




Bharathiar University

State University | "A++" Grade by NAAC | 26th Rank in MoE-NIRF
Maruthamalai Road, Coimbatore, Tamil Nadu - 641 046.

Dr G SRIDHARAN Associate Professor Bharathiar School of Management and Entrepreneur Development(BSMED) Bharathiar University Tamil Nadu E-mail: sridharan@buc.edu.in Phone: 9894247055 Office Number: 0422-2428268	
Research Area <ul style="list-style-type: none">• FinTech• Corporate Finance• Investment Management	Courses Teaching <ul style="list-style-type: none">• Equity Research and Portfolio Management• Financial Management• Derivatives & Risk Management• Cost Management• International Financial Management
Research Experience: 18	Teaching Experience: 25
Publications National Journals: 5 International Journals: 10	
Career Other Institutes <ol style="list-style-type: none">1. Designation : Lecturer Institution Name : The American College (Autonomous), Madurai. Period : June 1996 - April 20052. Designation : Lecturer Institution Name : Mepco Schlenk Engineering College, Virudhunagar. Period : July 1995 - June 19963. Designation : Lecturer Institution Name : Arulmigu Kalasalingam College of Engineering (now Kalasalingam Deemed University). Period : July 1994 - July 1995 At Bharathiar University <ol style="list-style-type: none">1. Designation : Associate Professor Period : January 2016 - Till Date2. Designation : Assistant Professor Period : January 2006 - December 20153. Designation : Lecturer Period : April 2005 - December 2005	
Education Ph. D. Subject : Commerce Institution : Department of Commerce Affiliated University : Madurai Kamaraj University Year of Award : April 2004	



Business Management

Subject : Management

Institution : DDE

Affiliated University : Madurai Kamaraj University

Year of Award : April 1999

M. Phil.

Subject : Commerce

Institution : Department of Commerce

Affiliated University : Madurai Kamaraj University

Year of Award : April 1996

MFC

Subject : Commerce

Institution : Department of Commerce

Affiliated University : Madurai Kamaraj University

Year of Award : August 1993

B. Com.

Subject : Commerce

Institution : Sourashtra college, Madurai

Affiliated University : Madurai Kamaraj University

Year of Award : April 1990

Publications

International Journals - 10

10. Conceptual and contextual dimensions of store brand loyalty

MIM International journal of management research, (Volume 3, Issue 2, ISSN 2394-6997) (July 2027)

Dr. G. Sridharan

9. A Study on Consumer Preference Towards Domestic Refrigerators in Coimbatore

International Journal of Marketing and Human Resource Management (IJMHRM), (Volume 13, Issue 3, ISSN 0976-6502) (December 2022)

N. Karthick, Dr G. Sridharan

8. A Study on Relationship between Customer Demographics and their Purchase Pattern of Domestic Refrigerators in Coimbatore

Global Scientific Journal, (Volume 10, Issue 2, ISSN 2320-9186) (December 2022)

N. Karthick, Dr G. Sridharan

7. A Study on Consumer Relationship Management and its Strategy towards Hindustan Unilever

Products with reference to Kalyani Marketing

Ahead- International Journal of Recent Research Review(Volume 5, Issue 7, July 2020 PP (8-16) ISSN 2456-205X) (July 2020)

Dr. G. Sridharan

6. Talent Management in Commercial Banks in Tamil Nadu

International Journal of Scientific Research and Engineering Development (Volume 2, issue 6, Nov- Dec 2019) (December 2019)

Dr. G. Sridharan

5. Training and Development in Indian Banks

International Journal of Management and Commerce Innovation (Volume 7, Issue 2, PP 397-406, Oct 2019-Mar 2020, ISSN 2348-7585(online)) (October 2019)

Dr. G. Sridharan



4. A Study on Store Brand Loyalty of Apparels in Chennai city

Asian Journal of Multi-Dimensional Research (AJMR) (Volume 8, Issue 5, May 2019, ISSN 2278-4853) (May 2019)
Dr. G. Sridharan

3. Co-Integration of spot price and future price pepper - Evidence from Indian commodity market

International Research Journal of Marketing & Economics, (Volume 1, Issue 7, ISSN: 2349-0314). (December 2014)
T Vishwanath, Dr. G Sridharan

2. Segment Reporting – The disclosure practice of Indian listed companies among select industries

Vichaara – An international journal of management, (Volume 2, ISSN 2347-4726) (September 2014)
F. J. Peter Kumar, Dr. G. Sridharan

1. ESOP design practices in Indian IT and ITES and Pharmaceutical Industries

International Journal of Research in Commerce and Management, Volume No. 2, Issue no:6, ISSN 0976-2183. (August 2011)
Dr. G. Sridharan, Amaravathi M

National Journals - 5

5. Employee's perception of HR Practices and its Impact in Textile Industry

IPE Journal of Management, (Volume 14, No 16, ISSN 2249-9040) (June 2024)
Dr. G. Sridharan, M Rekha, Dr. S. Pavithra

4. The Role of CSR in Determining Sustainable Development Goals

Indian journal of research (UGC Sr.No.47432) ISSN no: 2250 – 1991 (May 2019)
N Devi Sangamitra, Dr.G. Sridharan

3. A study on the spending pattern of CSR in Indian Industries

PARIPEX – Indian journal of research (April 2019)
N Devi Sangamitra, Dr G Sridharan

2. Store brand loyalty: A Development Goal of Multi Brand Retail Stores

Journal of Emerging Technologies and Innovative Research (Volume 5, ISSN:2349-5162) (December 2018)
Dr. G. Sridharan

1. Bancassurance : Prospects, Strategies, Challenges and Mutual Benefits

Indian Journal of Finance, (Volume 3, Issue 7, ISSN 0973-8711) (July 2009)
Dr. G. Sridharan, Dr. S Allimuthu