



PROF. DR. S GOKULA KRISHNAN

MBA., PGD., PHD., EC-BA(IIM)..

Professor & Head – MBA(BU)

Professor of Analytics | SCM | HR

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 Bengaluru, India

Profile Summary

With over 17 years of progressive experience in management education, data-driven decision-making, and business analytics, Dr. S. Gokula Krishnan is a distinguished Professor of Analytics and an accomplished analytics practitioner. His professional expertise integrates advanced analytical modeling, research-driven insights, and rigorous pedagogical practice, positioning him as a leading academic and trainer in the domains of Business Analytics, HR Analytics, Data Visualization, Predictive Modelling, and Applied Machine Learning.

As a Business Analyst, Dr. Krishnan brings a robust command of analytical tools—including Power BI, Tableau, Python, R, SPSS, AMOS, Jamovi, MS Excel, and KNIME—leveraging them to design intelligence-driven solutions for organizational problems. His consultancy experience, comprising more than 50 applied analytics projects, demonstrates proficiency in transforming raw data into actionable insights aligned with strategic business objectives. As an Analytics Trainer, Dr. Krishnan has designed and delivered over 75+ workshops, FDPs, and corporate/academic training programmes across diverse institutions and universities. His training portfolio includes modules on Business Analytics, Predictive Analytics, Statistical Analysis, HR Analytics, Data Visualization, Power BI-DAX, Python for Business, and R for Data Science. His pedagogy emphasizes a practice-oriented approach rooted in real-time datasets, case-based learning, and experiential analytics, enabling participants to gain both conceptual depth and applied competence.

His research contributions—comprising 60+ journal publications and multiple SCOPUS-indexed outputs—demonstrate strong grounding in empirical analysis, structural equation modelling, sentiment analytics, technology adoption models, and HR behavioural analytics. In institutional roles, Dr. Krishnan has served as Domain Head of Analytics, Board of Studies member, Research Advisory Committee member, and academic strategist, contributing to curriculum design, academic governance, and analytics course development.

Skill Sets

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|---------|--------------|---|--------|------|------|--------|----------|-------|
| Tableau | Power BI-DAX | R | Python | AMOS | SPSS | Jamovi | MS Excel | KNIME |
|---------|--------------|---|--------|------|------|--------|----------|-------|

Core Competencies

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|-------------------------------|-----------------------|--------------------|------------------------------------|-----------------------|----------------------------|------------------------|
| Business Analytics & Insights | Dashboard Development | Data Visualization | Predictive Modelling & Forecasting | Statistical Modelling | Text & Sentiment Analytics | Stakeholder Engagement |
|-------------------------------|-----------------------|--------------------|------------------------------------|-----------------------|----------------------------|------------------------|

Education

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|---|---|-------------------------------|---------------------------------|
| Business Analytics IIM Visakhapatnam | PhD – Management Title: Employee Engagement | MBA Human Resources | B.Sc Hotel Management |
| 2025 | 2015 | 2008 | 2006 |

Experience:

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|-----------------------|---|
| 2026 to Till Date | Professor and HoD - MBA |
| 2024 to 2026 → | Professor and Domain Head - Analytics – 2 years |
| 2015 to 2024 → | Associate Professor of Analytics – 8 years |
| 2009 to 2015 → | Assistant Professor of Analytics & HR – 7 Years |
| 2015 → | Visiting Professor of Analytics – 10 years + |
| 2008 → | Hotel Taj Coromandel, Chennai |
| 2007→ | Fortune Kences Hotel, Tirupathi |

As a Professor of Analytics - Courses Developed and Delivered (Hands-On)

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|---|---|
| 18 Batches of MBA ~ 1800+ MBA Students | 10 Batches of Corporate – 500+ Professionals |
|---|---|

- ✓ Applied Business Analytics and using Tableau - 30 hrs
- ✓ Data Visualization and Story Telling using Tableau – 30 hrs
- ✓ Business Analytics and Modeling using MS Excel - 30 hrs
- ✓ HR Tools and Analytics - 45 hrs
- ✓ Advanced Data Modeling and Analysis using MS Excel - (30 hrs)
- ✓ Advanced Data Modeling and Analysis using JAMOVI - (30 hrs)
- ✓ Advanced Data Modeling and Analysis using R - (30 hrs)
- ✓ Data Visualization for HR Data Using Tableau – (45 hrs)
- ✓ Python for Business Analytics – (30 hrs)
- ✓ R for Business Analytics - (30 hrs)
- ✓ Data Analysis and Business Modeling (45 hrs)

As an Analytics Trainer – Workshop and Trainings Delivered

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|---|---------------------------|
| 1000+ FACULTY MEMBERS | 500+ Professionals |
| <ul style="list-style-type: none"> ✓ <i>Business Analytics and Data Visualization using Tableau → 90+ Hours</i> ✓ <i>PowerBI → 50 Hours</i> ✓ <i>HR Analytics → 110+ Hours</i> ✓ <i>Business Analytics → 50+ Hours (Predictive / Descriptive Analytics)</i> ✓ <i>R for Business Analytics / Data Science → 65+ Hours</i> ✓ <i>Business Analytics using MS Excel → 70+ Hours</i> ✓ <i>IBM SPSS → 75+ Hours</i> ✓ <i>Sentiment Analytics Using Generative AI → 12+ Hours</i> ✓ <i>Real World Applications of AI/ML in HR Analytics → 3 Hours</i> ✓ <i>Qualitative Analytics using NVivo → 3 Hours</i> | |

Professional Affiliations

- ✓ Analytics Society of India (ASI) - IIMB; Membership Number: **IM2A0435**
- ✓ Institute for Supply Management (ISM), ISM membership number: 000000634239
- ✓ Data Science Central (DSC)
- ✓ Data Science Association (DSA)

Online Certifications

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|--|---|
| IBM Certificate <ul style="list-style-type: none">• <i>Getting Started with Enterprise Data Science - 2023</i>• <i>Improving Healthcare: The Role of Cloud Computing - 2022</i>• <i>Code Generation and Optimization Using IBM Granite - 2025</i> | SWAYAM <ul style="list-style-type: none">• Python for Data Sciences• Predictive Analytics• Data Driven Marketing Decision• Marketing Analytics• Business Analytics & Text Mining using Python• Business Analytics for Management Decision• Data Analysis and Decision Making – 1• Data Analysis for Social Science Teachers |
| Google Analytics Academy <ul style="list-style-type: none">• Google Analytics Individual Qualification Certificate• Advanced Google Analytics Certificate• Google Analytics for Beginners Certificate | |

EDITORIAL BOARD INVOLVEMENTS

- ✓ **Editor-in-Chief**, Nehru School of Management Journal (NSMJ), ISSN: 2349-4883, from May 2016 to April 2018.
 - **Regular Issues: 03** (September 2016, March 2017, September 2017 & March 2018)
 - **Special Issue: 01** (December 2016)
- ✓ **Editorial Board Member**, International Journal in Management & Social Science (IJMSS), ISSN: 2321 – 1784, Impact Factor: 5.276. <http://www.ijmr.net.in/educational-board.php>
- ✓ **Editorial Board Member**, Scientific Board of Economics, Management and Humanities, International Centre of Economics, Humanities and Management (ICEHM), http://icehm.org/editorial_board.php?cid=3
- ✓ **Editorial Board Member**, The International Journal of Management, Economy and Accounting Fields (TIJOMEAF), <https://www.growingscholar.org/journal/index.php/TIJOMEAF/about/editorialTeam>
- ✓ **Editorial Panel Member**, International Research Journal of Human Resources and social Sciences (IRJHRSS), <http://www.aarf.asia/editor-irjhrss.php>
- ✓ **Editorial Board Member**, International Journal of Society Systems Science, Inderscience Publishers.
- ✓ **Editorial Board Member**, International Journal of Management Science and Review, <https://shanmugapublications.shanmugacollege.edu.in/board.html>
- ✓ **Editorial Board Member**, European Business & Management (EBM), ISSN: 2575579X(P); 2575-5811(O), <https://www.sceincepg.com/j/ebm>

