

Faculty Profile of Dr.Rupa Gunaseelan



Dr.Rupa Gunaseelan
Director i/c & Professor
Bharathiar School of Management and Entrepreneur
Development(BSMED)

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Research Area

- Skill Development and Talent Management, Human Resource Development
- Performance Management System in various Industries
- Corporate Social Responsibility, Institutional Building
- Leadership

Education & Career

Education

Ph. D.**Subject** : Management**Institution** : CIMAT**Affiliated University** : Bharathiar University**Year of Award** : VivaVoce-2004 / Degree Awarded-2006**M. Sc.,****Subject** : Applied Psychology**Institution** : Bharathiar University**Affiliated University** : Bharathiar University**Year of Award** : 2011**M.B.A.****Subject** : Management**Institution** : Avinashilingam (Deemed) University**Affiliated University** : Avinashilingam (Deemed) University**Year of Award** : 1997**B. Sc.,****Subject** : Physics**Institution** : Bharathiar University**Affiliated University** : Bharathiar University**Year of Award** : 1994**Career****At Bharathiar University (Reverse Order)****Director i/c and Professor** : 1st Oct 2018 to Till Date**Professor** : 18th Jan, 2014 to Till date**Associate Professor** : 18th Jan, 2011 to 18th Jan, 2014**Reader** : 18th January, 2008 to 18th Jan 2011**Past Experience****Assistant Professor** : 25th Oct 2006 to 17th January 2008 at PSGR Krishnammal College for Women, School of Management Studies**Assistant Professor** : 7th August 2004 (A.N.) to 15th March 2005 at Coimbatore Institute of Management and Technology**Lecturer** : 23rd June 1999 to 7th August 2004 (F.N.) at Coimbatore Institute of Management & Technology**Lecturer** : 09th July 1997 to 29th April 1998 at S.N.R and Sons renamed as

Awards

Awarding agency: Kovai Kalaimagal Group of Institutions – Star Award

Country: India

Purpose of award: Implementation of quality system

Year of Award: 2002

Awarding agency: Global Research progression

Country: India

Purpose of award: Received Dr. Radhakrishna Gold Medal Award for Excellence in Teaching

Year of Award: Jan 2013

Awarding agency: Best Citizen Publishing House, New Delhi

Country: India

Purpose of award:

Year of Award: 8th Jan 2010

Awarding agency: NEHRU GROUP OF INSTITUTIONS

Country: India

Purpose of award:

Year of Award: 2013

Awarding agency: Chairman, Nehru Group of Institutions, Coimbatore

Country: India

Purpose of award:

Year of Award: 2019

Awarding agency: India International Friendship Society

Country:

Purpose of award:

Year of Award: 2010

Awarding agency: AIRST – Association of Interdisciplinary Research in Science and Technology

Country:

Purpose of award: International outstanding research faculty award

Year of Award: 28th May 2018

Awarding agency: AIRST – South India Women Achievers awards 2019

Country: India

Purpose of award: Outstanding Educator

Year of Award: Nov 2019

Travel Awards:

Funding agency: B.U.Travel Grant

Name of conference: Innovative teaching and learning

Country: Malaysia

Paper presented(Oral/Poster) : ORAL

Title of paper: Innovatives teaching tools in Management Education

Dates: 2013

Funding agency : B.U. Travel Grant

Name of conference : Sustainability Business

Country : Singapore

Paper presented(Oral/Poster) : ORAL

Title of paper : Sustainable Goals

Dates: 2019

Membership

Professional Bodies

Organization : Madras Management Association

Type of Membership: Yearly

Period: One year

Organization: Coimbatore Management Association

Type of Membership: Yearly

Period: One year

Organization: All India Management Association

Type of Membership: Annual

Period: One year

Organization: National Entrepreneur Network

Type of Membership: 10 Years

Period: Life

Organization: Retailers Association of India

Type of Membership: Annual

Period: One year

Organization: RAWs

Type of Membership: Annual

Period: One year

Academic Bodies

Organization: ECCH, U.K.

Type of Membership: Life

Period: 10 Years

Organization: Ethical Corporation – U.K.

