

CURRICULUM VITAE



1. Name : Dr. R. BALASUBRAMANI
2. Age & Date of Birth : 44 & 24-05-1977
3. Designation & Subject : Assistant Professor of Commerce
4. Educational Qualification : M.Com., M.B.A., M.Phil., Ph.D., P.G.D.C.A.,
5. Date of Appointment : 03-08-2006
6. Date of Retirement : 31-05-2037
7. Spouse Name and Occupation : S.MEENA

8. a) Qualifications – Academic:

Examinations passed	Register Number	Month & Year of passing	Subject	Class with Marks or Grade	Name of the College/University
B.Com	94 CO 08	1997	Commerce	57.2%	GTN Arts College, - Madurai Kamaraj University
M.Com	97 CE 02	1999	Commerce	67.4%	GTN Arts College, - Madurai Kamaraj University
M.Phil	A1C 6090012	2002	Commerce	58.8%	Madurai Kamaraj University
MBA	10226100058	2014	Management	64%	Tamilnadu Open University
Ph.D	3319	2010	Commerce	Awarded	Madurai Kamaraj University
PGDCA	A5400064	2005	Computer Science	63.4%	GTN Arts College, - Madurai Kamaraj University

8.b) Additional Qualifications

Examinations Passed	Board	Year of Passing	Grade
--	--	--	--
--	--	--	--
--	--	--	--

9. Teaching Experience

Sl. No.	Place of Service	Period		Designation
		From	To	
1	SNA College	12.06.2000	30.4.2001	Lecturer
2	PVP College	16.08.2001	17.12.2003	Lecturer
3	GTN Arts College	18.12.2003	02.08.2006	Lecturer
	GTN Arts College	03.08.2006	Till Date	Assistant Professor

11. Total Teaching Experience as on August 2022:

Under graduate - 22 Years 04 Months
 Post Graduate - 16 Years 04 Months
 Research - 12 Years 04 Months

10. Area of Specialisation : i) Teaching - Finance
 ii) Research - H.R.M.

11. Research Experience – M.Phil:

Course	No.of Candidates Awarded	University
M.Phil	14	M.K.University, Madurai

M.Phil. Awarded

Sl. No.	Name of the Candidate with Regn. No.	Year of Passing
1.	T. Jeyapriya, B0910051	May, 2011
2.	P.Sakthivel – B0910073	June, 2011
3.	M.Prabhu – B1810119	July, 2012

4	M.Jannathul Firdouse – B1810102	June, 2012
5	S.Gayathiri – B1810101	December,2012
6	A. Poon Gathathi – B2810061	May, 2013
7.	V.Bhuvaneswari B3810052	June, 2014
8.	P. Soundarya - B3810078	June ,2014
9	S.Antony Akila – B4810050	September, 2015
10	M. Sujitha – B4810066	September, 2015
11.	J. Girija – B4810053	September, 2015
12.	S. Mohan raj – B1810116	August, 2016
13.	R. Murugeswari – B5810061	April, 2017
14.	P. Parameshwaran	April, 2017

12. Research Experience – Ph.D.

No.of Candidates		University
Awarded	4	
Awaiting for <i>Viva Voce</i>	-	M.K.University, Madurai.
Ph.D.in Progress	5	M.K.University, Madurai.

a) Ph.D. Awarded

Sl. No.	Name of the Candidate with Regn. No.	Title of the Thesis
1	R. Kanmalar P 4489	A Study on Customer Satisfaction on Private Sector Banks in Dindigul
2	S.Vimala P4493	A Study on Growth and Development of Rural Industries in Dindigul Distric
3	P. Vasuki P 4519	An Empirical Study on Functional Coverage of Regulated Markets in Dindigul District.
4	P. Sivakami F 9639	Industrial Relations in TNSTC in TamilNadu- A Study With Special Reference to Madurai Division

b) Ph.D. in Progress

Sl. No.	Name of the Candidate with Regn. No.	Title of the Thesis	Date of Registration
1	N.Revati P5369	An Empirical study on Customer Perception on Value Added Services in commercial Banks in Dindigul District	16.08.2018
2	P. Jegdeesh P5347	Production and Marketing of Fruits and Vegetables in Palani Hills of Dindigul District.	16.08-2018
3	E. Pappulakshmi P 5734	A Study on Entrepreneurial Behaviour Problems Motivation and Success Factors of Women Entrepreneurs in Theni District	15.02.2019
4.	P. Sivakumar P5739	Antecedents and Consequences of Customer Based Brand Equity in Organised Retail stores in Madurai District	15.02.2019
5.	M.Mareeswaran P 5807	A Study on Linkage Between Hotel Service Quality on Guest Satisfaction	11.-6.2019

