

Kings College of Engineering

Department of Management Studies

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No. of workshop/ Conferences /FDP attended:	16/7/15
Publication:	Journal National: - 01 International:05
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JOURNAL PUBLICATIONS

1. Published an International journal on Title **"A STUDY ON CONSUMER DISENGAGEMENT FROM DIGITAL MARKETING STIMULI:A BEHAVIORAL ANALYSIS OF AD FATIGUE IN THE ATTENTION ECONOMY"** has been successfully published in Volume 08, No. 03(I), July-September, 2025, pp 107-116, **International Journal of Advanced Research in Commerce, Management & Social Science (IJARCMSS)**, Journal Link
2. Published an International journal on Title **"RETAILING E-BIKES IN A DIGITAL ERA: A STUDY OF CONSUMER PERCEPTION AND MARKETING DYNAMICS ACROSS URBAN AND SEMI-URBAN SEGMENTS IN TAMIL NADU"** has been successfully published in Volume 3, Issue 1, January-June 2025 of **International Journal Of Artificial Intelligence In Business (IJAIB)**,Page no:01-16, Journal ID: 8993-1162;
3. Published an International journal on Title **"SMART MARKETS, GREEN FIELDS: SUSTAINABLE AGRICULTURAL MARKETING AND PROFITS USING DIGITAL PLATFORMS IN EMERGING ECONOMIES: A STUDY ON THE CAUVERY DELTA REGION IN TAMIL NADU"** has been successfully published in Volume 16,Issue 2, May 2025 of **Journal of Economic Studies and Financial Research (JESFR)**, MAT-Publication, Page no:19-35 (e- ISSN:2584-1629),
4. Published an International journal on Title **"THE ROLE OF SOCIAL MEDIA IN E-COMMERCE MARKETING FOR BUSINESS STARTUPS"** has been successfully published in Volume 10,40S, April 2025 of **JOURNAL OF INFORMATION SYSTEMS ENGINEERING AND MANAGEMENT (JISEM)** Page no:782-788 (e- ISSN: 2468-4376) Journal ID: 7479/3465,
5. Published an international journal on Title **"CUSTOMER SATISFACTION CONTRAST ON VARIOUS RADIUS OF SERVICE QUALITY TRAITS OF PRIVATE BANKS"** has been successfully published in Volume 16, Issue 2, March-April 2025 of **INTERNATIONAL JOURNAL OF MANAGEMENT (IJM)** Page no:25-29 (ISSN Print: 0976-6502; ISSN Online: 0976-6510) Journal ID: 6251-7894,
6. Published an international journal on Title **"Exploring Factors Influencing The Adoption of online Shopping: A Qualitative Approach."** 2024,30(4) **Educational Administration theory and practice** ,April 2024, Page no:7369-7374 (ISSN : 2148-2403, Http:// Kuey.Net)
7. Published an international journal on Title **"A study on marketing strategies of health care services and patients' decision making regarding choice of a hospital."** 2018 **IJRAR** July 2018, Volume 5, Issue 3.Page no:33-41. (E-ISSN 2348-1269, P- ISSN 2349-5138). Journal ID: 6251-7894,
8. Published an international journal on Title **"A study on marketing mix strategy for promoting health care services"** in **International journal of emerging technologies and innovative research** (WWW.jetir.org), ISSN: 2349-5162,VOL9,PAGE NO:494-499 September-2018. Journal ID: JETIR1809476,
9. Published an international journal **"A study on personality and attitude of employees and its implication in service quality delivery in hotel industry in thanjavur."** In **International journal for research instinct**,ISSN:2348-2095,VOL-2,OCTOBER 2015.PAGE NO:132-152,