

Dr. S. SALEEM M.Com., MBA, M.Phil., Ph.D.,
Assistant Professor,
Department of Business Administration
Jamal Mohamed College, Trichy - 20.
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CURRICULUM VITAE

OBJECTIVE

To work in a reputed institution, that will provide me a good platform to utilize my teaching and administration skills and will help me to grow my career.

EDUCATIONAL QUALIFICATION

Degree/ Course	Subject	University/College/School Name	Year	Percentage of Marks	Class
Ph.D	Commerce	Jamal Mohamed College, Trichy – 620 020	December 2020	Commended	
M. Phil	Management	Jamal Mohamed College, Trichy – 620 020	March 2011	83.33%	I st Class with Distinction (D++ Grade)
MBA	Management	Bharathidasan University (Distance Education)	November 2008	68%	I st Class
M.Com	Commerce	Jamal Mohamed College, Trichy – 620 020.	April 2005	70.2%	I st Class
B.Com	Commerce	Jamal Mohamed College, Trichy - 620 005.	April 2003	59.23%	II nd Class
HSC		R.C Higher Sec. School, Trichy – 1	March 2000	70.17%	I st Class
SSLC		R.C Higher Sec. School, Trichy – 1	March 1998	67%	I st Class

Online Course Certification: Completed **NPTEL Online Certification Course** on Integrated Marketing Management on December 2020 with **ELITE GRADE (63%)**

Webinar Certification: Attended and participated various webinars, FDP, Workshops during the COVID-19 period organised by various institutions

TECHNICAL QUALIFICATION

S.No.	Course	Subject	Year	Class
1	ACEP.NET	Core Java, Advanced Java, XML, WAP & WML, E-Business	October 2002	I st Class (64%)
2	Type writing	English (Lower)	August 2004	II nd Class

INDUSTRY EXPERIENCE: 2 Years

S.No	Company Name	Designation	Years of service	Period of Service
1	Alifiya Travels & Tours (P)Ltd., Trichy.	Office Administrator	2 Years	June 2005 to May 2007

TEACHING EXPERIENCE: 11 Years 6 months

S.No.	Designation, College Name and Address	Years of service	Period of Service
1	Assistant Professor PG Department of Commerce (SF) Jamal Mohamed College, Trichy -620 020.	11 Years 6 months	June 2009 to December 2020
2	Assistant Professor Department of Business Administration (SF) Jamal Mohamed College, Trichy -620 020.	2 Months	January 2021 to Till date

AREA SPEALISATION

- Marketing and Human Resource Management

SUBJECT TAUGHT:

UG	PG
Financial Accounting	International Marketing
Cost Accounting	Organisational Behaviour

Management Accounting	Human Resource Management
Commercial Correspondence	Corporate Laws
Marketing	Customer Relationship Mgt
Personnel Management	Export Management
Business Environment	Industrial Relations
Soft Skills Development	Managerial Economics
Company Law	Strategic Management
Financial Management	Securities & Portfolio Mgt

OTHER ACADEMIC ACTIVITIES

Organised seminar

Organised State Level Seminar on “Financial Inclusion- A way of Equitable Growth” at Jamal Mohamed College, Trichy Dated on 21st, September 2013

- 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 a Resource person for **MBA** Course in Bharathidasan University Distance Education since 2011
- Acted as a Event Incharge of AD-ZAP at SHARPCOM- A intercollegiate Commerce Festival organized by Department of Commerce, Jamal Mohamed College (Autonomous), Trichirappalli-20 held on 22nd February 2019
- Acted as a Judge- in Best Short Film Event at the State Level Inter-Collegiate Management Meet of EXOBIZ 2K19 held on 26th February 2019
- Acted as a Judge in MIME Event at the State Level Inter-Collegiate Management Meet of EXOBIZ held on 24th February 2020

International Seminar and conferences Attended

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 th & 17 th 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 th & 17 th August, 2014
3.	Jamal Mohamed College, Trichirappalli	Inclusive Economic Growth	An Empirical study on Attitude and Buying Behaviour of Car Buyer's Towards Imported used Cars-An Overview	13 th & 14 th August, 2015
4.	Jamal Mohamed College, Trichirappalli	New Horizons of Business in the Changing Global Environment	A Study on Consumer Perception about Marketing Mix of Consumer Durables and its impact of Brand Loyalty with reference to Washing machine	23 rd January 2019
5.	National College (Autonomous)	National College Centenary One Day International Conference on Services Marketing- Process, Practices and Potential organised by Department of Commerce	A Study on Consumer Perception about Marketing mix of consumer durables and its impact on brand loyalty with reference to Washing Machine	24 th January 2019

