

## CURRICULUM VITAE

### Dr.S.MOHAMMED SAFI

1/35, Ganesan Nagar, Kudi street,  
Koothur, Manachanallur (TK)  
Tiruchirappalli - 621 216



Mobile No.: 96557-03035/ 82481 - 01197

E-Mail : pfmohammedsafi @ gmail.com

### Career Objective

To get a challenging position of Assistant Professor in which I can utilize my experience and make the bright carrier of students. Seeking a Career to share my knowledge and experience with students and gain more experience into the education and teaching field.

### Academic Records

S.No.	Qualification	College/University	Year of passing	Subject	Class
1	Ph.D	Jamal Mohamed College (Autonomous)	2017	Commerce	Highly Commended
2	M.Phil	Jamal Mohamed College (Autonomous)	2010	Commerce	Distinction
3	MBA	BDU Distance	2011	Management	First
4	M.Com	Jamal Mohamed College (Autonomous)	2009	Commerce	Distinction
5	B.Com	Jamal Mohamed College (Autonomous)	2007	Commerce	First
6	HSC	Board of Higher Secondary Education	2004	Commerce	First
7.	SSLC	Board of Secondary Education	2002	General	First

## Teaching Experience

S.No	Designation	Institution	Period		Total Period
			From	To	
1	Assistant Professor of Commerce	Jamal Mohamed College (Autonomous) Trichy – 20	01-09-2010	Till Date	12 Yrs.

## Personal Information:

<b>Date of Birth &amp; Age</b>	<b>10-09-1986 &amp; 36</b>
<b>Marital Status</b>	<b>Married</b>
<b>Nationality</b>	<b>Indian</b>
<b>Present Position</b>	<b>Assistant Professor of Commerce</b>
<b>Father's name</b>	<b>J. Sakul Hameed</b>
<b>Religion &amp; Community</b>	<b>Islam &amp; Labbai</b>
<b>Languages Known</b>	<b>Tamil &amp; English</b>
<b>Residential Address</b>	<b>1/35, Kudi Street, Koothur Manachanallur (T.K) Tiruchirappalli - 621 216</b>
<b>Contact Number</b>	<b>96557-03035 / 82481 - 01197</b>
<b>E-Mail ID</b>	<b>pfmohammedsafi@gmail.com</b>

## Core Competencies

- Possess about more than Nine years' of experience in the field of teaching of Commerce
- Strong commitment with the job as well as interested in teaching
- knowledge of the subject areas and ability to teach students by using different methods
- Good Interpersonal and Managerial skills

## Area of Specialization

- Finance & HRM

## Subjects Specialization

Income Tax Law and Practice	Auditing	Financial Accounting
International Business Environment	Organisational Behaviour	Advance Accountancy
Human Resource Management	Marketing	Business Management

## Computer Knowledge

- Proficient in Basic Use of Computer
- Knowledge in Tally

## Research Guidance Experience

	Completed	On Roll
Post Graduate Level	15	02

## Details of Seminars / Conference / Workshops Organized:

- Organised International Seminar on “Inclusive Economic Growth” Conducted by PG Department of Commerce, Jamal Mohamed College, Trichy, Dated on 13<sup>th</sup> & 14<sup>th</sup>, August, 2015.

## Membership in International Journal

Sl . No	Organization	Position	Duration
1	International Research Journal of Economics and Management Studies (IRJEMS)	Editorial Member	29.07. 2023 To Till date

