



Bharathiar University

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

<p>Dr G BARANI Associate Professor Bharathiar School of Management and Entrepreneur Development(BSMED) Bharathiar University , 641046 Tamil Nadu E-mail: barani@buc.edu.in Phone: 9842150435 Office Number:0422-2428264</p>	
<p>Research Area</p> <ul style="list-style-type: none">• FULBRIGHT FNI EAS & DAAD ALUMNI• Entrepreneurship• Marketing	<p>Courses Teaching</p> <ul style="list-style-type: none">• Managerial Economics• Services Marketing• Integrated Marketing Communication• Marketing Management• Digital Marketing• Social Media Marketing• Strategic Management• Strategic Human Resource Management
<p>Research Experience: 19</p>	<p>Teaching Experience: 23</p>
<p>Research Credentials (as on June 2024 – Source: Google scholar) H-index: 152 Citations: 8 i10-index: 5</p>	
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<p>Career</p> <p>Other Institutes</p> <p>1. Designation : Lecturer Institution Name : Kongu Arts and Science College, Erode Period : July 2000 - August 2008</p> <p>2. Designation : Assistant Professor Institution Name : ANNA UNIVERSITY,Coimbatore Period : August 2008 - February 2017</p> <p>At Bharathiar University</p> <p>1. Designation : Associate Professor Period : March 2017 - Till Date</p>	
<p>Education</p> <p>Ph. D. Subject : Management Institution : Coimbatore INSTITUTE OF MANAGEMENT AND TECHNOLOGY Affiliated University : BHARATHIAR University Year of Award : April 2010</p> <p>M. Phil. Subject : Management Institution : KONGU ARTS AND SCIENCE COLLEGE Affiliated University : BHARATHIAR University Year of Award : April 2004</p>	



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Dr G BARANI , Associate Professor , Bharathiar School of Management and Entrepreneur Development(BSMED)

Business Management

Subject : Management

Institution : KASC, ERODE

Affiliated University : BHARATHIAR UNIVERSITY

Year of Award : April 2000

Institutional Responsibilities

Deputy co ordinator

Period : Jul 2019 to Till date

Nature of Responsibility : In charge-International partnerships

Member

Period : Jun 2017 to Till date

Nature of Responsibility : Mass plantation and flora and fauna maintenance

Warden

Period : Sep 2017 - Mar 2020

Nature of Responsibility : Research scholars hostel

Co ordinator

Period : Sep 2018 to Till date

Nature of Responsibility : Handling CBCS activities, internals, project and examinations

Co ordinator

Period : Jul 2019 to Till date

Nature of Responsibility : Conducting programs for industry

Co ordinator

Period : Jul 2018 to Till date

Nature of Responsibility : Alumni events

Visits

1. FULBRIGHT NEHRU INTERNATIONAL ADMINISTRATORS SEMINAR AWARDEE, 2023 (2023-09-30 - 2023-09-15)

Programs organized

1. Presented at NAFSA 2023 conference held at Washington DC , USA during May 2023 (2023-05-30 - 2023-06-02)
2. Presented paper in George Washington University October conference, 2019 (2019-10-02 - 2019-10-04)
3. Completed Three workshops on Management of Internationalisation, sponsored by DAAD , HRK and organised by St.Pablo University, Leibniz University and Manipal University (2022-09-01 - 2023-03-31)

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1. CORPORATE CASE STUDIES- A SECONDARY DDATA BASED APPROACH Dr.G.BARANI 31148/2023-CO/L 24-11-2023 330053 24-11-2023

