

Dr. M. Balaji.

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I am a Post Graduate in Master of Business Administration and M.Phil in Management from Madurai Kamaraj University and Master of Foreign Trade from Pondicherry University. I have completed my Doctoral degree from Madurai Kamaraj University. I have a global academic exposure as a **Head of the Academics** in Rima College in **Malaysia** for the period of **4** years. Apart from global exposure, I have domestic exposure in academics for about **20** years across various universities in Tamil Nadu. Besides, I have published more articles in the national level journals including INDEXED & UGC CARE LISTED journals, and participated in several workshops, seminars, and organized Faculty development programmes for College and Schools. I also honoured the Best Teacher award from V.H.N.S.N. College in the year 2015 out of one hundred and fifty faculty fraternity.

I have passion towards Marketing and gained real time exposure in marketing by playing the role of Marketing Executive for a Corporate around a year. Apart from Marketing, I was teaching international trade and business while in Malaysia.

Curriculum Vitae

PERSONAL PROFILE

Name : Dr. M. Balaji
Father's Name : N. Mahendran
Date of Birth : 11 - 05 - 1974
Sex : Male
Religion & Nationality : Hindu & Indian
Address for communication : Old no: 98 new no: 32. sulochan street
Virudhunagar – 626 001.
Contact Number : 9442547994

EDUCATIONAL PROFILE

S.No.	Programme/Course	Month & Year of Completion	Institution/University
1.	H.S.C	Apr. 1992	Higher Secondary Board of Education.Tamilnadu.
2.	B.B.A	Apr. 1995	Madurai Kamaraj University.
3.	M.B.A	Apr. 1997	Madurai Kamaraj University.
4.	M.F.T. (Foreign Trade)	Apr. 1999	Pondicherry University
5.	M.Phil.	June 2005	Madurai Kamaraj University.
6.	Ph.D. (Behavioral Finance).	September 2015	Madurai Kamaraj University.

Experience : Total: 24.7 Yrs.

Industry : 1 Years as Marketing executive in Hosiery industry

Teaching : 23.7 Yrs.

Present Employment: Associate Professor & Head at V.H.N.S.N. College, Virudhunagar.
M.B.A. Co-ordinator & Teaching 08-12-2010 To till date.

Face to Face Interaction Session: Trained the various levels of UG & PG students in the area of Personality Development and Mentoring Programme.

Training to Employees: Trained the College, Polytechnic & School Academicians. Like CBSE schools & Arts and Science Colleges, Madurai and Virudhunagar Districts.

Professional Achievements: Awarded the “Best Teaching Staff (Self-Finance) of the year 2017” by V.H.N.S.N. College (Autonomous), Virudhunagar.

Editorial Board Members: International Journal for Academic Development in Social Science and Humanities.www.ijssh.com

Overseas Experience: Worked as Academic Head - Teaching & Coordination of entire MBA and Executive Diplomas and Heading of Rima College, Johor Bahru, Malaysia from 2006 (October) to 2010 (November).

American Degree Programme

- Arrange and handled the classes.
- Fixation of the subject slot for students to secure and complete subject credits.
- Classroom mentoring and case study discussion.
- Organizing the campus day and juniors' day.
- Festival celebrations.
- Grooming the Department.

Executive American Degree Programme

- Arrange and handled the classes for Executives after work hours from 7.00 pm to 10.00 pm

- Help to conduct the examination.
- Case study Discussion with real examples.

Diploma in Executive Secretary Programme.

- Organized on-hand training for Executive Secretaries.
- Effective mentoring and guidance for problem-solving skills.
- Organize the events like self-grooming and Development.
- Arrange guest lecturers for office automation and updating of ICT skills.

Previous Academic Experience: Academic Head at Rima College, Malaysia
From October 2006 to October 2010.
Lecturer at Sri kaliswari College, Sivakasi from
June 2003 to September 2006.
Lecturer at S.S.D.M. College, Kovilpatti from
August 2002 to July 2003.
Lecturer at Vysya College, Salem from
June 1999 to April 2002.
Lecturer at Pee Gee College, Dharmapuri from
September 1998 to April 1999.

List of Articles Published:

S.No.	Topic	Journal	Period
1	Quality Issues in Childcare Industry.	Vistas of Research in Business Management	2011
2	A study on Perception about Investment avenues of Rural community of Virudhunagar Taluk	Impact of Investments and Information Technology on Rural Development	2012
3	Emotional Intelligence And Investors Behaviour In Stock Market.	Emerging Trends In E-Commerce	2013
4	Online Investment Of Rural Investors In Virudhunagar Block	Facets Of Functional Management	2013
5	Indian Stock Market-The Reason Behind Booming Of Indian Stock Market.	Problems And Prospects Of E-Commerce	2014
6	Study On Factors Influencing Investment In Corporate Securities In Virudhunagar District	Shanlax International Journal Management	2014
7	A Study On The Role Of Internet In Investment Of Corporate Securities With Reference To Virudhunagar District	Indian Service Sectors In The Information And Communication Technology Era; Emerging Issues And Prospects	2014
8	A Study On risk Taking Capacity Of Investors Investment In Corporate Securities With Special Reference To Virudhunagar District	Journal for Bloomers of Research	2015
9	A Study On Behaviour Of Investors Towards Securities Dealings By Internet In Virudhunagar District	Digital Marketing	2015
10	A Study On Investors Years Of Experience Vis A Vis Their Preferred Investment Avenues In Virudhunagar District	Strategies For Sustainable Growth Of E-Commerce	2015
11	Performing Discriminant Analysis For Classification Of Investors	Recent Trends In Indian Financial Market	2015

12	Effect Of Internet On Investment In Corporate Securities	Innovation Management (Im-2015)	2015
13	A Study On Information Sources For Retail Investment In Corporate Securities.	Indian Retail Sector In The Global Economy; Emerging Trends , Issues And Challenges	2016
14	Health Impacts Of Industrial Waste	Industrial Waste Management In India.(Problems And Prospects)	2016
15	Discriminant Analysis To Perform Inducement Of Online Shopper	Innovative Practices Management	2016
16	Impact Of Brexit On Indian Economy	Make In India-Initiatives, Ideas & Challenges	2016
17	A Study On Employees' Views On Work Environment In Meenakshi Mission Hospital(Mmhrc), Madurai	Journal For Bloomers Of Research	2016
18	A Study On Labour Deployment & Workforce Scheduling In Madurai District Co-Operative Milk Producers Union Limited, Madurai(Aavin).	Tqm-Advanced And Intelligent Applications(Tqmaia-2016)	2016
19.	Modi's Success Strategies To Make India Shine With Special Reference To Start-Up India And Stand Up India	National Level Seminar	2017
20.	A Study On Coverage Of Cellular Service Network Providers In Virudhunagar	Business Management Practices In Emerging Indian Economy.	2017.
21	A Study On Trend In Buyers Intention In Online Shopping With Reference To Aruppukottai.	Business Management Practices In Emerging Indian Economy.	2017.
22	A Study On Employees' Engagement In Pommys Garments India(P) Ltd, Dhalavaipuram, Tamilnadu	Business Management Practices In Emerging Indian Economy.	2017.
23	A Study On Buyer's Pre-Purchase Behaviour Intention And Preference Of Online Shopping	Business Plus	June 2017

	With Reference To Aruppukottai.		
24	Ways And Means To Prevent Gender Inequity And Discrimination At Workplace	Working Women: Problems And Prospects	July 2017
25	Social Media Enhances The Business In A New Dimensions Of E-Tailing	Social Entrepreneurship And Growing Business Opportunities In India	August 2017
26	Brand Transition Since Marketing To Millennium Marketing	Global Talent Management In The Digital Era	September 2017
27	Users Switchover Preference For Network services.	Shanlax Journal Of Management	January 2018. International
28.	Efficiency And Effectiveness Usage Level Of E-Banking Services In Tirunelveli City	Insolvency And Bankruptcy Code, 2016.	January 2019 National
29.	Passionate Preference And Purchase Behaviour Of Pasteurised Milk Products In Virudhunagar District	Shanlax International Journal Of Commerce	February 2019. Impact Factor 4.118.
30	Study On Consumer Buying Behavior Of TANTEA Stalls Among Other Tea Stalls In Madurai And Coimbatore Region, Tamil Nadu (India).	SIPN an International Registered & Referred Monthly Research Journal.	UGC-Care Listed. 2020
31	A Study On Buyers' Attitude Towards Buying Wedding Cards Vis-À-Vis E-Cards With Reference To Madurai City.	SIPN an International Registered & Referred Monthly Research Journal.	UGC-Care Listed. 2020
32	Women Empowerment through Self help Group.	Vidyabharathi International Interdisciplinary Research Journal.	ISSN:2319-4979. Indexed in ESCI- Web of Science.
33.	E-CRM	International Journal of Research Publication and Reviews.	www.ijrpr.com . ISSN 2582- 7421.VOL 3.NO.4.
34.	A Study on performance appraisal system in Health Care Ltd, Trivandrum	International Journal of Research Publication and Reviews.	www.ijrpr.com . ISSN 2582- 7421.VOL 3.NO.4.
35	A study on Direct marketing with Sepcial	International Journal of Research	www.ijrpr.com .

