

JAMAL MOHAMED COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-20
RESUME (as on 16.03.2012)

POST GRADUATE DEPARTMENT OF COMMERCE (SF)



1. Name : **Dr. M. BALASUBRMANIAN**

2. Date of Birth : 13.06.1974

3. Address: Residential:

1/44 Keezha Vayalur Street,
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4. Designation : Assistant Professor of Commerce (SF)

5. Educational Qualifications:

S. No.	Qualification	Board/University	Year of passing	Subject	Class
1.	M.Com	UD College, Tiruchy & Bharathidasan University, Tiruchy	1997	Commerce	II
2.	M. Phil	JMC, Tiruchy & Bharathidasan University, Tiruchy	2001	Commerce	Distinction
3.	MBA	Periyar University, Salem	2010	Management (Finance)	First
4.	M. Sc.	Madras University, Chennai	2003	Psychology	II

5.	M. Phil	Annamalai University, Chidambaram	2011	Psychology	II
6.	B.L.I.Sc.	Madurai Kamaraj University, Madurai	2000	Library Information Science	II

Technical & Computer Qualifications

S. No.	Name of the Diploma	Institution	Year	Class
1.	PGDCA	Tiruchy Computers, Tiruchy. Affiliated to Bharathidasan University, Tiruchy	1996	First
2.	Typewriting Senior Grade - English	Govt. of Technical Education, Chennai		II
3.	Typewriting Senior Grade - Tamil	Govt. of Technical Education, Chennai		II

6. Experience: Under Graduate: **04 Years**

Post Graduate : **03 Years**

Resource person for Guest Lecturers and Conduct Classes:

B.Com, B.B.A, and M.B.A., courses of Bharathidasan University and Madras University.

7. Areas of Specialization : Finance, HRM & Marketing

8. Languages Known : Tamil, English & Hindi

9. Subjects Taught :

Under Graduate : Corporate Accounting, Marketing, and Business Law
Computer Application in Business, Advanced A/c

Post Graduate : AFM, Corporate Law, Information Technology

10. Details of Paper Presented:

International Seminar & Conferences

Sl. No.	Title of the Paper	Name	Venue	Date
1.	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 th Dec. 2009
2.	Service Quality of Hotel for Quality Inn Sabari – Chennai	International Conference on Management Practices for Sustainable Growth	Dept. Busi. Admn. Annamalai University, Chidambaram	28 th to 30 th 2010

3.	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 th to 9 th December 2011
4.	Impact of Watershed Mgt. in the Living Conditions of People in Tamil Nadu	4 th International Conference on Innovative Management Strategies For Emerging Business Paradigms	Adaikalamatha Institute of Management, Tanjavur	28 th Jan. 2012

National Level Seminars/Conferences

Sl. No	Title of the Paper	Name	Venue	Date
1.	Growth of Indian Bond Market	National Seminar on Financial Markets – Innovations & Growth	VLB Janakiammal College of Arts & Science, Coimbatore	6 th February, 2010
2.	Burglary Insurance in India	UGC sponsored National Seminar on “Emerging issues in Banking and Insurance Sector”	Sri. S. Ramasamy Naidu Memorial College, Sattur	4 th & 5 th March, 2010
3.	Growth of Corporate Governance in India	UGC Autonomous Grant State Level seminar on “Corporate Governance in India – Challenges and Prospects”	Jamal Mohamed College (Autonomous), Tiruchirappalli	19 th March, 2010
4.	Investors Perception towards Derivatives Market	Problems and Prospects of Globalisation, DDE Political Science Wing	Annamalai University, Chidambaram	8 th & 9 th March, 2010
5.	Attitude of the Employees towards Recruitment, Work & orgn. in SRF Ltd, Viralimalai	National Conference on “Innovative Challenges in Strategic Management”	Srinivasan College of Arts & Science, Perambalur	19 th & 20 th March, 2010
6.	Financial Performance of Mincore Pvt. Ltd Chennai	National Conference on “Innovative Challenges in Strategic Management”	Srinivasan College of Arts & Science, Perambalur	19 th & 20 th March, 2010
7.	IT Revolution (Reshaping Economy)	UGC sponsored National Seminar on “Impact of Globalisation on Indian Industries & Foreign Trade	Khadir Mohideen College, Adirampattinam	27 th & 28 th March, 2010
8.	Retail Value and their Strategies	UGC sponsored National Seminar on “Impact of Globalisation on Indian Industries & Foreign Trade	Khadir Mohideen College, Adirampattinam	27 th & 28 th March, 2010
9.	MNREGS	One Day National Seminar on Synergize: Green to Gold	Dept. Busi. Admn. Annamalai University,	3 rd Sep. 2010

