



Sri SAI RAM INSTITUTE OF TECHNOLOGY

An ISO 9001 : 2008 Certified Institution

Sai Leo Nagar, West Tambaram, Chennai - 44. www.sairamit.edu.in

DEPARTMENT OF MANAGEMENT STUDIES



Name : Dr. K. BARANIDHARAN

Designation : Asst. Professor

Email : baranidharan.mba@sairamit.edu.in

Qualification : MBA. Ph.D.,

Specialization : Management (Marketing)

Research Interest : Marketing

Experience in years : **Teaching** UG PG Industry

No. of Workshop/Conferences/
FDP attended : Workshop Conferences FDP

No. of Workshop/Conferences/
FDP Organized : Workshop Conferences FDP

Professional Membership	Life member Indian society for Technical Education (ISTE)
Publications	National : 2
	International:6
	Book : --

Research Funded Projects	NIL
Patents	NIL
Achievements	Produced 100% results
Any Other Information	

List of Publications:-

1. International journal of MARKETING (PIJM), Volume No:4, Issue No:2, Problems And Prospects Of Organized Retail Sector (Thanjavur), ISSN:2348-0491, Jan - June 2017.
2. International journal of Engineering and Management Research, Volume No:7, Issue No:3, A Study on Emergency Medical Services(EMS), ISSN:2250-0758 (online), May-June 2017.
3. International journal of Trade and Business Prospective, volume No:6, Number :02, Problems And Prospects Of Organized Retail Sector, ISSN: 2319-9059, UGC LISTED JOURNAL NO:48547, April - June 2017.
4. International journal of management focus, volume Issue 4, Customer Relationship Management and Retention in Fast Food Industry, ISSN:2250-2971, Oct-Dec 2012.

5. International journal of Applied Services Marketing Perspective, Volume 1, Number 2, Mobile Banking: a Conceptual Study, ISSN: 2279-0977. Oct-Dec 2012.
6. International journal of Finance, volume 1, issue no 1, Financial Assistance towards SMEs, ISSN: 2348-0475, July-Dec 2013.

Workshop / Conferences / FDP Attended:-

1. Attended "International Conference On Social Science Research for Sustaining Business & Economy In Global Market" at Sri Sairam institute of Management Studies, Chennai on Sep 20 & 21, 2017.
2. Attended National level seminar on "Business Skill Development for Budding Managers" at Sri Sairam Institute of Technology on 24.04.2015
3. Attended National level workshop on "Social Science Reserach Analytics using SPSS "at Sri sairam Institute of Technology on 17.04.2015.
4. Attended National level FDP on "Engineering Management Teaching strategies for Excellence" at Sri Sairam Institute of Management Studies on 29 & 30 Dec. 2014
5. Attended National level Workshop on Structured Equation Modelling using SPSS and AMOS at Sri Sairam Institute of Management Studies on 16 & 17 April, 2014
6. Attended "International Conference on Competitive Business Strategies for Sustainable Development, Hindustan College of Arts & Science, 2013, ISBN: 978-93-81208-11-3, volume 3, "CRM & HRM"
7. Attended "State Level Seminar on Marketing Before and After MNCs in India, National College, Trichy, 2013, "Financial Benefits of Brand Identity"

8. Attended international Conference on Economics, Business, Finance, Human Resource & Technology for Sustainable Development at SriSairam Institute of Management Studies on 20 & 21 Dec 2013.

9. Attended National level FDP on Retailing strategy for retention of customers at Sri Sairam Institute of Management Studies on 12 & 13 August 2013.