

Dr. U. LEYAKATH ALI KHAN, M.Com., MBA, M.Phil., Ph.D.,
Assistant Professor,
Department of Business Administration,
Jamal Mohamed College, Trichy - 20.
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OBJECTIVE

To achieve career growth and development, always keeping the institution's goal as the priority and also accepting the challenging assignment.

STRENGTH

- Good designing, Logical thinking and Problem solving skills.
- Quick Learner, Attitude to adopt new technologies and Environments.
- Ability to work well under pressure.

EDUCATIONAL QUALIFICATION

Degree/ Course	Subject	University/College/School Name	Year	Percentage	Class
Ph.D	Commerce	Jamal Mohamed College, Trichy – 620 020	September 2017	Commended	
M. Phil	Management	Jamal Mohamed College, Trichy – 620 020.	February 2011	80.00	I st Class with Distinction
MBA	Management	Bharathidasan University (Distance Education)	April 2007	64.00	I st Class
M.Com	Commerce	Jamal Mohamed College, Trichy – 620 020.	April 2005	66.00	I st Class
B.Com	Commerce	Jamal Mohamed College, Trichy - 620 005.	April 2003	54.00	II nd Class
HSC		Bishop Heber Higher Sec. School, Trichy – 2	March 2000	61%	I st Class
SSLC		Bishop Heber Higher Sec. School, Trichy – 2	March 1998	67%	I st Class

TECHNICAL QUALIFICATION

S.No.	Course	Subject	Year	Class
1	Diploma in computer application	Ms-Word, Ms-Excel, Ms-Power point, Ms-Access	October 2003	I st Class
2	Type writing	English (Lower)	August 2000	II nd Class
3	Hindi	Prathmic	February 2003	I st Class

TEACHING EXPERIENCE: 14 Years

S.No.	Designation, College Name and Address	Years of service	Period of Service
1	Assistant Professor, Department of Business Administration, Jamal Mohamed College, TVS Tolgate, Trichy 620 020.	14 Years	June 2009 to Till date

INDUSTRY EXPERIENCE: 2 Years 11 Months

S.No	Company Name	Designation	Years of service	Period of Service
1	Femina Hotel Pvt Ltd	Accounts Assistant	1 year 1 month	November 2005 to November 2006
2	AC Nielsen ORG- MARG Ltd	Field Representative	1 year 10 months	February 2007 to November 2008

AREA SPEALISATION

- Marketing and Finance

SUBJECTS HANDLED

- Nearly **All Subjects** included **Commerce** and **Management**

OTHER ACTIVITIES

- Worked as an **Organizing Secretary** for One day **State level seminar** held on **1st Feb 2014**.
- Worked as a **Department Test In charge** from **June 2014 to April 2015**.
- Worked as a **Department Vice president** for the period **June 2015 to May 2016**.
- Acted as Resource person in **B.Com, M.Com** and **MBA** subjects in Bharathidasan University Distance Education.

SEMINAR PAPER PRESENTATION AT INTERNATIONAL LEVEL

S. No.	College Name & Address	Seminar Title	Title of the Paper	Date
1	Jamal Mohamed College, Department of BBA & PG Department of Commerce (SF), TVS Tolgate, Trichy – 20.	Contemporary issues and challenges in global scenario	Major issues & challenges of brand management ISBN: 978-93-81521-28-1	13 th & 14 th February 2013
2	Jamal Mohamed College, Department of BBA & PG Department of Commerce (SF), TVS Tolgate, Trichy – 20.	Global competitiveness – A Challenge for sustenance and excellence	A study on brand equity with reference of fast moving consumer goods (FMCG) in Tiruchirappalli city. ISSN: 2250-1940	16 th & 17 th August 2013
3	Jamal Mohamed College, Department of BBA & PG Department of Commerce (SF), TVS Tolgate, Trichy – 20.	Global Economic Revival: A Changing Scenario	Strategic importance of Brand Positioning concept in Brand management	16 th & 17 th August 2014
4	Jamal Mohamed College, Department of BBA & PG Department of Commerce (SF), TVS Tolgate, Trichy – 20	Inclusive Economic growth	Brand position among two wheeler motorcycles in Tiruchirappalli district-An empirical Study. ISSN: 0973-0303	13 th & 14 th August 2015
5	IJARSD, Kottucherry Road, Nedungadu, Puducherry – 609603	International Journal of Advanced Scientific Research & Development	Brand Positioning towards major brands of two wheeler motorcycles and its impact on buying decisions with reference to Tiruchirappalli District	January – March 2016
6	Laxmi Book Publication Solapur – 413005, Maharashtra, India	International Recognition Multidisciplinary Research Journal	A study on Brand preference and satisfaction of select Brands' Two wheeler motorcycles in Tiruchirappalli District	April 2016

