

## CURRICULUM VITAE

**Dr. M. BALASUBRAMANIAN**

**Contact No: 9597167122**

**Mail: [kbala16smani@gmail.com](mailto:kbala16smani@gmail.com)**

### OFFICIAL ADDRESS

Assistant Professor & Research Advisor  
PG & Research Department of Commerce  
Jamal Mohamed College (Autonomous) Tiruchirappalli – 20



### PRESENT ADDRESS

1/44 Keezha Vayalur, Koohur (PO)  
Lalgudi (Tk) Tiruchirappalli (Dt)

### CAREER OBJECTIVE

- To serve in a professional environment to actualize its educational policy, goals which benefits the institution and society together while providing constant personal learning at all stages of my career.

### ACADEMIC QUALIFICATIONS

PROGRAMME	SUBJECT	INSTITUTION	YEAR OF PASSING	CLASS
Ph. D	Commerce	Bharathiar University Coimbatore	Sep. 2014	-
SET	Commerce	Bharathiar University Coimbatore	Oct. 2012	-
M. Phil	Commerce	Jamal Mohamed College Tiruchirappalli – 20	Feb. 2001	Distinction
M.Com	Commerce	Urumu Dhanalakshmi College Tiruchirappalli – 19	April 1997	II
B. Com	Commerce	Periyar EVR College Tiruchirappalli – 23	April 1995	III

### OTHER RELEVANT DEGREES

PROGRAMME	SUBJECT	INSTITUTION	YEAR OF PASSING	CLASS
MBA	Management	Periyar University Salem	May 2010	I
M. Sc.	Psychology	Madras University Chennai	May 2003	II
M. Phil	Psychology	Annamalai University Chidambaram	Oct. 2011	II
B.L.I.Sc	Library Information Science	Madurai Kamaraj University Madurai	May 2000	II

**COMPUTER KNOWLEDGE**

- PGDCA
- Computer Accounting Package (**TALLY**)

**TEACHING EXPERIENCE**

INSTITUTION	LEVEL	YEARS
Jamal Mohamed College Tiruchirappalli – 20	UG, PG & M. PHIL	16/06/2008 to till date

**OTHER WORK EXPERIENCE**

INSTITUTION	DESIGNATION	YEARS
Jamal Mohamed College Tiruchirappalli -20	PROGRAMMER IN COMMERCE (Handling Tally Accounting Package)	3 (2005-2008)
Sharp Coaching Centre, Lalgudi	TEACHING & ORGANIZING	5 (2000-2005)

**SEMINARS ORGANIZED**

- Seminar Organizing Secretary for National Level Seminar on “**Strategic Growth of Business in New India - Prospects and Challenges**” Conducted by Post Graduate Department of Commerce (SF), Jamal Mohamed College, Tiruchirappalli on 23<sup>rd</sup> September 2017
- 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 4<sup>th</sup> Feb 2012

**RESOURCE PERSON/ GUEST LECTURERS**

S. No.	Name of the Event	Place	Month & Year
1.	Generative AI in Human Resource Development	Presidency School of Commerce, Presidency University, Bangaluru	25th March 2025
2.	Institution’s Innovation Council	Theivanai Ammal College for Women (Autonomous), Villuppuram	14th March 2025
3.	Union Budget Analysis – 2024	Dept. of Commerce (Shift-II) St. Joseph’s College, Tiruchy	9th August 2024
4.	Special Lecture on “Human Rights and Intellectual Property”	Organized by PG & Research Dept. of Commerce, Selvam Arts & Science College Namakkal	03-10-2023
5.	Skill Development Programme on “Empower Yourself with Consumer Knowledge”	Organized by Citizen Consumer Club & PG & Research Dept. of Commerce, Cauvery College for Women, Tiruchirappalli	06-10-2023

**RESEARCH SUPERVISION**

Programme	Pursuing	Awarded	Submitted
M. Phil	--	05	-
Ph. D (Full-time)	--	01	-
Ph. D (Part-time)	04	01	-

