

A.V.C.COLLEGE (Autonomous), MANNAMPANDAL – 609 305

DEPARTMENT OF COMMERCE

STAFF PROFILE

1. Name : **Lt.Dr.C.BALAJI**
2. Designation : **Assistant professor of commerce(Regular
& Associate NCC Officer**
3. Educational Qualification : **M.Com., M.Phil., M.B.A.,Ph.D.,**



Exam. Passed	Board/University	Subjects	Year	Division/Grade
High School	T.N. Board	General	1994	II
Higher Secondary (Or Pre-degree	T.N. Board	Commerce	1996	II
Bachelor's Degree(s)	Bharathidasan	Commerce	1996-1999	I I
Master Degree	Alagappa	Business administration	2007-2010	I
Master's Degree(s)	Bharathidasan	Commerce	1999-2002	I
Research Degree(s)	Alagappa	Commerce	2002-2006	II
Ph.D	Bharathidasan	Commerce	October 2008 - April 2014	Highly commended

4. Date of Birth : 20-06-1979
5. Date of Joining : 01-07-2011

6.RESEARCH GUIDANCE

:

Ph.D				M.Phil			
Full-Time		Part-Time		Full-Time		Part-Time	
Doing	Awarded	Doing	Awarded	Doing	Awarded	Doing	Awarded
01	-	02	-	01	01	01	-

Ph.D

S.No	Name of the Research Scholar	Broad Topic	F.T/P. T	Status
01.	Mrs.JANAKI Assistant Professor of Commerce, BHARATHIDASAN UNIVERSITY CONSTITUENT COLLEGE, NANNILAM	SERVICES MARKETING MIX	PART TIME	Doing
02.	Mr.A.MANIKANDAN (Part-Time) Assistant Professor of Commerce, Best.College of arts and science sirkali.	MARKETING	PART TIME	Doing
03.	Mrs.A.THANGAPARIMALAM Research Scholar,(F/T) Department of Commerce A.V.C.College (Autonomous), Mannampandal	INSURANCE	FULL TIME	Doing

7. Total Teaching Experience (Total - 16 years)

Institution	Period	Duration
D.A.A.College, Mayiladuthurai.	From 02-07-2003 To 08-04-2011	7 Years 9 Months
A.V.C.college(Autonomous), Mayiladuthurai	From 01-07-2011 To Till Date	8 Years 3Months

a. Total Teaching Experience at AVC College (specify SF/Aided) :

Sl. No.	Institution	From	To	Subjects Taught	Remarks
1	Self-financing	01-07-2011	22/05/2016	Commerce	-
2	Aided	16/06/2016	TILL DATE	Commerce	-

8. Orientations/ Refresher courses attended - Total 3

Sl. No.	O / R	Title of the course	From	To	Name of the Institution and Place
1	O	Orientation Course for yrc Programme Officers	16-07-2009	18-07-2009	EGS PILLAI ARTS & SCIENCE COLLEGE NAGAPATTINAM
2	O	Orientation Course for yrc Programme Officers	09-02-2011	-	TBML COLLEGE ,PORAIYAR
3		Pre commission course for NCC Officer (3 months Army Training)	21/11/2017	24/02/2018	Kamptee Maharashtra State (Near Nagpur)

9. Academic activities

- **Ph.D Doctoral committee Member** – SKSS Arts college, Thiruppanandal.

10. Award

Nation Builder Award in the year 2018 from Rotary club of Mayiladuthurai.

