

RESUME



1. Name : **Dr. M. BALASUBRMANIAN**
2. Date of Birth : 13.06.1974
3. Address: Residential:
1/44 Keezha Vayalur Street,
Koothur (P.O) Angarai (via)
Lalgudi (Tk) Tiruchy (Dt) Pin: 621703
- Office:
PG Dept. of Commerce (SF)
Jamal Mohamed College (Autonomous)
Race Course Road, TVS Tollgate, Tiruchirappalli – 20
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- Mobile : 9597167122
4. Designation : Assistant Professor of Commerce

5. Educational Qualifications:

S. No.	Qualification	Subject	Board/University	Year of passing	Class
1.	M.Com	Commerce	UD College, Tiruchy & Bharathidasan University, Triuchy	1997	II
2.	M. Phil	Commerce	JMC, Tiruchy & Bharathidasan University, Triuchy	2001	Distinction
3.	MBA	Management (Finance)	Periyar University, Salem	2010	First
4.	M. Sc.	Psychology	Madras University, Chennai	2003	II
5.	M. Phil	Psychology (HRM)	Annamalai University, Chidambaram	2011	II
6.	B. L. I. Sc.	Library Information Science	Madurai Kamaraj University, Madurai	2000	II
7.	SET	Commerce	Bharathiar University, Coimbatore	2013	Qualified
8.	Ph. D	Finance	Bharathiar University, Coimbatore	2014	--

Technical & Computer Qualifications

S. No.	Name of the Courses	Board /Institution	Year	Class
1.	PGDCA	Tiruchy Computers, Affiliated to Bharathidasan University, Tiruchy	1996	First
2.	Typewriting Senior Grade - English	Govt. of Technical Education, Chennai	1993	II
3.	Typewriting Senior Grade - Tamil	Govt. of Technical Education, Chennai	1994	II

6. Experience:

Name of the Institution	Designation	Period
Jamal Mohamed College (Autonomous), Tiruchirappalli – 620020	Programmer, Dept. of Commerce	16.07.2005 to 15.06.2008 handled computer applications practical papers
	Assistant Professor of Commerce	16.06.2008 to till date

Under Graduate: **07 Years & 7 Months** Post Graduate: **07 Years & 7 Months**

Resource person for Guest Lecturers and Conduct Classes:

B.Com, B.B.A, and M.B.A., Courses of Bharathidasan University and Madras University.

7. Areas of Specialization : Accounting & Finance

8. Languages Known : Tamil, English
Hindi (Read & Write)

9. Subjects Taught :

Under Graduate : Financial Management, Corporate Accounting, Business Law, Computer Application in Business, Advanced Accountancy and Management Accounting

Post Graduate : Research Methodology, AFM, Corporate Law, Information Technology

10. Details of Paper Presented International Seminar & Conferences

Sl. No.	Title of the Paper	Name	Venue	Date
1.	Private Labels (A Recipe For Retail Success)	Two days International Conference on "Survival and Growth Strategy in Changing Business Scenario"	Dept. of Commerce, DDE Wing Annamalai University, Chidambaram	26 & 27 th Dec. 2009
2.	Service Quality of Hotel for Quality Inn Sabari – Chennai	International Conference on Management Practices for Sustainable Growth	Dept. Busi. Admn. Annamalai University, Chidambaram	28 th to 30 th 2010
3.	Recycling Energy through Sugar Mill's Co-generation – An Overview	Three Day International Conference on CBRCC – From Awareness to Adoption	Dept. of Commerce, Salem Periyar University, Salem	7 th to 9 th December 2011
4.	Impact of Watershed Mgt. in the Living Conditions of People in Tamil Nadu	4 th International Conference on Innovative Management Strategies For Emerging Business Paradigms	Adaikalamatha Institute of Management, Tanjavur	28 th Jan. 2012
5.	Performance & Growth of Shree Renuka Sugars in India	Two Day International Seminar on Global Competitiveness – A Challenge for Sustenance & Excellence	Dept. of BBA & Commerce (SF) Jamal Mohamed College, Tiruchy	16 th & 17 th August, 2013
6.	QWL among Employees in Ashok Leyland Ltd	Two Day International Seminar on Global Competitiveness – A Challenge for Sustenance & Excellence	Dept. of BBA & Commerce (SF) Jamal Mohamed College, Tiruchy	16 th & 17 th August, 2013
7.	The role of BRICS in the world Economy	Global Economic Revival: A Changing Scenario	Dept. of BBA & Commerce (SF) Jamal Mohamed College, Tiruchy	16 th & 17 th August, 2014
8.	Need of Renewable Energy for the success of Make in India	Inclusive Economic Growth	PG Dept. of Commerce, Jamal Mohamed College Trichy	13 th & 14 th August, 2015
9.	Indian Agriculture: Performance and Challenges	Inclusive Economic Growth	PG Dept. of Commerce, Jamal Mohamed College Trichy	13 th & 14 th August, 2015

