of Trust in Indian B2C E-Commerce", in **8th Conference on Excellence in Research and Education (CERE) at IIM Indore**, India 38

13. Goutam, D., and Gopalakrishna, B.V. (2018), "An empirical study on consumers E- loyalty: With reference to Generation-Y online shoppers", In **10th Doctoral Conference. IBS Hyderabad**, India, 37.

14. Goutam, D. (2015), "Impact of Advertisement on Sale: A Case Study of Belgaum Milk Union Limited", **2nd 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.

On-going	Submitted	Awarded
04	01	01

Invited Talks

1. Delivered guest lectures on "Sustainability and Labour Force in Tourism and Hospitality" at Vidzme University of Applied Sciences, Valmeira, Latvia on 17th October 2025.
2. Delivered an invited talk on "Promotion of Indian Tourism Destinations" organized by Vivek Vedike, Hubli on 31st January 2024.
3. Delivered an invited talk on "Role of Domestic Tourist Destinations in Indian Economy" organized by Vivek Vedike, Hubli on 2nd February 2024.
4. Delivered an invited talk on "The Significance of Atmanirbhar Bharat in Present Scenario" organized by Women Empowerment Cell, Ra I Channamma University, Belagavi on 4th August 2022.
5. Delivered a special talk on "Growth after MBA" for MBA Final Year Students at PDIT College, Hosapete.
6. 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
7. 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 HoD of Department of Tourism and Hotel Management, CUK, Kalaburagi
2. Worked as Superintend for PG Examinations Sept. 2021 at RCU Belgaum
3. Worked as Flying Squid for PG and B.Ed. examinations
4. Worked as Dy. Superintend for PG Examinations April 2020 at RCU Belgaum
5. Worked as member of Local Inspection Committee (LIC) for RCU Affiliated Colleges
6. Worked as Assistant Registrar for Estate and Building Section (2021-23)

Participation in OPs/RCs/FDPs/Workshops:

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

1. 10-Days NEP Orientation and Sensitization Programme organised by MMTTC, New Delhi from 27th August to 5th September 2025.
2. **Online Two-Week Refresher Course in Commerce** organized by Teaching Learning Centre Ramanujan College (University of Delhi) Under the aegis of Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching Ministry of Education in Association with Indian Accounting Association, NCR chapter from 31st July 2023 to 14th August 2023**(2 Weeks).**

3. **OnlineTwo Week Interdisciplinary Refresher Course on Research Methodology and Data Analysis** organized by Teaching Learning Centre Ramanujan College (University of Delhi) Under the aegis of Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching Ministry of Education in Association with Indian Accounting Association, NCR chapter from 28th July 2023 to 9th August 2023**(2 Weeks).**
4. **National workshop on Research Methodology and Data Analysis Using SPSS**organized byHRDC, Lovely Professional University, Jalandhar from April 26 2021 to May 1 2021. (1 Week)
5. **First Refresher Course in Commerce and Management Organized** by UGC-HRDC Gujarat University Ahmadabad from 7th Sept.2020 to 20th Sept. 2020 (**15 Days**)
6. **Seven Days Online Short-Term Course on E-Content Development**organized by UGC-MHDC Gujarat University, Ahmedabad from 09-07-2020 to 15-07-2020. (**Seven Days**)
7. **Two Weeks Online Refreshers Course for Management and Commerce Faculty** on E-Learning Resources and Teaching Methodology in Education & Research Development Organized by Sairam Institute of Management Studies, Sri Ram Engineering College, Chennai, India from 27th April to 9th May 2020. (**Two Weeks**)
8. **Online Refresher Course on Research Methodology Organized** by St. Teresa's Degree College for Women Bengaluru from 1st April to 15th April 2020. **(Two Weeks)**
9. Online **Refresher Course** in Management organized by **SWAYAM**sponsored by MHRD Govt. of India in March, 2019 for (**16 weeks)**.
10. **Eight-Day** National Level Workshop on "**Statistical Analysis for Business Research**" organized by School of Management, Department of Management Studies, **Pondicherry University**, India from 10th to 17th December, 2018 (**Eight Days**)
11. Attended Pre-Conference Workshop on **"Perspectives on Research and Publication"** organized by **Indian Institute of Management, Indore** held on July 27, 2017.
12. Two Weeks **Research Methodology Capacity Building Programme** between 1st August through 14th August, 2013 organized by post graduate Dept. of Commerce, Rani Channamma University, Belagavi in collaboration with ICSSR, New Delhi. (**2 weeks)**
13. **10-Day** ISTE workshop on "**Research Methodology**" conducted by **IIT Bombay**, under the National Mission on Education through ICT sponsored **MHRD** during 25th June 2012 to 4th July 2012 (**2 weeks)**

14. **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 2026 - Approx.): 85

Countries Visited: Latvia, Poland, Austria, Netherland and Czech Republic

Language Known:

Proficiency in English, Hindi, Kannada and Telugu

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

Date: 05-11-2026 (Dr. D. Goutam)