INTERNATIONAL PAPER PRESENTATION IN CONFERENCE

S. No.	College Name & Address	Seminar Title	Title of the Paper	Date
1	Bon Secours college for women, Vilar bypass road, Thanjavur -613006, Tamil Nadu, India	International challenges of global entrepreneurship in the 21 st century	Entrepreneurial support system in marketing if banking services. ISBN: 978-93-81568-65-1	30 th & 31 st August, 2012
2	Bon Secours college for women, Vilar bypass road, Thanjavur -613006, Tamil Nadu, India	The Global logic of strategic alliances in commerce and management	Customer behavior towards brand positioning among two wheeler motorcycles in Tiruchirappalli District	Jan 2018

INTERNATIONAL PAPER PARTICIPATION IN CONFERENCE

S. No.	College Name & Address	Seminar Title	Title of the Paper	Date
1	Kongunadu Arts and science college, Coimbatore -641 029, Tamil nadu India	International conference on HRM in the era of global mobility	Resource out sourcing in large scale companies	18 th July, 2012

SEMINAR PAPER PRESENTATION AT NATIONAL LEVEL

S. No.	College Name & Address	Seminar Title	Title of the Paper	Date
1	Jamal Mohamed College, PG Department of Commerce (SF) and Department of BBA, TVS Tolgate, Trichy – 20.	National seminar on Recent trends Indian Economy	Role of HRM in Indian Economy	4 th February, 2011
2	Jamal Mohamed College, Department of BBA & PG Department of Commerce (SF), TVS Tolgate, Trichy – 620 020.	One day national seminar on India- An Emerging economic power	Recent trends in microfinance. ISBN: 93-81521-00-7	4th February, 2012
3	Jamal Mohamed College, PG and Research Department of Commerce, TVS Tolgate, Trichy – 20.	One day National seminar on service sector in the Globalisation Era	Service Quality Measurement in Hotel and Restaurants	22 nd February, 2012
4	Jamal Mohamed College, TVS Tolgate, Trichy – 20.	National seminar on Examination		24 th February, 2012
5	Jamal Mohamed College, PG Department of Commerce (SF) and Department of BBA, TVS Tolgate, Trichy – 20.	Problems and challenges in the management of micro, small and medium enterprises	Computation due to globalization in MSME. ISBN: 978-93-81521-01-4	25 th February, 2012
6	Jamal Mohamed College, Department of Commerce (SF) and BBA, TVS Tolgate, Trichy – 20.	Global economic revival: A Changing Scenario.	Strategic importance of brand positioning concept in brand management. ISSN: 0973-0303	16 th & 17 th August, 2014
7	Jamal Mohamed College, PG Department of Commerce (SF) TVS Tolgate, Trichy – 20.	Marketing strategies for make in India products and services	Brand position among two wheeler motorcycles	24 th January, 2015

