

Faculty Profile of Dr. G. Barani



Dr. G. Barani

Associate Professor

**Bharathiar School of Management and Entrepreneur
Development(BSMED)**

Email:barani@buc.edu.in

Phone No:0422-2428264

Mobile No:9842150435

Research Area

- Marketing
- Entrepreneurship
- HRM
- General Management

Education & Career

Education

Ph. D. / D. Phil.

Subject : Management

Institution : Coimbatore INSTITUTE OF MANAGEMENT AND TECHNOLOGY,
COIMBATORE

Affiliated University : BHARATHIAR University

Year of Award : 2010

M.Phil.,

Subject : Management

Institution : KONGU ARTS AND SCIENCE COLLEGE, ERODE

Affiliated University : BHARATHIAR University

Year of Award : 2004

M.B.A.,

Subject : Management

Institution : KONGU ARTS AND SCIENCE COLLEGE, ERODE

Affiliated University : BHARATHIAR University

Year of Award : 2000

B.B.M.,

Subject: Management

Institution: PSGR KRISHNAMMAL COLLEGE FOR WOMEN, COIMBATORE

Affiliated University: BHARATHIAR University

Year of Award: 1998

Career**At Bharathiar University (Reverse Order)**

Associate Professor : 08.02.2017 to Till Date

Past Experience

ASSISTANT PROFESSOR : 08.08.2008 to 07.02.2017 at ANNA UNIVERSITY,
COIMBATORE

LECTURER SS : 14.07.2000 to 07.08.2008 at Kongu Arts and Science College,
Erode

Awards

Academic awards:

Awarding agency: Nature and Science Foundation

Country: India

Purpose of award: Environment and education

Year of Award: 2019-20

Membership**Professional Bodies:**

Organization: YMCA, COIMBATORE

Type of Membership: MEMBER

Period: 2016

Academic Bodies:

Organization: IEDRC, SINGAPORE

Type of Membership: ANNUAL

Period: 2012

Organization: JAYCEES, METROPOLIS, COIMBATORE

Type of Membership: LIFE MEMBER

Period: 2016

Organization: ICSS, UNIVERSITY OF CENTRAL FLORIDA

Type of Membership: ANNUAL

Period: 2014

Organization: COIMBATORE MANAGEMENT ASSOCIATION

Type of Membership: ANNUAL

Period: 2014

Organization: ICSB, GEORGE WASHINGTON UNIVERSITY

Type of Membership: ANNUAL

Period: 2019

Visits

Sl.No. : 1

Country Visited : singapore

Duration of Visit : 3 Days

Month and Year : 2012

Purpose of Visit : Conference

Sl.No. : 2

Country Visited : dubai

Duration of Visit : 3 Days

Month and Year : 2013

Purpose of Visit : Conference, American University Of Emirates

Sl.No. : 3

Country Visited : USA

Duration of Visit : 1 month

Month and Year : 2014

Purpose of Visit : Conference, University Of Central Florida

Sl.No. : 4

Country Visited : USA

Duration of Visit : 15 DAYS

Month and Year : 2016

Purpose of Visit : Personal

Sl.No. : 5

Country Visited : USA

Duration of Visit : 5 DAYS

Month and Year : 2019

Purpose of Visit : Conference, George Washington University

Collaborators

Others

Projects

Funded Projects(National Level)

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

1. APOOGG

Title of the project : A STUDY ON THE EFFICIENCY OF AGRICULTURAL PRACTISES OF ORGANIC GRAPE GROWERS IN SELECTED DISTRICTS OF TAMIL NADU

Funding Agency : ICSSR IMPRESS

Amount : Rs.4.50,000

Duration : 15.05.2019 -15.05.2020

2. PTP

Title of the project : Productivity training programme for entrepreneurs, employee and students

Funding Agency : RUSA 2.0 BEICH

Amount : Rs.4.50,000

Duration : 26/12.2019- 30.06.2020

1. Funding Agency Name

Title of the project : ' *****'

Funding Agency : *****

Amount : Rs. *****

Duration : *****

Consultancy Project

- [Ongoing](#)
- [Completed - 1](#)

1. DEP

Agency / Organization : Deccan Ekki Pumps, coimbatore

Description : Awareness about rebranding

Duration : 2 months

Research Guidance

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

ONGOING

AWARDED

R. Balasubramaniam

Title of the Thesis : Effectiveness of Self Help Groups in Reducing Poverty and Unemployment with Special Reference to Salem District-