reference to Amway products	Publication and Reviews.	ISSN 2582-7421.VOL 3.NO.4.
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Papers presented in National / International level Conference/Seminar

S.No.	Topic	Institution	Date
1.	Fancy marketing and fascinated consumers in the global market.	V.V. Vanniapermual College for Women, Virudhunagar.	1&2 Sep 2005
2.	Environmental Education and awareness	Pope's College, Tuticorin.	9&10 sep 2005.
3.	Banking in the new Millennium.	Sri Kaliswari College, Sivakasi.	25&26 Feb 2006.
4.	Information Technology the way you compete.	Sri Parasakthi College for Women, Courtallam.	16-07-2011.
5.	Perception about investment avenues of rural community of Virudhunagar taluk.	V.H.N.S.N. College, Virudhunagar.	19-10-2012
6.	On line investment of rural investors in Virudhunagar block.	V.H.N.S.N. College,	27-09-13
7.	A Study on the role of internet in investment of corporate Securities with reference to Virudhunagar District.	Virudhunagar.	18&19 Dec 2014.
8.	A Study on information sources for retail investment in corporate securities.	Ayya Nadar Janaki Ammal College, Sivakasi.	16&17 Dec 2015.
9.	Health Impacts of Industrial waste.	Sri kaliswari College, Sivakasi.	4 & 5 Mar 2016.
10.	Impact of Brexit on Indian Economy.	Sri kaliswari College, Sivakasi.	19 & 20 Aug 2016
11.	Modi's Success Strategies to make India shine.	V.H.N.S.N. College, Virudhunagar	03&04 Mar 2017.
12.	Ways and Means to prevent gender inequality and discrimination at workplace.	V.H.N.S.N.College, Virudhunagar	19&20 Jul 2017.
13.	Social media enhance the Business in a new dimensions of e-tailing.	V.H.N.S.N.College, Virudhunagar	23&24 Aug 2017.
14.	Efficiency and Effectiveness of customer usage level in the new dimension of e-banking services in Tirunelveli city.	V.H.N.S.N. College, Virudhunagar,	03&04 Jan 2019.

15.	Passionate preferences and purchase behavior of pasteurized milk products .	Caussanel College of Arts & Science, Muthupettai	01-02-2019.
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Seminar / Workshop / Training / FDP /Short term Course - Participation

S.No.	Topic	Institution	Date
1.	Faculty improvement Programme.	Kongu Arts and Science College, Erode.	15-02-2001
2.	Human rights Education Programme	Rajus College, Rajapalayam	18-02-2006.
3.	Human relational Practices...Yesterday, Today and tomorrow.	Lady Doak College, Madurai.	17-03-2006.
4.	Developing global class leadership skills.	FICCI-FLO CII	03 & 04 Jul 2006.
5.	Achieving academic(Faculty) excellence.	Kalasalingam University.	02-09-2006.
6.	Globalization and Consumer protection.	V.V. Vanniapermual College for Women, Virudhunagar.	28 & 29 Jan 2011.
7.	Emerging trends in functional Management	V.H.N.S.N.College, Virudhunagar	27-09-2011 .
8.	Stock market analysis and Trading.	Madurai Kamaraj Unviersity. Einsten College of Engg & Tech.	28-09-2011.
9	Action Research for Teacher in Arts and Science Colleges.	V.H.N.S.N.College, Virudhunagar	29 & 30 Sep 2011.
10	“Young Entrepreneurs “	V.H.N.S.N.College, Virudhunagar	16-12-2011.
11.	Computer hardware and system maintenance.	Pondicherry University.	05 – 13 Mar 2012.
12.	Innovative Practices in Business management.	Pondicherry University.	23- 28Apr 2012.
12.	Research methodology and knowledge	Madurai kamaraj University.	22&23 Nov

	management.		2012.
13	Commodity Market and Derivative Trading.	ICTACT	24&25 Oct 2013.
14.	Statistical Analysis and Interpretation using SPSS and AMOS.	V.H.N.S.N.College, Virudhunagar	07&08 Aug 2015.
15.	FDP - Presentation Skills – Level 2	Kalasalingam University.	22&23 Dec 2015.
16.	Research Methodology	V.H.N.S.N.College, Virudhunagar	23-07-2016.
17.	Digital India: Challenges and Opportunities.	Sri kaliswari College, Sivakasi.	15-07-2017.
18.	Research Publication.	Sri Vidhya College of Engg & Tech, Virudhunagar.	08-09-2017.
19.	Case Study- An Effective Teaching Pedagogy.		15-12-2017.
20.	Workshop on Research methodology.		03-01-2018.
21.	An Effective Public Speaking	JCI-Virudhunagar.	25-03-2018.
22.	Role of IPR in innovation Management academia.	Sethu Institute of Technology and Management.	07-02-2019.
23.	NAAC- Pedagogical Tools in Higher Education- National level.	M.V.Muthiah Government Arts College for Women.	30 & 31 Jan 2020.
24.	Integration of ICT Tools in teaching and Learning.	V.H.N.S.N.College, Virudhunagar	26.07.2021 To 30.07.2021
25.	Transformational leadership & Institutional Excellence.	Sree Saraswathi Thigaraja College, Pollachi.	12.09.2021
26.	Digital Business	R L Institute of Management Studies, Madurai.	23.12.2021
27.	FDP on “Digital Pedagogy and New Education Policy 2022”	V.H.N.S., N.College, Virudhunagar	08/08/2022 & 09.08.2022