National Level Seminars/Conferences

Sl. No	Title of the Paper	Name	Venue	Date
1.	Growth of Indian Bond Market	National Seminar on Financial Markets – Innovations & Growth	VLB Janakiammal College of Arts & Science, Coimbatore	6 th February, 2010
2.	Burglary Insurance in India	UGC sponsored National Seminar on “Emerging issues in Banking and Insurance Sector”	Sri. S. Ramasamy Naidu Memorial College, Sattur	4 th & 5 th March, 2010
3.	Growth of Corporate Governance in India	UGC Autonomous Grant State Level seminar on “Corporate Governance in India – Challenges and Prospects”	Jamal Mohamed College (Autonomous), Tiruchirappalli	19 th March, 2010
4.	Investors Perception towards Derivatives Market	Problems and Prospects of Globalisation, DDE Political Science Wing	Annamalai University, Chidambaram	8 th & 9 th March, 2010
5.	Attitude of the Employees towards Recruitment, Work & orgn. in SRF Ltd, Viralimalai	National Conference on “Innovative Challenges in Strategic Management”	Srinivasan College of Arts & Science, Perambalur	19 th & 20 th March, 2010
6.	Financial Performance of Mincore Pvt. Ltd Chennai	National Conference on “Innovative Challenges in Strategic Management”	Srinivasan College of Arts & Science, Perambalur	19 th & 20 th March, 2010
7.	IT Revolution (Reshaping Economy)	UGC sponsored National Seminar on “Impact of Globalisation on Indian Industries & Foreign Trade	Khadir Mohideen College, Adirampattinam	27 th & 28 th March, 2010
8.	Retail Value and their Strategies	UGC sponsored National Seminar on “Impact of Globalisation on Indian Industries & Foreign Trade	Khadir Mohideen College, Adirampattinam	27 th & 28 th March, 2010

9.	MNREGS	One Day National Seminar on Synergize: Green to Gold	Dept. Busi. Admn. Annamalai University,	3 rd Sep. 2010
11.	Investment Opportunities and Challenges	One Day State Level Seminar Investment Opportunities and Challenges	Dept. of Commerce, Jamal Mohamed College, Tiruchirappalli	12 th Jan. 2011
12.	Marketing Problems faced by Agro-Based Industries in India	4 th National Conference on Management in the Age of Innovation	Dept. of Management Studies, JIM, JMC, Tiruchy	25 th Jan. 2011
13.	Performance of Sugar Industry in India- An Overview	One Day National Seminar on Recent Trends in Indian Economy – A Management Perspective	Dept. of Commerce & BBA, Jamal Mohamed College Tiruchirappalli	4 th Feb. 2011
14.	Impact of Medical Tourism in Indian Economy	One Day National Seminar on Recent Trends in Indian Economy – A Management Perspective	Dept. of Commerce & BBA, Jamal Mohamed College Tiruchirappalli	4 th Feb. 2011
15.	Contribution of Sugar Industry to India's GDP & Economic Growth	One Day National Seminar on India – An Emerging Economic Power	Dept. of Commerce (SF), Jamal Mohamed College, Tiruchy	4 th Feb.2012
16.	Growth of Small Scale & Village Industries in India	One Day National Seminar on India – An Emerging Economic Power	Dept. of Commerce (SF), JMC, Tiruchy	4 th Feb.2012
17.	ICT in Globalization- An Overview	One Day National Seminar on Service Sector in the Globalization Era	Dept. of Commerce Jamal Mohamed College, Tiruchy	22 nd Feb. 2012
18.	Problems & Prospects of SME's of India in Current Scenario	One Day National Seminar on Problems & Challenges in the Management of MSME	Dept. of Commerce (SF), Jamal Mohamed College, Tiruchy	25 th Feb. 2012
19.	Prospects of Agro-Based Industries in India	One Day National Seminar on Marketing Strategies for make in India Products & Services	Dept. of Commerce (SF), Jamal Mohamed College, Tiruchy - 20	24 th January, 2015
20.	Challenges of Rural Marketing Strategies: Selling Products & Services	One Day National Seminar on Marketing Strategies for make in India Products & Services	Dept. of Commerce (SF), Jamal Mohamed College, Tiruchy - 20	24 th January, 2015