**BOOKS EDITED**

- Assistant Editor of JARJ: Volume. 9 No.1(1) in September 2016
- Assistant Editor of “India - An Emerging Economic Power” in September 2017

**IN-CHARGE / MEMBERSHIP IN COMMITTEES FOR VARIOUS PROGRAMME IMPLEMENTATIONS**

- Board of Studies Member (Business Administration 2020 - 22)
- Executive Committee Member in Staff Association (2014 – 2016)
- Tutor In- charge B. Com, M. Com and BBA (2010 – Till Date)

**ORIENTATION COURSE/ REFRESHER COURSE**

S. No.	Name	Venue	Date
1.	NEP 2020 Orientation & Sensitization	MM-TTP UGC, BARD, Tiruchirappalli	04/03/24 to 13/03/24

**PUBLICATIONS**

- International Journals - 17
- National Journals - 24
- ISBN - 16

(For details kindly refer to the annexure I)

**PERSONAL INFORMATION**

Name : **M. BALASUBRAMANIAN**  
 Father's Name : N. MARUTHAI (Late)  
 Age & Date of Birth : 50 years & 13.06.1974  
 Sex & Marital Status : Male  
 Citizenship : Indian  
 Languages known : Tamil, English & Hindi

**DECLARATION**

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

Place: Tiruchirappalli



Date: 11/06/2025

**(M. BALASUBRAMANIAN)**

## ANNEXURE

### WEBINARS AND ONLINE COURSES PARTICIPATED

Sl. No.	Name	Venue	Date
1.	Innovative Pedagogical Techniques in Management Education	Ojha Publication & Research House, New Delhi	21 <sup>st</sup> Oct to 25 <sup>th</sup> October 2024
2.	Fintech and Future of Finance	St. Joseph's College, Tiruchy & Jayaraj Annapackiam College for Women Periyakulam	7 <sup>th</sup> Feb. 2024
3.	AI Tools for Smart Teaching and Blended Learning	PG & Res. Dept. of Commerce BPO & BFSI Holy Cross College Tiruchirappalli	22 <sup>nd</sup> Jan to 27 <sup>th</sup> Jan. 2024
4.	Developing your Professional Edge: Strategies for Career Growth & Financial Success	Dept. of Commerce with IT IQAC of PPG College of Arts & Sciece, Coimbatore	8 <sup>th</sup> Jan. to 12 <sup>th</sup> Jan. 2024
5.	Dimensions of Economics Today	PG & Res. Dept. of Economics, Jamal Mohamed College, Tiruchy	8 <sup>th</sup> Jan. to 12 <sup>th</sup> Jan. 2024
6.	Influence of AI in Teaching & Research	Hindusthan College of Arts & Science, Coimbatore	4 <sup>th</sup> Sep to 9 <sup>th</sup> Sep 2023
7.	Empowering Educators	ICSI, Coimbatore Chapter	11 <sup>th</sup> Sep. 2020
8.	Skill Development Programme on social media Digital Marketing	School of Commerce Bharathiar University Coimbatore	2 <sup>nd</sup> to 12 <sup>th</sup> Sep.2020
9.	Child Centric Disaster Risk Reduction (CCDRR Centre)	Dept. of Psychology Periyar University, Salem	24 <sup>th</sup> to 26 <sup>th</sup> August, 2020
10.	The Impact of the Neuro Developmental Issues on Learning	Dr. G.R. Damodaran College of Education Coimbatore	17 <sup>th</sup> August 2020
11.	Effective Use of Library E-Resources	St. Ann's Degree College for Women, Hyderabad	13 <sup>th</sup> August 2020
12.	Outcome Based Education in Higher Education – Challenges & Opportunities in the present Scenario	MK University Constituent College, Sattur, Virudunagar District	5 <sup>th</sup> August, 2020
13.	National Education Policy - 2020	IQAC, Jamal Mohamed College, Tiruchirappalli	5 <sup>th</sup> to 8 <sup>th</sup> August 2020
14.	Counselling and Mental Health During COVID-19	Dept. of Psychology Periyar University, Salem	15 <sup>th</sup> to 23 <sup>rd</sup> July, 2020
15.	Fundamentals of Educational Research	R & D Centre & IQAC of Tamil Nadu Teachers Education University Chennai in collaboration with Sri Sarada College of Education, Salem	July 2020

