

RESUME

POST GRADUATE DEPARTMENT OF COMMERCE (SF)

1. Name : **S.MOHAMMED SAFI**
2. Date of Birth : 10-09-1986
3. Address: (Including Mail ID and Telephone Number)

Residential:

1/100Kudi street
Koothur,
Mannachanallur,
Trichy-621 216

Office:

Assistant Professor,
PG Dept. of Commerce,
Jamal Mohamed College,
Trichy - 620 020

E-Mail : mohammedsafi@jmc.edu
Mobile : 9655703035



4. Designation: Assistant Professor of commerce (SF)
5. Educational Qualifications:

S.No	Qualification	Board/University	Year of passing	Subject	Class
1	SSLC	Board of Secondary Education	2002	General	First
2	HSC	Board of Higher Secondary Education	2004	Commerce	First
3	B.Com	Bharathidasan University	2007	Commerce	First
4	M.Com	Bharathidasan University	2009	Commerce	Distinction
5	M.Phil	Bharathidasan University	2010	Commerce	Distinction
6	MBA	Bharathidasan University	2011	Management	First

6. Experience: Under Graduate : **05 YEARS**
Post Graduate : **05 YEARS**

S.No	Designation	Institution	Period		Total Period
			From	To	
1	Assistant Professor of Commerce	Jamal Mohamed College - Trichy	01-09-2010	Till Date	05 Yrs

7. Areas of Specialization: FINANCE & MARKETING
8. Languages Known: TAMIL, ENGLISH (S, R & W)

9. Subjects Taught: Income Tax Law and Practice, Financial Accounting, Auditing, Accountancy-I, Advance Accountancy-I, Personnel Management, International Business Environment, Strategic Cost Management and Human Resource Management

10. Details of Paper Presented:

International Seminar and conferences

S.No	Institution	Title of the seminar	Paper Title	Date
1.	Jamal Mohamed College, Trichirappalli	Global Competitiveness – A Challenge for Sustenance and Excellence	A Study on Mobile Phone Users' Behaviour with Special Reference to Tiruchirappalli District	16 th & 17 th August, 2013
2.	Bharat College of Science and Management, Thanjore	New Dimensions in Commerce & Industry in the Globalised Era	A Study on factors influencing Brand Equity in Indian Laptop Market	22 nd February 2014
3.	Jamal Mohamed College, Trichirappalli	Global Economic Revival- A Changing Scenario	A study on Consumer Brand Preference of Mobile Phones in recent economic scenario.	16 th & 17 th August, 2014
4.	Jamal Mohamed College, Trichirappalli	Inclusive Economic Growth	A Study of Mobile Services from Customer's Perspective in Tiruchirappalli District	13 th & 14 th August, 2015

National Level Seminars/conferences

S.No	Institution	Title of the seminar/conference	Paper Title	Date
1.	Bharathiyar University- Coimbatore & Perur Thavathiru Santhalinga Adikalar Arts & Science College	Trade and Commerce in Tamil Literature	Trade and Commerce in Tamil Literature	12 th & 13 th March 2010
2.	Sri Venketashwara College of Arts and Science, Peravurani	Global Financial Crisis & its Impact on Indian Economy	Human Resource Management	20 th March 2010
3.	Khadir Mohideen college - Adirampattinam	Impact of Globalisation on Indian Industries & Foreign trade	Effects of Globalisation on Indian Industry	27 th & 28 th March 2010
4.	Jamal Mohamed College- Trichy	Recent Trends in Indian Economy- A Management Perspective	Importance of HRM In the Growth of Indian Economy	4 th Feb 2011
5.	Chettinad College of Arts and Science	Evaluation of HRM Practices	Evaluation of HRM Practices	18 th March 2011

6.	Jamal Mohamed College- Trichy	India – An Emerging Economic Power	Corporate Governance in Banks	4 th Feb 2012
7.	Jamal Mohamed College- Trichy	Service Sector in the Globalisation Era	Role of Life Insurance Sector in India	22 nd Feb 2012
8.	Jamal Mohamed College- Trichy	Problems and Challenges in Management of MSME	MSMEs in India: An Appraisal	25 th Feb 2012
9.	Jamal Mohamed College- Trichy	Marketing Strategies For Make In India Products and Services	Mobile Marketing: Brand Performance and Implications of Brand Identity	24 th January 2015
10.	Jamal Mohamed College- Trichy	New Vistas in Employment Relations in public & Private sector	Role of brand management of mobile phones in Tiruchirappalli District	5 th February 2015

State and Regional Level Seminars

S.No	Institution	Title of the seminar/conference	Paper Title	Date
1.	Jamal Mohamed College- Trichy	Corporate Governance in India- Challenges and Prospects	Corporate Governance in Banking Sector	19 th March 2010
2.	Jamal Mohamed College- Trichy	Problems and Prospects of Service Sector in India	1) Problems and Prospects of Railway Sector in India 2) Indian Hospitality Industry- An Overview	12 th Jan 2013
3.	Jamal Mohamed College- Trichy	Financial Inclusion- A way of Equitable Growth	Role of Mobile Banking in Financial Inclusion	21 st Sep 2013
4.	Jamal Mohamed College- Trichy	Corporate Social Responsibility-Issues and Challenges in India	Corporate Brand Strategies for Sustainability	29 th Jan 2014
5.	Jamal Mohamed College- Trichy	Different Perspectives of Companies Act 2013- Towards Corporate Excellence	One Person Company- A Positive Sign for Economic Growth	1 st Feb 2014

Attended Seminars and Conference without presentation:

S.No	Institution	Title of the seminar/conference	Date
1.	Jamal Mohamed College- Trichy	Creating Competitiveness to excel in Higher Education – A TQM Approach	8 th December 2010
2.	Jamal Mohamed College- Trichy	Investment opportunities and challenges	12 th Jan 2011
3.	Jamal Mohamed College- Trichy	National Seminar on Examination Reforms	24 th Feb 2012
4.	Jamal Mohamed College- Trichy	Teaching, Learning and Research in Higher Education-Excellence and beyond Excellence	7 th March 2012

11. Workshops and Training Programmes 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, Tiruchirappalli	State Level Four day Workshop on LATEX and SPSS	26 th ,29 th ,30 th Sep 2014 and 1 st Oct 2014

Details of Seminars / Conference / Workshops Organized:

Organised International Seminar on “Inclusive Economic Growth” Conducted by PG Department of Commerce, Jamal Mohamed College, Trichy, Dated on 13th & 14th, August, 2015.

Papers Published in ISBN Books:

Sl. No.	Name of the Book	Paper Title	Publisher	Issue
1.	Recent Trends in Indian Economy- A Management Perspective	Importance of HRM In Growth of Indian Economy	Raja Publications Trichy	Feb 2011 ISBN – 978-93-80394-18-3 Pg. No. 182 - 186
2.	Problems and Challenges in Management of MSME	Micro, Small and Medium Enterprises (MSMEs) in India	JAZYAM Publications Trichy	Feb 2012 ISBN: 978-93-81521-01-4 Pg. No. 161 - 162
3.	India- An Emerging Economic Power	Corporate Governance in Banks	Jazyam Publications Trichy	Feb 2012 ISBN: 978-93-81521-00-7 Pg. No. 113 - 115
4.	Problems and Prospects of Service Sector in India	Indian Hospitality Industry- An Overview	Jazyam Publications Trichy	Jan 2013 ISBN: 978-93-81521-19-9 Pg. No. 86- 89
5.	Financial Inclusion- A way of Equitable Growth	Role of Mobile Banking in Financial Inclusion	Arun Vasam Publications Trichy	Sep 2013 ISBN: 978-81-909194-0-8 Pg. No. 31-33,
6.	Different Perspectives of Companies Act 2013-Towards Corporate Excellence	One Person Company- A Positive Sign for Economic Growth	Arun Vasam Publications Trichy	Feb 2014 ISBN: 978-81-909104-02-2 Pg. No. 30-32.

Faculty development & Interaction Programme

S.No	Institution	Date
1.	Faculty development Programme , Workshop on E-Content Development for Teaching -Learning Jamal Mohamed College, - IQAC Tiruchirappalli	22 nd December 2015

Papers Published in State /National/ International Journals

S.No	Name of the Journal	State /National/ International	Title of the paper	Vol. & pg
1.	Sankhya International journal of the management & technology. Pub:Sri Sai Ram Institute of Management studies, chennai	International	A Study on factors Influencing Brand Equity in Indian Laptop Market	Feb.2014 Vol.III, Issue II(A), Pg. 971 - 973 ISSN: 0975 - 3915
2.	Research Explorer A Refereed Bi- Annual Research journal on multidisciplinary Pub: Indian Academic Researchers Association, Trichy	International	A Study on Mobile Phone Users' Behaviour with Special Reference to Tiruchirappalli District	Aug 2013 Vol.2 355-359 ISSN : 2250-1940
3.	Research Explorer A Refereed Bi- Annual Research journal on multidisciplinary Pub: Indian Academic Researchers Association, Trichy	International	A study on Consumer Brand Preference of Mobile Phones in recent economic scenario.	Aug 2014 Vol.1 Pg. 216-220 ISSN : 2250-1940
4.	Intercontinental journal of Marketing Research Review - ICMRR (Double blind, peer reviewed, Refereed and indexed journal)	International	A Study on Consumer Behaviour of Mobile Phone users with reference to Tiruchirappalli district in Tamilnadu	Jul – Sep 2014 pg. 1-5, vol 2 Issue 3 Impact factor 0.612
5.	Jamal Academic Research Journal (JARJ) – An Interdisciplinary, Published by Jamal Mohamed College, Trichy.	National	Mobile Marketing: Brand Performance and Implications on Brand Identity	January, 2015 Vol.2 pg.73– 75, pg.216– 220 ISSN : 0973-0303

6.	International Journal of Applied Services Marketing perspectives (Quarterly Double blind, peer reviewed , Refereed and indexed journal)	International	Consumer Brand Preference of Mobile phones: A study with special reference to Tiruchirappalli District, Tamilnadu.	Jan- mar 2015 VOL 4, NO.1 pp.1481-1485 ISSN: 2279-0977 Impact factor 5.057(2013)
7.	International journal of marketing & Technology - IJMT (Quarterly Double blind, peer reviewed , Refereed and indexed journal)	International	A study on consumer Brand preferences of mobile phones in recent scenario.	Feb 2015 VOL 5, Issue -2 pp.29-37 ISSN: 2249-1058 Impact factor 4.077(2013)
8.	Jamal Academic Research Journal (JARJ) – An Interdisciplinary, Published by Jamal Mohamed College, Trichy	International	A Study of Mobile Services from Customer’s Perspective in Tiruchirappalli District Cars- a Overview	13 th &14 th August, 2015 ISSN : 0973-0303 Pp 106 - 107
9.	Jamal Academic Research Journal (JARJ) – An Interdisciplinary, Published by Jamal Mohamed College, Trichy	National	Islamic Banking in India – Growth and Potential	13 th January, 2016 ISSN : 0973-0303 Pp 123 - 128

Declaration

Herewith I assure that the above details furnished are true to the best of my knowledge

S.MOHAMMED SAFI