



**R. BALAKRISHNAN**

ASSISTANT PROFESSOR

B.Sc., M.Sc. HMCS, (Ph.D.) in Hotel Management

5 Years in Academics and 8 Years in Industry

**Awards/Recognition:**

- Received a “**Global Eminent Teacher Award- 2022**” for outstanding service in teaching from VIJ Trust on 30<sup>th</sup> May 2022.
- **Appreciation for Best paper writing guide** for the students won 2nd place in India organized by DY Patil Deemed to be University School of Hospitality & Tourism Studies in “Tourism Conclave 2021” held on 29<sup>th</sup> Nov 2021.
- **Certificate of Excellence** - Live Cookery Show "Samayalum Kalviyum" at Codissia Convention Centre, organized by Travel Mart Association (TEMA), Coimbatore on August 2019.
- **Certificate of Appreciation** – Received Silver medal for successfully completed Shift Management Course in Hardcastle Restaurant Pvt Ltd, Bangalore and promoted as Shift Manager on Dec 2013

**Journal Publications**

- Published “**A NEW NORMAL IN TOURISM INDUSTRY USING SOCIAL DISTINCT**” in **ANVESAK**, Volume 51, No:02 (XII) July – Dec 2021, UGC Care Group- I.
- Published “**A REVIEW OF ADVANCES IN HOSPITALITY AND TOURISM INDUSTRY**” in **International Journal of Research and Analytical Reviews**, Volume 6 Issue 2 (June - 2019), PAPER ID: IJRAR19K6041, Impact Factor: 5.75
- Published “**RESPONSIBLE TOURISM FOR SUSTAINABLE GROWTH**” in **International Journal of Engineering Development and Research**, Volume 6 Issue 4 (Nov -2018), PAPER ID: IJEDR1804026, Impact Factor: 5.75

### **Book/Chapter Publication:**

- Chapter Entitles as “Practices **of Handling Food Preservatives using chemicals in Business During COVID**” in the book of “**Role of Bio Statistics in Covid-19**” ISBN NO: 978-93- 91077-65-5, Volume 1, Issue 1, Dec 2021 in Shanlax Publications (Page no:122-130)
- Chapter Entitles as “**Labour Migration on H-IT-A-T-E due to Covid-19**” in the book of “Labour Migration Post Covid-19” **ISBN NO:** 978-93-90082-41-4, Volume 1, Issue: 1, August 2020 in Shanlax Publications (Page No: 290-300).

### **Seminars Participated/Attended**

- ✓ Participated in International Virtual Seminar on “**Emerging Trends in Science and Technology**” Organized by Hindusthan College of Arts & Science of Department of Electronics & Physics on 24th February 2021.
- ✓ Participated in National Level Virtual Seminar on “**LEARN THE UNLEARN**” (Understanding the flavors & combination) organized by Army Institute of Hotel Management & Catering Technology, Bangalore on 22<sup>nd</sup> July 2020.
- ✓ Participated in International Virtual Seminar on “**Recent Advances in Cloud & Edge Computing and the Aneka 5G Cloud Platform**” organized by Department of Computer Science and Engineering, Sagar Institute of Research & Technology, Bhopal on 06<sup>th</sup> June 2020.
- ✓ Participated in National Level Virtual Seminar in “**Own Your Future through the Journey of Entrepreneurship**” organized by National Institute for Micro, Small & Medium Enterprises (ni-msme), Hyderabad, Telangana on 27<sup>th</sup> to 29<sup>th</sup> May 2020.
- ✓ Participated in “**World Tourism Day Celebrations & Seminar**” conducted by Jenneys Academy of Hotel Management, Trichy on Sep 2018

### **Workshop Participated/Attended**

- ✓ Attended and Participated in Online Workshop on “**Introduction to Big data and Artificial Intelligence**” organized by Institute of Leadership and Governance, University of Baroda, Gujarat on 31<sup>st</sup> May 2020.
- ✓ Participated in **National level workshop on IPR and innovation** organized by Hindusthan College of Arts & Science of Department of Computer stream on 03<sup>rd</sup> Oct 2019.
- ✓ Participated in Faculty Development workshop in **Spoken Tutorial Project** organized by IIT Bombay, on 5th July 2019.

- ✓ Participated in the “One Day National Level Workshop” on “**Monuments of Tamilnadu the Trove of Tourism**” conducted by Annai Fathima College of Arts & Science, Madurai on March 2019.
- ✓ Participated in One day National Level workshop in “**Enhancing Research Communication Skills through Science Direct and Mendeley**” organized by Internal Quality Assurance Cell (IQAC) and School of Education (SoE), Dayalbagh Educational Institute, Dayalbagh Agra on 03<sup>rd</sup> May 2020.
- ✓ Participated in a two days International Workshop on “**Learning Management System**” organized by Shri Sarada College for Women, IQAC & Research & Development cell on 29<sup>th</sup> to 30<sup>th</sup> July 2020.

#### **Workshop:**

**Workshop:** Rural Entrepreneurship Development Cell Christ Nagar College, Maranalloor

#### **FDP:**

- 1) Organized FDP – Research Opportunities in Hospitality Sector
- 2) Food & Beverage Facilities planning.
- 3) Technical Pedagogy for empowering sustainable advances in higher education.
- 3) NAAC criteria based International
- 4) Level of faculty development program
- 5) Recent trends in Management by IQAC

#### **My Area of Research:**

- Study on the instruction programs 'on employees' presentation implementation of star hotels in India

#### **Membership & Bodies:**

- Eurasia Research- Lifetime 2019 onwards
- PHA (Professional Housekeeping Association) – Life time member from Dec 2022 onwards
- IARA - Lifetime 2019 onwards