

## **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:** 8<sup>th</sup> 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:** 28<sup>th</sup> 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](#)

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## **1. UGC**

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**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

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## **2. UGC**

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**Title of the project :** Innovative Programme Textiles and Apparel Design

**Funding Agency :** UGC - Innovative Programme

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

**Duration :** 2010-2011

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## **3. NCW**

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**Title of the project :** Digital Skill development in Rural India

**Funding Agency :** NCW

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

**Duration :** 2019

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## **4. DDE**

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**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

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## **5. UGC**

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**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

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## **6. DIC**

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**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

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## **7. EDI**

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**Title of the project :** PMEGP,EDI

**Funding Agency :** EDI funded

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

**Duration :** March 2012

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## **8. EDI**

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**Title of the project :** UYEGP, EDI

**Funding Agency :** EDI funded

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

**Duration :** March 2012

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## **9. EDI**

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**Title of the project :** NEEDS,EDI

**Funding Agency :** EDI funded

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

**Duration :** May 2014

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## **10. EDI**

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**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**

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## **1. RUSA**

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**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](#)

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## **1. Amoga**

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

**Funding Agency :** Amoga Weld Techniques

**Amount :** Rs 40000

**Duration :** 3 MONTHS March -May, 2003

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## **2. Chandra**

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**Title of the project :** 360 degree appraisal implementation

**Funding Agency :** Chandra Hundai Dealership firm

**Amount :** Rs 25000

**Duration :** 4 months, May-Sep, 2006

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## 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

**Yearof Award:**2017

**Nithi K Menon**

**Title of the Thesis** : Expatriate HR ORIENTATONS

**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

**Arunmozhli 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,  
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Tab 6 Content

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