Reviewer / Honorary Peer Reviewer:

- Reviewer**, F1000Research
- Reviewer**, International Journal of Knowledge-Based Development, ISSN: 2040-4468 (Print), 2040-4476 (Online)
- Reviewer**, Journal of Social Sciences (JSS); ISSN: 1549-3652 (Print), 1558-6987 (Online)
- Reviewer**, International Journal of Economics, Finance and Sustainable Development (IJEFSD); ISSN(P): 2615-4021; ISSN(O): 2620-6269
<http://www.journals.researchparks.org/index.php/IJEFSD/user/profile>
- Reviewer** AIMS International (Association of Indian Management Scholars) Summer Internship Competition – 2019.
- A Leading Member & Reviewer**, London Journals Press, <https://journalspress.com/prof.gokulakrishnangmail.com/>
- Honorary Peer Reviewer**, The Global Journal of Management and Business (GJMBR), <https://globaljournals.org/journals/editorialboard?type=reviewmanagement>
- Reviewer**, International Journal of Human Resources Management (IJHRM); ISSN(P): 2319-4936; ISSN(O): 2319-4944; <http://iaset.us/page.php?pid=15>
- Reviewer**, International Journal of Business Innovation and Research, ISSN (P): 1751-0252; ISSN (O): 1751 - 0260 , <http://www.inderscience.com/IJBIR>
- Reviewer**, International Journal of Business Excellence, ISSN (P): 1756-0047; ISSN (O): 1756-0055, <http://www.inderscience.com/IJBEX>
- Reviewer**, SJCC Management Research Review, ISSN Print: 2249-4359, <http://www.sjccmrr.in/>
- Reviewer**, International Journal of Human Resources and Industrial Research, ISSN Print: 2349-3593; ISSN Online: 2349-4816, <http://www.arseam.com/editorial-board/288>
- Peer-Reviewer**, American Journal of Industrial and Business Management (AJIBM), ISSN Print: 2164-5167; ISSN Online: 2164-5175, <http://www.scrip.org/journal/ajibm>
- Peer-Reviewer**, Journal of Human Resource and Sustainability Studies (JHRSS), ISSN Print: 2328-4862; ISSN Online: 2328-4870, <http://www.scrip.org/journal/jhrss>

Conference Committee Member & Reviewer:

- Organizing Committee Member**, 5th International Scientific Congress (Conference) on Sustainable Development-2022 (**ISCSAI-2022**) will be conducted during April 04-08, 2022 at India – Ukraine – Uzbekistan – Latvia – Portugal, Organized by Society of Ambient Intelligence. <https://www.isc-sai.org/>
- Outreach Committee Member & Reviewer**, International Conference on Research in Technology, Entrepreneurship, Management and Social science-2020 (**ICRTEMS-2020**) during April 03-04, 2020 at Saveetha School of Management, Chennai, in association with “Institute for Engineering Research and Publication” (**IFERP**)
- Program Committee Member & Reviewer**, International Conference on Intelligent Engineering and Management (**ICIEM – 2020**). **London, UK, April 21-24, 2020.**
- Program Committee Member & Reviewer**, International Conference on Research, Innovation, Knowledge Management and Technology Application for Business Sustainability (**INBUSH – 2020**). **Greater Noida, India, February 19-21, 2020.**

- ✓ **Program Committee Member & Reviewer**, International Conference on Computation, Automation and Knowledge Management (**ICCAKM – 2020**). **Dubai, UAE, January 9-10, 2020.**
- ✓ **Review Committee Member**, Eminent Association of Researchers in Humanities and Management Sciences (EARHM); <http://earhm.org/committee.php>
- ✓ **Review Committee Member**, International Association of Humanities and Management (IAOHM); <http://iaohm.org/committee.php>

Publications

Journal Publications

- ✓ Anitha Nallasivam, **S Gokula Krishnan**, Jagadeeswari IU et al. Predicting Consumer Adoption of Luxury Products via Instagram Marketing: A Machine Learning Approach. *F1000Research* 2025, 14:890 (<https://doi.org/10.12688/f1000research.169639.2>) – SCOPUS INDEXED
- ✓ **S Gokula Krishnan**, C. Mugilan, and Arundathi, K L(2025). The Green Illusion: Misleading Marketing and EV Adoption –An Empirical Study. *International Journal of Management and Development Studies*, 14(10), 88-107, <https://doi.org/10.53983/ijmds.v14n10.010>
- ✓ **S Gokula Krishnan** & Arundathi, KL (2025). Evaluating The Effectiveness of Generative AI in Strategic Workforce Planning and Workflow Design: A Case-Based Study Using ChatGPT for HR Managers. *Journal of Research in Business and Management*, 13(9), 82-94. <https://doi.org/10.35629/3002-13098294>
- ✓ **S Gokula Krishnan**, Keerthi, S., Jyothi, S. (2025). Awareness and Usage of Mobile Healthcare Applications: A Comparative Study of Tata 1mg, Netmeds, Pharmeasy, Apollo, and Flipkart Health+ . *International Journal of Digital Health and Telemedicine*, 1(2). <https://doi.org/10.51137/wrp.ijdht.2025.skat.45881>
- ✓ **S Gokula Krishnan**, & Arundhati KL (2024). Moderating Role of Data Driven Decision Making on the Relationship Between Reverse Logistics and Firm Performance - A Development of Conceptual Framework. *Asian Journal of Economics, Business and Accounting*, 24(12), 384-406. <https://doi.org/10.9734/ajeba/2024/v24i121616>.
- ✓ **S Gokula Krishnan** (2024). The Impact of Data Analytics Adoption on Job Roles and Skill Requirements in MSMEs: Development of Conceptual Model. *International Journal of Humanities Education and Social Sciences*, 4(3), 1231-1243. <https://doi.org/10.55227/ijhess.v4i3.1313>
- ✓ R Satheeshkumar, C Sachana, **S Gokula Krishnan**, Gururaj FD (2023). Role of Gamification in The Indian Education System with Reference to Higher Educational Institutions in Bangalore City, *Journal of Research Administration*, 5(2), 3671-3689. <https://www.scopus.com/sourceid/21100920051> – SCOPUS INDEXED
- ✓ **S Gokula Krishnan**, R. Satheeshkumar, & Arundathi, KL., (2023). Impact of Employee Communication and Person Organization Fit on Employee Retention, *South India Journal of Social Sciences*, 21(39), 20-25
- ✓ Arundathi, KL., Ganesh Babu, M., & **S Gokula Krishnan** (2023). A Literature Review on Emotional Branding and its Antecedents, *South India Journal of Social Sciences*, 21(39), 26-33
- ✓ **S Gokula Krishnan**, Arundhati KL, R. Satheeshkumar, & Sushma Rawath (2023). A study on the Role and Impact of Artificial Intelligence in Recruitment Processes: The Perspective of

HR Professionals. *SeyBold Report.* 18(3), 236-248.

<https://seyboldreport.net/abstract-2023/5-236.html>.

<https://www.scopus.com/sourceid/5000159102> – SCOPUS INDEXED

- ✓ **S Gokula Krishnan**, Nikhat Raza Khan, Chamdrasekar Raja, & Prabakaran Nanjundan (2022). *Analysis of Manufacturing Companies by Weight Sum Method*. REST Journal on Data Analytics and Artificial Intelligence. 1(1), 8-14. <https://doi.org/10.46632/jdaai/1/1/2>
- ✓ Satheeshkumar, R., **S Gokula Krishnan**, Sushma, R, Ajith Kumar S. J., & Rakshith M (2022). *A study on distribution channel strategy: retailers' perspective*. International Journal for Innovative Engineering and Management Research. 11(9), 240-252. [10.48047/IJEMR/V11/ISSUE 09/28](https://doi.org/10.48047/IJEMR/V11/ISSUE 09/28)
- ✓ Satheeshkumar, R., Vetrivel, T., **S Gokula Krishnan**, Sushma, R, Madhumitha (2022). *A Study on Customers Perspective on Opportunities and Challenges of E-Commerce in India*. International Journal of Economics, Finance and Management Sciences. 10(4), 229-236. <https://www.sciencepublishinggroup.com/article/10.11648/j.ijefm.20221004.19>
- ✓ Satheeshkumar, R., Sushma, R., **S Gokula Krishnan** & Niveditha, J (2021). An Analysis on the Measures taken by Finance Ministry to Uplift the Indian Economy During Covid-19. *International Journal of Research - GRANTHAALAYAH*, 9(8), 302-315. August 2021. ISSN(E):2350-0530; P:2394-3629. <https://doi.org/10.29121/granthaalayah.v9.i8.2021.4199>
- ✓ Satheeshkumar, R., Sushma, R., **S Gokula Krishnan** & Raja Gopal D (2021). Gender Based Mood Analysis on Purchase of Wrist Watches in Bangalore, Karnataka. *Asian Journal of Social Sciences and Management Studies*, 8(3), 61-68. August 2021. ISSN(E):2313-7401; P:2518-0096. DOI: 10.20448/journal.500.2021.83.61.68
- ✓ **S Gokula Krishnan** & Monica, M. (2020). Inclination towards Entrepreneurship amongst Management Students - An Empirical Study. *Strad Research*, 7(7), 422-429. ISSN: 0039-2049. <https://doi.org/10.37896/sr7.7/044> <https://www.scopus.com/sourceid/6400153197> – SCOPUS INDEXED
- ✓ **S Gokula Krishnan** (2020). Gender Diversity in the workplace and its effects on Employees' Performance. *Journal of the Social Sciences*, 48(3), 1888-1898. E-ISSN: 0975-8935; P: 0253-1097.
- ✓ Sendhil Kumar, M., Adalarasu, B & **S Gokula Krishnan**. (2020). Perceived Usefulness (PU), Perceived Ease of Use (PEOU), and Behavioural Intension to Use (BIU): Mediating effect of Attitude toward Use (AU) with reference to Mobile wallet Acceptance and Adoption in Rural India. *Test Engineering & Management*, 83 (May-June), 933–941. ISSN: 01930-4120. <https://www.scopus.com/sourceid/12997> – SCOPUS INDEXED
- ✓ Kokila, MS., & **S Gokula Krishnan** (2020). Impact of digitalization on consumer preference in online enterprises. *Alochana Chakra Journal*, 9(4), 773-788. ISSN: 2231-3990, April 2020.
- ✓ Kokila, MS., & **S Gokula Krishnan**. (2019). An Empirical study on the awareness and usage of payment banks among college students in Bengaluru City. *International Journal of Research*, 8(2), 1004-1024. ISSN: 2236-6124, February 2019.
- ✓ **S Gokula Krishnan**, & Aneesha Rajesh, (2018). Gulf Cooperation Council Banking Performance Analysis - An Exploratory Study. *International Journal of Research in Humanities, Arts and Literature*, 6(12), 247-264. ISSN (P): 2347-4564; (E): 2321-8878, December 2018.