National Level Seminars/conferences

S.No	Institution	Title of the seminar/conference	Paper Title	Date
1.	Jamal Mohamed College- Trichy	Recent Trends in Indian Economy- A Management Perspective	Role of Banking in Economic Growth	4th February 2011

2.	Jamal Mohamed College- Trichy	Recent Trends in Indian Economy- A Management Perspective	Importance of HRM in the growth of Indian Economy	4 th Feb 2011
3.	3Jamal Mohamed C4ollege- Trichy	India – An Emerging Economic Power	Development and Impact of Tourism Sector in India	4 th Feb 2012
4.	Jamal Mohamed College- Trichy	Service Sector in the Globalisation Era	Financial Crisis impact on the IT Sector	22 nd Feb 2012
5.	Jamal Mohamed College- Trichy	Problems and Challenges in Management of MSME	Marketing Problems of SSIs in India	25 th Feb 2012
6.	Jamal Mohamed College- Trichy	National Conference on Business and Finance (NCBF 2012)	An Overview of Global Financial Crisis with reference to India	3 rd March 2012
7.	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 th January 2015
8.	Jamal Mohamed College- Trichy	Practical Application of Interest Free Financing for the Economic Development	Problems & Prospects of Interest Free Islamic Banking in India	13 th January 2016
9.	Jamal Mohamed College- Trichy	Myths and Realities of Business In the Digital Era	Native Electronic Customer Relationship Management Practices in Indian Automobile Companies:Strategic Implications	17 th February 2016
10.	Jamal Mohamed College- Trichy	Growth Strategies for Business Development In India	Recent Growth Trends of Automobile Industry in India- An Overview	28 th September 2016
11.	Jamal Mohamed College- Trichy	Emerging Business Practices in the Global	A study on Consumer Behaviour and Factors influencing the Buying	19 th January 2017

		Environment	Behaviour of Durable Goods with special reference to Tiruchirappalli	
12.	Jamal Mohamed College- Trichy	Strategic Growth of Business in New India- Prospects and Challenges	A study on Consumer Preference towards Mobile Wallets among urban population of Tiruchirappalli District	23 rd September 2017
13.	Jamal Mohamed College- Trichy	Implementation And Management of GST in India- An Appraisal	A Study on Implementation of Goods and Service Tax in India- Prospects and Challenges	25 th January 2018
14.	Jamal Mohamed College- Trichy	Advancement In Business In the Digital Era 2018	A Study on Brand Preference of Washing Machines with special reference to Tiruchirappalli City	20 th September 2018
15.	Periyar E.V.R. College (Autonomous), Trichy	ICSSR Sponsored National Seminar on Fostering Scientific Temper on Business Research	A Study on Customer Perception on Consumer Durables with Special Reference to Washing Machine	20 th February 2019
16.	Jamal Mohamed College- Trichy	Advancement In Business In the Digital Era 2018	A Study on Impact of Brand Loyalty on Consumer Buying Behaviour of Selected Consumer Durables with Special Reference to Tiruchirappalli City	25 th February 2019

State and Regional Level Seminars

S.No	Institution	Title of the seminar/conference	Paper Title	Date
1.	Jamal Mohamed College- Trichy	Problems and Prospects of Service Sector in India	Impact of FDI in Retail Outlet in India	12 th Jan 2013
2.	Jamal Mohamed College- Trichy	Financial Inclusion- A way of Equitable Growth	Comparative Analysis of Car Loans provided by Private and Public	21 st Sep 2013

			Sector Banks	
3.	Jamal Mohamed College- Trichy	Corporate Social Responsibility-Issues and Challenges in India	A Study on Impact on CSR Initiatives on Consumer Behaviour in Automobile Companies	29 th Jan 2014
4.	Jamal Mohamed College- Trichy	Different Perspectives of Companies Act 2013- Towards Corporate Excellence	One Person Company- A concept for New Era Business	1 st Feb 2014

Attended Seminars and Conference without presentation:

S.No	Institution	Title of the seminar/conference	Date
1.	School of Management SASTRA University, Trichy	“BRAMMA’09- One day National Level Seminar on Branding and Advertising for Future Managers	12th October 2009
2.	Jamal Mohamed College- Trichy	Examination Reforms	12 th March 2010
3.	Jamal Mohamed College, Trichy	One day National Seminar on “ Corporate Governance in India-Challenges and Prospects	19 th March 2010
4.	Jamal Mohamed College- Trichy	National Seminar on Quality enhancement in teaching, research and extension in higher education institutions	15 th & 16 th April 2010
5.	Jamal Mohamed College- Trichy	Creating Competitiveness to excel in Higher Education – A TQM Approach	8 th December 2010
6.	Jamal Mohamed College- Trichy	Investment opportunities and challenges	12 th Jan 2011
7.	JIM, Jamal Mohamed College, Trichy	National Conference on Management in the Age of Innovation (NCM 2011)	January 2011
8.	Jamal Mohamed College- Trichy	National Seminar on Examination Reforms	24 th Feb 2012

