

Brief Resume of Dr. R. Gopal

Dr. R. Gopal is currently the Director, Dean and the Head of the Department of the Department of Business Management Padmashree Dr. D. Y. Patil University, Navi Mumbai.

During his tenure as the Director of the Department, he has introduced several niche and industry oriented programs like the MBA in Bio Informatics, MBA in Outsourcing Business, MBA in Retail Management, MBA in International Business Management, MBA in Supply Chain Logistics etc. Additionally he has also introduced several specialization programs like the MBA Core with specialization in Entrepreneurship Management or the Sports Business Management.

He has more than 27 years of CORPORATE EXPERIENCE. He has worked in organizations like Larsen and Toubro, Bush India Ltd., Tata Economic Consultancy Services and at Siemens. At Siemens, he was the Head of the Switchgear Division, where he was actively involved in evolving and implementing strategies including launching of new products. He was responsible for a turnover of more than Rs. 150 Crores and also for more than 650 personnel both at the Sales, Works and the Head Office.

Prior to this, he was also deputed to Siemens AG, Germany where he was involved in the preparation of the Strategic Plan for the various European Subsidiaries of Siemens AG.

He also has more than 25 years of TEACHING EXPERIENCE as a visiting faculty to several B Schools in Mumbai in the areas of Marketing, Market Research, Direct Marketing and Strategic Management / Business Policy etc. He has also conducted several programs in the USA on topics like “How to do Business in India”, “Competitive Scenario in India” etc He has also published more than 100 research papers both in Indian and foreign journals. He has been awarded the BEST OUTSTANDING RESEARCH PAPER at the 2nd Asia Pacific Marketing Conference held in Malaysia in October 2007.

He is the guide for the M.Phil as well as PhD students of Alagappa University, Padmashree Dr. D. Y. Patil University, IGNOU, Singhania Univeristy, JJT University, SNDT University, Mumbai University etc. More than 20 students have obtained their M.Phil degree through his guidance and around 25 students have received their PhD under his guidance

Dr. R. Gopal is also member of the Local Inquiry Committee, Mumbai University, the Member of the Academic Council, DYPatil University, Advisor to several B Schools all over India and is also on the selection committee for Directors, Professors and other faculties of several universities being appointed by the University of Mumbai and other such universities.

He is the member of Editorial Board of a book titled “A Panorama of Research Work”. He is also the co author of the book BPO / KPO Management – An Industry Perspective, retail management—an Indian perspective and many such books on retail and entrepreneurship management and Innovation. Additionally he is the Chief Editor of the DYPDBM international Business Management Research Journal, DYPDBM International Entrepreneurial Management and Research Review, DYPDBM UGAM. These journals have been uploaded on PROQUEST an online e journal recommended by AICTE and other statutory bodies

His book on **MARKETING STRATEGY AND APPLICATIONS** has been widely received by the students and the Corporate World. Additionally several of his books on Management Case Study, Research Methodology and Direct Marketing are expected shortly.

Dr. R. Gopal is the recipient of the **RASHTRIYA VIDYA SARASWATI PURASKAR** awarded by the International Institute of Education and Management and the **RASHTRIYA VIKAS RATAN AWARD**, awarded by the Economic Growth Society of India and the **Glory of India Award** awarded by the Indo British Society in London, **Rajiv Gandhi Education Excellence Award** and the **BEST TEACHER AWARD** awarded by the Higher Education Forum. Have also been awarded the **Eminent Educationist Award** by the National and International Compendium, New Delhi Nov 2012

A Mechanical Engineer from I.I.T. Kharagpur, a MBA from the Mumbai University and an ICWA he received his PhD degree in Business Management in 1984. In 2013, he has been awarded the D. Litt Degree – which is the highest educational award and is obtained after a minimum period of 10 years after receiving PhD.

His motto is to **TRANSFORM EVERY STUDENT INTO AN ACHIEVER** so that **EVERY STUDENT WILL CREATE A SUCCESS STORY**

He is married and has two children.

Email: rgopaldactor@gmail.com, Tel. No. 2525 6428, 98203 56428