Other Honours

- Resource person for the Two Day National Seminar on “Impact of Skill Development on Rural youth in India. India.on 05-05-2022 & 06.05.2022 organized by Dept. of Corporate Secretaryship, Ayya Nadar Janaki Ammal College, Sivakasi – 626 124.

- Resource person for the Two Day National Seminar on Digital India: Initiative to become Developed India. on 22-09-2022 & 23.09.2022 organized by Dept. of Corporate Secretaryship, Ayya Nadar Janaki Ammal College, Sivakasi – 626 124.
- Resource person for the One day National Conference on “Impact of Scientific Research on Business” on 21-01-2020 organized by Dept. of Corporate Secretaryship, Ayya Nadar Janaki Ammal College, Sivakasi – 626 124.
- Board of Studies member in the department of Business Administration & B.Com in Sri Paraskathi College for Women, Courtallam.
- Board of Studies member in the department of M.B.A. & B.B.A in Meenakshi College for Women, Madurai.
- Organised **FDP (Faculty Development Programme) ENABLE relationships – ENHANCE skills – EMPOWER students**, VHNSN College(Autonomous), Virudhunagar in the month of September 2019.
- Organised Two Days Inter collegiate MOTO Programme for MBA Students in the year 2018 and 2019.
- Organised 15 Days - All India Tour for MBA Students from Virudhunagar to Waga Border in the year 2014 .

Services rendered in Personality Development programmes

Guest Lecture Title	Course	Institution	Month & Year
“Wonder habits of Success People”	B.Com&M.Com.,	J.P.College of Arts & Science, Tenkasi	September 2022
“Fitness Rapt for Best Placement”	B.Com&B.B.A	T.M.M.College of Arts & Science, Tuticorin	August 2022
Skill Development in India	B.Com&B.B.A	Ayya Nadar Janaki Ammal College, Sivakasi	May 2022
“Fear Factors”	B.Com, Corporate Secretaryship	Ayya Nadar Janaki Ammal College, Sivakasi	June 2019
“Entrepreneurship Development	B.E.,	Kamaraj College Of Engg	Aug 2019

camp”		& Tech, Virudhunagar	
E-tailing in India	International Conference	JJ College Of Arts And Science, Pudukottai	September 2019
Strategies for Success	B.COM	Ayya Nadar Janaki Ammal College, Sivakasi	January 2019.
Know your future.	B.COM	Sri Balakrishna College Of Arts And Science, Rajapalayam	June 2018.
Research Methodology in New Dimensions.	FDP	E.M.G.Yadava Womens College, Madurai	February 2018.
3S Strategy to Success.	B.COM & M.COM	Fatima College, Madurai	March 2018.
Care your Future	M.COM	Sri Kaliswari College, Sivakasi	December 2017.
E-Tailing An Emerging Trend.	State Level Workshop.	Fatima College, Madurai	October 2017.
3E Faculty Development Programme	FDP- Teaching Staffs	Vsvsn polytechnic, Virudhunagar	July 2017.
Facing The Failure And Challenges	M.B.A	Nadar Saraswathi College Of Arts & Science, Theni	March 2017
Self Confidence and Fear Factors”	B.Com	Kalslingam University, Krishnankovil	November 2016
Set your goals and Succeed”	B.B.A.	Nadar Saraswathi College Of Arts And Science, Theni	October 2016
“Shine with Fiasco”	B.B.A.	Sri Kaliswari College, Sivakasi	August 2016
“Goal Settings and Succeed”	M.Com	Sri Parasakthi College For Women, Courtrallam	December 2015
TQM in Tomorrow’s world	B.Com	Ayya Nadar Janaki Ammal College, Sivakasi	October 2015
Speak about U	M.B.A	V.V.V.College For Women, Virudhunagar	July 2015

Mock Interview	B.Com	Ayya Nadar Janaki Ammal College, Sivakasi	Mar 2015
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