9.	Jamal Mohamed College-Trichy	Teaching, Learning and Research in Higher Education-Excellence and beyond Excellence	7 th March 2012
10.	Jamal Mohamed College-Trichy	A One day National Seminar on “ New Vistas in Employment Relations in Public and Private Sector Undertakings	5 th February 2015

Workshops and Training Programmes Attended

S.No	Institution	Title	Date
1.	Jamal Mohamed College, (Autonomous), Tiruchirappalli	One Day Workshop on International Financial Reporting Standards (IFRS)	1 st October 2011
2.	Jamal Mohamed College, (Autonomous), Tiruchirappalli	One Day State Level Workshop on Stock Market Practices	12 th January 2012
3.	Jamal Mohamed College, (Autonomous), Tiruchirappalli	State Level Four day Workshop on LATEX and SPSS	26 th , 29 th , 30 th Sep 2014 and 1 st Oct 2014
4.	Jamal Mohamed College- (Autonomous), Trichy	A one day Inter-Collegiate Workshop on E-Content Development for Teaching-Learning organised by Internal Quality Assurance Cell, Jamal Mohamed College, Trichy	22 December 2015
5.	Jamal Mohamed College, (Autonomous), Tiruchirappalli	One day Workshop on ‘The Role of a Teacher in the Present Scenario’ organised by Internal Quality Assurance Cell, Jamal Mohamed College, Trichy	7 th January 2017
6.	Jamal Mohamed College, (Autonomous), Tiruchirappalli	One day Workshop on GST- Principles & Practices organised by Department of Business Administration, Jamal Mohamed College, Tiruchirappalli.	11 th January 2018

7.	Jamal Mohamed College, (Autonomous), Tiruchirappalli	One day Workshop on “Writing Winnable project proposals” Organised by the Internal Quality Assurance Cell (IQAC), Jamal Mohamed College, Tiruchirappalli.	23 rd June 2018
8.	Jamal Mohamed College, (Autonomous), Tiruchirappalli	One Day State Level Workshop on “Promoting Young Entrepreneurs- Guidelines and Guidance organised by Dept of BBA, Jamal Mohamed College, Trichy	17 th December 2018
9.	Jamal Mohamed College, (Autonomous), Tiruchirappalli	UGC CPE Sponsored Two-Day Workshop on Professional Development for Academic Leadership in Curriculum Design, organised by Curriculum Development Cell, Jamal Mohamed College, Trichy	18 th and 19 th January 2019
10.	Jamal Mohamed College, (Autonomous), Trichirappalli	Acted as a Resource Person for A One Day National Level Workshop on “Export Procedures & Promotion- NWEF organised by Department of BBA, Jamal Mohamed College, Trichy	21 st February 2020
11.	National College (Autonomous), Trichirappalli	UGC Sponsored One Day International Workshop on Digital Marketing organised by PG & Research Dept of Commerce, National College, Trichy	24 th February 2020

Papers Published in ISBN Books:

Sl. No.	Name of the Book	Paper Title	Publisher	Issue
1.	Recent Trends in Indian Economy- A Management	Role of Educational Industry in Indian	Raja Publications Trichy	Feb 2011 ISBN – 978-93-80394-18-3 Pg. No. 182 –

	Perspective	Economy		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
7.	Myths and Realities of Business In the Digital Era	Native Electronic Customer relationship Management Practices in Indian Automobile Companies: Strategic Implications	Yazhini Publications, Cuddalore	February 2016 ISBN: 978-93-80622-44-6

Faculty development & Orientation and Interaction Programme

S.No	Institution	Date
1.	Faculty development Programme Jamal Mohamed College, - IQAC Tiruchirappalli	4 th & 5 th January 2013
2.	One-day Orientation Programme on ‘Soft Skills Development organised by the Internal Quality Assurance Cell, Jamal	22 nd June, 2018

	Mohamed College, Tiruchirappalli	
3.	One day Orientation Programme on MOOC's and E-Learning'' organised by Department of Library, Jamal Mohamed College (Autonomous), Tiruchirappalli	29 th January 2020

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.1Pg.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 th &14 th August, 201 ISSN : 0973-0303 Pp 106 - 107