**Details of Paper Presented:****I .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	A Study on Mobile Phone Users' Behaviour with Special Reference to Tiruchirappalli District	16 <sup>th</sup> & 17 <sup>th</sup> August, 2013
2.	Bharat College of Science and Management, Thanjore	New Dimensions in Commerce & Industry in the Globalised Era	A Study on factors influencing Brand Equity in Indian Laptop Market	22 <sup>nd</sup> February, 2014
3.	Jamal Mohamed College, Trichirappalli	Global Economic Revival- A Changing Scenario	A study on Consumer Brand Preference of Mobile Phones in recent economic scenario	16 <sup>th</sup> & 17 <sup>th</sup> August, 2014
4.	Jamal Mohamed College, Trichirappalli	Inclusive Economic Growth	A Study of Mobile Services from Customer's Perspective in Tiruchirappalli District	13 <sup>th</sup> & 14 <sup>th</sup> August, 2015
5.	Annai Velankanni Arts & Science College, Tanjore	Functional innovations in Commerce and Management	A Study on Problems of Smart Mobile Phones Among College Students with reference to Tiruchirappalli District	8 <sup>th</sup> & 9 <sup>th</sup> February 2017
6.	Jamal Mohamed College, Trichirappalli	Strategic Growth of Business in New India- Prospects and Challenges	A Study on Consumer Preference of Mobile phones of Indian and Foreign Brands with Special Reference to Tiruchirappalli District	23 <sup>rd</sup> September 2017
5.	Annai Velankanni Arts & Science College, Tanjore	Integrated Business and Management	A Study on Green Practices - An Overview	16 <sup>th</sup> February 2018
6.	National College , Trichy	Service Marketing - Process, Practices and Potential	Consumer Satisfaction Towards Digital Banking Services with reference to Tiruchirappalli City	24 <sup>th</sup> January 2019
7.	Jamal Mohamed College, Tiruchirappalli	Advancement in Business in the Digital Era - 2021	A Study on Factors Affects the taking of health insurance product with special reference Tiruchirappalli District	17 <sup>th</sup> February 2021

**II. National Level Seminars/conferences**

S.No	Institution	Title of the seminar/conference	Paper Title	Date
1.	Bharathiyar University-Coimbatore& Perur Thavathiru Santhalinga Adikal Arts & Science College	Trade and Commerce in Tamil Literature	Trade and Commerce in Tamil Literature	12 <sup>th</sup> & 13 <sup>th</sup> March 2010

2.	Sri Venketash War a College of Arts and Science, Peravurani	Global Financial Crisis & its Impact on Indian Economy	Human Resource Management	20 <sup>th</sup> March 2010
3.	Khadir Mohideen college - Adirampattinam	Impact of Globalisation on Indian Industries & Foreign trade	Effects of Globalisation on Indian Industry	27 <sup>th</sup> & 28 <sup>th</sup> March 2010
4.	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
5.	Chettinad College of Arts and Science	Evaluation of HRM Practices	Evaluation of HRM Practices	18 <sup>th</sup> March 2011
6.	Jamal Mohamed College-Trichy	India – An Emerging Economic Power	Corporate Governance in Banks	4 <sup>th</sup> Feb 2012
7.	Jamal Mohamed College-Trichy	Service Sector in the Globalisation Era	Role of Life Insurance Sector in India	22 <sup>nd</sup> Feb 2012
8.	Jamal Mohamed College-Trichy	Problems and Challenges in Management of MSME	MSMEs in India: An Appraisal	25 <sup>th</sup> Feb 2012
9.	Jamal Mohamed College-Trichy	Marketing Strategies For Make In India Products & Services	Mobile Marketing: Brand Performance & Implications of Brand Identity	24 <sup>th</sup> January 2015
10.	Jamal Mohamed College-Trichy	New Vistas in Employment Relations in public & Private sector	Role of brand management of mobile phones in Tiruchirappalli District	5 <sup>th</sup> February 2015
	Jamal Mohamed College-Trichy	Practical Application of Interest Free Financing or the Economic Development	Islamic Banking in India - Growth And Potential	13 <sup>th</sup> January 2016
11.	Shrimati Indira Gandhi College, Trichy	Corporate Social Responsibility	Corporate Social Responsibility	13 <sup>th</sup> Feb.2016
12.	Jamal Mohamed College-Trichy	Myths and Realities of Business In the Digital Era	A study on Customer Purchase Behaviour Towards Mobile Phone with special reference to Tiruchirappalli City	17 <sup>th</sup> February 2016
13.	Jamal Mohamed College-Trichy	Growth Strategies for Business Development in India	A study on Customer Satisfaction in Net Banking with special reference to Tiruchirappalli district	28 <sup>th</sup> September 2016
14.	Jamal Mohamed College-Trichy	Emerging Business Practices in the Global Environment	A Study on Perception about Mobile Banking Services	19 <sup>th</sup> February 2017
15.	Jamal Mohamed College-Trichy	Advancement in Business in the Digital Era	A study on Risk and Return Analysis of Selected Stock in Bombay Stock Exchange	20 <sup>th</sup> September 2018
16.	Jamal Mohamed College-Trichy	Advancement in Business in the Digital Era	A study of consumer behaviour towards cosmetic products in Tiruchirappalli District	20 <sup>th</sup> September 2018
17.	Selvam Arts and Science College ,Namakkal	Recent Trends in Banking Sector	Recent Trends in Banking Sector	16 <sup>th</sup> Feb.2019