21.	A Study on Consumer Purchasing Behaviour of Brand Preferences in Mobile Phones with Spl. Ref. to Tiruchirappalli Dt	One Day National Seminar on Marketing Strategies for make in India Products & Services	Dept. of Commerce (SF), Jamal Mohamed College, Tiruchy - 20	24 th January, 2015
22.	Major Issues and Constraints in Islamic Banking	One day National Seminar on Practical Application of Interest Free Financing for the Economic Development	Dept. of Commerce (SF), Jamal Mohamed College, Tiruchy	13 th January 2016

State and Regional Level Seminars and Conferences

Sl. No	Title of the Paper	Name	Venue	Date
1.	Foreign Direct Investment in India	UGC Autonomous Grant State Level seminar on "Corporate Governance in India – Challenges and Prospects"	Dept. of Commerce, Jamal Mohamed College Tiruchirappalli	19 th March, 2010
2.	Investment Opportunities and Challenges	One Day State Level Seminar Investment Opportunities and Challenges	Dept. of Commerce, Jamal Mohamed College, Tiruchirappalli	12 th Jan. 2011
3.	Health Care in India Challenges & Opportunities	One Day State Level Seminar Problems & Prospects of Service sector in India	Dept. of Commerce, Jamal Mohamed College, Tiruchy-20	12 th Jan. 2013
4.	Agricultural Insurance in India with special reference to Sugarcane Crop Insurance	One Day State Level Seminar Problems & Prospects of Service sector in India	Dept. of Commerce, Jamal Mohamed College, Tiruchy-20	12 th Jan. 2013
5.	Role of Service Sector in India	One Day State Level Seminar Problems & Prospects of Service sector in India	Dept. of Commerce, Jamal Mohamed College, Tiruchy	12 th Jan. 2013
6.	Financial Education – A Tool For Financial Inclusion	One Day State Level Seminar Financial Inclusion – A way of Equitable Growth	Dept. of Commerce, Jamal Mohamed College, Tiruchy-20	21 st Sep. 2013

7.	Recent Trends of Financial Inclusion in India	One Day State Level Seminar Financial Inclusion – A way of Equitable Growth	Dept. of Commerce, Jamal Mohamed College, Tiruchy-20	21 st Sep. 2013
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11. Details of Seminars / Conference / Workshops and Faculty Development Programme Attended

Sl. No.	Name	Venue	Date
1.	Two days Interaction Programme for Ph. D Scholars,	UGC – Academic Staff College, Pondicherry University, Puducherry	17 th & 18 th Sep 2009
2.	State Level Seminar on Examination Reforms	Jamal Mohamed College, Tiruchirappalli	12 th March, 2010
3.	National Level Seminar on “Quality Enhancement in Teaching, Research and Extension in Higher Education Institutions – Problems and Prospects	Jamal Mohamed College, Tiruchirappalli	15 th & 16 th March, 2010
4.	Faculty Development Programme on Academic Research Writing	Annamalai University, Chidambaram	17 th April, 2010
5.	National Workshop on Research Publications in Commerce & Management	Bharathidasan University, Tiruchirappalli	24 th & 25 th April, 2010
6.	Faculty Development Programme on Data Analysis in Research – Using SPSS	Organised By Dept. of Management Studies, KLN College of Engg. College, Sivagangai	27 th October 2010
7.	Seminar on Creating competitiveness to excel in Higher Education	Organised by IQAC, Jamal Mohamed College, Tiruchy – 20	8 th December 2010
7.	Faculty Development Programme on Management Games	Organised by Dept. Business Administration, Annamalai University, Chidambaram	2 nd March 2011
8.	Two Day Regional Workshop on Research Skills in Commerce	Organised by Dept. of Commerce, Jamal Mohamed College, Tiruchirappalli	5 th & 6 th April 2011
9.	One Day Workshop on International Financial Reporting Standards (IFRS)	Organised by Dept. of BBA & Commerce (SF), Jamal Mohamed College, Tiurchy	1 st October 2011

10.	One Day State Level Workshop on Stock Market Practices	Organised by Dept. of Commerce, Jamal Mohamed College, Tiruchirappalli	12 th January 2012
11.	One Day National Level Exam Reforms	Organised by Dept. of Exams. Jamal Mohamed College, Tiruchirappalli	24 th Feb.2012
12.	One Day Seminar on “Teaching, Learning & Research in Higher Education – Excellence and Beyond Excellence	organized by IQAC, held at Jamal Mohamed College, Tiruchirappalli	March 07, 2012
13.	A Comprehensive Serial Research Workshop on Finance Stage – I & Stage - II	Organized by School of Commerce, Bharathiyar University, Coimbatore	Sep. 2012 & Feb.2013

