




Bharathiar University

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

| | |
|--|---|
| 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 |  |
| Research Area <ul style="list-style-type: none">• FULBRIGHT FNI EAS & DAAD ALUMNI• Entrepreneurship• Marketing | Courses Teaching <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 |
| Research Experience: 19 | Teaching Experience: 23 |
| Research Credentials (as on June 2024 – Source: Google scholar) H-index: 152 Citations: 8 i10-index: 5 | |
| Copyright : 1 | |
| Career Other Institutes 1. Designation : Lecturer Institution Name : Kongu Arts and Science College, Erode Period : July 2000 - August 2008 2. Designation : Assistant Professor Institution Name : ANNA UNIVERSITY, Coimbatore Period : August 2008 - February 2017 At Bharathiar University 1. Designation : Associate Professor Period : March 2017 - Till Date | |
| Education Ph. D. Subject : Management Institution : Coimbatore INSTITUTE OF MANAGEMENT AND TECHNOLOGY Affiliated University : BHARATHIAR University Year of Award : April 2010 M. Phil. Subject : Management Institution : KONGU ARTS AND SCIENCE COLLEGE Affiliated University : BHARATHIAR University Year of Award : April 2004 | |



Bharathiar University

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

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 - Sep 2017

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)

Copyright

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