Year of Award: July, 2012

G. Vanitha

Title of the Thesis : A Study on Emotional Intelligence of The Employees in Textile Industry in Coimbatore District

Year of Award: November, 2013

N.V. Poovendhiran

Title of the Thesis : Impact of Industrial Policy (2011-2012) on Small Scale Industries (SSI) in Erode District of Tamil Nadu, India

Year of Award: April, 2014

R. Kumar

Title of the Thesis : A Study on Service Quality Evaluation of Science and Technology Higher Education in Deemed Universities, Tamil Nadu

Year of Award: September, 2014

G. Devakumar

Title of the Thesis : An Analysis on Marketing Strategies to Build Competitive Advantage with Special Reference to Coimbatore Based Pump Industry in Tamil Nadu

Year of Award: September , 2016

S. Kumaraperumal

Title of the Thesis : Parental Choice in Non-Government Primary School Education

Year of Award: 2017

S. Pavithra - ICSSR Doctoral Fellow

Title of the Thesis : The Impact of Gender on Career of Women Lawyers in Select Districts of Tamil Nadu

Year of Award: February, 2017

K. Umashankar

Title of the Thesis : A Study on Competency Based HRM Process and its Impact on Organizational Performance With Reference to Textile Industry in Coimbatore District

Year of Award: April, 2017

H. Lekha

Title of the Thesis : A Study on Talent Management Practices For “Generation Y” Teachers in Self Financing Engineering Colleges in Kerala

Year of Award: January, 2018

P. Vijayalakshmi Menon

Title of the Thesis : A Study on Brand Preference for Higher Education Institutions of Engineering Entrants in Tamil Nadu

Year of Award: October, 2018

R.Rajesh

Title of the Thesis : A Study on Performance Management System of Faculty Members in Technical Institutions in Tamil Nadu

Year of Award: Nov 2019

P.K. Hariharan

Title of the Thesis : A Study on Service Quality Perception of Life Insurance Corporation of India (LIC) and

State Bank of India (SBI) Life Insurance Policy Holders in Coimbatore

Year of Award: 2018 submitted

P.Sivaraja Dhanavel

Title of the Thesis : A study on stock market volatility with reference to banking stock

Year of Award: 2008

B.Srividhya

Title of the Thesis : an evaluation of qwl of women employees in public sector and private sector , with spercial reference to mysore district

Year of Award: 2007

Sl. No. : 1

Name of the candidate : JAYA PRATHA

Title of the Dissertation : A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING STRATEGIES FOR CLIENTS OF LESSBURN, CBE

Sl. No. : 2

Name of the candidate : JOEL

Title of the Dissertation : A SYUDY ON OPINION OF EMPLOYESS TOWARDS 5S KAIZEN ADOPTION IN FAYWALK FASHIONS , TUTICORIN

Sl. No. : 3

Name of the candidate : RAJA MOHAMED

Title of the Dissertation : A STUDY ON RELATIONSHIP BETWEEN TECHNOLOGY AND WORK STRESS AT BEST ENGG PUMPS PVT LTD

Sl. No. : 4

Name of the candidate : KAVITHA K

Title of the Dissertation : A STUDY ON QUALITY CONTROL OF K.G DENIM LTD CO.,

Sl. No. : 5

Name of the candidate : KISHANTHINI N

Title of the Dissertation : A STUDY ON PROBLEMS IN PRODUCTION CONTROL SYSTEM AT SCM GARMENTS PVT LTD, TIRUPUR

Sl. No. : 6

Name of the candidate : MATHAN KUMAR R

Title of the Dissertation : A STUDY ON PROBLEMS OF MIGRANT WORKERS WITH SPECIAL REFERENCE TO INFRATEX PVT LTD, ERODE

Sl. No. : 7

Name of the candidate : MAVODHA SREE N R

Title of the Dissertation : A STUDY ON HEALTH SAFETY WELFARE MEASURES FOR EMPLOYEES AT VIPARK JEWELLERY MFRS PVT LTD

Sl. No. : 8

Name of the candidate : NATHIYA K

Title of the Dissertation : A STUDY ON INVESTOR PERCEPTION ABOUT MARKETING MIX AND PROMOTIONAL STRATEGIES ON IDBI FEDERAL LIFE INSURANCE, CBE

Sl. No. : 9

Name of the candidate : VIGNESH T

Title of the Dissertation : A STUDY ON FACTORS INFLUENCING CUSTOMER RELATIONSHIP MANAGEMENT OF EMPLOYEES IN HERMETIC BUSINESS SOLUTIONS PVT LTD, CBE