Type of Membership: Life

Organization: Member, Management Teachers Consortium, New Delhi, India

Type of Membership: Life

Period: Member

Organization: Member, Cite Hr, Online HR Community

Type of Membership: Life

Period: Member

Organization: Honor society of India - Leadership

Type of Membership: LIFE MEMBER-NATIONAL COUNCIL

Period: National council member

Organization: AIMA

Type of Membership: ANNUAL

Period: One Year

Organization: Institute of Directors

Type of Membership: Life

Organization: Sasthri Indo Canadian Institute - Coordinator, Institutional Membership

Type of Membership: Life

Period: Life

Visits

Sl.No. : 1

Country Visited : Singapore

Duration of Visit : 7 days

Month and Year : August 2019

Purpose of Visit : **Organised Joint Conference** with AMITY Global Institute, Singapore, attended meeting for future collaborations with their provost, invited as key note speaker for the conference and presented a lead paper on "Sustainability Goals"

Sl.No. : 2

Country Visited : Indonesia

Duration of Visit : 5 Days

Month and Year : August 2018

Purpose of Visit : Invited as **Session Chair** the International Conference and presented a paper

Sl.No. : 3

Country Visited : Sri Lanka

Duration of Visit : 4 Days

Month and Year : May 2018

Purpose of Visit : **To receive international outstanding Research Faculty Award**, and also Invited as **Session Chair** the International Conference, presented a paper

Sl.No. : 4

Country Visited : Malaysia

Duration of Visit : 5 Days

Month and Year : Jan 2013

Purpose of Visit : Presented papers along with the **research scholars**, **Chaired management track** in research conference on Interdisciplinary

research in centre for applied social science research

Sl.No. : 5

Country Visited : Dubai

Duration of Visit : 5 Days

Month and Year : Feb 2013

Purpose of Visit : **Session chair and presented lead paper at Centre**
for Applied Social Science Research

Sl.No. : 6

Country Visited : Malaysia

Duration of Visit : 5 Days and 4 Days

Month and Year : Dec 2012

Purpose of Visit : Session chair and presented lead paper **at Malaya**
University and Centre for Applied Social Science Research

Sl.No. : 7

Country Visited : Thailand

Duration of Visit : 5 Days

Month and Year : May 2008

Purpose of Visit : Delegate in **Cultural Exchange visit** organized by
Rajdhanishang, Coimbatore

Collaborators

Others

Projects

Funded Projects(National Level)

- [Ongoing - 01](#)
- [Completed - 10](#)

1. UGC

Title of the project : Supply of skilled labour to the industrial units in Coimbatore

Funding Agency : UGC F No.5-75(8)/2008(HRP)

Amount : Rs 5,61,000

Duration : 2009 – 2011

2. UGC

Title of the project : Innovative Programme Textiles and Apparel Design

Funding Agency : UGC – Innovative Programme

Amount : Rs. **60,00,000**

Duration : 2010-2011

3. NCW

Title of the project : Digital Skill development in Rural India

Funding Agency : NCW

Amount : Rs. **8,00,000**

Duration : 2019

4. DDE

Title of the project : Vocational Skill Development in Textile testing

Funding Agency : DDE, New Delhi, Bharathiar University

Amount : Rs. **1,00,000**

Duration : May 2011

5. UGC

Title of the project : Capacity Building for women Managers in Hr Education

Funding Agency : UGC Funded

Amount : Rs. **2,50,000**

Duration : 25th July 2010

6. DIC

Title of the project : Trainers training programme scheme from DIC for DIC staff funded by EDI

Funding Agency : DIC and EDI funded

Amount : Rs. **2,00,000**

Duration : Aug 2012

7. EDI

Title of the project : PMEGP,EDI

Funding Agency : EDI funded

Amount : Rs. **2,50,000**

Duration : March 2012

8. EDI

Title of the project : UYEGP, EDI

Funding Agency : EDI funded

Amount : Rs. **2,50,000**

Duration : March 2012

9. EDI

Title of the project : NEEDS,EDI

Funding Agency : EDI funded

Amount : Rs. **2,50,000**

Duration : May 2014

10. EDI

Title of the project : Entrepreneurship and Women Entrepreneurship- Skill development 25 days programme **(3prgs)**