18	Periyar E.V.R College, Trichy	Fostering Scientific Temper On Business Research	A study on customer perception on service quality of LIC With reference to Tiruchirappalli City	20 <sup>th</sup> February 2019
19.	Periyar E.V.R College, Trichy	Fostering Scientific Temper On Business Research	A study on Customer satisfaction in E-Banking	20 <sup>th</sup> February 2019
20.	Jamal Mohamed College- Trichy	Advancement in Business in the Digital Era	A study on Customer satisfaction level towards LIC With Special reference to tiruchy	25 <sup>th</sup> September 2019
21.	Jamal Mohamed College- Trichy	Advancement in Business in the Digital Era	A Study on investment in the Equity Shares of Automobile &Automobile Accessories Companies in the BSE - Risk and Return analysis	25 <sup>th</sup> September 2019

### III. State and Regional Level Seminars

S.No	Institution	Title of the seminar/conference	Paper Title	Date
1.	Jamal Mohamed College- Trichy	Corporate Governance in India- Challenges and Prospects	Corporate Governance in Banking Sector	19 <sup>th</sup> March 2010
2.	Jamal Mohamed College- Trichy	Problems and Prospects of Service Sector in India	1) Problems and Prospects of Railway Sector in India 2) Indian Hospitality Industry- An Overview	12 <sup>th</sup> Jan 2013
3.	Jamal Mohamed College- Trichy	Financial Inclusion- A way of Equitable Growth	Role of Mobile Banking in Financial Inclusion	21 <sup>st</sup> Sep 2013
4.	Jamal Mohamed College- Trichy	Corporate Social Responsibility-Issues and Challenges in India	Corporate Brand Strategies for Sustainability	29 <sup>th</sup> Jan 2014
5.	Jamal Mohamed College- Trichy	Different Perspectives of Companies Act 2013-Towards Corporate Excellence	One Person Company- A Positive Sign for Economic Growth	1 <sup>st</sup> Feb 2014

### Attended Seminars and Conference without presentation:

S. No.	Institution	Title of the seminar/conference	Date
1.	Jamal Mohamed College- Trichy	Creating Competitiveness to excel in Higher Education – A TQM Approach	8 <sup>th</sup> December 2010
2.	Jamal Mohamed College- Trichy	Investment opportunities and challenges	12 <sup>th</sup> Jan 2011
3.	Jamal Mohamed College- Trichy	National Seminar on Examination Reforms	24 <sup>th</sup> Feb 2012
4.	Jamal Mohamed College- Trichy	Teaching, Learning and Research in Higher Education-Excellence and beyond Excellence	7 <sup>th</sup> March 2012

## Workshops and Training Programmes Attended

S.No	Institution	Title	Date
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
4.	Mahendra College of Education, Namakkal	State Level Workshop on 'Teaching and Learning'	24 <sup>th</sup> December 2014
5.	Jamal Mohamed College, Tiruchirappalli	One Day State Level Workshop on Promoting Entrepreneurs - Guidelines and Guidance	17 <sup>th</sup> December 2018
6.	Jamal Mohamed College, Tiruchirappalli	Professional Leadership on Professional Development for Academic Leadership in Curriculum Design	18 <sup>th</sup> and 19 <sup>th</sup> January 2019
7.	Ministry of Education-DHE-GoI & Bharathidasan University	Curriculum Workshop on Introducing BBA/MBA	15.12.2020

## Papers Published in ISBN Books:

Sl. No.	Name of the Book	Paper Title	Publisher	Issue
1.	Recent Trends in Indian Economy- A Management Perspective	Importance of HRM In Growth of 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	Micro, Small and Medium Enterprises (MSMEs) 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	Indian Hospitality Industry- An Overview	Jazyam Publications Trichy	Jan 2013 ISBN: 978-93-81521-19-9 Pg. No. 86- 89
5.	Financial Inclusion- A way of Equitable Growth	Role of Mobile Banking in Financial Inclusion	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 Positive Sign for Economic Growth	Arun Vasam Publications Trichy	Feb 2014 ISBN: 978-81-909104-02-2 Pg. No. 30-32.

## Faculty development & Interaction Programme

S.No	Institution	Date
1.	Faculty development Programme , Workshop on E-Content Development for Teaching -Learning Jamal Mohamed College, - IQAC Tiruchirappalli	22 <sup>nd</sup> December 2015
2.	Faculty development Programme , Workshop on The Role of Teacher in the Present Scenario Jamal Mohamed College, - IQAC Tiruchirappalli	7 <sup>th</sup> January 2017
3.	Faculty development Programme on Presentation Skills conducted by ICT Academy held at Jamal Mohamed College, Tiruchirappalli	23 <sup>rd</sup> and 24 <sup>th</sup> February 2017
4.	Faculty development Programme on NLP - Based Faculty Empowerment Programme held at Jamal Mohamed College, Tiruchirappalli	17 <sup>th</sup> ,19 <sup>th</sup> & 20 <sup>th</sup> June 2017
5.	Faculty development Programme on Writing Winnable Project Proposals held at Jamal Mohamed College, Tiruchirappalli	23 <sup>rd</sup> June 2018
6.	Faculty development Programme on Staff Enrichment Programme on Ownership Culture held at Jamal Mohamed College, Tiruchirappalli	14 <sup>th</sup> June 2019
7.	Faculty Development Programme in Securities Market Organised by National Institute of Securities Market & Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli	15 <sup>th</sup> February 2020
8.	One Day National Level e-FDP on “ Writing and Publishing Scientific Research Papers in SCI –A Framework RR Institute of Advanced Studies, Bangalore	5 <sup>th</sup> January 2021
9.	Strategy for Managing Personal Finance Including Mutual Funds and NPS – One Day National Webinar- School of Commerce and Business Management in Collaboration with Association of Mutual Funds in India (AMFI)- MAULANA AZAD NATIONAL URUDU UNIVERSITY- Hyderabad	5 <sup>th</sup> January 2021
10.	National Level One Week Faculty Development Programme on Research Methodology organized by Kamla Nehru Mahavidyalaya, Nagpur	26 <sup>th</sup> April – 1 <sup>st</sup> May 2021
11.	One Day Faculty Development Programme on Research Funding Ageacies Organised by Research forum in Collaboration with IQAC , ST. Anne’s Degree College for women, Bengaluru	29 <sup>th</sup> May 2021

## 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	A Study on Mobile Phone Users’ Behaviour with Special Reference to Tiruchirappalli District	Aug 2013 Vol.2 355-359 ISSN : 2250-1940