- ✓ **S Gokula Krishnan**, & Reeves Wesley, J, (2018). Perceived Organization Support, Learning & Development, Job Characteristics and P-O Fit: The Contribution of Employee Communication. *Asian Journal of Research in Social Sciences and Humanities*, 8(3), 97-109. ISSN: 2249-7315, March 2018. DOI:10.5958/2249-7315.2018.00049.7 – SCOPUS INDEXED
- ✓ Gowrishankar, K.L., Kanagaraj, N., & **S Gokula Krishnan**. (2017). Age Diversity of the Workforce and Employees' Performance - A Descriptive Study. *International Journal of Marketing & Financial Management*, 5(10), 01-11. ISSN (O): 2348 – 3954; (P): 2349 - 2546, Oct -2017.
- ✓ **S Gokula Krishnan**, Reeves Wesley, J., & Renjitha, B, (2017). Perceived Person-Environment Fit and Employees' Turnover Intention. *International Journal of Current Advanced Research*, 6(8), 5218-5224. ISSN: O: 2319-6475, ISSN: 2319-6505, August 2017. DOI: <http://dx.doi.org/10.24327/ijcar.2017.5224.0675>
- ✓ **S Gokula Krishnan**, & Reeves Wesley, J. (2013). A Study on impact of employee communication on employee engagement level. *International Research Journal of Business and Management*, VI, 54-64. ISSN: 2322-083X, December 2013.
- ✓ **S Gokula Krishnan**, & Reeves Wesley, J. (2013). Correlates employee engagement with turnover intention. *InterContinental Journal of Human Resource Research Review*, 1(9), 53-62. ISSN (O):2320-9704; P: 2347-1662, November 2013.
- ✓ **S Gokula Krishnan**, & Reeves Wesley, J. (2013). Study on employee engagement level. *The international Journal's Research Journal of Social Science & Management*, 03(07), 70-78. ISSN: 2251-1571, November 2013.

Books & Book Chapters

- ✓ **S Gokula Krishnan**, K L Arundathi, Satheesh R Kumar, C Sachna (2025). **Data Analytics**, by REST Publisher, India. ISBN: 978-81-986197-5-4. <https://isbn.gov.in/Home/SearchIsbnNew#> ; <https://restpublisher.com/books/>
- ✓ **S Gokula Krishnan**, & Monica, M. (2025). The Mediating Role of Team Members' Empowerment in the Link Between Leadership Stages and Organizational Outcomes. *Leading the Charge: A Guide to Management, Entrepreneurship and Technology in the Dynamic Business Landscape* Edition 1, 103–117. <https://doi.org/10.9734/bpi/mono/978-93-48859-98-3/CH7> – SCOPUS INDEXED
- ✓ **S Gokula Krishnan**, Neha, M., Samsudeen, S. N., & Ummah, M. A. (2025). Employee Performances and Productivity in Hybrid Work Culture: A Descriptive Study. In D. Thangam, H. Chittoo, I. Ghosal, R. Kandasamy, & J. Park (Eds.), *Expanding Operations Through Agile Principles and Sustainable Practices* (pp. 423-444). IGI Global Scientific Publishing. <https://doi.org/10.4018/979-8-3693-6274-7.ch022> - – SCOPUS INDEXED
- ✓ **S Gokula Krishnan** & Geetha Manoharan (2022). An Investigation in Analyzing the Key Aspects of High-Performance Work Practice for Enhancing Productivity in the Organization, *The Changing Role of Human Resource Management in the Global Competitive Environment*, IIP Iterative International Publishers, pp: 31-50
- ✓ Divakaran Nair, K.S. & **S Gokula Krishnan**. (2017). ENTREPRENEURSHIP. Thakur Publication Pvt. Ltd., Kerala. ISBN: 978-93-87093-78-2

Accepted / Submitted for Publication:

- Leveraging AI, IoT, and Blockchain for Entrepreneurial Eco-Systems: A Development of Conceptual Framework
- Quit Quitting, Employee Communication and Employee Engagement
- The Mediating Role of Human-Centric AI in Shaping Fairness and Employment Equity: Evidence from a Structural Equation Modeling Approach
- Conference Papers – 35
- Working Papers – 5

Station: Bengaluru

Date: December 22, 2025

Dr. S. Gokula Krishnan