Funding Agency : EDI funded

Amount : Rs. 1,00,000

Duration : 21.11.2013 - 24.12

1. RUSA

Title of the project : Coordinator -RUSA PHASE II

Funding Agency : RUSA -PHASE II ENTREPRENEURSHIP, INNOVATION AND CAREER HUB

Amount : Rs. 50 Crores

Duration : MHRD – ON GOING

Consultancy Projects

- [Ongoing](#)
- [Completed-02](#)

1. Amoga

Title of the project : 4 months, May-Sep, 2006

Funding Agency : Amoga Weld Techniques

Amount : Rs 40000

Duration : 3 MONTHS March –May, 2003

2. Chandra

Title of the project : 360 degree appraisal implementation

Funding Agency : Chandra Hundai Dealership firm

Amount : Rs 25000

Duration : 4 months, May-Sep, 2006

Research Guidance

- [Post-Doc](#)
- [Ph.D.](#)
- [M.Phil.](#)
- [PG](#)

ONGOING

Nandhini S

Title of the Thesis : Work Life Balance

Year of Award:

Shunmugakumar N

Title of the Thesis : Employee Well-Being

Year of Award:

Vinithasree D

Title of the Thesis : Academic Leadership

Year of Award:

Vani K

Title of the Thesis : Entrepreneurship Development

Year of Award:

Basheer K.S

Title of the Thesis : Disaster Management

Year of Award:

Sounija S

Title of the Thesis : Green HRM

Year of Award:

Vijayalakshmi

Title of the Thesis : Entrepreneurial Intentions

Year of Award:

Maheswaran S

Title of the Thesis : Training & Development

Year of Award:

AWARDED

Priya Ravi

Title of the Thesis : Perception on Marketing Strategies of Honda dealers

Year of Award:2007

K Radha

Title of the Thesis : Stress Management among teachers

Year of Award:2011

J Jegajeevan

Title of the Thesis : Doctor's job commitment on job performance

Year of Award:2007

Bindu Anto Ollikkaran

Title of the Thesis : Work life balance on Employee Performance

Year of Award:2012

V A James

Title of the Thesis : Computer Based CORE BANKING SOLUTIONS

Year of Award:2013

R Chitra

Title of the Thesis : Retail store ambiance

Year of Award:2013

Nisha P V

Title of the Thesis : Skill Development

Year of Award:2014

Zenetta Rosaline

Title of the Thesis : Skill gap analysis

Year of Award:2013

Dhanabakiyam

Title of the Thesis : 360 Degree Appraisal

Year of Award:2014

Venkataraman K K

Title of the Thesis : Job choice factors and recruitment challenges in MSME

Year of Award:2014

Monikha Shree

Title of the Thesis : HRD IN BANKING

Year of Award:2014

Sampath Kumar

Title of the Thesis : HRD and Organizational effectiveness

Year of Award:2015

Gowtham Raaj

Title of the Thesis :Dark Leadership

Year of Award:2018

Roohi Kursheed Khan

Title of the Thesis :Academic Leadership

Year of Award:2017

Nithi K Menon

Title of the Thesis : Expatriate HR ORIENTATIONS

Year of Award:2016

Preethi Arora

Title of the Thesis : Disaster Management

Year of Award:2017

Kuriachan c

Title of the Thesis : Stress Management among the drivers

Year of Award:2019

Arunmozhi S

Title of the Thesis : CSR and employee engagement

Year of Award:2019

Vimal Nath

Title of the Thesis : Employee Engagement

Year of Award:2019

Iswariya Manichanthan

Title of the Thesis : Employee Engagement and Innovative Work Behavior

Year of Award:2018

ONGOING

AWARDED

Thangamani

Title of the Thesis : Human Resource Development at NTC

Year of Award: 2007

Pooja J

Title of the Thesis : Behavioral Intentions of employees

Year of Award: 2010

Krishnaveni J

Title of the Thesis : Benefits and applications of 360 degree feedback

Year of Award: 2011

Shanmuga Priya

Title of the Thesis : Appraisal Practices in automobile industry

Year of Award: 2012

Diviya Bargavi

Title of the Thesis : Entrepreneurial Intention

Year of Award: 2014

KayaVizhli

Title of the Thesis : e-Recruitment

Year of Award: 2016

Prabhu

Title of the Thesis : Online recruitment

Year of Award: 2015

Krithika K

Title of the Thesis : HRM in practice

Year of Award: 2017

Spandhana

Title of the Thesis :Performance Management

Year of Award: 2016

Fazeen A

Title of the Thesis : Online consumer behavior

Year of Award: 2018

ONGOING

AWARDED

Title of the Dissertation : Data not available till 2008

2008 ONWARDS Ref : Department data M.B.A Project Guide ship

ONGOING

Accordion content 1.