2.	Sankhya International journal of the management & technology Pub:Sri Sai Ram Institute of Management studies, chennai	International	A Study on factors Influencing Brand Equity in Indian Laptop Market	Feb.2014 Vol.III, Issue II(A), Pg. 971 - 973 ISSN: 0975 - 3915
3.	Jamal Academic Research Journal (JARJ) – An Interdisciplinary, Published by Jamal Mohamed College, Trichy	International	A study on Consumer Brand Preference of Mobile Phones in recent economic scenario	Aug 2014 Vol.1 Pg. 216-220 ISSN : 0973-0303
4.	Intercontinental journal of Marketing Research Review - ICMRR (Double blind, peer reviewed, Refereed and indexed journal )	International	A Study on Consumer Behaviour of Mobile Phone users with reference to Tiruchirappalli district in Tamilnadu	Jul – Sep 2014 pg. 1-5, vol 2 Issue 3 Impact factor 0.612
5.	Jamal Academic Research Journal (JARJ) – An Interdisciplinary, Published by Jamal Mohamed College, Trichy	National	Mobile Marketing: Brand Performance and Implications on Brand Identity	January, 2015 Vol.2 pg.73– 75, pg.216– 220  ISSN : 0973-0303
6.	International journal of marketing & Technology - IJMT (Quarterly Double blind, peer reviewed , Refereed and indexed journal )	International	A study on consumer Brand preferences of mobile phones in recent scenario	Feb 2015 VOL 5, Issue -2 pp.29-37 ISSN: 2249-1058 Impact factor 4.077(2013)
7.	PEZZOTTAITE JOURNALS- A series of Indexed and Refereed International Journals, Jammu & Kashmir	International	Consumer Brand Preferences of Mobile Phones: A Study with Special Reference to Tiruchirappalli District in Tamilnadu	March 2015 VOL 4, pp.1481-1485 ISSN: 2279-0977 Impact factor 5.057 (2013)
8.	Jamal Academic Research Journal (JARJ) – An Interdisciplinary, Published by Jamal Mohamed College, Trichy	International	A Study of Mobile Services from Customer's Perspective in Tiruchirappalli District Cars- a Overview	13 <sup>th</sup> &14 <sup>th</sup> August, 2015  ISSN : 0973-0303 Pp 106 - 107
9.	Jamal Academic Research Journal (JARJ) – An Interdisciplinary, Published by Jamal Mohamed College, Trichy	National	Islamic Banking in India – Growth and Potential	13 <sup>th</sup> January, 2016  ISSN : 0973-0303 Pp 123 - 128

10.	Jamal Academic Research Journal (JARJ) – An Interdisciplinary, Published by Jamal Mohamed College, Trichy	National	A study on Customer Satisfaction in Net Banking with special reference to Tiruchirappalli district	28 <sup>th</sup> September 2016 ISSN: 0973-0303 Pp 199-205
11.	Jamal Academic Research Journal (JARJ) – An Interdisciplinary, Published by Jamal Mohamed College, Trichy	National	A Study on Perception About Mobile Banking Services	19 <sup>th</sup> January 2017 ISSN: 0973-0303 Pp 335-337
12.	Jamal Academic Research Journal (JARJ) – An Interdisciplinary, Published by Jamal Mohamed College, Trichy	National	A study on Customer Purchase Behaviour Towards Mobile Phone with special reference to Tiruchirappalli city	17 <sup>th</sup> February 2017 ISSN: 0973-0303 Pp 351-355
13.	Emperor International Journal of Finance and Management Research	International	A Study on Consumer Preference of Mobile phones of Indian and Foreign Brands with Special Reference to Tiruchirappalli District	Volume 3, Issue 9, September 2017. ISSN: 2395- 5929 with Impact Factor 1.14 UGC Jr. No. 45308 Pp: 82-88
14.	International Journal of Management and Social Sciences	Advancement in Business in the Digital Era	A study on Risk and Return Analysis of Selected Stock in Bombay Stock Exchange	Volume 8 (1.2) September 2018, p- ISSN 2349 - 0191, UGC Jr. No. 63251 Pp: 125 - 130
15.	International Journal of Research and analytical Reviews (IJRAR)	Advancement in Business in the Digital Era	A study of consumer behaviour towards cosmetic products in Tiruchirappalli District	Volume 6 (1), February 2019, p- ISSN 2349 - 5138 UGC APPROVED Pp: 224 - 229
16.	Jamal Mohamed College- Trichy	Advancement in Business in the Digital Era	A study on Customer satisfaction level towards LIC With Special reference to tiruchy	25 <sup>th</sup> September 2019
17.	Jamal Mohamed College- Trichy	Advancement in Business in the Digital Era	A Study on investment in the Equity Shares of Automobile and Automobile Accessories Companies in the Bombay Stock Exchange - Risk and Return analysis	25 <sup>th</sup> September 2019
18.	Jamal Mohamed College, Tiruchirappalli	Advancement in Business in the Digital Era - 2021	A Study on Factors Affects the taking of health insurance product with special reference Tiruchirappalli District	SEMBODHI - 17 <sup>th</sup> February 2021 Volume 44 JAN. TO March 2021, ISSN 2249-6661 UGC CARE LISTED Pp: 152-157

