

Faculty Research Profile



- 1) Name of the Faculty: Dr.B.Girimurugan.
- 2) Emp ID: 5858
- 3) Department: Business School
- 4) Research Group: Marketing
- 5) Research Areas of Interest: Marketing
- 6) Publications:
 - A) WoS/Scopus/SCIE Journal Articles: 05
 - B) Q1: 01 Q2:Nil Q3:03 Q4:01
 - C) Citations:59
 - D) H-Index: 05
 - E) Conference Papers: 09
 - F) Books/Chapters:05
 - G) Patents Published/Granted:03
- 7) Sponsored Projects: Nil
- 8) Consultancy/NGO Projects: Nil
- 9) PhD's Awarded: Nil
- 10) Research Awards and Recognitions: 02
- 11) Additional Information if any: Nil
- 12) Contact Details: 9865999992