16.	Going Online: Classroom, Field Work & Research	(JNU-WETCOM IV) Jawaharlal Nehru University, New Delhi	11 <sup>th</sup> & 12 <sup>th</sup> July 2020
17.	Qualitative Research	Dept. of Psychology, Avinashilingam Institute for Home Science & Higher Edn. for Women Coimbatore	30 <sup>th</sup> June 2020
18.	Stress Management	Dept. of Psychology, Avinashilingam Institute for Home Science & Higher Edn. for Women Coimbatore	23 <sup>rd</sup> June, 2020
19.	Psychology of Crisis & Resilience to Change	Dept. of Psychology & Dept. of Busi. Admn., St.Anne's Degree College for Women, Bengaluru	16 <sup>th</sup> & 17 <sup>th</sup> June 2020
20.	Effective Online Teaching Methods	Dept. of Civil Engg., Dr. N.G.P. Institute of Tech. Coimbatore	8 <sup>th</sup> to 12 June 2020
21.	Revitalization of Indian Economy After the Corona Virus Pandemic	Bharathidasan College of Arts & Science, Erode	3 <sup>rd</sup> June 2020
22.	Beyond Academic Excellence – A Reality Show	COE & Dept. of History Nallamuthu Gounder Mahalingam College Pollachi	25 <sup>th</sup> to 31 <sup>st</sup> May 2020

#### **PUBLICATIONS: INTERNATIONAL JOURNALS**

<b>S. No.</b>	<b>Name of the Journal</b>	<b>Title of the Paper</b>	<b>Year</b>
1.	International Journal of Commerce & Management Research (PIJCMR)	Electric Vehicles – An Overview	January 2024
2.	KALA The Journal of Indian Art History Congress	Mutual Fund Companies in India – An overview	January 2021
3.	International Journal of Management (JIM)	Investor's Preferences and Price Volatility of Cryptocurrencies – An Overview	November 2020
4.	International Journal of Management (JIM)	Employee Retention Strategies in Software Companies: An Overview	November 2020
5	International Journal of Management (JIM)	Investors Perception and Satisfaction towards various Investment Avenues with Spl. Ref. to Kancheepuram District	November 2020
6.	International Journal of Management (JIM)	Employee Retention Strategies in Information Technology Sector: An Observed Study of Selected Software Companies in Chennai City	October 2020
7.	International Journal of Management (JIM)	Investor's Views and Preferences towards Cryptocurrencies iu Kerala	October 2020

8.	International Journal of Management (JIM)	Investment Patterns of Individual Investors Behaviour in Kanchipuram Dt	October 2020
9.	Journal of Composition Theory (JAC)	Mobile Banking and its Evolution in the UPI Era	September 2019
10.	International Journal of Research & Analytical Reviews (IJRAR)	Implications of Socio-Economic on Self Help Group Members in Kanchipuram District, Tamil Nadu	January 2019
11.	International Journal of Research & Analytical Reviews (IJRAR)	CRM in Manufacturing Industry – A Study with Special Reference to Tiruchirappalli & Pudukottai Districts	January 2019
12.	International Journal of Research & Analytical Reviews (IJRAR)	Financial Inclusion – Unbanked and under-banked population	January 2019
13.	International Journal of Management & Social Sciences (IJMSS)	Hawala System in the Digital Era	September 2018
14.	Emperor International Journal of Finance and Management Research (EIJFMR)	A Study on Employees Retention Strategy in Software Industry Chennai	September 2017
15.	International Journal of Business and Administration Research Review (IJBARR)	A Study on Solvency and Profitability Position of Private Sugar Mills in Tiruchirappalli District	2015
16.	Global Research Analysis (International Referred)	Financial Performance of Sugar Industries in India	Sep.2012

