

CURRICULUM VITAE



Personal Profile:

Name	Dr. M.H.N. BADHUSHA
Qualification	M.Com., M.Phil., M.Sc. (Psy.), Ph.D.
Date of Birth & Age	24.07.1990 , 31 Yrs
Marital Status	Married
Religion & Community	Islam – BC
Languages Known	Tamil & English
Official Address	Assistant Professor PG & Research Department of Commerce Jamal Mohamed College (Autonomous) Trichy – 620 020
Residential Address	Plot No. 3, AL – RAUNAQ MANZIL, BALAMURUGAN STREET, AYYAPPA NAGAR, KK NAGAR POST, TRICHY – 620 021
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Academic Profile:

DISCIPLINE	INSTITUTION & UNIVERSITY	YEAR OF PASSING	% OF MARKS
Ph.D.	Jamal Mohamed College, Trichy (Bharathidasan University, Trichy)	<i>Commended - Viva – Voce Completed on 14th March 2017</i>	
M.Sc (Psy.)	Tamilnadu Open University	Sep, 2021	80%
M.Phil.,	Jamal Mohamed College, Trichy (Bharathidasan University, Trichy)	Sep, 2013	82 %
M.Com.,	Jamal Mohamed College, Trichy (Bharathidasan University, Trichy)	Apr, 2012	69 %
B.Com.,	Jamal Mohamed College, Trichy (Bharathidasan University, Trichy)	Apr, 2010	66 %
H.Sc.	R.C. Higher Secondary School, Trichy	Mar, 2007	76 %
S.S.L.C.	R.C. Higher Secondary School, Trichy	Mar, 2005	63 %

Teaching Experience:

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

Under Graduate	5 year 9 months
Post Graduate	5 year 9 months

Area of Specialisation: Marketing

Subject Specialisation:

B.Com	<ol style="list-style-type: none">1. Business Organization & Management2. Marketing3. Business Statistics and Mathematics4. Office Automation - Practical5. Banking Law and Practice6. E-Commerce7. Corporate Accounting8. Retail Marketing9. Services Marketing10. Financial Services
M.Com	<ol style="list-style-type: none">1. Research Methodology2. Organizational Behaviour3. Export Marketing4. Securities Analysis and Portfolio Mgt.5. Statistical Tools for Business Decisions

Research Guidance Experience at PG Level:

Completed	On Roll
04	02

Co-Curricular Activities:

Position Held	Particulars
Organising Secretary	Organized a One Day International Conference on “Advancement in Business in the Digital Era 2019” held on 25 th September 2019
ERP Admin	PG Department of Commerce (SF) – ERP Administrator from January 2019 to January 2020

Event Incharge	Organized a State Level Inter Collegiate Commerce Festival “ Sharpcom 2018 ” held on 15 th February 2018
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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 Former 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

Professional Membership

- ❖ Life Member in Indian Commerce Association (ICA)
- ❖ Life Member in Indian Accounting Association (IAA)
- ❖ Life Member in Indian Academic Researchers Association (IARA)

Foreign Visits

❖ Singapore (1 time)

Details of Publication:

S. No.	Name of the Journal	National / International / Inter-continental	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	Advancement In Business In The Digital Era 2021 - Consumer Behaviour and Satisfaction towards Electronic Shopping in Tiruchirappalli City	PG Department of Commerce (SF), Jamal Mohamed College, Trichy	17-01-2021
2	Service Sector in India: Making New Avenues in Indian Economy - Brand Preference and Perception towards LED TV with Special Reference to Tiruchirappalli City	PG & Research Department of Commerce, Jamal Mohamed College, Trichy	13-01-2021
3	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
4	Comprehensive Study on Indian Economy - Youth Employment and Unemployment : An Indian Perspective	Jamal Mohamed College, Trichy	10-02-2015
5	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
6	Different Perspective of Companies Act 2013 - Towards Corporate Excellence - One Person Company in India: A Review	Jamal Mohamed College, Trichy	01-02-2014

