

CURRICULUM VITAE

Dr.S.MOHAMMED SAFI

Assistant Professor

PG Department of Commerce

Jamal Mohamed College (Autonomous)

Tiruchirappalli – 620 020



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Career Objective

To get a challenging position of Assistant Professor in which I can utilize my experience and make the bright carrier of students. Seeking a Career to share my knowledge and experience with students and gain more experience into the education and teaching field.

Academic Records

S.No.	Qualification	College/University	Year of passing	Subject	Class
1	Ph.D	Jamal Mohamed College (Autonomous)	2017	Commerce	Highly Commended
2	M.Phil	Jamal Mohamed College (Autonomous)	2010	Commerce	Distinction
3	MBA	BDU Distance	2011	Management	First
4	M.Com	Jamal Mohamed College (Autonomous)	2009	Commerce	Distinction
5	B.Com	Jamal Mohamed College (Autonomous)	2007	Commerce	First
6	HSC	Board of Higher Secondary Education	2004	Commerce	First
7.	SSLC	Board of Secondary Education	2002	General	First

Teaching Experience

S.No	Designation	Institution	Period		Total Period
			From	To	
1	Assistant Professor of Commerce	Jamal Mohamed College (Autonomous) Trichy – 20	01-09-2010	Till Date	11 Yrs. 04 months

Personal Information:

Date of Birth & Age	10-09-1986 & 35
Marital Status	Married
Nationality	Indian
Present Position	Assistant Professor of Commerce
Father's name	J. Sahul Hameed
Religion & Community	Islam & Labbai
Languages Known	Tamil & English
Residential Address	1/100, Kudi Street, Koothur Manachanallur (T.K) Tiruchirappalli - 621 216
Contact Number	96557-03035
E-Mail ID	pfmohammedsafi@gmail.com

Core Competencies

- Possess about more than Nine years' of experience in the field of teaching of Commerce
- Strong commitment with the job as well as interested in teaching
- knowledge of the subject areas and ability to teach students by using different methods
- Good Interpersonal and Managerial skills

Area of Specialization

- Finance & HRM

Subjects Specialization

Income Tax Law and Practice	Auditing	Financial Accounting
International Business Environment	Organisational Behaviour	Advance Accountancy
Human Resource Management	Marketing	Business Management

Computer Knowledge

- Proficient in Basic Use of Computer
- Knowledge in Tally

Research Guidance Experience

	Completed	On Roll
Post Graduate Level	15	01

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.

Details of Paper Presented:

I .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
5.	Annai Velankanni Arts & Science College, Tanjore	Functional innovations in Commerce and Management	A Study on Problems of Smart Mobile Phones Among College Students with reference to Tiruchirappalli District	8 th & 9 th February 2017
6.	Jamal Mohamed College, Trichirappalli	Strategic Growth of Business in New India- Prospects and Challenges	A Study on Consumer Preference of Mobile phones of Indian and Foreign Brands with Special Reference to Tiruchirappalli District	23 rd September 2017
5.	Annai Velankanni Arts & Science College, Tanjore	Integrated Business and Management	A Study on Green Practices - An Overview	16 th February 2018
6.	National College , Trichy	Service Marketing - Process, Practices and Potential	Consumer Satisfaction Towards Digital Banking Services with reference to Tiruchirappalli City	24 th January 2019
7.	Jamal Mohamed College, Tiruchirappalli	Advancement in Business in the Digital Era - 2021	A Study on Factors Affects the taking of health insurance product with special reference Tiruchirappalli District	17 th February 2021

II. National Level Seminars/conferences

S.No	Institution	Title of the seminar/conference	Paper Title	Date
1.	Bharathiyar University- Coimbatore & Perur Thavathiru Santhalinga Adikal Arts & Science College	Trade and Commerce in Tamil Literature	Trade and Commerce in Tamil Literature	12 th & 13 th March 2010
2.	Sri Venkateshwar 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 & Services	Mobile Marketing: Brand Performance & 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
	Jamal Mohamed College-Trichy	Practical Application of Interest Free Financing or the Economic Development	Islamic Banking in India - Growth And Potential	13 th January 2016
11.	Shrimati Indira Gandhi College, Trichy	Corporate Social Responsibility	Corporate Social Responsibility	13 th Feb.2016
12.	Jamal Mohamed College-Trichy	Myths and Realities of Business In the Digital Era	A study on Customer Purchase Behaviour Towards Mobile Phone with special reference to Tiruchirappalli City	17 th February 2016
13.	Jamal Mohamed College-Trichy	Growth Strategies for Business Development in India	A study on Customer Satisfaction in Net Banking with special reference to Tiruchirappalli district	28 th September 2016
14.	Jamal Mohamed College-Trichy	Emerging Business Practices in the Global Environment	A Study on Perception about Mobile Banking Services	19 th February 2017
15.	Jamal Mohamed College-Trichy	Advancement in Business in the Digital Era	A study on Risk and Return Analysis of Selected Stock in Bombay Stock Exchange	20 th September 2018
16.	Jamal Mohamed College-Trichy	Advancement in Business in the Digital Era	A study of consumer behaviour towards cosmetic products in Tiruchirappalli District	20 th September 2018
17.	Selvam Arts and Science College ,Namakkal	Recent Trends in Banking Sector	Recent Trends in Banking Sector	16 th Feb.2019
18	Periyar E.V.R College, Trichy	Fostering Scientific Temper On Business Research	A study on customer perception on service quality of LIC With reference to Tiruchirappalli City	20 th February 2019
19.	Periyar E.V.R College, Trichy	Fostering Scientific Temper On Business Research	A study on Customer satisfaction in E-Banking	20 th February 2019
20.	Jamal Mohamed College-Trichy	Advancement in Business in the Digital Era	A study on Customer satisfaction level towards LIC With Special reference to tiruchy	25 th September 2019
21.	Jamal Mohamed College-Trichy	Advancement in Business in the Digital Era	A Study on investment in the Equity Shares of Automobile &Automobile Accessories Companies in the BSE - Risk and Return analysis	25 th September 2019

III. 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

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
4.	Mahendra College of Education, Namakkal	State Level Workshop on ' Teaching and Learning '	24 th December 2014

5.	Jamal Mohamed College, Tiruchirappalli	One Day State Level Workshop on Promoting Entrepreneurs - Guidelines and Guidance	17 th December 2018
6.	Jamal Mohamed College, Tiruchirappalli	Professional Leadership on Professional Development for Academic Leadership in Curriculum Design	18 th and 19 th January 2019
7.	Ministry of Education-DHE- GoI & Bharathidasan University	Curriculum Workshop on Introducing BBA/MBA	15.12.2020

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
2.	Faculty development Programme , Workshop on The Role of Teacher in the Present Scenario Jamal Mohamed College, - IQAC Tiruchirappalli	7 th January 2017
3.	Faculty development Programme on Presentation Skills conducted by ICT Academy held at Jamal Mohamed College, Tiruchirappalli	23 rd and 24 th February 2017

4.	Faculty development Programme on NLP - Based Faculty Empowerment Programme held at Jamal Mohamed College, Tiruchirappalli	17 th ,19 th & 20 th June 2017
5.	Faculty development Programme on Writing Winnable Project Proposals held at Jamal Mohamed College, Tiruchirappalli	23 rd June 2018
6.	Faculty development Programme on Staff Enrichment Programme on Ownership Culture held at Jamal Mohamed College, Tiruchirappalli	14 th June 2019
7.	Faculty Development Programme in Securities Market Organised by National Institute of Securities Market & Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli	15 th February 2020
8.	One Day National Level e-FDP on “ Writing and Publishing Scientific Research Papers in SCI –A Framework RR Institute of Advanced Studies, Bangalore	5 th January 2021
9.	Strategy for Managing Personal Finance Including Mutual Funds and NPS – One Day National Webinar- School of Commerce and Business Management in Collaboration with Association of Mutual Funds in India (AMFI)- MAULANA AZAD NATIONAL URUDU UNIVERSITY- Hyderabad	5 th January 2021
10.	National Level One Week Faculty Development Programme on Research Methodology organized by Kamla Nehru Mahavidyalaya, Nagpur	26 th April – 1 st May 2021
11.	One Day Faculty Development Programme on Research Funding Ageacies Organised by Research forum in Collaboration with IQAC , ST. Anne’s Degree College for women, Bengaluru	29 th May 2021

Papers Published in State /National/ International Journals

S.No	Name of the Journal	State /National/ International	Title of the paper	Vol. & pg
1.	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
2.	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
3.	Jamal Academic Research Journal (JARJ) – An Interdisciplinary, Published by Jamal Mohamed College, Trichy	International	A study on Consumer Brand Preference of Mobile Phones in recent economic scenario	Aug 2014 Vol.1 Pg. 216-220 ISSN : 0973-0303

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 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)
7.	PEZZOTTAITE JOURNALS- A series of Indexed and Refereed International Journals, Jammu & Kashmir	International	Consumer Brand Preferences of Mobile Phones: A Study with Special Reference to Tiruchirappalli District in Tamilnadu	March 2015 VOL 4, pp.1481-1485 ISSN: 2279-0977 Impact factor 5.057 (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
10.	Jamal Academic Research Journal (JARJ) – An Interdisciplinary, Published by Jamal Mohamed College, Trichy	National	A study on Customer Satisfaction in Net Banking with special reference to Tiruchirappalli district	28 th September 2016 ISSN: 0973-0303 Pp 199-205
11.	Jamal Academic Research Journal (JARJ) – An Interdisciplinary, Published by Jamal Mohamed College, Trichy	National	A Study on Perception About Mobile Banking Services	19 th January 2017 ISSN: 0973-0303 Pp 335-337

12.	Jamal Academic Research Journal (JARJ) – An Interdisciplinary, Published by Jamal Mohamed College, Trichy	National	A study on Customer Purchase Behaviour Towards Mobile Phone with special reference to Tiruchirappalli city	!7 th February 2017 ISSN: 0973-0303 Pp 351-355
13.	Emperor International Journal of Finance and Management Research	International	A Study on Consumer Preference of Mobile phones of Indian and Foreign Brands with Special Reference to Tiruchirappalli District	Volume 3, Issue 9, September 2017. ISSN: 2395- 5929 with Impact Factor 1.14 UGC Jr. No. 45308 Pp: 82-88
14.	International Journal of Management and Social Sciences	Advancement in Business in the Digital Era	A study on Risk and Return Analysis of Selected Stock in Bombay Stock Exchange	Volume 8 (1.2) September 2018, p- ISSN 2349 - 0191, UGC Jr. No. 63251 Pp: 125 - 130
15.	International Journal of Research and analytical Reviews (IJRAR)	Advancement in Business in the Digital Era	A study of consumer behaviour towards cosmetic products in Tiruchirappalli District	Volume 6 (1), February 2019, p- ISSN 2349 - 5138 UGC APPROVED Pp: 224 - 229
16.	Jamal Mohamed College- Trichy	Advancement in Business in the Digital Era	A study on Customer satisfaction level towards LIC With Special reference to tiruchy	25 th September 2019
17.	Jamal Mohamed College- Trichy	Advancement in Business in the Digital Era	A Study on investment in the Equity Shares of Automobile and Automobile Accessories Companies in the Bombay Stock Exchange - Risk and Return analysis	25 th September 2019
18.	Jamal Mohamed College, Tiruchirappalli	Advancement in Business in the Digital Era - 2021	A Study on Factors Affects the taking of health insurance product with special reference Tiruchirappalli District	SEMBODHI - 17 th February 2021 Volume 44 JAN. TO March 2021, ISSN 2249-6661 UGC CARE LISTED Pp: 152-157

Academic Activities:

S. No.	Particulars	Position Held	Remarks
1	Department Test Coordinator PG & Research Dept. of Commerce, Jamal Mohamed College, Trichy – 20.	Test Coordinator	Jun, 2019 To 2020
2	Tutor in Charge PG Dept. of Commerce, Jamal Mohamed College, Trichy – 20.	Tutor In-charge	April, 2010 to Till Date
3	Organised International Seminar on “Inclusive Economic Growth” Conducted by PG Department of Commerce, Jamal Mohamed College, Trichy,	Organising Secretary	13th & 14th, August 2015.
4.	State Level Inter Collegiate Commerce Festival - Sharp Com 2K19	Staff Incharge	22 nd February 2019
5.	State Level Inter Collegiate Commerce Festival - Sharp Com 2K20	Staff Coordinator	13 th February 2020
6.	Department Placement In-Charge	2019 – Till Date	
7.	Commerce Association Vice-President	2021 onwards	
Experience in conducting Chartered Accountant (CA) & Cost Accountant (ICWAI) Examinations – More than 7 years			
Experience in NAAC and IQAC Departmental Activities			

Achievements:

S. No.	Particulars	Rank	Remarks
1	Deeniyath Education - Competitive Examination	First Class	2006 - 2007
2	Deeniyath Education - Competitive Examination	First Class	2008 - 2009
3	Dr.K.M.Award - HRM	First Class	2008 - 2009
4	Dr.K.M.Award - Export Marketig	First Class	2009 - 2010
5	PG & Research Department Of Commerce -Merit Certificate - Advanced Corporate Accounting	I Rank	2009 - 2010
6.	PG & Research Department Of Commerce -Merit Certificate - International Business Environment	I Rank	2009 - 2010

Declaration

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

Date : 01.02.2022

Place : Trichy -20

Yours Faithfully,

(S.MOHAMMED SAFI)