Papers published in Journals

S. No.	Name of the Journal	Title of the paper	Year
1.	HRD Times	Twinsumerism	Dec. 2009
2.	HRD Times	Mutual funds	June 2010
3.	HRD Times	Indian Sugar Industry Problems & Prospects	February 2011
4.	Global Research Analysis (International Referred)	Financial Performance of Sugar Industries in India	Sep.2012
5.	Research Explorer	Performance & Growth of Shree Renuka Sugars in India	August 2013
6.	Research Explorer	QWL among Employees in Ashok Leyland Ltd	August 2013
7.	JARJ: An Interdisciplinary	The role of BRICS in the World Economy	August 2014
8.	JARJ: An Interdisciplinary	Prospects of Agro-Based Industries in India	January 2015
9.	JARJ: An Interdisciplinary	Challenges of Rural Marketing Strategies: Selling Products & Services	January 2015
10.	JARJ: An Interdisciplinary	A Study on Consumer Purchasing Behaviour of Brand Preferences in Mobile Phones with Spl. Ref. to Tiruchirappalli Dt	January 2015
11.	JARJ: An Interdisciplinary	Need of Renewable Energy for the success of Make in India	August 2015

12.	JARJ: An Interdisciplinary	Indian Agriculture: Performance and Challenges	August 2015
13.	International Journal of Business and Administration Research Review	A Study on Solvency and Profitability Position of Private Sugar Mills in Tiruchirappalli Dt	September 2015
13	JARJ: An Interdisciplinary	Major Issues and Constraints in Islamic Banking	January 2016

Published in Edited Volume with ISBN

S. No.	Title of the Paper	Title of the Programme	Year
1.	Private Labels (A Recipe For Retail Success)	Survival and Growth Strategy in Changing Business Scenario	Dec. 2009
2.	Service Quality of Hotel for Quality Inn Sabari – Chennai	Management Practices for Sustainable Growth	July 2010
3.	MNREGS	Synergize: Green to Gold	Sep. 2010
4.	Marketing Problems faced by Agro-Based Industries in India	Management in the Age of Innovation	Jan. 2011
5.	Performance of Sugar Industry in India- An Overview	Recent Trends in Indian Economy – A Management Perspective	Feb. 2011
6.	Impact of Medical Tourism in Indian Economy	Recent Trends in Indian Economy – A Management Perspective	Feb. 2011
7.	Recycling Energy through Sugar Mill's Co-generation – An Overview	CBRCC – From Awareness to Adoption	Dec. 2011
8.	Contribution of Sugar Industry to India's GDP & Economic Growth	India – An Emerging Economic Power	Feb. 2012
9.	Growth of Small Scale & Village Industries in India	India – An Emerging Economic Power	Feb. 2012
10.	Problems & Prospects of SME's of India in Current Scenario	Problems & Challenges in the Management of MSME	Feb. 2012
11.	Health Care in India Challenges and Opportunities	One Day State Level Seminar Problems & Prospects of Service Sector in India	Jan. 2013
12.	Agricultural Insurance in India with special reference to Sugarcane Crop Insurance	One Day State Level Seminar Problems & Prospects of Service Sector in India	Jan. 2013

13.	Financial Education – A Tool For Financial Inclusion	One Day State Level Seminar Financial Inclusion – A way of Equitable Growth	Sep.2013
14.	Recent Trends of Financial Inclusion in India	One Day State Level Seminar Financial Inclusion – A way of Equitable Growth	Sep.2013

12. Editor of the Books

S. No.	Title of the Book	Publishers	Year of Publishing
01.	Recent Trends in Indian Economy – A Management Perspective	Jazym Publications, Tiruchy – 23	Feb. 2011
02.	India – An Emerging Economic Power	Jazym Publications, Tiruchy – 23	Feb. 2012

13. Details of Seminars Organized

Seminar **Organizing Secretary** for National Level Seminar on **“India – An Emerging Economic Power”** Conducted by Post Graduate Department of Commerce (SF), Jamal Mohamed College, Tiruchirappalli on 4th February 2012.

14. Details of In-charge of Academic Activities:

Tutor in- charge of M. Com & Staff In-charge of Tally Accounting Package for Women Section Self-Financing Courses.

Declaration

I hereby declare that the above details are true and best of my knowledge.

SIGNATURE

Date:

Place: Tiruchirappalli

(M. BALASUBRAMANIAN)