Sl. No. : 10

Name of the candidate : VIJAYAKUMAR S

Title of the Dissertation : A STUDY ON AWARENESS OF MUTUAL FUNDS AMONG EMPLOYEES OF THE NATIONAL DISTRIBUTORS ON RELIANCE MUTUAL FUNDS, CBE

Sl. No. : 11

Name of the candidate : PRIYADARSHINI KG

Title of the Dissertation : A STUDY ON WORKING CAPITAL MANAGEMENT OF ROOTS INDUSTRIES LTD., COIMBATORE

Year : 2018-20

Sl. No. : 12

Name of the candidate : SHANITHA

Sl. No. : 13

Name of the candidate : SNEHA

Title of the Dissertation : A STUDY ON OPERATING PROFIT ANALYSIS BY USING COST ACCOUNTING TECHNIQUES AT MS.REALKNIT FASHION, TIRUPUR

Sl. No. : 14

Name of the candidate : SUTHANTHARA PRIYA

Title of the Dissertation : INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT FOR EMPLOYEES AT IDBI FEDERAL LIFE INSURANCE CO.LTD., CBE

Sl. No. : 15

Name of the candidate : VENESHIA KATHERINE

Title of the Dissertation : A STUDY ON PERFORMANCE APPRAISAL SYSTEM FOLLOWED IN ROOTS MULTICLEAN LTD

Sl. No. : 16

Name of the candidate : VENNILA

Title of the Dissertation : A STUDY ON EMPLOYEE ENGAGEMENT IN BHARAT HEAVY ELECTRICAL LTD TRICHY

Sl. No. : 17

Name of the candidate : ILLAKIYA

Title of the Dissertation : A STUDY ON ENHANCING BRAND AWARENESS THROUGH SOCIAL MEDIA MARKETING

Sl. No. : 18

Name of the candidate : JEBA PONNI

Title of the Dissertation : A STUDY ON EMPLOYEES PERCEPTION TOWARDS TRAINING AND DEVELOPMENT PROGRAM IN ROYAL ENFIELD MMFG ORAGADAM, CHENNAI

Sl. No. : 19

Name of the candidate : KARTHIK R

Sl. No. : 20

Name of the candidate : KIRTHIKA M

Title of the Dissertation : A STUDY ON QWL AT ACCSERV SOFTWARE PVT LTD, CBE

Sl. No. : 21

Name of the candidate : NAVEEN KUMAR A

Title of the Dissertation : A STUDY ON EMPLOYEE ATTITUDE TOWARDS ORGANISATIONAL PRACTICES AT BIMETAL BEARINGS LTD., CBE

Sl. No. : 22

Name of the candidate : SHANMATHI

Title of the Dissertation : A STUDY ON EMPLOYEE RETENTION IN QUINTESSENCE BUSINESS SOLUTION AND SERVICES , CBE

Research Publication

- [International](#)
- [National](#)
- [Patents](#)
- [Conference](#)
- [Books/Chapters](#)
- [Database](#)

1. The antecedents and consequence of organizational citizenship behavior:
An empirical study in banking industry
G.Barani, S.Pavithra
International Journal of Emerging Technology and Innovation Research(JETIR)
2. Issues faced by migrant workers in Textile Mills, Erode district
G.Barani, S.Pavithra
International Journal of Emerging Technology and Innovation Research(JETIR)
3. Comparison of life insurance policy holders perception on the LIC and SBI Life Insurance in Coimbatore
P.K Hariharan,G.Barani
Business Management Practices
4. Digital Marketing for small business- A success story
Pavithra S., G.Barani & B.Jayapratha
Zenith International Journal of Multi Disciplinary Research
5. A Study on Providing Affordable Life Insurance Products and Increasing the Rural Penetration Simultaneously In India
P.K Hariharan,G.Barani,T.Suganthalakshmi