11. Other Responsible Positions Holding

- ❖ **Associate NCC Officer since 28/02/2018 onwards**
- ❖ **Entrepreneurial development cell member since 2017-2018 onwards**
- ❖ **Pekak extension activities incharge** (2013-2014) (Extension Activity), A.V.C College (Autonomous), Mannampandal
- ❖ **Attendance committee (2016- 2017)** A.V.C College (Autonomous), Mannampandal
- ❖ **Department Alumni Association**
- ❖ **Students discipline committee member (2015-2016)**

12. International Journal publications: 19

1. **C.Balaji** “*Employee welfare and Rewards on Job satisfaction and productivity- A Pragmatic Approach*”. International Journal of scientific Research Jan-2013, volume II, issue I &20-21 (**Impact factor: 0.3371 & ISSN: 2277-8179**)
2. **C.Balaji** “*Implications of employee welfare and Rewards on Job satisfaction and productivity-An Insight*”. Global journal for Research Analysis Feb-2013 Volume II, issue II. &17-18. (**Impact factor: 0.2714 & ISSN: 2277-8160**).
3. **C.Balaji** “*Role of information technology in banking industry*”. Global journal for Research Analysis Aug-2014 volume III, issue VIII &21-22, (**Impact factor: 1.5408 ISSN: 2277-8160**).
4. **C.Balaji** “*A study on services marketing mix with reference to hotel industry in Mayiladuthurai town*”. International Journal of scientific Research Oct-2014, volume III, issue X &91-93, (**Impact factor: 1.8651 ,ISSN: 2277-8179**).
5. **C.Balaji** “*Attrition level of employees in Iss integrated facility services private limited*”. International journal of management and commerce innovations, October-2014 volume II, issue II &44-47, **ISSN: 2348-7585**.

6. **C.Balaji** "*Customers perception towards private insurance company*". The international journal of business & management, October-2014, volume II, issue X &215-219, **ISSN: 2321-8916**
7. **C.Balaji** "*Lending operation and recovery performance of mayuram co-operative urban bank*". Galaxy international interdisciplinary research journal, Nov-2014, Volume II, issue II &157-166, **ISSN: 2347-6915**.
8. **C.Balaji** "*Stress management of employees with reference to ONGC Ltd., Karaikal*". International journal of multidisciplinary research and development Nov-2014, volume I, Issue VI & 110-113, (**Impact factor: 3.762, ISSN: 2349-4182**).
9. **C.Balaji** "*Study on investors perceptions towards online trading with reference to Mayiladuthurai town*". International journal of research in commerce, IT &Management, Dec-2014, Volume IV, issue XII&64-68, **ISSN: 2231-5756**.
10. **C.Balaji** "*HRD climate among the employees in chettinad Cement Corporation limited, karur*". International journal of applied research. Dec-2014, Volume I, issue I &1-5, (**Impact factor: 3.4, ISSN: 2394-5869**).
11. **C.Balaji** "*Customer Awareness and Satisfaction of life insurance policy holders with Reference to Mayiladuthurai town*". International journal of multidisciplinary Research and development. January-2015, Volume II, issue I &145-147, (**Impact factor: 3.762 ISSN: 2349-4182**)
12. **C.Balaji** "*Study on the working of Vaitheeswarankoil Co-operative milk producer's society*". Global online electronic international interdisciplinary research journal, April-2015, volume – III, issue –VI&32-36, (**Impact factor: 1.021 ISSN: 2278 -5639**).
13. **C.Balaji** "*A study on wholesale grocery stores in Mayiladuthurai town*". Innovative thoughts international research journal, April-2015, volume – II, issue –V&20-22, **ISSN: 2347-5722**
14. **C.Balaji** "*A study on deposit mobilization of Kumbakonam central co-operative bank with reference to Mayiladuthurai branch*". World Wide journal of multidisciplinary research and development, July -2015, Volume-I, issue -II, &1-3, **ISSN: 2454-6615**.
15. **C.Balaji** "*A study on future scenario of Indian banking industry*". International Journal of Multidisciplinary Research and Modern Education. October 2015, Volume I, Issue I, & 328-330, **ISSN: 2454 -6119**.
16. **C.Balaji** "*A study on organizational culture in N.P.K.R.R Co- operative sugar mills limited at Thalainayar*". International Journal of Commerce and Management Research, Nov2015, Volume I; Issue I & 06-08, **ISSN: 2455-1627**.
17. **C.Balaji** "*An analysis on cash management at standard polymers Pondicherry*". International Journal of Commerce and Management Research, Nov 2015, Volume I; Issue I; 48-49, **ISSN: 2455-1627**.

