

RESUME

1. Name : **S. BASHEER AHAMED**
2. Date of Birth : 24.01.1987
3. Address : 52, Vasudevan Nagar, 3rd Street, Thidirkuppam,
Muthuthoppu, Villupuram. PIN - 605602
E-Mail : basheermsn@gmail.com
Mobile : 9952740454
4. Designation : Assistant Professor of Commerce



5. Educational Qualifications:

S.No	Qualification	Board/University	Year of passing	Subject	Class
1	SSLC	Board of Secondary Education	2003	General	First
2	HSC	Board of Higher Secondary Education	2005	Commerce	First
3	B.Com	Bharathidasan University	2008	Commerce	Distinction
4	M.Com	Bharathidasan University	2010	Commerce	Distinction
5	M.Phil	Bharathidasan University	2011	Commerce	Distinction

PROFESSIONAL QUALIFICATIONS

UGC NET - Qualification Test for Lecturer Ship -2011 - subject – **Commerce**

6. Experience: Under Graduate : **04 YEARS**
Post Graduate : **04 YEARS**

S.No	Designation	Institution	Period		Total Period
			From	To	
1	Assistant Professor of Commerce	Jamal Mohamed College - Trichy	01-09-2011	Till Date	04 Yrs

7. Areas of Specialization : FINANCE & MARKETING

8. Languages Known : TAMIL, ENGLISH

9. Subjects Taught: UG : Financial Accounting, Business Economics, Business Organisation, Marketing, Personnel Management, Business Management, Income Tax, E – Commerce

PG : Investment and Portfolio Management, Business Taxation, Retail Marketing, Strategic Marketing, Supply Chain Management

10. Details of Paper Presented:

International Seminar

S.No.	Institution	Title of the seminar	Paper Title	Date
1.	Jamal Mohamed College, Tiruchirappalli	Contemporary Issues and Challenges of Indian Business in Global Scenario	A study on Brand Management in Food Products in Tiruchirappalli	13 th & 14 th , February 2013
2.	Jamal Mohamed College, Tiruchirappalli	Global Competitiveness –A Challenge for Sustenance and Excellence	Brand Management in food Products with Special reference to Tiruchirappalli Town.	16 th & 17 th August, 2013
3.	Bharath Institute of Management, Thanjavur	New Dimensions in Commerce and Industry in the Globalised Era	Brand Management in food Products with Special reference to Tiruchirappalli Town.	22 nd February 2014
4.	Jamal Mohamed College, Tiruchirappalli	Global Economic Revival: A changing Scenario	Brand Management in Instant food Products with reference to Tiruchirappalli Town	16 th and 17 th August, 2014
5.	Jamal Mohamed College, Tiruchirappalli	Inclusive Economic Growth	Consumer Satisfaction towards Branded Instant food products with Special Reference to Tiruchirappalli District	13 th & 14 th August, 2015
6.	Jamal Mohamed College	Service Sector in India: Making New Avenues in Indian Economy	A Study on Customer Buying Behaviour towards Fast Food Restaurant in Trichy City	13 th January, 2021
7.	Jamal Mohamed College	Advancement In Business In The Digital Era	Consumer Purchasing Behaviour towards Instant Food Products in Tiruchirappalli District	17 th February, 2021

National Level Seminars/conferences

S.No.	Institution	Title of the seminar/conference	Paper Title	Date
1	Jamal Mohamed College- Trichy	India- An Emerging Economic Power	The service sector as India's Platform to economic growth	4 th Feb 2012
2	Jamal Mohamed College- Trichy	Service Sector in the Globalisation Era	Retailing – An Emerging concept in Era of Globalisation with special reference to Indian Industry	22 nd Feb2012
3	Jamal Mohamed College- Trichy	Problems and Challenges in MSME	ED in MSME Sector in India	25 th Feb2012
4	Jamal Mohamed College- Trichy	Problems & Prospectus of service sector in India	Brand Values and performances in Food Industry	12 th January 2013
5	Erode Arts and Science College, Erode	Retailing in India: Recent Trends and Upcoming challenges	Brand Management in Instant food Products with reference to Tiruchirappalli Town	19 th & 20 th September, 2014
6	Jamal Mohamed College- Trichy	Marketing Strategies For Make In India Products and Services	Brand Management in Instant food Products with reference to Tiruchirappalli Town	24 th January 2015
7	Periyar E.V.R College, Trichy	Social Entrepreneurship – A Drive for Sustainability	Women Social Entrepreneurs in India – Problems, challenges and Strategies	27 th February 2015
8.	Jamal Mohamed College- Trichy	Practical Application of Interest free financing for the Economic Development	Surge in Islamic Finance Service Industry	13 th January 2016
9	Jamal Mohamed College	Goods And Service Tax And Its Impact on Various Sectors	Implementation and Management of GST In India	25 th January 2018
10	Jamal Mohamed College	Challenges of GST	Implementation and Management of GST In India	25 th January 2018
11	Thiruvalluvar University Model Constituent College of Arts and Science, Tittakudi.	GST and Demonitisation – An Economic Revolution	Cashless Economy,	20 th February, 2018

