

Professor Srinath Gopalakrishna

Srinath Gopalakrishna is Professor of Marketing in the Trulaske College of Business at the University of Missouri where he holds the David and Judy O'Neal MBA Professorship. Previously, he was a member of the marketing faculty at Pennsylvania State University. He received his Ph.D. from Purdue University, his MBA from the Indian Institute of Management, Ahmedabad and his undergraduate degree in Engineering from the Indian Institute of Technology, Kanpur. Before commencing doctoral education in the United States, he worked for several years in India as a Sales Manager.

Professor Gopalakrishna's research focuses on the application of quantitative modeling techniques to marketing problems, especially in the domain of b-to-b marketing and sales management. His research has examined the effectiveness and appropriate deployment of b-to-b marketing communications such as advertising, direct mail, and trade shows and how these elements can be effectively integrated with personal selling. He has addressed issues of practical business interest such as measuring the economic returns from trade show expenditures and assessing whether motivational programs like sales contests are effective in generating the desired outcomes. His research has appeared in several leading marketing journals including *Marketing Science*, *Journal of Marketing Research*, *Journal of Marketing*, *International Journal of Research in Marketing* and other journals. He is a member of the editorial review board of the *Journal of Business-to-Business Marketing* and the *Journal of Personal Selling and Sales Management*.

Professor Gopalakrishna teaches undergraduate and graduate level courses in B-to-B Marketing, Sales Management and Marketing Engineering. He is a recipient of the William T. Kemper Teaching Award for 2010, the O'Brien Award for Teaching Excellence, and the Distinguished Research Fellowship Award at the University of Missouri. He has also taught at University of Bergamo, Italy and participated in their Executive Masters program in 2007 and 2009.

He is a member of the American Marketing Association, the Institute for Operations Research and the Management Sciences and the Center for Exhibition Industry Research. He has had consulting assignments with Shelter Insurance, Maritz Performance Improvement and Renewal by Andersen.