COMPLETED

Accordion content 2.

Research Publication

- [International](#)
- [National](#)
- [Patents](#)

- [Conferences](#)
- [Books/Chapters](#)
- [Databases](#)

2021

2020

1. Interaction Effect of Organizational Value on Corporate Social Responsibility practices of Indian SME's
Arunmozhi and Rupa Gunaseelan
International of Psychosocial Rehabilitation Vol. 24, Issue 5 (2020)
2. E-Mobility Mantra – For a Clean, Green Responsible India
Rupa Gunaseelan, Arunmozhi and Sumandiran
Science, Technology and Development Vol. IX, Issue IV (2020)
3. Supply chain perspective and logistics of spices in Indian retail industry
Krishnaraj, Rupa Gunaseelan, Arunmozhi & Sumandiran
Materials Today: Proceedings
4. Role of dual work stress on wellbeing among working women constables in Coimbatore city –
An Empirical Study,
Nandhini and Rupa Gunaseelan
International Research Journal of Multi-Disciplinary Studies Vol.4, Special Issue 7

2019 - 2004

1. A Study on Mediating Effect of Altruistic Behavior on Benevolent Leadership and Psychological Well-Being,
Vinitha Sree and Rupa Gunaseelan,
Arabian Journal of Business and Management Review,
(2019).

2. Relationship between selective human resource interventions and work life balance in information technology industry in Bangalore,
Rupa Gunaseelan,
International Journal of Creative Research Thoughts,
Vol. 6, Issue 1, (2018).
3. Evaluating differences in entrepreneurial intentions and desirability among the graduate students with special reference to Coimbatore district,
Raja, Vinitha Sree, & Rupa Gunaseelan,
International Journal of Academic Research and Development,
(2018).
4. Corporate Engagement in Corporate Communications of Indian firms
Arunmozhi & Rupa Gunaseelan,
Shanlax International Journal
Vol. 4, Issue 3, (2018).
5. Impact of perceived internal corporate social responsibility on organizational identity: A Micro perspectives analysis,
Arunmozhi & Rupa Gunaseelan,
International Journal for research in engineering application and management
(2018).
6. Agricultural supply chain management through regulated agricultural marketing – the way ahead,
Sathyamoorthy & Rupa Gunaseelan,
PRIMAX Foundation,
Vol.7, (2018).
7. Work life Balance and Information Technology Industry in Bangalore,
Rupa Gunaseelan,
International Journal of Creative Research Thoughts,
Vol. 6, Issue 1, (2018).

8. Evaluation of export's perspectives on Human Resources Training in the context of the 2011 Great East Japan Earthquake and Tsunami, Preethi arora, Rupa Gunaseelan & Rajesh Arora, International Journal in Management, Science and Technology, Vol 5, No.1, (2017).
9. Engagement at Work: A Qualitative Analysis from Reviews of the Relevant Literatures, Iswarya & Rupa Gunaseelan, Research Chronicler, (2017).
10. Linking employee engagement, high performance work practices and leader-member exchange to innovative work behaviour: An empirical examination on IT employees
Iswarya, Gowtham Raaj & Rupa Gunaseelan,
International Journal of Innovative Knowledge Concept
Vol.5, Issue 10, (2017).
11. Leader initiating structure and leader consideration as predictors of employee's adaptive performance: An empirical study,
Vinitha Sree & Rupa Gunaseelan,
AJM - Asian Journal of Management,
Vol. 8, Issue 3, (2017).
12. A study on leader supportive behaviour and its impact on self-efficacy,
Vinitha Sree & Rupa Gunaseelan,
International Journal of Entrepreneurship and business environment
perspectives -Pezzottaite Journals
Vol. 6, No.1, (2017).
13. Assessment of an International disaster response team's perspective on Human Resource Training in the context of the 2011 Great east japan earthquake and tsunami,
Preethi Arora, Rupa Gunaseelan & Rajesh Arora,
Indian Journal of Management, Science and Technology,

Vol.5, No.1, (2017).