8	Jamal Mohamed College, PG and Research Department of Commerce, TVS Tolgate, Trichy – 20.	New Vistas in Employment Relations in Public and Private sector undertakings	Impact of Employment Relations in Organisational Climate	5 th February, 2015
9	Jamal Mohamed College, PG Department of Commerce (SF) TVS Tolgate, Trichy – 20.	Practical Application of interest free financing for the economic development	A study on interest free financing of Automobile Industry	13 th February, 2016
10	Jamal Mohamed College, PG Department of Commerce (SF) TVS Tolgate, Trichy – 20.	One day National seminar on Growth strategies for business development in India	A study on segmentation strategies with special reference to two wheeler market in India	28 th September, 2016
11	Jamal Mohamed College, PG Department of Commerce (SF) TVS Tolgate, Trichy – 20.	One day National seminar on Emerging Business Practices in the Global Environment	A Study on Brand equity of Bajaj two wheeler motorcycles in Tiruchirappalli District	19 th January, 2017
12	Jamal Mohamed College, PG Department of Commerce (SF) TVS Tolgate, Trichy – 20.	Strategic growth of business in new India – Prospects and Challenges	A Study on the promotional strategies in the two wheeler market in Tiruchirappalli District. ISSN: 2320-4168	23 rd September, 2017
13	Jamal Mohamed College, PG Department of Commerce (SF) TVS Tolgate, Trichy – 20.	Implementation and management of GST in India – An Appraisal	Impact of GST on two wheeler sector in Tiruchirappalli District	25 th January, 2018

NATIONAL PAPER PRESENTATION IN CONFERENCE

S. No.	College Name & Address	Seminar Title	Title of the Paper	Date
1	Jamal Mohamed College, PG and Research Department of Commerce, TVS Tolgate, Trichy – 20.	Myths and Realities of Business in the Digital Era	A study on customer relationship management and its impact on Automobile Industry in Digital Era	17 th February, 2016

SEMINAR PAPER PARTICIPATION AT NATIONAL LEVEL

S. No.	College Name & Address	Seminar Title	Title of the Paper	Date
1	Sastra University, Tanjavur - 613401	One Day National Seminar on Branding and Advertising for Future Managers	Recent trends in brand position among two wheelers	12 th October, 2009
2	Jamal Mohamed College, TVS Tolgate, Trichy – 620 020.	National level seminar on Quality enhancement in Teaching, Research and Extension in Higher Education Institutions – Prospects and Problems		15 th April, 2010
3	Jamal Mohamed College, Department of BBA & PG Dept of Commerce (SF), TVS Tolgate, Trichy – 20.	National seminar on Recent trends in Indian economy-A management perspective	Role of HRM in economy	4 th February, 2011
4	Jamal Mohamed College, Department of BBA & PG Dept.of Commerce (SF), TVS Tolgate, Trichy – 20.	One day national seminar on service sector in the globalization era	Service quality measurement in the hotel and restaurants	22 nd February, 2012
5	Jamal Mohamed College, Department of BBA & PG Department of Commerce (SF), TVS Tolgate, Trichy – 620 020	One day seminar on Marketing Strategies for make in India products and services	Brand position among two wheeler motor cycle.	24 th January, 2015
6	Jamal Mohamed College, Department of BBA & PG Department of Commerce (SF), TVS Tolgate, Trichy – 620 020	National Seminar New vistas in employment relations in public & private sector undertakings	Impact of employment relation in organizational Climate	5 th February, 2015

SEMINAR PAPER PRESENTATION AT STATE LEVEL

S.No.	College Name & Address	Seminar Title	Title of the Paper	Date
1	Jamal Mohamed College, PG TVS Tolgate, Trichy – 20.	Teaching, Learning and Research in Higher Education – Excellence and Beyond Excellence		7 th March, 2012
2	Jamal Mohamed College, Department of BBA & PG Dept. of Commerce (SF), TVS Tolgate, Trichy – 20.	Problems and Prospects of Service Sector in India.	Marketing trends in banking industry – An overview ISBN:978-93-81521-19-9	12 th January, 2013