13. Research Project – Minor/Major

Sl.No.	Minor/Major	Title of the Project	Date of Submission	Period of the Project	Amount Sanctioned	Sponsoring Agency
1	--	--	--	--	--	--
2	--	--	--	--	--	--
3	--	--	--	--	--	--

14. Orientation Course, Refresher, Short Term Courses Attended

Sl.No.	Name of the Institution/University	From	To
1	Academic Staff College of Bharathidasan .University	02-05-2008	29-05-2008
2	Academic Staff College of Bharathidasan .University	10-11-2010	30-11-2010
3	Academic Staff College of Madurai Kumaraj University	07-11-2013	27-11-2013
4.	Avinashilingam University, Coimbatore	14-02-2013	20-02-2-13
5	Development Programme on Research Methods Using SPSS conducted by the Kongu Engineering College, Perundurai	06-02-2015	07-02-2015

15. Seminars/Workshops/Conferences/Symposium - Participation

Sl. No.	Theme of Seminar/Workshops/Conferences/Symposium	Institution/Organisation	Date
1	Promotion of Research and Quality Improvement in Colleges	ArulAnandar College, Karumathur	9th October 2004.
2.	Application of Statistical Tools for Research	G.T.N. Arts College, Dindigul	8th October, 2005
3.	Seminar on Yout Empowerment and Release of The Book	Department of Youth Welfare Madurai Kamaraj University, Madurai	15th December, 2009
4.	Art of Getting Research Funding And Publishing Research Papers In Social Sciences	Department of Management studies, Kongu Engineering College, Erode.	26th , September,2014
5.	Patents: In, Out and Future	Madurai Kamaraj University, Madurai.	13th ,January,2015
6.	Faculty Development Programme on Research Methods Using SPSS	Department of Management studies, Kongu Engineering College, Erode.	6th &7th February,2015
7.	Consumer Protection and Empowerment in India	G.T.N. Arts College, Dindigul	20th&21st August,2015
8.	Tools and Techniques for Academic Research	Vivekananda College, Tiruvedakam, Madurai	7th January, 2017
9.	One Day Faculty Development Programme on “ Emerging Trends in Accessing Electronic Resources”	G.T.N. Arts College, Dindigul	4th February 2017
10.	Research Methodology and Data Analysis in Management and Social Sciences (Module - I)	RVS College of Engineering and Technology. Dindigul.	23rd& 24th February 2018
11.	Commodity Derivatives Education Workshop	Central University of Tamilnadu, Thiruvavarur	9th& 10th March, 2018
12.	Financial Modelling Using Excel	Jeppiaar Engineering College, Chennai	23rd & 24h March, 2018
13.	Examinations Reforms in Higher Education	G.T.N. Arts College, Dindigul.	19th September.2018
14.	E- Content Deelopment And MOOC	G.T.N. Arts College, Dindigul.	22nd December, 2018
15	Art of Writing Research Paper and Publishing in High Reputed Journals	G.T.N. Arts College,Dindigul.	4th November, 2019.

16.	Advancement in Business in the Digital Era 2021	Jamal Mohamed College. Trichy	17 th February 2021
-----	---	----------------------------------	--------------------------------

16.Seminars/Workshops/Conferences/Symposium – Paper Presentation

Sl.No	Title of the Paper	Seminar / Workshop / Conference	Institution where Attended	Year
1	Business Process Outsourcing in India - Challenges.	Paper Presentation	All India Commerce Congress held at St. Peter's College, Kolenchery, Kerala	January,5,6&7 / 2005
2	Managerial Effectiveness and Efficiency in TNSC Madurai Ltd		G.T.N. Arts College, Dindigul.	21 st January, 2005
3	Performance of Insurance sector in India - A Comparative study	Paper Presentation	P.G. & Research Department of Commerce, Palani.	February 24,2005
4	VAT is it Traders Friendly or Not?	Paper Presentation	P.G. & Research Department of Commerce, Erode.	September 2 nd & 3 rd ,2005
5	Changing role of banks - A Global perspective	Paper Presentation	Karpagam Institute of Management studies and Research, Coimbatore.	January 10-12, 2008.
6	ERP - The Need of the Hour	Paper Presentation	Department of Management studies, PSNA CET, Dindigul.	February 16, 2008.
7	Quality of service provided by TNSC	Paper Presentation	K.L.N. College of Information Technology, Madurai,	April 10-11, 2008.
8	Personnel Policies and Practices in TNSC	Paper Presentation	K.L.N. College of Information Technology, Madurai,	April 10-11, 2008.
9	Job Satisfaction of Workers in TNSC		G.T.N. Arts College, Dindigul.	24 th January, 2009.
10	Customer Relationship Management in Banking Sector.	Paper Presentation	R.V.S. CET, Dindigul.	November 3 rd ,2012
11	A Study on Impact of CRM on Loyalty	Paper Presentation	Department of Management studies, PSNA CET, Dindigul.	May 3 rd , 2013.
12	Service Quality of Commercial Banks in Theni District - An Empirical Study.	Paper Presentation	Department of Management studies, VHNSN College, Virudhunagar.	Sep 27 th . 2013

13	A study of Linkage Between CRM & Customer Loyalty in Banking Industry Perspective	Paper Presentation	Kongu Engineering College, Perundurai, Erodu	March 5 th , 2014
14	A study on the influence of Perceived Quality, Purchase Intention and Customer Satisfaction Towards Brand loyalty for Branded Coffee Powers in Madurai	Paper Presentation	St.Joseph's College (Auytonomous), Tiruchirappalli	February 27 th , 2015
15	Impact of Today's Technology in Retail Efficiency	Paper Presentation	Kongu Engineering College, Perundurai, Erodu	26 th & 27 th February, 2016
16.	Use & User Perception of ICT Based Commerce Resources & Services		G.T.N. Arts College, Dindigul.	10 th & 11 th February, 2017
17	Linking Dimensions of Perceived Bank Service Quality to Customer Loyalty	Paper Presentation	Jeppiaar Engineering College, Chennai	23 rd & 24 th March, 2018
18	Market Penetration of FMCG in Rural Market with Special Reference to Personal Care Products	Paper Presentation	Jeppiaar Engineering College, Chennai	23 rd & 24 th March, 2018
19	Information Seeking for Consumers Perception towards Organic Food Products	Paper presentation	G.T.N. Arts College, Dindigul	22 nd March, 2019
20	Consumers Purchase Intention of organic Products: An Empirical Study in Chennai City	Paper presentation	G.T.N. Arts College, Dindigul	22 nd March, 2019

17. Seminars/Workshops/Conferences/Symposium - Organised

1	Organising Committee member in two day National Level seminar on Climate Change , Environment and Agricultural development in India On 13 th & 14 th July, 2017 At G.T.N.Arts College, Dindigul
2	Organising Committee member in One day National Level seminar on Role of Youth in Disaster Management On 4 th January 2019 At G.T.N.Arts College, Dindigul
3	Organising Secretary in one day National Level seminar (Autonomy Grant) on Emerging Trends in Organic Products On 22 nd March, 2019 At G.T.N.Arts College, Dindigul

18. List of Publications
International Journals

Sl.No.	Title of the Article	Name of the Journal	Volume, Year, Page No.	ISSNNo.	Impact Factor	Scopus Index Yes / No
1.	Customer Behaviour of Courier Service in Erode District.	In Indian Journal of Research	January, 2013	2250-1991	0.3208	
2.	Customer Perception on Service Quality of Department stores in Erode District.	In PSNA Journal of Business and System.	June , 2013	2319-2909		
3	Impact of ATM Service Quality on Customer Relationship - An Empirical Study.	Journal of Research in banking and finance.	August, 2013	2249-7323		
4	Service Quality of Commercial Banks in Theni District - An Empirical Study.	In VNSN Journal of Management	September .2017	978938172 3159		
5	Growth and Challenges of Food Processing Industry in India	Business Sciences international research Journal	October 2014	2321-3191		
6.	A Study on the influence of Perceived Quality, Purchase Intention and Customer Satisfaction Towards Brand Loyalty for Branded Coffee Powders in Madurai.	Primax International Journal of Commerce and Management Research	February, 2015	2321-3604		
7	Stress in Different types of organization - An Empirical study in Dindigul	European Academic Research- International Multidisciplinary Research Journal	April 2015	2286-4822		
8	Use and User Perception of ICT based Commerce Resources and Services in G.T.N. Arts College, Dindigul. A Study	U2Write, A Unit of World Book Publication and Rajkumr Publication	2017	978938063 0601		