Business Management Practices

6. Factors Influencing Glass Ceiling of Women Lawyers
Pavithra S., G.Barani &A.D.Shalini Preiya
International Journal of Pure and Applied Mathematics
7. A Comparative Study on Service Quality Expectations of Clients Seeking Cosmetic Treatment in Cosmetic Clinics and Hospitals in Coimbatore
G.Barani,M.Sushmaa
International Journal of Pure and Applied Mathematics
8. Impact Of Social Media Marketing on Performance of Small Scale Industry
S.Pavithra,N.V.Poovendhiran,G.Barani
Galaxy International Interdisciplinary Research Journal
9. A Study on Comparison of Life Insurance Policy Holder's Perception and Satisfaction on the LIC and SBI Life Insurance in Coimbatore
P.K Hariharan, G.Barani,T.Suganthalakshmi
International Journal of Trend in Research and Development,
10. Impact of Employee Loyalty on the Performance of Sales Executives in Private Sector Banks
Pavithra S., Barani, G & Suresh
International Journal of Scientific Research in Computer Science Applications and Management Studies
- 11.A Study on TPM Elements Implementation and its Impact on Manufacturing Performances
In the India Cements LTD
S.Pavithra,G.Barani,S.M. Jeya Gayathri
Quest International Multidisciplinary Research Journal
- 12.E- learning service quality and user satisfaction of insurance institution in Tamil Nadu India –
An Empirical Study”,
Hariharan, PK& Barani, G
The online journal of Distance Education and e-Learning

13. Incidence of Sexual Harassment of women in Textile Industry and Law Profession- A comparative study
S.Pavithra, G.Barani and M.Sushmaa
International Journal of creative Research Thoughts
14. Practices of Grape Cultivation in Tamilnadu,
S.Kamalakanchana and G.Barani
Phytospectrtum
15. A conceptual framework on E-Marketing on cosmetogolgy among women entrepreneurs”
Sushmaa.M and G.Barani,
International Journal of Business and Administration research Review(IJBARR)
16. Influence of Marketing Mix dimensions of Higher Education Institution by Engineering Institutions ”,
Vijayalakshmi Menon P and G.Barani
Asian Research Consortium, Asian Journal of Research in Social Sciences and Humanities
17. Will Beedi Industry go up in the smoke? A case study”
Dheepa.T, Mohan.R and Barani G
Castle- The case journal of Jansons School of Business.
18. A Discussion of Causes & Effects of E-Waste”
Pavithra, S & Barani, G
International Journal for Scientific Research and Development
19. Absenteeism in Public Sector Organizations - An Overview of Dimensions, Causes and Remedial Strategies”
Pavithra, S, Barani, G Lingaraja K
International Research Journal of Engineering and Technology
20. The Demographic Factors on Online/Distance Program of ASHE for Deemed Universities in Tamil Nadu,
India: SERVQUAL Approach”
Kumar KR and Barani G
The Online Journal of Distance Education and E-Learning
21. Influence of Marketing Mix Dimensions of Higher Education Institutions by Engineering Entrants”

Vijayalakshmi Menon P and G.Barani

Asian Research Consortium, Asian Journal of Research in Social Sciences and Humanities

22.Dimensions of Brand Equity: An Investigation on Higher Education Institution”

Vijayalakshmi Menon P and G.Barani

Asian Research Consortium, Asian Journal of Research in Social Sciences and Humanities

23.The Competence of Organizational Culture: Total Quality Management, Managerial Orientation and

Organizational Performance”

Umashankar. K.,and Dr.Barani.G

Asian Journal of Research in Social Sciences and Humanities,

24.A Study on Faculty Performance Management Practices in Higher Education Institutions

R.Rajesh and Dr.G.Barani

Asian Journal of Research in Social Sciences and Humanities

25.Information Communication Technology (ICT) As A Change Agent For Technical Educational Institutions”,

R.Rajesh and G.Barani

Shanlax International Journal of Management)

26.a study on influence of motivation, training and development practices in Performance management system

R.Rajesh and Dr.G.Barani

International Journal of Multidisciplinary Research Review

27.A study on faculty satisfaction concerning performance management system in engineering institutions

R.Rajesh and Dr.G.Barani

International Journal of Management and Social Science Research Review

28.A study on performance management system perceived by faculty members of engineering institutions

R.Rajesh and Dr.G.Barani

International Journal of Business and Administration Research Review

29. Website Quality on Online Behavioural Intention of Organic Food Industry in Bengaluru City:

Substantiation from Business Level Manager, Asian Research Consortium

R.Kumar and G.Barani

Asian Journal of Research in Social Sciences and Humanities

30. A study on performance management system perceived by faculty members of engineering institutions

R.Rajesh and Dr.G.Barani

International Journal of Business and Administration Research Review

31. Website Quality on Online Behavioural Intention of Organic Food Industry in Bengaluru City: Substantiation from Business Level Manager,

