

Faculty Profile of Dr. C. Dhayanand



Dr. C. Dhayanand

Assistant Professor

Department of Extension, Career Guidance and Student Welfare

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Research Area

- Marketing
- Consumer Behaviour
- Career guidance

Education & Career

Education

Ph. D.

Subject : Management

Institution : Bharathiar University

Affiliated University : Bharathiar University, Coimbatore

Year of Award : 2014

M.Phil.,

Subject : Management

Institution : Mananonmanium Sundaranar University

Affiliated University : Mananonmanium Sundaranar University

Year of Award : 2010

M.B.A.,

Subject: Marketing, Finance

Institution : Karunya University

Affiliated University : Karunya University, Coimbatore

Year of Award : 2009

Career

At Bharathiar University (Reverse Order)

Assistant Professor : November 2016 to Till Date

Assistant Professor (B.Voc.) : April 2015 to November 2016

Past Experience

Assistant Professor : May 2014 to April 2015 at PARK's College of Arts and Science

Awards

Membership

Visits

Collaborators

Others

Projects

Funded Projects

National Level

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

RUSA

Title of the project: Offering Skill Certification Course and providing certification

Funding Agency: RUSA

Duration: Dec 2019

Amount: Rs. 8,00,000/-

Department Level Projects

UGC

Title of the project: M.Voc. Artificial Intelligence

Funding Agency: UGC

Duration: 2019

Consultancy Projects

Research Guidance

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

Ongoing

Title

Name

Completed

Title

Name

Ongoing

Sample Data.

Completed

Sample Data.

Ongoing

Sample Data.

Completed

Sample Data.

Ongoing

Sample Data.

Completed

Sample Data.

Research Publication

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

Reverse Chronological Order

2021

2020

2019-2004

2. Pricing Methods in 4p's

C. Dhayanand and P. Nandha Kumar

Shanlax International Journal of Management 5, 74-77 (2017)

1. Determination of Consumers' Acuity on Different Media in Influencing the Popularity of Retail Stores

C. Dhayanand and Lakshmi Subbramani

National Publications - Reverse Chronological Order

2021

2020

2019-2011

5. C. Dhayanand

A Study on Consumer Attitude and Buying Behaviour towards Milk and Milk Products in Coimbatore District

KICMA Research Journal of Management 5, 57-58 (2019)

4. C. Dhayanand

Understanding Customer Brand Loyalty on Dairy Products in Coimbatore District

KICMA Research Journal of Management 3, 5-9 (2017)

3. C. Dhayanand and Dr. S. Mahalingam

An Analysis of Consumer Attitude towards Selection of Retail Stores for purchase Decision in Kanyakumari District

RVS Journal of Management 6, 61-67 (2013)

2. C. Dhayanand

A Study on Effectiveness of Customer Retention Strategies and its Implications in the Global Competitiveness of Retail Stores in Coimbatore City- Customer Perceptive

Journal of Management and Science 1, 90-96 (2012)

1. C. Dhayanand and Dr. S. Mahalingam

Analysis of Retailers' Magnetism and Retention Strategies of Customers in Kanyakumari District

TATVA 8, 64-68 (2011)

Hand Book of Quantitative Aptitude & Mental Ability Vol.II
C. Dhayanand, Dr. A. Vimala, and Dr. S. Sadhasivam
Oviya Publications, June 2017, ISBN: 978-93-86150-49-3

Alumini Reflections: