

## CURRICULUM VITAE



### Personal Profile:

<b>Name</b>	<b>Dr. M.H.N. BADHUSHA</b>
<b>Qualification</b>	<b>M.Com., M.Phil., Ph.D.</b>
<b>Date of Birth &amp; Age</b>	<b>24.07.1990 , 29 Yrs</b>
<b>Marital Status</b>	<b>Married</b>
<b>Religion &amp; Community</b>	<b>Islam – BC</b>
<b>Languages Known</b>	<b>Tamil &amp; English</b>
<b>Official Address</b>	<b>Assistant Professor PG &amp; Research Department of Commerce Jamal Mohamed College (Autonomous) Trichy – 620 020</b>
<b>Residential Address</b>	<b>Plot No. 3, AL – RAUNAQ MANZIL, BALAMURUGAN STREET, AYYAPPA NAGAR, KK NAGAR POST, TRICHY – 620 021</b>
<b>Contact Numbers</b>	<b>+91 – 99448 91335 +91 – 70100 29938</b>
<b>Email id</b>	<b><a href="mailto:drbadhu@gmail.com">drbadhu@gmail.com</a></b>

### Academic Profile:

<b>DISCIPLINE</b>	<b>INSTITUTION &amp; UNIVERSITY</b>	<b>YEAR OF PASSING</b>	<b>% OF MARKS</b>
<b>Ph.D.</b>	<b>Jamal Mohamed College, Trichy (Bharathidasan University, Trichy)</b>	<b>Commended - Viva – Voce Completed on 14<sup>th</sup> March 2017</b>	
<b>M.Phil.,</b>	<b>Jamal Mohamed College, Trichy (Bharathidasan University, Trichy)</b>	<b>Sep, 2013</b>	<b>82 %</b>
<b>M.Com.,</b>	<b>Jamal Mohamed College, Trichy (Bharathidasan University, Trichy)</b>	<b>Apr, 2012</b>	<b>69 %</b>
<b>B.Com.,</b>	<b>Jamal Mohamed College, Trichy (Bharathidasan University, Trichy)</b>	<b>Apr, 2010</b>	<b>66 %</b>
<b>H.Sc.</b>	<b>R.C. Higher Secondary School, Trichy</b>	<b>Mar, 2007</b>	<b>76 %</b>
<b>S.S.L.C.</b>	<b>R.C. Higher Secondary School, Trichy</b>	<b>Mar, 2005</b>	<b>63 %</b>

## Teaching Experience:

Working as an Assistant Professor of Commerce in Jamal Mohamed College (Autonomous), Tiruchirappalli from **14-06-2016 to till date.**

<b>Under Graduate</b>	3 year 5 months
<b>Post Graduate</b>	2 years

## Area of Specialisation: **Marketing**

### Subject Specialisation:

<b>B.Com</b>	<ol style="list-style-type: none"><li>1. Business Economics</li><li>2. Business Organisation</li><li>3. Financial Accounting</li><li>4. Business Statistics and Mathematics</li><li>5. Business Management</li><li>6. Stock Market Practices</li><li>7. Cost Accounting</li><li>8. Office Automation</li><li>9. Modern Marketing</li><li>10. Services Marketing</li><li>11. Banking Law and Practice</li><li>12. Legal Aspects of Business</li><li>13. Corporate Accounting</li><li>14. Entrepreneurial Development</li><li>15. E-Commerce</li></ol>
<b>M.Com</b>	<ol style="list-style-type: none"><li>1. Corporate Legal Framework</li><li>2. Export Marketing</li><li>3. Industrial Legislations</li></ol>

### Research Guidance Experience at PG Level:

<b>Completed</b>	<b>On Roll</b>
<b>01</b>	---

## Co-Curricular Activities:

Position Held	Particulars
Organising Secretary	Organized a One Day International Conference on “ <b>Advancement in Business in the Digital Era 2019</b> ” held on 25 <sup>th</sup> September 2019
ERP Admin	PG Department of Commerce (SF) – ERP Administrator from <b>January 2019 to till date</b>
Event Incharge	Organized a State Level Inter Collegiate Commerce Festival “ <b>Sharpcom 2018</b> ” held on 15 <sup>th</sup> February 2018

## Computer Technical Experience:

OS (Software)	Microsoft Windows XP to Windows 10
Packages	MS Office, Tally ERP 9.0, SPSS 26.0, AMOS
Diploma in Office Automation ( D O A )	CSC Computer Education (2005)
Certificate in Computer Programming	Programming with C Language, Object oriented Programming (OOP's) with C++. Certificate issued by Tiruchirappalli REC (Trec-Step)

## Project / Research Experience:

At Ph.D. Level: *(Area – Marketing)*

- ❖ A study on Consumers' Online Shopping Decisions with Reference to Tiruchirappalli District.

At M.Phil., Level: *(Area – Marketing)*

- ❖ A study on Consumers' Preference towards Electric Inverters in Tiruchirappalli.

At M.Com (PG) Level: *(Area – Marketing)*

- ❖ A study on Consumers' Preference towards Mobile Number Portability in Tiruchirappalli City.

## Review Member in UGC Approved Journal

S. No.	Journal Name with ISSN No.
1	International Journal of Creative Research Thoughts – ISSN 2320 – 2882, Impact Factor – 5.97
2	Journal of Emerging Technology and Innovative Research (An International Peer Reviewed Journal) – ISSN 2349 – 5162, Impact Factor – 5.87

### Details of Publication:

S. No.	Name of the Journal	National / International / Intercontinental	Title of the Article	Month & Year of Issue
1	JAC: A Journal of Composition Theory (Vol. XII, Issue IX), ISSN: 0731-6755, UGC Care Listed Group 'A' Journal	International	Consumers' Satisfaction Towards Digital Food Ordering in Tiruchirappalli City	Sep. 2019
2	The International journal of Analytical and Experimental Modal Analysis (IJAEMA), (Vol. VI, Issue XI), ISSN: 0886-9367, UGC Care Listed Group 'A' Journal	International	A conceptual Study on Adaptive Strategies and the Applicability of Artificial Intelligence (AI) Technology in the Future of Consumer Knowledge Management	Sep. 2019
3	International Journal of Management and Social Sciences (IJMSS), Vol.8, Issue (1.1), ISSN No.2249-0191, UGC Approved Journal	International	Customer Perception towards Social Media Marketing with Reference to Tiruchirappalli City	Sep. 2018
4	Implementation and Management of GST in India – an Appraisal, ISBN: 978-93-87360-06-8, Jazym Publication, Trichy, Pg. No: 154-161	National	Impact of Goods and Service Tax on State and Central Government – An Overview	Jan. 2018
5	International Journal of Creative Research Thoughts (IJCRT), Vol.6, Issue 1, ISSN: 2320-2882, UGC Approval No. 49023	International	Green Marketing: Consumers' Buying Behaviour towards Green Products in Tiruchirappalli City	Jan. 2018
6	International Journal of Business, Management and Allied Sciences (IJBMAS), Vol. 4, Issue 4, ISSN 2349-4638, UGC Approval No. 43335	International	Customer Satisfaction Towards Reliance JIO 4G in Tiruchirappalli City	Oct. to Dec 2017
7	Shanlax International Journal of Commerce, ISSN 2320-4168, UGC Approval No. 44120	International	Customer Awareness on Green Banking Initiatives in Select Private Sector Banks with Reference to Tiruchirappalli City	Sep. 2017
8	Jamal Academic Research Journal: An Interdisciplinary (Vol. IX), Issue 2 ISSN 0973-0303	National	Absenteeism among the employees of E-Commerce Logistics Partners with Reference to Trichy Region – An Analytical Study	Jan. 2017
9	International Journal of Management and Development Studies Vol.6, Issue 1, UGC Approved	International	Demonetization: Impact on Indian Economy and Leads to Cashless Banking Activities	Jan. 2017

10	Jamal Academic Research Journal: An Interdisciplinary (Vol. 2) ISSN 0973-0303	National	Service Quality and Passenger Satisfaction Towards Call Taxi with Special Reference to OLA Cabs in Tiruchirappalli City	Sep. 2016
11	Myths and Realities of Business in the Digital Era (ISBN: 978-93-80622-44-6)	National	Implementing e-CRM in Business Organisations	Feb. 2016
12	Myths and Realities of Business in the Digital Era (ISBN: 978-93-80622-44-6)	National	Consumers' Perception Towards E-Payment Services For Household Utilities With Special Reference to Tiruchirappalli City	Feb. 2016
13	Jamal Academic Research Journal: An Interdisciplinary, (Vol. III), ISSN: 0973-0303	International	Online Shopping: A New Leap to Turbulent Economic Growth	Aug. 2015
14	Researchers World-International Journal of Arts, Science and Commerce (Vol. VI, Issue 3), ISSN: 2231-4172	International	Consumers' Purchasing Decision towards E-Shopping: A Descriptive Analysis	July 2015
15	Asia Pacific Journal of Research (Vol.1, Issue XXVIII), ISSN: 2320-5504)	International	Factors Influencing Consumers' Purchasing Decision towards Online Shopping: An Exploratory Study	June 2015
16	Eduved International Journal of Interdisciplinary Research (Vol.02, Issue 5), ISSN: 2349-5480)	International	A Study of Consumers' Purchasing Decisions towards Online Shopping with Special Reference to Students of Selected Colleges in Tiruchirappalli City	May 2015
17	Intercontinental Journal of Marketing Research Review (Vol.3, Issue 2), ISSN: 2347-1670)	Intercontinental	Web Shopping: An International Perspective	Apr-June 2015