#### **PUBLICATIONS IN NATIONAL JOURNALS**

<b>S. No.</b>	<b>Name of the Journal</b>	<b>Title of the paper</b>	<b>Year</b>
1.	Emperor Journal of Commerce	Investors Perception of Risk Awareness and Portfolio Management towards the Cryptocurrency Investment in Kerala	January 2025
2.	Our Heritage Journal UGC Care Group I ISSN:0474-9030	Bit Coins in India – An overview	January 2020
3.	Our Heritage Journal	Perception of Investors Towards Mutual Funds	January 2020
4.	Our Heritage Journal	Indian Financial System– An overview	January 2020
5.	Our Heritage Journal	The Advancement of Measuring Patient Satisfaction with Special Ref. to Private Multispecialty Hospitals in Tiruchirappalli City	January 2020
6.	JARJ: An Interdisciplinary	Major Issues and Constraints in Islamic Banking	January 2016
7.	JARJ: An Interdisciplinary	Need of Renewable Energy for the Success of Make in India	August 2015

8.	JARJ: An Interdisciplinary	Indian Agriculture – Performance and Challenges	August 2015
9.	JARJ: An Interdisciplinary	A Study on Consumer Purchasing Behaviour of Brand Preferences in Mobile Phones with Spl. Ref. to Tiruchirappalli Dt	January 2015
10.	JARJ: An Interdisciplinary	Challenges of Rural Marketing Strategies: Selling Products & Services	January 2015
11.	JARJ: An Interdisciplinary	Prospects of Agro-Based Industries in India	January 2015
12.	JARJ: An Interdisciplinary	The role of BRICS in the World Economy	August 2014
13.	Research Explorer	Quality of Work Life Among Employees in Ashok Leyland Ltd	August 2013
14.	Research Explorer	Performance & Growth of Shree Renuka Sugars in India	August 2013
15.	HRD Times	Indian Sugar Industry Problems & Prospects	February 2011
16.	HRD Times	Mutual funds	June 2010
17.	HRD Times	Twinsumerism	December 2009

#### **PUBLICATIONS IN ISBN**

<b>S. No.</b>	<b>Title of the Paper</b>	<b>Title of the Programme</b>	<b>Year</b>
1.	Effective Customer Relationship Management Through E-CRM	One day National Conference on “Myths & Realities of Business in the Digital Era	February 2016
2.	Financial Education – A Tool For Financial Inclusion	One Day State Level Seminar Financial Inclusion – A way of Equitable Growth	September 2013
3.	Recent Trends of Financial Inclusion in India		
4.	Health Care in India Challenges and Opportunities	One Day State Level Seminar Problems & Prospects of Service Sector in India	January 2013
5.	Agricultural Insurance in India with special reference to Sugarcane Crop Insurance		
6.	Problems & Prospects of SME’s of India in Current Scenario	Problems & Challenges in the Management of MSME	February 2012
7.	Contribution of Sugar Industry to India’s GDP & Economic Growth	India – An Emerging Economic Power	February 2012
8.	Growth of Small Scale & Village Industries in India		
9.	Recycling Energy through Sugar Mill’s Co-generation – An Overview	CBRCC – From Awareness to Adoption	December 2011

10.	Performance of Sugar Industry in India- An Overview	Recent Trends in Indian Economy – A Management Perspective	February 2011
11.	Impact of Medical Tourism in Indian Economy		
12.	Marketing Problems faced by Agro-Based Industries in India	Management in the Age of Innovation	January 2011
13.	MNREGS	Synergize: Green to Gold	Sep. 2010
14.	Service Quality of Hotel for Quality Inn Sabari – Chennai	Management Practices for Sustainable Growth	July 2010
15.	Private Labels (A Recipe for Retail Success)	Survival and Growth Strategy in Changing Business Scenario	Dec. 2009