7	Corporate Social Responsibility : Issues and Challenges in India – Growth of E-Shopping in India	Jamal Mohamed College, Trichy	29-01-2014
8	Corporate Social Responsibility : Issues and Challenges in India – Web Shopping in India	Jamal Mohamed College, Trichy	29-01-2014
9	Corporate Social Responsibility : Issues and Challenges in India – CSR Initiatives of Indian Organised Retailers – A Review	Jamal Mohamed College, Trichy	29-01-2014
11	Corporate Social Responsibility : Issues and Challenges in India – CSR Issues and Challenges in India	Jamal Mohamed College, Trichy	29-01-2014
11	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	7-day National Online Workshop on R Programming For statistical Data Analysis	St. Xavier's College of Management & Technology, Digha Ghat, Patna in association with Lore & Ed Research Associates, Kottayam	23-03-2022 to 31-03-2022
2	2 Days National Level Workshop on "IPR, Patents and Copy rights"	Central University of Haryana and Skill Slate Foundation, Pune	05-03-2022 to 06-03-2022
3	Days Interactive Workshop on 'Digital Educational Initiatives'	Lucknow Intellectual Forum	20-01-2021 to 26-01-2021
4	Three days Online Workshop on Statistical analysis & Interpretation using SPSS	Primax Academy, Bengaluru, Karnataka, India.	04-01-2021 to 06-01-2021
5	Three days Online Workshop on "Data Engineering and Data Processing with Statistical tools in Share Market"	Department of Master of Business Administration, St. Martin's Engineering College, Secunderabad, Telangana	30-11-2020 to 02-12-2020
6	Online Workshop on " Statistical Analysis using SPSS"	Dharmamurthi Rao Bahadur Calaval Cunnan Chetty's Hindu College, Chennai.	06-06-2020
7	Three days Online Workshop on Role of ICT in Teaching Tamil	Government College of Education, Pudukottai.	10-06-2020 To 12-06-2020
8	Staff Enrichment Programme on Ownership Culture	IQAC, Jamal Mohamed College, Trichy	14-06-2019
9	Professional Development for Academic Leadership in Curriculum Design	IQAC, Jamal Mohamed College, Trichy	18-01-2019 19-01-2019

10	Improving Teaching Practices – A Strategic Approach	IQAC, Jamal Mohamed College, Trichy	23-06-2018
11	Three Day NLP-Based Faculty Empowerment Programme	IQAC, Jamal Mohamed College, Trichy	17-06-2017 18-06-2017 19-06-2017
12	The Role of a Teacher in the Present Scenario	IQAC, Jamal Mohamed College, Trichy	07-01-2017
13	Research Methodology and Thesis Writing	Swami Vivekananda Institute of Management	10-02-2016
14	Modern Research Methods and Tools	St. Joseph College, Trichy.	15-10-2015

Webinar Participation Details

S. No.	Theme	Name of the College	Date of Presentation
1	Webinar on “ Role of Emotional Quotient on Professional Development”	Bhagwan Mahavir College of Management, Surat, Gujarat.	19-04-2020
2	Webinar on “Doctoral Thesis: Key Components and Research Skills” and “ Research Funding Opportunities: in India and Abroad”	Bunts Sangha’s S.M. Shetty College of Science, Commerce & Management Studies, Powai, Mumbai.	14-05-2020
3	Webinar on “Latest Amendments in Company Law”	Department of Corporate Secretaryship Erode Arts and Science College, Erode.	17-05-2020
4	Webinar on Contactless Teaching and Learning Pedagogy	IQAC, St Xavier’s College for Women, Aluva.	19-05-2020
5	One hour Webinar on Statistical Tools for Business Research	Sona School of Management, Salem.	28-05-2020
6	Webinar on COVID 19 Impact on Indian Business	Department of Business Administration, National College, Trichy.	30-05-2020
7	Webinar on “How to Start an NGO and handle projects efficiently”	PG Department of Social Work, Madras School of Social work, Chennai.	03-06-2020
8	Webinar on “Kick Start your Agri-Business”	PG & Research Department of Commerce, Marudupandiyar College, Thanjavur.	09-07-2020
9	Webinar on “Best Practices in Acquiring Scholarly Knowledge”	IQAC, Jamal Mohamed College, Trichy.	16-08-2020

PDP / FDP / FIP / Induction / Orientation / REFRESHER Course Participation Details