14. Performance of Indian Inc. and corporate social responsibility,
Arunmozhi & Rupa Gunaseelan,
Vichaara – An International Journal of Management,
Vol 3, No 2, (2017).
15. Leader Initiating Structure and Leader Consideration as Predictors of
Employees' Adaptive Performance: An Empirical Study,
Vinitha Sree & Rupa Gunaseelan,
Asian Journal of Management,
(2017).
16. Assessment of the market potential of business to business E-
Commerce,
Fazeen Rasheed A K and Dr Rupa Gunaseelan,
Research Directions,
Vol. 4, Issue 12, (2017).
17. Transforming education for social change and business excellence,
Vinitha sree & Rupa Gunaseelan,
Pezzottaite Journals,
Vol. 6, No. 137, (2017).
18. Dark Leadership and its Impact on Work Place Spirituality: An Empirical
Study,
Gowthamraaj & Rupa Gunaseelan,
Purushartha Journal,
Vol x, No1, (2016).
19. Subordinates perception towards their leader's destructive behavior:An
empirical study among BPO employees,
Gowthamraaj & Rupa Gunaseelan,
Pezzottaite Journals,
(2016).

20. Exploring the impact of gender and experience levels on destructive leadership,
Gowthamraaj & Rupa Gunaseelan,
Primax International Journal of Commerce and Management Research,
Vol. IV, Issue.2, 2321-3604, (2016).
21. Subordinates perception towards leader's destructive behaviour: An empirical study conducted among BPO employees,
GowthamRaaj & Rupa Gunaseelan,
Pezzottaitte Journals, International journal of organizational behaviour and management perspectives,
Vol. 5, No.4, (2016).
22. Principals' transformational leadership and teachers' work engagement - a relationship study,
Roohi Kursheed Khan & Rupa Gunaseelan,
I J A B E R,
Vol. 14, No. 8, 5557-5570, (2016).
23. Destructive leadership and subordinates intention to leave,
GowthamRaaj & Rupa Gunaseelan,
Paripex - Indian Journal of Research-An International Journal,
(2016).
24. Exploring work engagement in Indian context,
Roohi Kursheed Khan.& Rupa Gunaseelan,
SRM Management Digest,
(2015).
25. Evaluation of an international disaster response team's perspective post 2011 Japan multiple disasters: pivotal learning in human resource management,
Preethi Arora, Rupa Gunaseelan & Janak R Bhardwaj,
Journal of Strategic Human Resource Management,
Vol. 4, Issue 3, (2015).

26. Antecedences of work exhaustion among banking marketing executives in Coimbatore city - an empirical view,
GowthamRaaj & Rupa Gunaseelan,
European Journal of Commerce and Management,
(2015).
27. Organizational culture and work engagement - a relationship study,
Roohi Kursheed Khan & Rupa Gunaseelan,
Sugyaan Journal of Management,
(2015).
28. Identification and Confirmation of Variables Influencing Manufacturer - Dealer Relationships for Steel and Allied Products
Shailendra Dasari, Rupa Gunaseelan & Geetha Suresh
Indian Journal of Marketing,
Vol. 45, Issue 3 (2015).
29. Principals' leaderships' impact on work engagement of government school teachers in Chennai city,
Roohi Kursheed Khan, & Rupa Gunaseelan,
European Journal of Commerce and Management,
(2015).
30. Impact of education on entrepreneurial intention and motivation - a comparative study between MBA and Non MBA,
Gowtham Raaj, Rupa Gunaseelan & Roohi Kursheed Khan,
GE - International Journal of Management Research,
(2014).
31. A study on the perception of private school teachers' on their principal leadership capacities - an empirical view,
Roohi Kursheed Khan.S, Rupa Gunaseelan & Gowtham Raaj,
GE - International Journal of Management Research,
(2014).