18. **C.Balaji** “An Analysis on Inventory Management at Whirlpool India Limited, Pondicherry”. International Journal of Commerce and Management Research, Nov 2015, Volume I; Issue I; 58-60, **ISSN: 2455-1627**.

19. **C.Balaji** “A study on Attrition level in Pondicherry polymers private Ltd., Puducherry”. International journal of advanced scientific Research & Development, Feb 2016, Volume II: Issue I 400-403, Issn : 2394-8906

13. Paper presentation : 05

1. Paper Title: “Customer Appraisal of Private Insurance Company- an Overview”
College Magazine: International conference- Innovative Management Strategies for emerging business paradigms on 28 Jan 2012. Publisher: Adaikala Madha College, Thanjavur.

2. Paper Title: “A Study on Employees Welfare Measures of BHEL” on Feb 2013 Publisher: Adaikala Madha College, Thanjavur.

3. Paper Title: “A study on investor perception towards on-line trading with special reference to Mayiladuthurai town”. Poompuhar college (Autonomous), Melaiyur on 11th March 2011.

4. Paper Title: “Role of information technology in banking in India”. Poompuhar college (Autonomous), Melaiyur on 26th and 27th July, 2013

5. Paper Title: “A study on Attrition level in Pondicherry polymers private Ltd., Puducherry”. A.V.C.college (Autonomous), Mannampandal, held on 10th and 11th August 2015.

14. Seminar attended: 13

1. Attended an UGC AIDED seminar on “*WTO and Indian Economy* “. Organized by A.V.C.college (Autonomous), Mannampandal, held on 9th and 10th March 2000.

2. Participated the seminar on “*Living with WTO Regime & Excellence in Quality*” Organized by Alagappa University Karaikudi, held on 28th March 2004.

3. Attended a seminar on “*New Paradigms in Management* “. Organized by A.V.C.college (Autonomous), Mannampandal, held on 5th March 2005.

4. Attended a seminar on “*VAT – a Boon or Bane* “. Organized by A.V.C.college (Autonomous), Mannampandal, held on 17th and 18th Feb 2005.

5. Attended a seminar on “*Current Financial Market Scenario* “. Organized by A.V.C.college (Autonomous), Mayiladuthurai, held on 06th October .2008.

6. Attended workshop on “**Question Bank for part-A questions**” at A.V.C. College, from 26th & 27th Dec 2011 organized by IQAC & COE of A.V.C.college (Autonomous), Mannampandal.
7. Attended a seminar on “**Tally Erp 9 & Office Automation** “. Organized by A.V.C.college (Autonomous), Mannampandal, held on 27th & 28 the March 2012.
8. Attended a seminar on “**Consumerism** “. Organized by A.V.C.college (Autonomous), Mannampandal, held on 15th March 2013.
9. Attended a seminar on “**Foreign Direct Investment and Business Opportunities** “. Organized by A.V.C.college (Autonomous), Mannampandal, held on 6th October 2014.
10. Attended workshop on “**Scientific Writing**” at A.V.C. College, held on 11th October 2014, Organized by IQAC & R&D Cell of A.V.C.college (Autonomous), and Mannampandal.
11. Attended an **International** workshop on “**Art of Doing Good Research and Publishing**” at Bharathidasan University Trichy, held on 4th July 2015 organized by Bharathidasan University and Sam Houston state university, USA.
12. Attended a one day state level seminar on “**New paradigm in management**” at A.V.C. College, held on 18th February 2016, Organized by Department of management studies.
13. Attended an **International** seminar on “**GLOBALISATION - A SWOT ANALYSIS**” at Idhaya college for women kumbakonam, held on 22 September 2016.

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