6.	Jamal Academic Research Journal (JARJ) – An Interdisciplinary, Published by Jamal Mohamed College, Trichy	International	Recent Growth Trends of Automobile Industry in India- An Overview	28 th Sep, 2016 ISSN: 0973-0303 Pp214-217
7.	Jamal Academic Research Journal (JARJ) – An Interdisciplinary, Published by Jamal Mohamed College, Trichy	International	Emerging Business Practices in the Global Environment	19 th January 2017 ISSN: 0973-0303 Pp 534-540
8.	Emperor International Journal of Finance and Management Research (EIJFMR) Published by Mayas Publication, Kanchipuram	International	A study on Consumer Preference Towards Mobile Wallets Among Urban Population of Tiruchirappalli District	ISSN:2395- 5929 UGC Jr.No: 45308 Impact Factor: 1.14, October 2017 Volume, III Issue X
9.	International Journal of Management And Social Sciences (IJMSS)	International	A Study on Brand Preference of Washing Machines with special reference to Tiruchirappalli City	ISSN: 2249-0191 September 2018,
10	A Journal of Composition Theory (JAC)	International	Consumer Buying Behaviour Towards Purchase of Washing Machines with Reference to Tiruchirappalli District	ISSN: 0731-6755/ Impact Factor: 5.7 Volume XII, Issue IX September 2019
11.	The International Journal of Analytical and Experimental Modal Analysis (IJAEMA) An UGC –CARE Approved Group –A Journal	International	A Study on Impact of Brand Loyalty on Consumer Buying Behaviour of Selected Consumer Durables with Special Reference to Tiruchirappalli City	ISSN NO:0886-9367 Volume XI, Issue IX September 2019

Webinars Attended/ FDP/ Workshop Participation at International/ National/ State Level

S.No	Institution	Title of the seminar	Date	International/National/State level
1.	Salem Sowdeswari College, Salem	Building an Impactful Study: Steps for Successful Research and Publication	30-12-2020	International Webinar
2.	Maulana Azad National Urdu University	A one day National Webinar on “ Strategy for Managing Personal Finance including Mutual Funds and NPS organised by School of Commerce & Business Management in Association with Mutual Funds in India (AMFI)	5-1-2021	National
3.	Jamal Mohamed College for Teaching Education(B.Ed. College)	FDP Programme on “LIBRARY AND ELECTRONIC RESOURCES OF TEACHER EDUCATION”	11-1-2021	FDP-State Level
4.	Lucknow Intellectual Forum	Seven days Workshop on “Digital Educational Initiatives”	20 th January to 26 th January 2021	National
5.	Dr. Ambedkar College, Nagpur	National Webinar on “ A Footstep towards Commercialisation of Research Work	29-1-2021	National
6.	Hindusthan College of Arts & Science, Coimbatore	Four days Faculty Development Programme on “PEDAGOGICAL INNOVATIONS AND	4-2-2021 To 7-2-2021	State

		Experimentation In Enhancing Learning Effectiveness For Gen Alpha” “ Organised By Department Of BBA (CA) & BBA Logistics,		
7.	Amar Sewa Mandal’s Kamla Nehru Mahavidyalaya	National Level one-week Faculty Development Programme	26-04-2021 to 1-5-2021	National
8.	Dr. N.S.A.M First Grade College, Bengaluru	Virtual National Level FDP on “National Education Policy: 2020 and Higher Education in India organised by IQAC	24-5-2021 To 29-5-2021	National
9.	Government First Grade College, Bengaluru	Seven Days Online International Faculty Development Programme on “New Paradigms in Management Education” organised by Department of Management & IQAC	7-6-2021 To 14-6-2021	International
10.	Patrician College of Arts & Science, Chennai	Five Days International Professional Development Programme on “Scholarly Publishing: Swirls Unfurled”	14 th June to 18 th June, 2021	International
11.	SRM Institute of Science & Technology, Ramapuram, Chennai	One Week International Faculty Development Programme on Curriculum Development,	2-8-2021 To 9-8-2021	International

		Research and Publication Ethics organised by Department of English and Other Foreign Languages,		
12.	Hindusthan College of Arts & Science, Coimbatore	Six Days National Level Faculty Development Programme on “Digital Teaching Methods in Higher Education” organised by PG & Research Department of Commerce (CA)	23 rd August to 28 th August 2021	National
13.	Jamal Mohamed College (Autonomous), Trichy-20	A National Level Webinar on “Information & Cyber Security” organised by PG Department of Commerce (SF) Jamal Mohamed College, Tiruchirappalli.	23-8-2021	National

PERSONAL DETAILS

Name : Dr. S. SALEEM

Father's name : S. SHAIK MOHAMED

Date of birth : 05/08/1983

Gender : Male

Marital status : Married

Nationality : Indian

Religion : Islam

Address for communication : 12/B, Kannagi Street, Subramaniyapuram,
Tiruchirappalli- 20

Contact No : 9894747862

Languages known : Tamil, English, Urdu

DECLARATION

I hereby declare that the above-mentioned information is correct to the best of my knowledge.

Date:

Yours Faithfully,

Place: Trichy

(Dr. S.SALEEM)