## Academic Activities:

### Administrative Experience :

Sl No	Position Held	Name of the Institution	Duration		Years of Experience
			From	To	
1	Department Placement officer - Commerce	Jamal Mohamed College (Autonomous), Tiruchirappalli - 20	June , 2019	Till Date	4 Years
2	Commerce Association Vice - President	Jamal Mohamed College (Autonomous), Tiruchirappalli - 20	June , 2021	June, 2022	1Year
3	Student Event Co-Coordinator - Commerce	Jamal Mohamed College (Autonomous), Tiruchirappalli - 20	June , 2021	June, 2022	1 Year, 2 Months
4	Department Exam In -charge - Commerce	Jamal Mohamed College (Autonomous), Tiruchirappalli - 20	June , 2021	June, 2022	1Year
5	Graduation Day – Registration Committee Member	Jamal Mohamed College (Autonomous), Tiruchirappalli - 20	June , 2019	Till Date	4 Years
6	Department Sports In- Charge	Jamal Mohamed College (Autonomous), Tiruchirappalli - 20	June , 2022	June, 2022	4 Months
7	Tutor in Charge	PG Dept. of Commerce, Jamal Mohamed College (Autonomous), Tiruchirappalli - 20	April, 2010	Till Date	12 years
8	State Level Inter Collegiate Commerce Festival - Sharp Com 2K19 - Staff Incharge	PG Dept. of Commerce, Jamal Mohamed College (Autonomous), Tiruchirappalli - 20	2019	2020	1Year
9	State Level Inter Collegiate Commerce Festival - Sharp Com 2K20 - Staff Coordinator	PG Dept. of Commerce, Jamal Mohamed College (Autonomous), Tiruchirappalli - 20	2020	2021	1Year

### Other Academic services

Sl No	Nature of the Service	Institution / University	Duration		Total Yearsof Experience
			From	To	
1	Conducting CA/CMA Examination	Centre - Jamal Mohamed College (Autonomous), Tiruchirappalli - 20	2017	Till Date	7 Years

**Achivements:**

<b>S. No.</b>	<b>Particulars</b>	<b>Rank</b>	<b>Remarks</b>
1	Deeniyath Education - Competitive Examination	First Class	2006 - 2007
2	Deeniyath Education - Competitive Examination	First Class	2008 - 2009
3	Dr.K.M.Award - HRM	First Class	2008 - 2009
4	Dr.K.M.Award - Export Marketig	First Class	2009 - 2010
5	PG & Research Department Of Commerce -Merit Certificate - Advanced Corporate Accounting	I Rank	2009 - 2010
6.	PG & Research Department Of Commerce -Merit Certificate - International Business Environment	I Rank	2009 - 2010

**Declaration**

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

Date :

Place : Trichy -20

**Yours Faithfully,**

**(S.MOHAMMED SAFI)**