### Paper Presentation in the National/International Seminar/Conference

S. No.	Theme of the Seminar - Title of the Paper	Name of the College	Date of Presentation
1	ICSSR Sponsored National Seminar on Fostering Scientific Temper on Business Research - Consumers' Satisfaction towards Digital Payment System in Tiruchirappalli City	Periyar E.V.R College, Trichy	20-02-2019
2	Comprehensive Study on Indian Economy - Youth Employment and Unemployment : An Indian Perspective	Jamal Mohamed College, Trichy	10-02-2015
3	New Vistas in Employment Relations in Public and Private Sector - Behavioural and Attitudinal Approaches of Grievances Handling in Industrial Units - An Overview	Jamal Mohamed College, Trichy	05-02-2015
4	Different Perspective of Companies Act 2013 - Towards Corporate Excellence - One Person Company in India: A Review	Jamal Mohamed College, Trichy	01-02-2014
5	Corporate Social Responsibility : Issues and Challenges in India - Growth of E-Shopping in India	Jamal Mohamed College, Trichy	29-01-2014

6	Corporate Social Responsibility : Issues and Challenges in India – Web Shopping in India	Jamal Mohamed College, Trichy	29-01-2014
7	Corporate Social Responsibility : Issues and Challenges in India – CSR Initiatives of Indian Organised Retailers – A Review	Jamal Mohamed College, Trichy	29-01-2014
8	Corporate Social Responsibility : Issues and Challenges in India – CSR Issues and Challenges in India	Jamal Mohamed College, Trichy	29-01-2014
9	Contemporary Issues and Challenges of Indian Business in Global Scenario – A Study on Consumer Preference towards Electric Inverter in Tiruchirappalli City	Jamal Mohamed College, Trichy	13-02-2013 & 14-02-2013

### Workshop Participation Details

S. No.	Theme of the Workshop	Name of the College	Date of Participation
1	Staff Enrichment Programme on Ownership Culture	IQAC, Jamal Mohamed College, Trichy	14-06-2019
2	Professional Development for Academic Leadership in Curriculum Design	IQAC, Jamal Mohamed College, Trichy	18-01-2019 19-01-2019
3	Improving Teaching Practices – A Strategic Approach	IQAC, Jamal Mohamed College, Trichy	23-06-2018
4	Three Day NLP-Based Faculty Empowerment Programme	IQAC, Jamal Mohamed College, Trichy	17-06-2017 18-06-2017 19-06-2017
5	The Role of a Teacher in the Present Scenario	IQAC, Jamal Mohamed College, Trichy	07-01-2017
6	Research Methodology and Thesis Writing	Swami Vivekananda Institute of Management	10-02-2016
7	Modern Research Methods and Tools	St. Joseph College, Trichy.	15-10-2015

### Conference / Seminar Participation Details

S. No.	Theme of the Seminar	Name of the College	Date of Presentation
1	A One Day State Level Seminar on Impact and Impediments of GST	Srimad Andavan Arts and Science College, Trichy	09-12-2017

## Awards / Appreciation Details

S. No.	Particulars	Awarded / Appreciated by	Date
1	Incharge for Best Manager in Sharpcom 2k19	PG Department of Commerce (SF), Jamal Mohamed College, Trichy	22-02-2019
2	Published a Paper in the UGC Refereed Journal	IQAC, Jamal Mohamed College, Trichy	July 2019
3	Best Young Researcher Award	Grabs Educational Charitable Trust, Chennai	08-04-2018
4	Participated in the event of Ad-Zap at State Level Symposium – HRM Trends in 21 <sup>st</sup> Century	Dept. of Commerce and Business Administration, PABCAS, Pudukkottai	18-02-2010
5	Won – 1 <sup>st</sup> Place in Ad-Zap of the Management Meet	Dept. of Management Studies, J.J College of Arts and Science, Pudukkottai	23-12-2009

### Declaration

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

**Place : Trichy**

**Date : 11-03-2020**

**( Dr. M.H.N. BADHUSHA )**