## **PAPER PRESENTED**

### **INTERNATIONAL SEMINAR & CONFERENCES**

<b>Sl. No.</b>	<b>Title of the Paper</b>	<b>Name</b>	<b>Venue</b>	<b>Date</b>
1.	UPI – A Paradigm shift in India's Digital Payment Ecosystem	Transformation of Business in the Global Scenario & its Impact on Entrepreneurship	PG & Res. Dept. of Commerce, Jamal Mohamed College Tiruchirappalli – 20	5 <sup>th</sup> February 2025
2.	Customer Satisfaction towards (JIO) Internet Service Provider in Tiruchy District	Transformation of Business in the Global Scenario & its Impact on Entrepreneurship	PG & Res. Dept. of Commerce, Jamal Mohamed College Tiruchirappalli – 20	5 <sup>th</sup> February 2025
3.	Customer Satisfaction of Yamaha Bikes	Transformation of Business in the Global Scenario & its Impact on Entrepreneurship	PG & Res. Dept. of Commerce, Jamal Mohamed College Tiruchirappalli – 20	5 <sup>th</sup> February 2025
4.	An Extensive Adoption with Analysis of Consumer Buying Attitude towards Purchase of Electric Four Wheelers	Transformation of Business in the Global Scenario & its Impact on Entrepreneurship	PG & Res. Dept. of Commerce, Jamal Mohamed College Tiruchirappalli – 20	5 <sup>th</sup> February 2025
5.	Assessment & Assortment of Projects using Hybrid MCDM Technique Under Fuzzy Environment Based on Economic Factor	Transformation of Business in the Global Scenario & its Impact on Entrepreneurship	PG & Res. Dept. of Commerce, Jamal Mohamed College Tiruchirappalli – 20	5 <sup>th</sup> February 2025



6.	Customer Satisfaction in the Post Purchase Experience of KIA Cars in Tiruchirappalli	Transformation of Business in the Global Scenario & its Impact on Entrepreneurship	PG & Res. Dept. of Commerce, Jamal Mohamed College Tiruchirappalli – 20	5 <sup>th</sup> February 2025
7	Indian Financial System– An overview	International Conference on Opportunities & Challenges of Business in the Changing Scenario	PG & Res. Dept. of Commerce Jamal Mohamed College Tiruchirappalli	23 <sup>rd</sup> January 2020
8.	Perception of Investors Towards Mutual Funds	International Conference on Opportunities & Challenges of Business in the Changing Scenario	PG & Res. Dept. of Commerce Jamal Mohamed College Tiruchirappalli	23 <sup>rd</sup> January 2020
9.	The Advancement of Measuring Patient Satisfaction with Spl.Ref. to Private Multispecialty Hospitals in Tiruchirappalli City	International Conference on Opportunities & Challenges of Business in the Changing Scenario	PG & Res. Dept. of Commerce Jamal Mohamed College Tiruchirappalli	23 <sup>rd</sup> January 2020
10.	Bit Coins in India – An overview	International Conference on Opportunities & Challenges of Business in the Changing Scenario	PG & Res. Dept. of Commerce Jamal Mohamed College Tiruchirappalli	23 <sup>rd</sup> January 2020
11.	Implications of Socio-Economic on Self Help Group Members in Kanchipuram District, Tamil Nadu	One day International Conference on “New Horizons of Business in the Changing Global Environment”	PG & Research Dept. of Commerce Jamal Mohamed College, Tiruchirappalli	23 <sup>rd</sup> January 2019
	CRM in			