State and Regional Level Seminars and Conferences

S.No.	Institution	Title of the seminar/conference	Paper Title	Date
1	Jamal Mohamed College- Trichy	Examination Reforms,	Examination Reforms	24-02-2012
2	Jamal Mohamed College- Trichy	Internal Quality Assurance Cell,	Teaching, Learning and Research in Higher Education – Excellence and Beyond Excellence	07-03-2012
3	Jamal Mohamed College- Trichy	Financial Inclusion – A Way of Equitable Growth	Role of Micro Finance interventions in Financial Inclusion	21 st September 2013
4	Jamal Mohamed College- Trichy	Corporate Social Responsibility-Issues and Challenges in India	Corporate Social Responsibility in Indian Perspective	29 th Jan 2014
5	Jamal Mohamed College- Trichy	Different Perspectives of Companies Act 2013- Towards Corporate Excellence	Corporate Governance in Banks: Problems and Remedies	1 st Feb 2014

11. Workshops Attended

S.No.	Institution	Title	Date
1	Jamal Mohamed College, Tiruchirappalli	One Day Workshop on International Financial Reporting Standards (IFRS)	1 st October 2011
2	Jamal Mohamed College, Tiruchirappalli	One Day State Level Workshop on Stock Market Practices	12 th January 2012
3	Jamal Mohamed College, - IQAC, Tiruchirappalli	Faculty Development Programme	4 th & 5 th January 2013
4	Jamal Mohamed College, Tiruchirappalli	NLP-Based Faculty Empowerment Programme	17 th to 20 th June, 2017
5	Jamal Mohamed College, Tiruchirappalli	Life Skills	8 th February, 2018
6	Bharathidasan University, Trichy – 23	Orientation Programme	18 th May to 14 th June, 2018

7	RR Institute of Advanced Studies, Bangalore	National Level e-FDP on “Writing and Publishing Scientific Research Papers in SCI Journals – A Framework	5 th January, 2021
8	Lucknow Intellectual Forum	Seven Days Interactive Workshop on ‘Digital Educational Initiatives’	20 th to 26 th January, 2021
9	Hindusthan College of Arts and Science, Coimbatore	Four Days Faculty Development Programme on “Pedagogical Innovations and Experimentation in Enhancing Learning Effectiveness for Gen Alpha”	4 th to 7 th February, 2021

12. Publication in Journal

S. No.	Journal	Paper Title	Volume
1	Research Explorer	Brand Management in Instant food Products with reference to Tiruchirappalli Town	Vol. II, Issue I, 16 th August, 2013
2	Sankhya: International Journal of the Management & Technology	Brand Management in Instant food Products with reference to Tiruchirappalli Town	Vol. III, Issue II(A.),
3	Research Explorer	Brand Values and Performance in Food Industry	Vol. III, Issue 8, 30 th April, 2004
4	Primax International Journal of Marketing (PIJM)	The Impact of Social Media on Consumers buying Behaviour	2016-17
5	Growth Strategies for Business Development in India	Growth Drive of Indian Fast Food Industry.	2016-17
6	Jamal Academic Research Journal: An Interdisciplinary	Current trends and opportunities for retail marketing	Volume – IX, ISSN: 0973-0303. 2016-17
7	Literary findings , UGC Refereed Journal	Green marketing in India- an overview	45894, Feb 2018
8	International Journal of Management and Social Sciences (IJMSS)	Working Capital Performance Efficiency: A Study on select Paper Mills in India	ISSN : 2249 0191 https://journals.foundationspeak.com/index.php/ijmss/article/view/579 , Sep 2018
9	International Journal of Research and Analytical Reviews (IJRAR)	Consumer Preference and Satisfaction on Instant Food Products in Tiruchirappalli District	https://www.ijrar.org/ Jan 2019
10	Our Heritage	Consumer Preference and Satisfaction on Instant Food Products in Tiruchirappalli District	ISSN: 0474-9030 https://archives.ourheritagejournal.com/ Jan 2020
11	Our Heritage	A Study on Artificial Intelligence in E – Commerce	ISSN: 0474-9030 https://archives.ourheritagejournal.com/

			itagejournal.com/ Jan 2020
12	Kala : The Journal of Indian Art History Congress	A Study on Customer Buying Behaviour towards Fast Food Restaurant in Trichy City	ISSN: 2249-6661 January 2021

13. Details of Seminars Organized

Seminar **Organizing Secretary** for National Level Seminar on “**Practical Application of Interest free Financing for the Economic Development**” Conducted by Post Graduate Department of Commerce (SF), Jamal Mohamed College, Tiruchirappalli, on 13th January 2016.

14. Research Projects Completed

S.No.	Type of Research Project (Minor / Major)	Project Title	Name of the Funding Agency	Amount Sanctioned (Rs.)	Duration of the Project
1	Minor	A Study on Consumer Preference and Satisfaction towards Instant Food Products with Reference to Tiruchirappalli District	UGC	1,40,000	2017-19 2 years

15. Details of In-charge of Academic Activities:

Tutor in- charge of I.B.Com ‘B’

16. Administrative position held in the College: Served as **Sub - Warden** in Khajamian Hostel, Jamal Mohamed College, from 2011 - 2014.

Declaration

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

SIGNATURE

Date:

Place: Tiruchirappalli

(S. BASHEER AHAMED)