S. No.	Theme	Name of the College / Institution Organised	Date of Presentation
1	Online Five Day International Faculty Development Programme on "Management of Emotions for Success in Career and Life"	School of Humanities & IQAC, Guru Nanak College, Guru Nanak Salai, Velachery, Chennai	25-03-2022 to 29-03-2022
2	One-week National Level FDP on "Investor Awareness and Education"	Sraddha Academy for Financial Education in partnership with the PG & Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli, Tamil Nadu	18-03-2022 to 26-03-2022
3	Seven Day Virtual FDP programme on topic "Digital Pedagogy for 21st Century Teachers"	G H Raisonni University Saikheda (M.P) School of Commerce & Management	01-03-2022 to 08-03-2022
4	Online Two - Week Interdisciplinary Refresher Course on "Advanced Research Methodology"	Teaching Learning Centre, Ramanujan College, University of Delhi In collaboration with Academia International College, Nepal, under the aegis of Ministry of Education, Pandit Madan Mohan Malaviya National, Mission on Teachers and Teaching	22-01-2022 to 05-02-2022
5	One Week Online Training Program on Statistical Data Analysis using "R" Software	Science Tech Institute, Lucknow (RUN by: Manraj Kuwar Singh Educational Society), Uttar Pradesh	21-12-2021 to 27-12-2021
6	Online Five Day International Professional Development Programme on "Exploring Best Pedagogical Practices for Virtual Classroom Teaching"	Department of Accounting and Finance in association with IQAC, Patrician College of Arts and Science, Chennai	29-06-2021 to 03-07-2021
7	Five Day Online Faculty Enrichment Programme	IQAC, Jamal Mohamed College, Trichy.	21-06-2021 to 25-06-2021
8	7 Days International Professional Development Programme on "SPSS"	PG & Department of Commerce Shift – I, Patrician College of Arts and Science, Chennai	21-06-2021 to 27-06-2021
9	Five Days International Professional Development Programme on "Scholarly Publishing: Swirls Unfurled"	The Delany Library, Patrician College of Arts and Science, Chennai	14-06-2021 to 18-06-2021
10	Eight Days International Professional Development Programme on "Effective and Quality Research Writing – Phase II"	Department of Commerce Shift – II in association with IQAC, Patrician College of Arts and Science, Chennai	07-06-2021 to 15-06-2021

11	One Week National Level Faculty Development Programme on Research Methodology	Amar Sewa Mandal's KAMLA NEHRU MAHAVIDYALAYA, Nagpur	26-04-2021 to 01-05-2021
12	One Day National level e-FDP on "Writing and Publishing Scientific Research Papers in SCI Journals - A Framework"	RR Institute of Advanced Studies, Bangalore	05-01-2021
13	4 week induction / orientation programme for Faculty in Universities / Colleges / Institutes of Higher Education	Teaching Learning Centre, Ramanujan College, University of Delhi <i>Sponsored by</i> Ministry of HRD Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching	04-06-2020 to 01-07-2020
14	International Faculty Development Programme on "Develop the Ability to Write Research Proposal"	Adarsh Group of Institutions, Karnataka.	24-04-2020
15	FDP on "Teaching Pedagogy after COVID-19"	Bharath Institute of Higher Education and Research, Chennai.	15-05-2020
16	FDP on " Researching Structuring & Writing Proposal"	Rathinam College of Arts & Science (Autonomous), Coimbatore.	27-05-2020
17	One Week National Level FDP on Effective & Quality Research Writing	IQAC, Patrician College of Arts and Science, Chennai.	07-06-2020 to 13-06-2020
18	5 Days FDP on "E-Content Development"	IQAC, Jamal Mohamed College, Trichy.	30-06-2020 to 04-07-2020

Online Course Participation Details

S. No.	Theme	Name of the College	Date of Presentation
1	Comprehensive Online Course on Personnel And Stress Management	Erode Arts and Science College, Erode.	13-05-2020 & 14-05-2020

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	Young Emerging Lecturer	ESN Publications, Chennai	30-01-2021
2	Outstanding Researcher	Puducherry Academic Researchers Academy (PARA) Awards, Puducherry	26-12-2020
3	Incharge for Best Manager in Sharp-com 2k19	PG Department of Commerce (SF), Jamal Mohamed College, Trichy	22-02-2019
4	Published a Paper in the UGC Refereed Journal	IQAC, Jamal Mohamed College, Trichy	July 2019
5	Best Young Researcher Award	Grabs Educational Charitable Trust, Chennai	08-04-2018
6	Participated in the event of Ad-Zap at State Level Symposium – HRM Trends in 21 st Century	Dept. of Commerce and Business Administration, PABCAS, Pudukkottai	18-02-2010
7	Won – 1 st 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 : 06-04-2022

(Dr. M.H.N. BADHUSHA)