12.	Manufacturing Industry – A Study with Special Reference to Tiruchirappalli & Pudukottai Districts			
	Financial Inclusion – Unbanked and under-banked population			
13.	Buying Behaviour of Consumers at Shopping Mall in Tiruchy Town	One day International Conference on “Services Marketing – Process, Practices and Potential”	PG & Research Dept. of Commerce National College Tiruchirappalli	24 <sup>th</sup> January 2019
14.	Indian Agriculture: Performance and Challenges	Two Day International Seminar on Inclusive Economic Growth	PG Dept. of Commerce (SF) Jamal Mohamed College, Tiruchy	13 <sup>th</sup> & 14 <sup>th</sup> August 2015
	Need of Renewable Energy for the Success of Make in India			
15.	The role of BRICS in the world economy	Global Economic Revival: A Changing Scenario	Dept. of BBA & Commerce (SF) Jamal Mohamed College, Tiruchy	16 <sup>th</sup> & 17 <sup>th</sup> August 2014
16.	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 <sup>th</sup> & 17 <sup>th</sup> August 2013
	Quality Work Life among Employees in Ashok Leyland Ltd			
17.	Impact of Watershed Mgt. in the Living Conditions of People in Tamil Nadu	4 <sup>th</sup> International Conference on Innovative Management Strategies For Emerging Business Paradigms	Adaikalamatha Institute of Management Tanjore	28 <sup>th</sup> January 2012
18.	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 <sup>th</sup> to 9 <sup>th</sup> December 2011
19.	Service Quality of Hotel for Quality Inn Sabari – Chennai	International Conference on Management Practices for Sustainable Growth	Dept. Busi. Admn. Annamalai University, Chidambaram	28 <sup>th</sup> to 30 <sup>th</sup> 2010
20.	Private Labels (A Recipe For Retail Success)	Two days International Conference on “Survival and Growth Strategy in Changing Business Scenario”	Annamalai University, Chidambaram	26 & 27 <sup>th</sup> Dec. 2009

### National Seminars / Conferences

Sl. No	Title of the Paper	Name	Venue	Date
1.	Consumer Attitudes towards Battery Electric Vehicles – An Overview	Great Initiatives of State & Central Govt. through Startup(s) programmes in Nurturing Entrepreneurial Activities	PG & Res. Dept. of Commerce, Jamal Mohamed College Tiruchy – 20	24 <sup>th</sup> January 2024
2.	A Study on Investors Attitude & Preferences towards Crypto-currencies in India with Spl. Ref. to State of Kerala	Great Initiatives of State & Central Govt. through Startup(s) programmes in Nurturing Entrepreneurial Activities	PG & Res. Dept. of Commerce, Jamal Mohamed College Tiruchy – 20	24 <sup>th</sup> January 2024
3.	Investors Perception of Risk Awareness & Portfolio Management towards the Crypto-currency Investment in Kerala	Technological Advancement and Its Impact on Entrepreneurship	PG & Res. Dept. of Commerce, Jamal Mohamed College Tiruchy – 20	21 <sup>st</sup> & 22 <sup>nd</sup> September 2022
4.	Electric Vehicles – An Overview	Technological Advancement and Its Impact on Entrepreneurship	PG & Res. Dept. of Commerce, Jamal Mohamed College Tiruchy – 20	21 <sup>st</sup> & 22 <sup>nd</sup> September 2022
5.	Investors Preferences towards Share Mutual Funds	National Conference on Challenges to Indian Businesses	Dept. of Busi. Admn. AIMAN College of Arts & Science for Women, Tiruchy	11 <sup>th</sup> January 2020
6.	Mobile Banking and its Evolution in the UPI Era	One day National Conference on Advancement in Business in the Digital Era	Dept. of Commerce (SF), Jamal Mohamed College Tiruchy – 20	25 <sup>th</sup> September 2019
7.	Hawala System in the Digital Era	One day National Conference on Advancement in Business in the Digital Era	Dept. of Commerce (SF), Jamal Mohamed College Tiruchy – 20	20 <sup>th</sup> September 2018
8.	A Study on Employees Retention Strategy in Software Industry Chennai	One day National Level Seminar on Strategic Growth of Business in New India - Prospects and Challenges	Dept. of Commerce (SF), Jamal Mohamed College Tiruchy - 20	20 <sup>th</sup> September 2017
9.	Effective Customer Relationship Management Through E-CRM	One day National Conference on “Myths & Realities of Business in the Digital Era	PG & Research Dept. of Commerce, Jamal Mohamed College, Tiruchy	17 <sup>th</sup> February 2016
10.	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 – 20	13 <sup>th</sup> January 2016