3	Jamal Mohamed College, Department of BBA & PG Department of Commerce (SF), TVS Tolgate, Trichy – 620 020.	Financial Inclusion – An Equitable Economic Growth.	The conceptual framework for building a customer based brand equity in six stage models of brand evaluation ISBN:978-81-909104-0- 8	21 st September, 2013
4	Jamal Mohamed College, Department of BBA & PG Department of Commerce (SF), TVS Tolgate, Trichy – 620 020.	Different Perspectives of Companies Act 2013 – Towards Corporate Excellence	Present position of independent director under companies Act 2013 ISBN:978-81-909104-2- 2	1 st February, 2014
5	Jamal Mohamed College, PG and Research Department of Commerce , TVS Tolgate, Trichy – 620 020.	One day state level seminar on Corporate Social Responsibility – Issues and Challenges in India	CSR of fast moving consumer goods companies in India	29 th January, 2014
6	Srimad Andavan Arts and Science College, PG & Research Department of Management, Trichy - 620005	State level seminar on Emerging Trends in Modern Marketing	Role of Social Media Marketing in Automobile Sector	25 st September, 2015

SEMINAR PAPER PARTICIPATION AT STATE LEVEL

S.No.	College Name & Address	Seminar Title	Title of the Paper	Date
1	Jamal Mohamed College, TVS Tolgate, Trichy – 620 020.	State level seminar on Examination Reforms		12 th March, 2010
2	Jamal Mohamed College, PG and Research Department of Commerce , TVS Tolgate, Trichy – 620 020.	One day state level seminar on Corporate Governance in India- Challenges and Prospects	Contemporary issues in Corporate Governance	19 th March, 2010
3	Jamal Mohamed College, TVS Tolgate, Trichy – 620 020.	Creating Competitiveness to excel in higher education – a TQM		8 th December, 2010
4	Jamal Mohamed College, PG and Research Department of Commerce , TVS Tolgate, Trichy – 620 020.	Investment Opportunities and Challenges		12 th January, 2011
5	Jamal Mohamed College, Department of BBA & PG Department of Commerce (SF), TVS Tolgate, Trichy – 620 020.	Practical application interest free financing for the economic growth	A study on interest free financing of Automobile industry	13 th January, 2016

WORKSHOP ATTENDED

S.No.	College Name & Address	Workshop Title	Date
1	Jamal Mohamed College, Department of BBA & PG Department of Commerce (SF), TVS Tolgate, Trichy – 620 020.	International Financial Reporting Standards (IFRS).	1 st October 2011
2	Jamal Mohamed College, PG & Research Department of Commerce, TVS Tolgate, Trichy – 620 020.	Stock Market Practices.	12 th January 2012
3	Jamal Mohamed College, PG and Research Dept. of Mathematics, Trichy – 620 020.	A four day workshop on “LATEX and SPSS”	26 th ,29 th ,30 th September 2014 & 1 st Oct 2014
4	Jamal Mohamed College, Department of Business Administration, TVS Tolgate, Trichy – 620 020.	Entrepreneurship Development	24 th February 2015
5	Jamal Mohamed College, Department of Business Administration, TVS Tolgate, Trichy – 620 020.	Investment in Stock Market for Beginners	06 th October – 2015

FACULTY DEVELOPMENT PROGRAMME ATTENDED

SL. NO	TITLE	DATE
1	Stress Management	13 th June 2017 – 14 th June 2017
2	Decision Making Skills	23 rd November 2018 – 24 th November 2018
3	Advanced presentation skills for teaching staff	29 th November 2019 – 30 th November 2019
4	Teaching skills	7 th January 2021
5	Soft skills for teaching staffs	25 th June 2021

PERSONAL DETAILS

Name : Dr. U. LEYAKATH ALI KHAN
Father's name : M. USMAN KHAN
Date of birth : 04/05/1982
Gender : Male
Marital status : Married
Nationality : Indian
Religion : Islam
Address for communication : 1/47, Mappillai Nayakkan Tank Street,
Sandhukadai, Trichy – 620008.
Contact No : 9842616783, 8610353326
Languages known : Tamil, English, Hindi, Urdu

DECLARATION

I assure you sir that I will render my duties to the full satisfaction of my superiors.

Date:

Yours Faithfully,

Place: Trichy

(Dr. U. LEYAKATH ALI KHAN)