




Bharathiar University

State University | "A++" Grade by NAAC | 46th Rank in MoE-NIRF
Maruthamalai Road, Coimbatore, Tamil Nadu - 641 046.

<p>Dr RUPA GUNASEELAN Professor Bharathiar School of Management and Entrepreneur Development(BSMED) Bharathiar University Coimbatore, 641041 Tamil Nadu E-mail: rupaguna@buc.edu.in Phone: 9488166255 Office Number:0422-2428261</p>	
<p>Research Area</p> <ul style="list-style-type: none"> • Skill Development and Talent Management • Human Resource Development • Performance Management System in various Industries • Corporate Social Responsibility • Institutional Building • Leadership 	<p>Courses Teaching</p> <ul style="list-style-type: none"> • Organizational Behavior • Human Resource Management • Performance Management Systems • Organizational Development • Managing Interpersonal Effectiveness • Training and Development
<p>Research Experience: 25</p>	<p>Teaching Experience: 25</p>
<p>Research Credentials (as on September 2025 – Source: Scopus) H-index: 3 Citations: 21 i10-index: (as on September 2025 – Source: Google Scholar) H-index: 7 Citations: i10-index:</p>	
<p>Patents : Filed: 3</p>	
<p>Publications International Journals: 6 Books/Chapters: 2 National Journals: 1</p>	
<p>Career</p> <p>Other Institutes</p> <ol style="list-style-type: none"> 1. Designation : Assistant Professor Institution Name : PSGR Krishnammal College for Women – School of Management Studies Period : October 2006 - January 2008 2. Designation : Lecturer Institution Name : Coimbatore Institute of Management and Technology (CIMAT) Period : June 1999 - August 2004 3. Designation : Lecturer Institution Name : S.N.R. and Sons (now Sri Ramakrishna Arts and Science College) Period : July 1997 - April 1998 4. Designation : Assistant Professor Institution Name : Coimbatore Institute of Management and Technology (CIMAT) Period : August 2004 - March 2005 <p>At Bharathiar University</p> <ol style="list-style-type: none"> 1. Designation : Director i/c Period : October 2018 - Till Date 2. Designation : Professor Period : January 2014 - Till Date 	



Bharathiar University

State University | "A++" Grade by NAAC | 46th Rank in MoE-NIRF
Maruthamalai Road, Coimbatore, Tamil Nadu - 641 046.

Dr RUPA GUNASEELAN , Professor , Bharathiar School of Management and Entrepreneur Development(BSMED)

3. Designation : Associate Professor

Period : January 2011 - January 2014

4. Designation : Reader

Period : January 2008 - January 2011

Education

M. Sc.

Subject : Psychology

Institution : Bharathiar university

Affiliated University : Bharathiar university

Year of Award : May 2011

Ph. D.

Subject : Management

Institution : Bharathiar University

Affiliated University : Bharathiar University

Year of Award : June 2006

Business Management

Subject : Management

Institution : Avinashilingam

Affiliated University : Avinashilingam (Deemed) University

Year of Award : May 1997

B. Sc.

Subject : Physics

Institution : PSGR Krishnammal College for Women

Affiliated University : Bharathiar University

Year of Award : April 1995

Projects

National Level

Ongoing - completed - 1

Research Guidance

Completed

Ph.D. - 1

Institutional Responsibilities

Registrar i/c

Period : Feb 2024 to Till date

Nature of Responsibility :

Publications

International Journals - 6

6. Impact of Perceived Internal CSR on Organizational Identity: A Micro-Perspective Analysis

IJREAM, Vol. 5 Issue 10, 2019 (March 2019)

Gunaseelan, R.

5. Performance of Indian Inc. and Corporate Social Responsibility

VICHAARA – An International Journal of Management, Vol. 3 No. 2, Apr 2017, ISSN 2347-4076 (April 2017)

M Arunmozhi and Dr Rupa Gunaseelan

4. Leader Supportive Behavior and Its Impact on Self-Efficacy

Int. Journal of Entrepreneurship and Business Environment Perspectives, Vol. 6 No.1, Mar 2017, ISSN: 2279-0918 (March 2017)

D. Vinitha Sree and Dr Rupa Gunaseelan



Dr RUPA GUNASEELAN , Professor , Bharathiar School of Management and Entrepreneur Development(BSMED)

3. Identification and Molecular Characterization of Microbial Isolates from Purified Water Used in

Pharmaceutical Industry

Journal of Pure and Applied Microbiology, Vol. 13(3), 2019, pp. 2045–2051 (January 2017)
Gunaseelan, R.; Viswanathan, T.

2. Dark Leadership and Its Impact on Workplace Spirituality: An Empirical Study

Purushartha, Vol.x. No.1, Mar–Aug 2017, ISSN: 0975–024X / 2456-1371 (January 2017)
Gowthamraaj V and Rupa Gunaseelan

1. Principals' Transformational Leadership and Teachers' Work Engagement – A Relationship Study

International Journal of Applied Business and Economic Research, Vol. 14(4), pp. 2227–2244 (December 2016)
Gunaseelan, R.

Books/Chapters - 2

2. Multirater Feedback System for Succession Planning

LAP LAMBERT Academic Publishing, ISBN: 978-3-659-88440-6 (June 2017)
Gunaseelan, R.

1. Management Wisdom in Tamil Literature

Himalaya Publishing House, ISBN: 978-93-5262-000-5 (July 2016)
Rupa G., Kulandisamy V.

National Journals - 1

1. Variables Influencing Manufacturer–Dealer Relationships in Steel Industry

Indian Journal of Marketing, Vol. 45(3), pp. 39–46 (March 2015)
Gunaseelan

Patents

Filed - 3

1. Framework to Facilitate Succession Planning of Middle Level Executives in MSMEs 06-2023 202241071848A Dr. Rupa Gunaseelan
2. AI-Based Training Need Identification System for Small Scale Textile Entrepreneurs 06-2023 202241071885A Dr. Rupa Gunaseelan
3. AI Framework for Predicting Human Capital Competency Gaps in Women-Led Startups 03-2024 202441017389A Dr. Rupa Gunaseelan

Projects

Completed - 1

1. Supply of skilled labour to the industrial units in Coimbatore UGC-MRP 5,61,000 (April 2009 - March 2011)