11.	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 <sup>th</sup> January 2015
	Challenges of Rural Marketing Strategies: Selling Products & Services			
	A Study on Consumer Purchasing Behaviour of Brand Preferences in Mobile Phones with Spl. Ref. to Tiruchirappalli Dt			
12.	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 Tiruchirappalli	25 <sup>th</sup> February 2012
13.	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 Tiruchirappalli	25 <sup>th</sup> February 2012
14.	ICT in Globalization- An Overview	One Day National Seminar on Service Sector in the Globalization Era	Dept. of Commerce Jamal Mohamed College, Tiruchy	22 <sup>nd</sup> February 2012
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 Tiruchirappalli -20	4 <sup>th</sup> February 2012
	Growth of Small Scale & Village Industries in India			
16.	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 <sup>th</sup> February 2011
	Impact of Medical Tourism in Indian Economy			
17.	Marketing Problems faced by Agro-Based Industries in India	4 <sup>th</sup> National Conference on Management in the Age of Innovation	Dept. of Management Studies, JIM, JMC Tiruchirappalli	25 <sup>th</sup> Jan. 2011
18.	Investment Opportunities and Challenges	One Day State Level Seminar Investment Opportunities and Challenges	Dept. of Commerce Jamal Mohamed College Tiruchirappalli	12 <sup>th</sup> Jan. 2011
19.	MNREGS	One Day National Seminar on Synergize: Green to Gold	Dept. Busi. Admn. Annamalai University Chidhambaram	3 <sup>rd</sup> September 2010

20.	Retail Value and their Strategies	UGC sponsored National Seminar on “Impact of Globalization on Indian Industries & Foreign Trade	Khadir Mohideen College Adirampattinam	27 <sup>th</sup> & 28 <sup>th</sup> March 2010
	IT Revolution (Reshaping Economy)			
21.	Attitude of the Employees towards Recruitment, Work & orgn. in SRF Ltd, Viralmalai	National Conference on “Innovative Challenges in Strategic Management”	Srinivasan College of Arts & Science Perambalur	19 <sup>th</sup> & 20 <sup>th</sup> March 2010
	Financial Performance of Mincore Pvt. Ltd Chennai			
22.	Investors Perception towards Derivatives Market	Problems and Prospects of Globalization, DDE Political Science Wing	Annamalai University Chidambaram	8 <sup>th</sup> & 9 <sup>th</sup> March 2010
23.	Growth of Corporate Governance in India	UGC Aut. Grant State level seminar on “Corporate Governance in India – Challenges & Prospects”	Jamal Mohamed College (Autonomous) Tiruchirappalli	19 <sup>th</sup> March 2010
24.	Burglary Insurance in India	UGC sponsored National Seminar on “Emerging issues in Banking and Insurance Sector”	Sri. S. Ramasamy Naidu Memorial College, Sattur	4 <sup>th</sup> & 5 <sup>th</sup> March 2010
25.	Growth of Indian Bond Market	National Seminar on Financial Markets – Innovations & Growth	VLB Janakiammal College of Arts & Science, Coimbatore	6 <sup>th</sup> February 2010

### State and Regional Level Seminars and Conferences

Sl. No	Title of the Paper	Name	Venue	Date
1.	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 <sup>st</sup> Sep. 2013
2.	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 <sup>st</sup> Sep. 2013
3.	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-20	12 <sup>th</sup> 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 <sup>th</sup> Jan. 2013

5.	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 <sup>th</sup> Jan. 2013
6.	Investment Opportunities and Challenges	One Day State Level Seminar Investment Opportunities and Challenges	Dept. of Commerce, Jamal Mohamed College, Tiruchirappalli	12 <sup>th</sup> Jan. 2011
7.	Foreign Direct Investment in India	UGC Autonomous Grant State Level seminar on “Corporate Governance in India – Challenges and Prospects”	Jamal Mohamed College (Autonomous), Tiruchirappalli	19 <sup>th</sup> March 2010

