

**Jamal Mohamed College (Autonomous), Tiruchirappalli-20**  
**Staff Details for up gradation in the Web Site**

**RESUME**

**POST GRADUATE DEPARTMENT OF COMMERCE (SF)**



1. Name : **S.SALEEM**  
2. Date of Birth : 05-08-1983  
3. Address: (Including Mail ID and Telephone Number)

**Residential:**  
6A/9, Bakavathi Amman kovil street  
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Trichy-1

**Office:**  
Assistant Professor,  
PG Dept. of Commerce (SF),  
Jamal Mohamed College,  
Trichy - 620 020

E-Mail: saleemsaleem332@gmail.com  
Mobile: 98947 47862

4. Designation: Assistant Professor of commerce (SF)  
5. Educational Qualifications:

<b>S.No</b>	<b>Qualification</b>	<b>Board/University</b>	<b>Year of passing</b>	<b>Subject</b>	<b>Class</b>
1	<b>SSLC</b>	Board of Secondary Education		General	First
2	<b>HSC</b>	Board of Higher Secondary Education		Commerce	First
3	<b>B.Com</b>	Bharathidasan University		Commerce	Second
4	<b>M.Com</b>	Bharathidasan University		Commerce	First
5	<b>M.B.A</b>	Bharathidasan University		Management	First
6	<b>M. Phil</b>	Bharathidasan University		Management	Distinction

6. Experience: Under Graduate : **06 YEARS**  
Post Graduate : **06 YEARS**

7. Areas of Specialization: Finance, Accounts, Marketing  
HumanResource Management,

8. Languages Known: Tamil, English. Urdhu

9. Subjects Taught:

Undergraduate :  
 1. Business Organization  
 2. Stock Market Practices  
 3. Personnel Management  
 4. Indian Economy  
 5. Marketing  
 6. Company Law

Post Graduate:  
 1. International Business Environment  
 2. Organizational Behaviour  
 3. Investment and Portfolio Management  
 4. Executive Self Development

10. Details of Paper Presented:

**International Seminar and conferences**

S.No	Institution	Title of the seminar	Paper Title	Date
1.	Jamal Mohamed College, Trichirappalli	Global Competitiveness – A Challenge for Sustenance and Excellence	Role of Automobile Industry in Indian Economy with special reference to Commercial Goods Vehicles	16 <sup>th</sup> & 17 <sup>th</sup> August, 2013
2.	Jamal Mohamed College, Trichirappalli	Global Economic Revival- A Changing Scenario	A study on Brand Preference of Passenger Cars in Current scenario with special reference to Tiruchirappalli District	16 <sup>th</sup> & 17 <sup>th</sup> August, 2014
3.	Jamal Mohamed College, Trichirappalli	Inclusive Economic Growth	An Empirical study on Attitude and Buying Behaviour of Car Buyer's Towards Imported Cars- An Overview	13 <sup>th</sup> & 14 <sup>th</sup> August, 2015

**National Level Seminars/conferences**

<b>S.No</b>	<b>Institution</b>	<b>Title of the seminar/conference</b>	<b>Paper Title</b>	<b>Date</b>
1.	Jamal Mohamed College- Trichy	Recent Trends in Indian Economy- A Management Perspective	Importance of HRM in the growth of Indian Economy	4 <sup>th</sup> Feb 2011
2.	Jamal Mohamed College- Trichy	India – An Emerging Economic Power	Development and Impact of Tourism Sector in India	4 <sup>th</sup> Feb 2012
3.	Jamal Mohamed College- Trichy	Service Sector in the Globalisation Era	Financial Crisis impact on the IT Sector	22 <sup>nd</sup> Feb 2012
4.	Jamal Mohamed College- Trichy	Problems and Challenges in Management of MSME	Marketing Problems of SSIs in India	25 <sup>th</sup> Feb 2012
5.	Jamal Mohamed College- Trichy	Marketing Strategies For Make In India Products and Services	A Study on Consumer Behaviour of Passenger Car Segment with special reference to Chennai City	24 <sup>th</sup> January 2015
6.	Jamal Mohamed College- Trichy	Practical Application of Interest Free Financing for the Economic Development	Problems & Prospects of Interest Free Islamic Banking in India	13 <sup>th</sup> January 2016

**State and Regional Level Seminars**

<b>S.No</b>	<b>Institution</b>	<b>Title of the seminar/conference</b>	<b>Paper Title</b>	<b>Date</b>
1.	Jamal Mohamed College- Trichy	Problems and Prospects of Service Sector in India	Impact of FDI in Retail Outlet in India	12 <sup>th</sup> Jan 2013
2.	Jamal Mohamed College- Trichy	Financial Inclusion- A way of Equitable Growth	Comparative Analysis of Car Loans provided by Private and Public Sector Banks	21 <sup>st</sup> Sep 2013
3.	Jamal Mohamed College- Trichy	Corporate Social Responsibility-Issues and Challenges in India	Corporate Brand Strategies for Sustainability	29 <sup>th</sup> Jan 2014
4.	Jamal Mohamed College- Trichy	Different Perspectives of Companies Act 2013- Towards Corporate	One Person Company- A concept for New	1 <sup>st</sup> Feb 2014

		Excellence	Era Business	
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**Attended Seminars and Conference without presentation:**

<b>S.No</b>	<b>Institution</b>	<b>Title of the seminar/conference</b>	<b>Date</b>
1.	Jamal Mohamed College- Trichy	Examianation Reforms	12 <sup>th</sup> March 2010
2.	Jamal Mohamed College- Trichy	National Seminar on Quality enhancement in teaching, research and extension in higher education institutions	15 <sup>th</sup> & 16 <sup>th</sup> April 2010
3.	Jamal Mohamed College- Trichy	Creating Competitiveness to excel in Higher Education – A TQM Approach	8 <sup>th</sup> December 2010
4.	Jamal Mohamed College- Trichy	Investment opportunities and challenges	12 <sup>th</sup> Jan 2011
5.	Jamal Mohamed College- Trichy	National Seminar on Examination Reforms	24 <sup>th</sup> Feb 2012
6.	Jamal Mohamed College- Trichy	Teaching, Learning and Research in Higher Education-Excellence and beyond Excellence	7 <sup>th</sup> March 2012

**11. Workshops and Training Programmes Attended**

<b>S.No</b>	<b>Institution</b>	<b>Title</b>	<b>Date</b>
1.	Jamal Mohamed College, Tiruchirappalli	One Day Workshop on International Financial Reporting Standards (IFRS)	1 <sup>st</sup> October 2011
2.	Jamal Mohamed College, Tiruchirappalli	One Day State Level Workshop on Stock Market Practices	12 <sup>th</sup> January 2012
3.	Jamal Mohamed College, Tiruchirappalli	State Level Four day Workshop on LATEX and SPSS	26 <sup>th</sup> ,29 <sup>th</sup> ,30 <sup>th</sup> Sep 2014 and 1 <sup>st</sup> Oct 2014

**Organised seminar**

**Organised International Seminar** on “Financial Inclusion- A way of Equitable Growth” at Jamal Mohamed College, Trichy Dated on 21<sup>st</sup>, September 2013

**Papers Published in ISBN Books:**

<b>Sl. No.</b>	<b>Name of the Book</b>	<b>Paper Title</b>	<b>Publisher</b>	<b>Issue</b>
1.	Recent Trends in Indian Economy- A Management Perspective	Role of Educational Industry in Indian Economy	Raja Publications Trichy	Feb 2011 ISBN – 978-93-80394-18-3 Pg. No. 182 - 186
2.	Problems and Challenges in Management of MSME	Marketing Problems of Small Scale Industries in India	JAZYAM Publications Trichy	Feb 2012 ISBN: 978-93-81521-01-4 Pg. No. 161 - 162
3.	India- An Emerging Economic Power	Corporate Governance in Banks	Jazyam Publications Trichy	Feb 2012 ISBN: 978-93-81521-00-7 Pg. No. 113 - 115
4.	Problems and Prospects of Service Sector in India	Impact of FDI in Retail outlet in India	Jazyam Publications Trichy	Jan 2013 ISBN: 978-93-81521-19-9 Pg. No. 86- 89
5.	Financial Inclusion- A way of Equitable Growth	Comparative Analysis of Car Loans provided by Private and Public Sector Banks	Arun Vasam Publications Trichy	Sep 2013 ISBN: 978-81-909194-0-8 Pg. No. 31-33,
6.	Different Perspectives of Companies Act 2013-Towards Corporate Excellence	One Person Company- A Concept for New Era Business Ownership	Arun Vasam Publications Trichy	Feb 2014 ISBN: 978-81-909104-02-2 Pg. No. 30-32.

**Faculty development & Interaction Programme**

<b>S.No</b>	<b>Institution</b>	<b>Date</b>
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1.	Faculty development Programme Jamal Mohamed College, - IQAC Tiruchirappalli	4 <sup>th</sup> & 5 <sup>th</sup> January 2013
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### Papers Published in State /National/ International Journals

S.No	Name of the Journal	State /National/ International	Title of the paper	Vol. & pg
1.	Research Explorer A Refereed Bi- Annual Research journal on multidisciplinary Pub: Indian Academic Researchers Association, Trichy	International	Role of Automobile Industry in Indian Economy with special reference to Commercial Goods Vehicles	Aug 2013 Vol.2 355-359 ISSN : 2250-1940
2.	Research Explorer A Refereed Bi- Annual Research journal on multidisciplinary Pub: Indian Academic Researchers Association, Trichy	International	A study on Brand Preference of Passenger Cars in Current scenario with special reference to Tiruchirappalli District.	Aug 2014 Vol.1 Pg. 216-220 ISSN : 2250-1940
3.	Intercontinental journal of Marketing Research Review - ICMRR (Double blind, peer reviewed, Refereed and indexed journal	International	Customer Perception and behaviour of car owners – An Empirical Study in Trichy District	July- September 2014. ISSN : 2249- 2496 Pp. 48– 53,

	)			
4.	Jamal Academic Research Journal (JARJ) – An Interdisciplinary, Published by Jamal Mohamed College, Trichy.	National	A Study on Consumer Behaviour of Passenger Car Segment with special reference to Chennai City	January, 2015 Vol.2 pg.73– 75, pg.216– 220  ISSN : 0973-0303
5.	Jamal Academic Research Journal (JARJ) – An Interdisciplinary, Published by Jamal Mohamed College, Trichy	International	An Empirical Study on Attitude and Buying Behaviour of Car Buyer’s Towards Imported cars- An Overview	13 <sup>th</sup> &14 <sup>th</sup> August, 2015  ISSN : 0973-0303 Pp 106 - 107

**Declaration**

Herewith I assure that the above details furnished are true to the best of my knowledge