Asian Research Consortium

R.Kumar and G.Barani

Asian Journal of Research in Social Sciences and Humanities

32. The competence of organizational culture : Total Quality Management, Managerial orientation and

Organizational performance

K.Umashankar & G.Barani

Asian Research Consortium

33. A study on consumer behavior of mini pumps in domestic sector'

Devakumar, G and Barani, G

International Journal of Research in Computer Application & Management

34. Marketing Strategies for competitive advantage with reference to agricultural sector pump industry in Coimbatore: A structural equation

modeling approach'

Devakumar, G and Barani, G

International Journal of Business Excellence

35. Impact of emotional intelligence on women lawyers in Coimbatore District''

Pavithra, S & Barani.G

Impact of emotional intelligence on women lawyers in Coimbatore District''

36. Attitudes and health behavior of lawyers in Coimbatore, Tamil Nadu''

Barani, G & Pavithra S

The Scientific World Journal,

37.A Glance at Legal Education in India”

Barani, G & Pavithra S

Journal of Management and Science,

38.An Empirical study on customer satisfaction with special reference to domestic sector pumps’

Devakumar, G and Barani, G

Journal of Marketing Management

39.A study on Quality of Work Life of Lawyers in Coimbatore District”

S.Pavithra & G.Barani,

Indian Stream Research Journal

40.Impact of Industrial policy on Small Scale Industries: A cluster analysis,

N.V.Poovendhiran &G.Barani

Life science Journal

41.The impact of service quality and scholars delightfulness of ASHE in private Universities in India

R.Kumar & G.Barani

Life science Journal

42.Women in law”

S.Pavithra & G.Barani

Journal of Management and Science

43.Examination of organized Retailing Service quality in attire speciality stores in Bangalore city

R.Kumar & G.Barani

International Journal of Computing and Business research

44.Impact of Industrial policy on SSI with reference to Erode District”

N.V.Poovendhiran & G.Barani

International Journal of Management, Research and Technology

45.A study on problems and prospects of women employees”

B.Karthick & G.Barani

International Journal of Rural Development and Management Studies

46.A study on Emotional Intelligence among employess of Textile Industry in Erode District

G.Vanitha and G.Barani

International Journal of Business Management, Economics and Information
Technology

47. Empowering women through entrepreneurship: A study in Erode District of
Tamil Nadu

G.Barani

A Journal of Urban Governance & Management

48. Emancipation of Women poverty through Empowerment

T.Dheepa & G.Barani

SIES Journal of Management titled

49. B-School- Are we just client spectators

Dr.S.N.Geetha & G.Barani

AIMS International Journal of Management

50. Economic Development in India: The Role of SME Entrepreneurs

Dr.P.Natarajan & Dr.G.Barani

ICFAI University press

BOOKS

Interview etiquettes

Dr.G.Barani

Excel Books, 2012, ISBN: 978-81-8387-518-9

Women and development

Dr.G.Barani

Excel Books, 2012, ISBN: 978-93-5062-005-2

Contemporary management thoughts in classical tamil literature

Dr.G.Barani

Sreedevi Litho Graphic, 2012, ISBN: 978-81-9233-066-2

Business research methods

Dr.G.Barani

Sri Sakthi Publications, 2016, ISBN: 978-81-923306-86

Impact of gender on career of women lawyers

Dr.G.Barani

Lambert Academic Publishing, 2018, ISBN: 978-613-9-87173-5

Impact of industrial policy on ssi's in erode, tamilnadu.

Dr.G.Barani

2018, ISBN 978-613-9-89938-8

Scientific aids for sustainable business

Dr.G.Barani

Mahi Publications, 2020, ISBN: 978-93-89339-37-6

CHAPTERS

Environmental change due to covid-19

Dr.G.Barani and M.Sushmaa

Degeneration to regeneration

Royal Book Publishing, 1-11

ISBN: 9-789388-413862

Law firms – the question of viability for women legal practitioners –an empirical study

S.Pavithra and Dr.G.Barani

Sai Publications

ISBN: 978-81-925376-0-5

A study on providing affordable life insurance products and increasing the rural penetration simultaneously in india, financial management

P.K.Hariharan, G.Barani and T.Sugantha Lakshmi

ISBN: 978-93-86608-60-4

A conceptual framework on disruption caused to fitness centres due to the innovation of cosmetology, april 2019

M.Sushmaa and G.Barani

ISBN: 978-81-733892-9202

Asthetic marketing strategies and competitiveness: gender preference of
cosmetologists, 2019

G.Barani and M.Sushmaa

ISBN: 978-81-943363-4-1

Alumini Reflections: