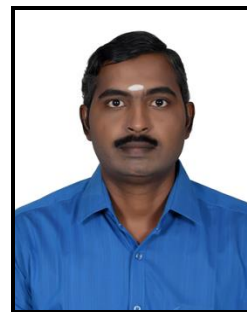


CURRICULAM VITAE

Dr. A.BALAGURUSAMY

M.Com., M.Phil., PGDCA, Ph.D.

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Official Address: Associate Professor and Head
Department of Commerce,
Sri Ramakrishna Mission Vidyalaya College of Arts & Science,
SRKV Post, Coimbatore – 641020.

Personal Chronicle:

Name : Dr. A.Balagurusamy
Date of Birth : 08.01.1981
Father's Name : Mr. P.Arumugapandi
Nationality : Indian
Religion : Hindu
Community : Backward Class
Languages Known : Tamil and English

Academic Chronicle:

Degree	University/ Institution	Year of Passing	Class / Division
Ph.D	Bharathiar University, TERF's Academy College of Arts and Science, Tirupur	July 2017	Highly Commended
PGDCA	Pondicherry University	December 2003	First Class
M.Phil	Madurai Kamaraj University	February 2005	Second Class
M.Com	Bharathiar University, RVS College of Arts and Science, Sulur, CBE.	April 2003	First Class
B.Com	Bharathiar University, TSA Arts and Science College, Perur, CBE.	April 2001	First Class

Teaching Experience: 17 Years and 6 months

S.No	Institutions	Designations	Period	No. of Years
1	Maharaja Arts and Science College, Neelambur, Coimbatore-641 407	Lecturer in Commerce	28.09.2005 to 26.06.2007	1 Year & 9 Months
2	Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore- 641 020	Associate Professor & Head, Department of Commerce	27.06.2007 to Till date	15 Years & Till date

Book Published: 01

- Dr.A.Balagurusamy (2020), Published a book titled “A Comparative study on financial performance of select Private sector and Public sector insurance companies in India”, ISBN No: 978-93-87882-00-3, Today Publications, Chennai.

Publications in Conference Proceeding: 03

- Published a paper titled ”E-Finance” in National Conference on “E-Dealings”, Bonfring, Pg. No. 03-05, ISBN No.: 978-93-83459-84-1.
- Published a paper titled ”A Study on Social Media Marketing” in International Conference on “Global Issues, Innovations & Future Challenges in Business, Economics, IT and Management”, KG College of Arts and Science, Pg. No. 163-166, ISBN No.: 978-93-53112-30-1.
- Published a paper titled ”Capacity Building of Faculty from Higher Education” in National virtual seminar on “Innovation Strategies and Practices in Teaching, Learning and Evaluation Process for Arts and Science Colleges towards New Education Policy-2022”, Nallamuthu Gounder Mahalingam College (Autonomous) Pollachi, Pg. No. 07-10, ISBN No.: 978-93-94004-05-4.

Journal Publications: 13

S. No	Title of the Paper	Name of the Journal	National/ International	Issue. Vol. No. year	ISSN No.
1	Comparative Study on Performance of SBI and ICICI: A CAMEL Analysis	IJMFSMR	International	Vol.1 No.4, Oct - Dec 2012	2277-6788

2	A Study on Investment Policy of New Private Sector Banks in India	IJMFSMR	International	Vol.2 No.3, July - Sep 2013	2277- 6788
3	Working Capital Management and Profitability: An empirical study of Tata Motors Ltd.	IJMFSMR	International	Vol.3 No.3, July - Sep 2014	2277- 6788
4	A Study on Liquidity, Solvency and Profitability analysis of Automobile industry in India	IJMFSMR	International	Vol.4 No.2, Apr - June 2015	2277- 6788
5	Analysis of Capital Adequacy of Public Sector Banks in India	IJCRME	International	Vol.2 Issue 2 2017	2455- 5428
6	A Study on Effect of working capital and profitability of Mahindra & Mahindra Ltd.	IJRAH	International	Vol.3 Issue 1 2018	2456- 3145
7	A Camel Analysis on Performance of Public and Private Sector Banks.	IJCRD	International	Vol.3 Issue 1 2018	2456- 3137
8	A Study on Financial Statement Analysis of CEAT Ltd.	IJMRME	International	Vol.4 Issue 2 2018	2454- 6119
9	Performance Evaluation of select Paint Industries in India	IJSRR	International	Vol.8 Issue 2 2019	2279- 543X
10	A Study on Customer Preference of Health Drinks in Coimbatore District (with Special Reference to Horlicks)	Our Heritage Journal	International	Vol.68 Issue 30 2020	0474- 9030
11	Customer Preference and Satisfaction towards Retail Stores and Shopping Malls in Coimbatore District	IJERME	International	Vol.6 Issue 2 2021	2455- 4200
12	A Study of Consumer Preferences Towards Bathing Soap Market in Coimbatore District	IJSRME	International	Vol.7 Issue 1 2022	2455- 5630
13	A study on the role of Bajaj Finserv ltd. in promoting financial	IJATET	International	Vol.8 Issue 1 2023	2456- 4664

	inclusion in Coimbatore district				
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Seminars/Conferences/Workshops – Papers Presented: 19

S. No	Date	Title of the Paper	State/ National/ International
1	22.09.2006	Rural Marketing – Challenges and Opportunities.	National Level
2	21.02.2008	E-Banking	National Level
3	19.09.2008	Global Banking	State Level
4	24.09.2010	Green Banking in India	National Conference
5	11.02.2011	Mobile Banking	National Seminar
6	25.01.2012	Impact of Globalization on Banking Sector	National Seminar
7	18.07.2012	Performance Appraisal	International Conference
8	19.02.2014	Current Marketing Environment	National Seminar
9	19.09.2014	E-Finance	National Conference
10	20.02.2015	CRM through M-Commerce	International Conference
11	25.08.2015	The role of Social enterprises in the Globalised Economy	International Seminar
12	03.02.2017	Impact of GST on E-Commerce	National Conference
13	18.08.2017	Challenges and Opportunities of Digital India	International Conference
14	11.10.2017	A study on Social Media Marketing	International Conference
15	29.08.2018	Digitalization of Insurance	National Conference
16	08.09.2018	A study on Social Media Marketing	International Conference
17	12.10.2018	Traditional Banking Vs Cloud Banking	International Conference

18	09.09.2019	E-Banking – Global Scenario	National Conference
19	03.11.2022 & 04.11.2022	Capacity Building of Faculty from Higher Education	National Seminar

Seminars/Conferences/Workshops – Participated: 13

S. No	Date	Name of the Seminar / Conference / Workshops	State/ National/ International
1	17.03.2008	Recent Trends in Information Technology	National Level
2	11.01.2012	Comfest '2012	State Level
3	03.03.2012	Examination Reforms	State Level
4	17.07.2012	BU-TCS Curriculum Construction Workshop	State level
5	20.09.2013	Innovative and Challenging strategies in Management	National Conference
6	31.12.2014	Excellence in Youth Leadership	National Workshop
7	14.03.2015	Examination Reforms, Motivation, Ethics and Evaluation Processes in Research Degrees	State level
8	27.06.2015	Man Making Education	State level
9	17.05.2016	Start up India	State level
10	23.10.2017	Modern Trends in Curriculum Construction	State level
11	16.07.2020 to 29.07.2020	GST-Registration, Assessment & Filing of Returns	National Level
12	19.05.2021 & 20.05.2021	Shaping Imaginations” – A Commerce View	National Level
13	22.07.2021	Recent trends in Marketing	International Level

SWAYAM - NPTEL Online Certification:

1. Marketing Management – I(Aug to Sept' 2018)
2. Cost Accounting (Aug to Sept' 2019)

Certificate of Appreciation by SWAYAM - NPTEL:

1. Principles of Human Resource Management (2019)
2. Services Marketing: A Practical Approach (2019)

Invited Talks:

1. Delivered a Special Lecture on “**Benefits of Swayam and MOOC Online Courses**” on 16.07.2019 at TERF’s Academy College of Arts and Science, Tirupur.
2. Delivered a Special Lecture on “**Opportunities and Challenges in Commerce**” on 13.08.2019 (FN) at Kongu Arts and Science College, Erode.
3. Delivered a Special Lecture on “**Awareness Programme on Swayam-NPTEL**” on 13.08.2019 (AN) at Kongu Arts and Science College, Erode.
4. Delivered a Special Lecture on “**Essentials of Ratio Analysis**” on 23.03.2023 at PPG College of Arts and Science, Coimbatore.

Acted as a Resource Person:

- i) Acted as Judge in “*Intercollegiate Meet 2016*” organised by Department of Cooperation, SRMV College of Arts and Science, Coimbatore on 29.07.2016
- ii) Acted as Chair person in National conference on “*Opportunities and Challenges of Business in the Digitized Era*” organised by Faculty of Commerce, Dr.NGP Arts and Science College, Coimbatore on 27.09.2018.
- iii) Acted as Judge in “*Scope Project*” organised by CCMA Govt. Girls Hr. Sec. School, Coimbatore on 26.02.2021.
- iv) Acted as Judge in “*Biznets-2K23*” Intercollegiate Meet organised by Department of Commerce (CA), Kongunadu Arts and Science College, Coimbatore on 09.02.2023.

Subject Expert in Doctoral Committee Meeting:

- i) Acted as External Expert in Doctoral Committee Meeting at Kongu Arts and Science College, Erode on 11.03.2022.
- ii) Acted as External Expert in Doctoral Committee Meeting at TERF’s Academy College of Arts and Science, Tirupur on 06.05.2023.

Member in Board of Studies Meeting:

- i) Served as a Subject Expert in Board of Studies meeting for B.Com (E-Com) at Ayya Nadar Janaki Ammal College, Sivakasi on 11.03.2020.
- ii) Served as a Subject Expert in Board of Studies meeting for B.Com (E-Com) at Ayya Nadar Janaki Ammal College, Sivakasi on 12.05.2023.

Declaration:

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

Dr.A.BALAGURUSAMY