32. Conceptual overview of emerging work stress related constructs - a management perspective,
Roohi Kursheed Khan, & Rupa Gunaseelan,
Conceptual Overview of emerging work stress related constructs- A management perspective,
(2014).
33. Lessons for managers - in bhagavad gita,
Rupa Gunaseelan,
Vichaara an International Journal of Management,
(2014)
34. [Customer's expectation towards shopping behaviour in retail outlets,](#)
Rupa Gunaseelan & R. Chitra,
International Journal of Research in Business Management,
Vol. 2, Issue 2, 43-52 (2014).
35. Impact of person- environment fit on job satisfaction : a study conducted among employees of roots industries India Ltd Coimbatore
Rupa Gunaseelan,
Vichaara An International Journal of Management,
(2014).
36. [Emerging trends in the management of disasters and mass casualty incidents,](#)
Preeti Arora, Rupa Gunaseelan & Rajesh Arora,
CAB Reviews, CABI, Wallingford, UK,
Vol.8, No.046, 1-4, (2013).
37. Analysis of factors influencing employee turnover for effective succession planning,
Rupa Gunaseelan & Dhanabagiyam,
JIMS – IJOURNET,
Vol. 8, Issue 3 (2013).

38. Loopholes in judicial system – paves way to violence against women,
Kamalaveni & Rupa Gunaseelan,
OSR Journal of Humanities and Social Science,
(2013).
39. Perception of managers towards the benefits and applications of 360,
Rupa Gunaseelan & Krishnaveni,
Intensity – International Journal of Applied Social Science Research,
No.1, Vol. 1, (2013).
40. Serving leadership pipeline through multi-rater feedback,
Rupa Gunaseelan & Dhanabagiyam,
Intensity – International Journal of Applied Social Science Research,
No.1, Vol. 2 (2013).
41. Doctors commitment through hr initiatives: a study conducted at
selected hospitals of Coimbatore,
Rupa Gunaseelan & Jagajeevan,
Intensity – International Journal of Applied Social Science Research,
No.1, Vol. 1, (2012).
42. Gap analysis for skill development in knitwear industry Tirupur,
Zenetta & Rupa Gunaseelan
Prerana – Journal of Management Thought and Practice,
Vol. 4, Issue 1 (2012).
43. [A study on the impact of work environment on employee performance,](#)
Bindu Anto Ollukkaran & Rupa Gunaseelan
Namex International Journal of Management Research
Vol. 2, Issue No. 2 (2012).
44. Succession planning in Indian banking system: a study conducted
among bank officers of Coimbatore,
Rupa Gunaseelan & S.Dhana Bagiyam,
International Journal of Research in Computer Application and
Management,

(2012).

45. Relationship marketing: an overview
Rupa Gunaseelan & Dasari,
Indian Journal of Marketing,
Vol.42, No.12 (2012).
46. Causes and consequences of attrition in selected organizations in
Bangalore
Rupa Gunaseelan & Zennetta,
Asian Academic Research Journal if Social Sciences,
Vol.1, Issue 4 (2012).
47. A study on managerial skill development practices in Indian knitwear
industry,
Rupa Gunaseelan,
JM Journal of HR Review,
Vol. 1 (2011).
48. Study of impact of human resource development practices on the
doctor's commitment towards their hospitals,
Rupa Gunaseelan,
FOCUS, International Journal of Management Digest, Indigo Press India
Pvt Ltd,
Issue 1, Vol. 7 (2011).
49. Integrating Leadership Development and Succession Planning for
Innovative Practices in HRM,
Rupa Gunaseelan,
Nehru Institute of Management, Coimbatore,
Vol. 1, Issue 3, (2011).
50. A study on factors influencing organizational commitment of automobile
mechanics in an industrial town of Tamil Nadu,
Rupa Gunaseelan,
Prahandhan: Indian Journal of Management, New Delhi,

Vol. 10, (2010).