9	Green Marketing Strategies Adopted by Entrepreneurs in Sivakasi	Emperor International Journal of Finance And Management Research	February, 2018	2395-5929		
10	Consequences of Workers job satisfaction in Rural Industries	Global Journal For Research Analysis	May, 2018	22277-8160		
11	Bank Locational Spread-A Review	Global Journal For Research Analysis	May, 2018	22277-8160		
12	Organisation of Regulated Markets in Tamilnadu.	Global Journal For Research Analysis	May, 2018	22277-8160		
13	Linking Dimensions of Perceived Bank Service Quality to Customer Loyalty	International Journal of Creative Research Thoughts	April, 2018	2320-2882		
14	Market Penetration of FMCG in Rural Market with Special Reference to Personal Care Products	International Journal of Creative Research Thoughts	April, 2018	2320-2882		
15	Information Seeking for Consumers Perception towards Organic Food Products	Shanlax Publication	2019	9789389146424		
16	Consumers Purchase Intention of organic Products: An Empirical Study in Chennai City	Shanlax Publication	2019	9789389146424		
17.	Performance evaluation of Private Sector Banks in Dindigul District.	Sambodhi	Jan-March 2021	2249-6661		

National Journals

Sl.No.	Title of the Article	Name of the Journal/Book	Publisher Name	Volume, Year &Page No.	ISSNNo .	Impact Factor	Scopus Index Yes / No
1	Impact of ATM Service Quality on Customer Relationship - An Empirical Study.	Journal of Research in banking and finance.		August, 2013	2249-7323		
2	Service Quality of Commercial Banks in Theni District - An Empirical Study.	In VNSN Journal of Management		September, 2013	9789381723159		
3	Use and User Perception of ICT based Commerce Resources and Services in G.T.N. Arts College, Dindigul : A Study	Library Resource Management Issues, Challenges And Opportunities		February 2017	ISBN 789380630601		

19. Text Books / Edited Books/ Chapter(s) in Books Published

Sl.No.	Name of the Book	Publisher's Name	Volume & Year	ISBN No.
1				
2				
3				
4				

20. Academic Services in Other Institutions

Sl.No.	Date	Name of the Programme	Name of the Institution
1	21-04-2021	An Orientation towards Competitive Examination	C.P.A. COLLEGE, BODI
2			

21. Awards / Recognition Received

Sl. No.	Institutional Level	State Level	National Level	International Level
1				
2				

22. Membership in Academic Bodies / Editorial Boards and Board of Studies**1. Editorial Board Member in Book**

- ❖ Associate Editorial Member in the book entitled "LIBRARY RESOURCE MANAGEMENT ISSUES, CHALLENGES AND OPPORTUNITIES" (ISBN: 9789380630601) published by U2WRITE, Chennai, 2017.

Examiner ship

- Served as an external examiner both for PG and UG Courses in several Autonomous Colleges.
- Served as a Chief Superintendent in TNPSC Examination, Annamalai University (Distance Education Examination), TNTEU Examination. TNOU Examination.
- Served as an Observer in TNTEU Examination. TNOU Examination

23. Paper Setters / Examiner ship in other Institutions

- 1.Manner Thirumalai Naicker College, Madurai.
- 2.V.V.V. College for women, Virudhunagar.
- 3.S.R.N.M. College, Sattur

24. Students' Welfare Activities

- 1.UGC – Student Induction Programme (SIP) 2020-21 – ‘ STREAM CONVENER’
(07-09-2020 To 11-09-2020)
- 2.

25. Co-curricular / Extra Curricular Activities in the College

- 1 . Served as a Placement officer from 01/07/2008 to 31/05/2012.
2. Served as a N.C.C Caretaker from 01/07/2010 to 30.10.2011.
3. Serving as a N.S.S Programme Officer from 01/07/2012 to 30.06.2017

26. Social Responsible Activities

1. Lions club Member
- 2.
- 3.