11.	Investment Opportunities and Challenges	One Day State Level Seminar Investment Opportunities and Challenges	Dept. of Commerce, Jamal Mohamed College, Tiruchirappalli	12 th Jan. 2011
12.	Marketing Problems faced by Agro-Based Industries in India	4 th National Conference on Management in the Age of Innovation	Dept. of Management Studies, JIM, Jamal Mohamed College Tiruchirappalli	25 th Jan. 2011
13.	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 th Feb. 2011
14.	Impact of Medical Tourism in Indian Economy	One Day National Seminar on Recent Trends in Indian Economy – A Management Perspective	Dept. of Commerce & BBA, Jamal Mohamed College Tiruchirappalli	4 th Feb. 2011
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	4 th Feb.2012
16.	Growth of Small Scale & Village Industries in India	One Day National Seminar on India – An Emerging Economic Power	Dept. of Commerce (SF), JMC, Tiruchy	4 th Feb.2012
17.	ICT in Globalization- An Overview	One Day National Seminar on Service Sector in the Globalization Era	Dept. of Commerce Jamal Mohamed College, Tiruchy	22 nd Feb. 2012
18.	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, Tiruchy Tiruchirappalli	25 th Feb. 2012

State and Regional Level Seminars and Conferences

Sl. No	Title of the Paper	Name	Venue	Date
1.	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 th March, 2010
2.	Investment Opportunities and Challenges	One Day State Level Seminar Investment Opportunities and Challenges	Dept. of Commerce, Jamal Mohamed College, Tiruchirappalli	12 th Jan. 2011

11. Details of Seminars / Conference / Workshops and Faculty Development Programme Attended:

Sl. No.	Name	Venue	Date
1.	Two days Interaction Programme for Ph. D Scholars,	UGC – Academic Staff College, Pondicherry University, Puducherry	17 th & 18 th Sep 2009
2.	State Level Seminar on Examination Reforms	Jamal Mohamed College, Tiruchirappalli	12 th March, 2010
3.	National Level Seminar on “Quality Enhancement in Teaching, Research and Extension in Higher Education Institutions – Problems and Prospects	Jamal Mohamed College, Tiruchirappalli	15 th & 16 th March, 2010
4.	Faculty Development Programme on Academic Research Writing	Annamalai University, Chidambaram	17 th April, 2010
5.	National Workshop on Research Publications in Commerce & Management	Bharathidasan University, Tiruchirappalli	24 th & 25 th April, 2010
6.	Faculty Development Programme on Data Analysis in Research – Using SPSS	Organised By Dept. of Management Studies, KLN College of Engg. College, Sivagangai	27 th October 2010
7.	Seminar on Creating competitiveness to excel in Higher Education	Organised by IQAC, Jamal Mohamed College, Tiruchy – 20	8 th December 2010
7.	Faculty Development Programme on Management Games	Organised by Dept. Business Administration, Annamalai University, Chidambaram	2 nd March 2011
8.	Two Day Regional Workshop on Research Skills in Commerce	Organised by Dept. of Commerce, Jamal Mohamed College, Tiruchirappalli	5 th & 6 th April 2011
9.	One Day Workshop on International Financial Reporting Standards (IFRS)	Organised by Dept. of BBA & Commerce (SF), Jamal Mohamed College, Tiruchy	1 st October 2011
10.	One Day State Level Workshop on Stock Market Practices	Organised by Dept. of Commerce, Jamal Mohamed College, Tiruchirappalli	12 th January 2012
11.	One Day National Level Exam Reforms	Organised by Dept. of Exams. Jamal Mohamed College, Tiruchirappalli	24 th Feb.2012
12.	One Day National Conference on Business & Finance (NCBF 2012)	Organized by JIM, Jamal Mohamed College, Tiruchy	March 03, 2012
13.	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

Papers published in Journals

S. No.	Name of the Journal	Title of the paper	Year
1.	HRD Times	Twinsumerism	Dec. 2009
2.	HRD Times	Mutual funds	June 2010,
3.	HRD Times	Indian Sugar Industry Problems & Prospects	Feb. 2011,

Published in Edited Volume with ISBN

S. No.	Title of the Paper	Title of the Programme	Year
1.	Private Labels (A Recipe For Retail Success)	Survival and Growth Strategy in Changing Business Scenario	Dec. 2009
2.	Service Quality of Hotel for Quality Inn Sabari - Chennai	Management Practices for Sustainable Growth	July 2010
3.	MNREGS	Synergize: Green to Gold	Sep. 2010
4.	Marketing Problems faced by Agro-Based Industries in India	Management in the Age of Innovation	Jan. 2011
5.	Performance of Sugar Industry in India- An Overview	Recent Trends in Indian Economy – A Management Perspective	Feb. 2011
6.	Impact of Medical Tourism in Indian Economy	Recent Trends in Indian Economy – A Management Perspective	Feb. 2011
7.	Recycling Energy through Sugar Mill's Co-generation – An Overview	CBRCC – From Awareness to Adoption	Dec. 2011
8.	Contribution of Sugar Industry to India's GDP & Economic Growth	India – An Emerging Economic Power	Feb. 2012
9.	Growth of Small Scale & Village Industries in India	India – An Emerging Economic Power	Feb. 2012
10.	Problems & Prospects of SME's of India in Current Scenario	Problems & Challenges in the Management of MSME	Feb. 2012

12. Details of Seminars / Conference / Workshops Organized:

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 4th Feb 2012.

13. Details of In-charge / Membership in Committees for Autonomous Programme Implementation:

Tutor in- charge I B. Com (SF-Men)