**Seminars / Conference / Workshops and Faculty Development Programme Attended**

Sl. No.	Name	Venue	Date
1.	Faculty Development Programme (FDP)	IQAC & PG & Research Dept. of Commerce Jamal Mohamed College Tiruchirappalli	5 <sup>th</sup> June to 9 <sup>th</sup> June 2024
2.	Two week Faculty Development Programme (FDP) on Inculcating Entrepreneurial Values for Students with Special focus on Innovation and Start-up Eco System	KG Reddy College of Engineering & Technology Munabad, Telangana	18 <sup>th</sup> March to 29 <sup>th</sup> March 2024
3.	Two Day National Seminar on Skill Development Practices to Enhance the Skill Set of College Students	Organized by Dept. of Commerce, Srimad Andavan Arts & Science College Tiruchirappalli – 5	21 <sup>st</sup> Dec. & 22 <sup>nd</sup> Dec.2023
4.	Faculty Development Programme	Organized by PG Dept. of Zoology & IQAC, Jamal Mohamed College, Tiruchirappalli – 20	24 <sup>th</sup> to 29 <sup>th</sup> January 2022
5.	One day National Level Workshop on Export Procedures & Promotion - NWEF	Organized by Dept. of Bus. Admn., Jamal Mohamed College, Tiruchirappalli – 20	21 <sup>st</sup> February 2020
6.	One day International Workshop on Artificial Intelligence – Its Impact on Social Sciences	Organized by PG & Research Dept. of Social Work, Jamal Mohamed College, Tiruchirappalli – 20	14 <sup>th</sup> February 2019
7.	Two Day Workshop on Professional Development for Academic Leadership in Curriculum Design	Organized by Curriculum Development Cell, Jamal Mohamed College, Tiruchirappalli – 20	18 <sup>th</sup> & 19 <sup>th</sup> January 2019
8.	Thesis & Article Writing from Copper Strip to gold Bar	PRIMAX Foundation & Seshadripuram Academy of Business Studies, Bengaluru	10 <sup>th</sup> February 2018

9.	A Comprehensive Serial Research Workshop on Finance Stage – I & Stage - II	Organized by School of Commerce, Bharathiyar University, Coimbatore	Sep. 2012 & Feb.2013
10.	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
11.	One Day National Level Exam Reforms	Organized by Dept. of Exams. Jamal Mohamed College, Tiruchirappalli	24 <sup>th</sup> Feb.2012
12.	One Day State Level Workshop on Stock Market Practices	Organized by Dept. of Commerce, Jamal Mohamed College, Tiruchirappalli	12 <sup>th</sup> January 2012
13.	One Day Workshop on International Financial Reporting Standards (IFRS)	Organized by Dept. of BBA &Commerce (SF), Jamal Mohamed College, Trichy	1 <sup>st</sup> October 2011
14.	Two Day Regional Workshop on Research Skills in Commerce	Organized by Dept. of Commerce, Jamal Mohamed College, Tiruchirappalli	5 <sup>th</sup> & 6 <sup>th</sup> April 2011
15.	Faculty Development Programme on Management Games	Organized by Dept. Business Administration, Annamalai University, Chidambaram	2 <sup>nd</sup> March 2011
16.	Seminar on Creating Competitiveness to excel in Higher Education	Organized by IQAC, Jamal Mohamed College, Tiruchy – 20	8 <sup>th</sup> December 2010
17	Faculty Development Programme on Data Analysis in Research – Using SPSS	Organised By Dept. of Management Studies, KLN College of Engg. College Sivagangai	27 <sup>th</sup> October 2010
18.	National Workshop on Research Publications in Commerce & Management	Bharathidasan University Tiruchirappalli	24 <sup>th</sup> & 25 <sup>th</sup> April 2010
19.	Faculty Development Programme on Academic Research Writing	Annamalai University Chidambaram	17 <sup>th</sup> April 2010
20.	National Level Seminar on “Quality Enhancement in Teaching, Research and Extension in Higher Education Institutions – Problems and Prospects	Jamal Mohamed College Tiruchirappalli	15 <sup>th</sup> & 16 <sup>th</sup> March, 2010
21.	State Level Seminar on Examination Reforms	Jamal Mohamed College Tiruchirappalli	12 <sup>th</sup> March 2010
22.	Two days Interaction Programme for Ph. D Scholars	UGC – Academic Staff College, Pondicherry University, Puducherry	17 <sup>th</sup> & 18 <sup>th</sup> September 2009



Signature  
(M. BALASUBRAMANIAN)