


BASIC INFORMATION

	Name	Dr. M. Balasubramaniam
	Designation	Associate Professor and Head,
	Gender	Male
	Email	balaanibal@gmail.com
	Mobile No	09443925169

ACADEMIC QUALIFICATIONS

S.No	Degree	Institution / University	Year of Passing	Subject
1	M.Com	Madurai KamarajUniversiy, Madurai	1994	Commerce
2	M.Phil	Alagappa University, Karaikudi	2005	Commerce
3	Ph.D	Madurai KamarajUniversiy, Madurai	2010	Commerce
4	MBA	Alagappa University, Karaikudi	2012	Business Administration

Research Degree:

Degree	Title	Date and year of award	University
M.Phil.	A Study on Stress of SBI employees in Madurai City.	Jan 2006	Alagappa University
Ph.D.	A Study on Production and Marketing of Groundnut in Dindigul District, Tamil Nadu.	Oct 2010	Madurai Kamaraj University

NATURE OF DUTIES / RESPONSIBILITIES

S.No	Designation	Institution	From	To	Total Years
1	Associate Professor and Head	Yadava College, Thiruppalai, Madurai - 14	16.06.1999	Till date	22 Years

RESEARCH GUIDANCE

S.No	Research Level	Awarded	Guiding	Convenor	Submitted
1	Ph.D – Commerce	-	4	2	-

FIELD OF SPECIALIZATION

S.No	Details
1	Financial Management
2	Costing
3	Banking

PUBLICATION OF BOOKS

S.No	Title of the Book	Name of Author/Co-Author	Year & Volume of Book	Publisher name with ISBN
1	Elements of Commerce - I	Co-Author	2019	Department Commerce Yadava College
2	Elements of Commerce - II	Co-Author	2020	Department Commerce Yadava College
3	Bridge Course in Commerce	Co-Author	2020	Department Commerce Yadava College

MEMBERSHIP IN ACADEMIC/PROFESSIONAL BODIES

S.No	Name of the Body	Capacity
1	Member of Disciplinary Committee	Academic Affairs, Yadava College
2	IQAC	Criterion – I: Co-ordinator

Orientation / Refresher Courses

Name of the Course	Academic Staff College, University	Duration in Days	From – To (Mention Date here)
Orientation Programme	Madurai Kamaraj University	28 Days	08/07/2010 to 04/08/2010
Refresher Course	Madurai Kamaraj University	21 Days	07/09/2011 to 27/09/2011
Refresher Course	Madurai Kamaraj University	21 Days	07/02/2014 to 27/02/2014

Refresher Course	TLC Ramanunjam College, Delhi.	15 Days	08/03/2021 to 22/03/2021
Refresher Course	TLC Ramanunjam College, Delhi.	14 Days	25/06/2021 to 08/07/2021

SEMINAR, CONFERENCE, WORKSHOP, SHORT TERM TRAINING PROGRAMME, SYMPOSIUM, FDP, WEBINAR AND ONLINE QUIZ PROGRAMME

S.No	Programme	Date	Sponsoring Agency	International	National	State	Total
1	Webinar – NAAC Accreditation Process for Autonomous Colleges	21.06.2020	IQAC - Rathinam College of Arts and Sciences College, Coimbatore. Tamil Nadu.			1	
2	Webinar – NAAC Accreditation Process for Autonomous Colleges	19.06.2020	IQAC - Rathinam College of Arts and Sciences College, Coimbatore. Tamil Nadu.			1	
3	Webinar – Top 5 Tools for Co-creation of our own MOOCs Courses	15.07.2020	Department of Business Administration, GOVT. Arts College for Women, Dindigul. Tamil Nadu.			1	
4	Quiz – 95% on Taxation	02.07.2020 to 05.07.2020	Sri Krishasamy Arts and Science College, Sattur. Tamil Nadu.			1	
5	Webinar – The Exciting Story of Exoplanets	08.04.2020	Karunya Institute of Technology and Science, Coimbatore. Tamil Nadu.	1			
6	FDP – CFD Simulation of Thermal Management of Batteries and Power Converters.	28.05.2020	Department of Mathematical Engineering Vel Tech High Tech Dr. Rangarajan Dr. Sakunthalal Engineering College.				

			Vellore. Tamil Nadu.				
7	Webinar – Next Generation Skill Set for Managers	27.05.2020	Department of Business Administration, GTN Arts College (Autonomous), Dindigul. Tamil Nadu .			1	
8	Webinar – Mind your Mind During Covid – 19 Times	20.05.2020	TCSC – IQAC and Department of M.Com (E.Commerce), Thakur College of Science and Commerce		1		
9	Quiz – COVID-19 Awareness Quiz	April, 2020	IQAC, Department of Biotechnology and Zoology, St. Joseph’s College, (Autonomous) Irinjalakuda, Kerala, India.				
10	FDP – Challenges in Financial Management COVID-19 Scenario.	14.05.2020 to 19.05.2020	Department of Commerce, KovaiKalaimagal College of Arts and Science (Autonomous),				
11	Quiz - Faculty Awareness Programme – Basic Economics	20.05.2020	Department of Economics, DharmapuramAdhinam Arts College, Mayiladuthurai, Tamil Nadu.				
12	Webinar – Trends in Commerce Study through Online Learning.	18.05.2020	PG& Research Department of Commerce, GTN Arts College (Autonomous), Dindigul. Tamil Nadu.				
13	Quiz – Revised Accreditation Framework of NAAC.		IQAC and Department of Geography, R.V. Arts and				

			Commerce, Bhamragad, Gadchiroli.				
14	Quiz – Research Methodology.	22.05.2020	Research Committee of MannarThiurumalaiNaicker College (Autonomous), Madurai, Tamil Nadu.		1		
15	Webinar – Entrepreneurial Challenges and Opportunities.	20.05.2020	Entrepreneurial Development Club, Rathinam College of Arts and Science (Autonomous), Coimbatore. Tamil Nadu.		1		
16	Webinar – Impact of Post COVID-19 on Indian Economy.	23.05.2020	Department of Commerce, Rathinam College of Arts and Science (Autonomous) Coimbatore. Tamil Nadu.	1			
17	Webinar – COVID-19 and Continuing Relevance.	23.05.2020	Department of Commerce, The American College, Madurai, Tamil Nadu.	1			
18	Webinar – CoranavumSuliyalMattrum&ManithargalummattraUyirgalum.	22.05.2020	NSS, Green Eco Organization and Youth Red Cross and Arasu Engineering College, Kumbakonam, Tamil Nadu.				
19	FDP Webinar – The Art of Debriefing in Simulation Based Learning.	22.05.2020	Hindusthan College Arts & Science, Coimbatore. Tamil Nadu.				
20	Webinar – NAAC Accreditation Process	26.05.2020	IQAC and Department of Commerce IV, Rathinam College of Arts and Science (Autonomous) Coimbatore.				

			Tamil Nadu.				
21	Webinar – Research Opportunities in the field of Technology.	27.05.2020	Department of Mechanical Engineering, Dr. Ashok Gujar Technical Institute's Dr.DaulatraoAher College of Engineering, Karad.				
22	FDP – Researching Structuring & Writing Proposal.	27.05.2020	Department of Commerce, Rathinam College of Arts and Science (Autonomous) Coimbatore. Tamil Nadu.				
23	Webinar – Towards Excellence in Qualitative Research in Social Sciences	28.05.2020	Tamil Nadu Open university School of Education in Collaboration with Meston College of Education (Autonomous) Chennai, Tamil Nadu.	1			
24	Webinar – Branding the Small Brands.	26.05.2020	BhagwanMahavir College of Management				
25	Webinar – Economic – Financial Challenges and Learnings: COVID-19 Pandemic Impact.	30.05.2020	Department of Commerce(s/f) St Berchamans College, Changanassery, Kerala, India.		1		
26	FDP – AI based Proctoring in Next Generation Education.	23.05.2020	IQAC and School of Computational Science, Shasun Jain College for Women, Chennai, Tamil Nadu.	1			
27	Webinar – A View On COVID – 19	22.05.2020	Department of College and Research Centre of Sourashtra College,				

			Madurai, Tamil Nadu.				
28	e- Webinar – How to conduct digital Workshop / Webinar / e-Conference	01.06.2020	Lear2Tamil Digital Partners				
29	Virtual Workshop – Patent Search and Analytics	22.05.2020	IQAC - Shasun Jain College for Women in Association with Turnip Innovation Pvt. Limited, Mumbai.				
30	Webinar – Current Challenges and Future Scope of Artificial Intelligence.	1.06.2020	Department of Electronics and Communication Engineering, Meenakshi College of Engineering, Chennai, Tamil Nadu in association with AGIIT.				
31	Webinar – Entrepreneurship Development	30.05.2020	PG and Research Department of CommerceSt Joseph's College of Arts and Science (Autonomous) Cuddalore, Tamil Nadu in association with Madras Management Association.		1		
32	Webinar – Current Challenges and Opportunities for Mechanical Engineers	05.06.2020	Department of Mechanical Engineering, PSR Engineering College, Sivakasi, Tami Nadu.				
33	Webinar – Online Language Teaching: Resources, Challenges and Opportunities	03.06.2020	PG Department of English, RajapalayamRajus College, Rajapalayam, Tamil Nadu.		1		
34	Webinar – Spiritual Growth Through Akashic Records.	07.06.2020	Divine Serenity	1			
35	Webinar – Blockchain: A Future Changing Technology in Banks	13.06.2020	Alpha Arts and Science College, Porur		1		

36	Webinar – Stress Management in Digital Detoxing	14.06.2020	Department of Commerce, Rathinam College of Arts and Sciences College, Coimbatore. Tamil Nadu.				
37	Webinar – Case Study: A New Direction in Social Science Research	15.06.2020	Research and Development Centre, Tamil Nadu, Teachers Education University, Chennai in collaboration with IQAC, Meston College of Education (Autonomous), Chennai, Tamil Nadu.		1		
38	Webinar – Role of Intellectual Property and Technology Innovation for Sustainable Development of Indian Economy During COVID-19	12.06.2020	Gandhi Engineering College.				
39	Professional Development Programme – On Research Analysis for Social Sciences.	13.07.2021 to 17.07.2021	SRM – Ramapuram Campus, Chennai.	1			