51. Team Building,
Rupa Gunaseelan,
SIEMA Magazine
Special Issue, Vol ix, No. 1, (2010).
52. Trends in the Growth of ICICI Mutual Funds,
[Rupa Gunaseelan](#) & Ramanujam,
Adarsh Journal of Management Research,
[Vol. 3, Issue 1, \(2010\)](#).
53. The power of human sigma: an enunciation,
Rupa Gunaseelan,
HRM Review: Special Issue,
Vol x, No. 4, (2010).
54. Doctor's job commitment and its impact on performance of Hospitals,
Rupa Gunaseelan & Jagajeevan,
Business Vision- Management and Business Journal,
Vol. 6, No. 4, (2009).
55. Is Indian Academia ready to Usher in student centric learning?
Rupa Gunaseelan & Sailendra Dasari,
HRD Times,
(2009).
56. Impact of faculty development practices on job satisfaction,
Rupa Gunaseelan,
GIM Journal of Management,
(2008).
57. Industry- academia partnership: A solution to manpower shortage,
Rupa Gunaseelan,
HRD Times,

Tab 2 Content

Tab 3 Content

Tab 4 Content

Books

1. Suitability and effectiveness of iso 9000 standards in Indian manufacturing industries,
K Rupa,
Vimal Jothi Publications, 1998
2. Employees perception assessment in BPO Industry,
Rupa Gunaseelan,
Amoga Publications, 2007.
3. Management Principles and Practices,
Rupa Gunaseelan & Kulandisamy,
Vikas Publishing house, 2013, ISBN: 978-93-23872-16-1
4. Emerging trends in textiles, apparel production and management
Rupa Gunaseelann,
Oviya Publications, Coimbatore, Tamil Nadu, 2013.
5. Fashion insights in industry,
Rupa Gunaseelan & Grace Annapoorani,
Himalaya Publishing House, 2014, ISBN: 978-93-5097-678-4.
6. Women and leadership,
Rupa Gunaseelan, Mangayarkarasi, Kamalaveni & Kausalya,
Oviya Publications, Coimbatore, 2014.
7. Gender audit,
Rupa Gunaseelan, Mangayarkarasi, Kamalaveni & Kausalya,
Bharathiar University Press, 2014.
8. Women in patriarchical society,
Rupa Gunaseelan, Mangayarkarasi, Kamalaveni & Kausalya,

Bharathiar University Press, 2014.

9. Management in tamil literature,
Rupa Gunaseelan & Kulandisamy,
Himalaya Publishing House, 2016, ISBN: 978-93-5262-000-5
10. Multi-rater feedback system for succession planning: a study conducted
at banking industry,
Rupa Gunaseelan & Dhanabagiyam,
Lap Lambert Academic Publishing; 1 edition, 2017, ISBN-
10: 3330318023, ISBN-13: 978-3330318021
11. Management Principles and Practices – Version 2,
Rupa Gunaseelan & Kulandisamy,
Vikas Publishing house, 2017, ISBN: 978-93-25974-19-7.
12. Prevalence and influence of destructive leadership behaviour,
Rupa Gunaseelan & Gowtham Raaj,
Scholar's press, Gemstone Books, 2018, ISBN 10: 6202310626, ISBN 13:
978-620-2-31062-8
13. Evaluating the Antecedents of Work Engagement of School teachers
An empirical investigation conducted in Chennai District,
Rupa Gunaseelan & Roohi Kursheed Khan,
LAP LAMBERT Academic Publishing, 2018, ISBN-13: 978-613-7-33186-6,
ISBN-10: 6137331865.
14. Scientific Applications for Sustaining Biodiversity,
Rupa Gunaseelan & Pavithra,
Vikas Publishing house, 2017, ISBN: 978-93-25974-19-7.

Book Chapters (Year Wise):

1. Emerging operations paradigm,
Rupa Gunaseelan & Zenetta Rosaline,
School of Management, Karunya University,
Book of abstracts, 17 -18.

2. Alchemy of management excellence,
Rupa Gunaseelan
Book of Abstracts of Chinmaya Mission College and
Chinmaya institute of management and technology
28 – 30.
3. Impact of globalization on Indian industries and foreign trade,
Rupa Gunaseelan,
Conference proceedings of UGC Sponsored National Level Seminar,
Khadir Mohideen College, Vol. 111, 2010.
4. Post-globalization and emerging world order,
Rupa Gunaseelan,
Conference Proceedings of International congress on social philosophy,
Annamalai University, 2010.
5. Marketing innovations for emerging markets,
Rupa Gunaseelan,
IES-Value addition through Education,
Excel Books, 2010.
6. Think global go rural,
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