

FACULTY PROFILE TEMPLATE FOR WEBSITE

Basic Details:

- **Name:** BALAKRISHNAN S
- **Designation:** Assistant Professor
- **PhoneNumber:-** 9597845248
- **Email Id:** gurublaji08@gmail.com
- **Area of Specialization:** Marketing
- **Affiliation:** Bharathiar University

Educational Details:

- **Degree –** B.COM
- **Area or Subject –** Commerce
- **University –** Bharathiar University
- **Awarded Year –** 2008
- **Degree –** M.COM
- **Area or Subject –** Commerce
- **University –** Bharathiar University
- **Awarded Year –** 2010
- **Degree –** Ph.D
- **Area or Subject –** Marketing
- **University –** Bharathiar University
- **Awarded Year –** Pursuing

Other Details:

Research Interests: Marketing & Finance

Publications

Selected Publications:

- Published a research paper in **Journal fundamental and Comparative Research** 2277-7067 (2021); Volume 7 issue No – 12 (III) Published UGC Care 2021 titled “NEAR FINANCIAL PERFORMANCE ANALYSIS OF INDIAN CEMENT COMPANIES WITH REFERENCE TO SELECTED CEMENTS COMPANIES”.
- Published a research paper in **Journal of Education** 0972-7175 (2021); Volume 13 issue No – 12 (V) Published UGC Care 2021 titled “COMPUTERIZED TRANSFORMATION IN HRM REHEARSES IN THE CURRENT SITUATION”.
- Published a research paper in **strad research** 0039-2049 (2021); Volume 8 issue No – 8 (V) Published UGC Care August 2021 titled “A STUDY ON PROFITABILITY ANALYSIS OF SELECTED PRIVATE BANKS IN INDIA”.
- Published a research paper in **Journal critical reviews** 2394 – 5125 (2021); volume 8 issue 8 Published in Scopus August 2021 titled “CUSTOMER SATISFACTION TOWARDS TELEVISION ADVERTISEMENT IN COIMBATORE CITY”.
- Published a research paper in **International Journal of Advanced research in science communication and technologies** January 2022, volume 2 issue 1 2581-9429 Published in UGC Care titled “OPPORTUNITIES AND CHALLENGES OF TOY MANUFACTURING SECTOR IN INDIA”.
- Published a research paper in **YMER Journal** 0044-0477 (2021); February 2022 issue 21 volume 2 Published in Scopus August 2022 titled “FACTORS INFLUENCING THE USAGE OF ONLINE CLASS PLATFORMS AMONG THE COLLEGE STUDENTS IN COIMBATORE CITY”.
- Published a research paper in **International journal creative research thoughts** 2320-2882 (2018); April 2018 , issue 2 volume 6 Published in Scopus August 2022 titled “A STUDY ON THE ECONOMIC GROWTH AND COMPOSITION OF GDP IN INDIA”.
- Published a research paper in **International journal of early childhood special education** 1308-5581 2022 volume 14 issue 3 Published in Scopus August 2022 titled “PERCEPTION OF GARMENT EXPORTERS ON LETTER OF CREDIT IN TIRUPUR CITY”.
- Published a research paper in **Journal of Oriental research** 0030-5324 volume 71 issue 1 (13) Jan - march 2022 Published in Scopus August 2022 titled “EFFECTIVENESS OF ONLINE CLASSES IN GOVERNMENT ARTS AND SCIENCE COLLEGES IN COIMBATORE DISTRICT”.
- Published a research paper in **Neuro Quantology** August 2022 Published in Scopus August 2022 titled “A STUDY ON ONLINE TEACHING LEARNING PROCESS DURING PANDAMIC ”.

- Published a research paper in **journal of positive school psychology** 2022 volume 6 issue 7 Published in Scopus 2022 titled “A STUDY OF PASSENGERS SATISFACTION OF IRCTC RAIL NEED ”.
- Published a research paper in **Journal of pharmatucal research** 2022 special 6 volume 13 Published in Scopus 2022 titled “A STUDY OF EMPLOYER BRANDING FOR HOSPITALS WITH REFERENCE TO COIMBATOURE”.

Book Published

- Published a book “**BANKING & INVESTMENT MANAGEMENT**” November 2022, ISBN 10: 93-95456-66-3 DIP : 18.10.9395456663 published by Paradox Publication Guide House

Online Certification

Certification Details	Area of Specialization	Institution / University / Agency Name	Year
Online Certifications	Introduction to Personal Branding	Coursera Certification	2020
	Personal and Family Financial Planning		
	Initiating and Planning Projects		
	Certification on Digital Marketing	Udemy Certification	2020
	Diploma in Banking and Finance		
	Accessibility tools: Meeting the needs of diverse learners	Microsoft Certification	2020

Academic Experience:

Institution worked	From	To	Total
SRM Institute of Science and Technology	August 2022	Till Date	5 Months
Hindusthan College of Arts & Science	August 2018	June 2022	4yrs
Angappa College of Arts & Science	August 2011	June 2018	7yrs
Total Experience			11yrs

Conference/Seminar/ Workshop Organised

- Organized International Conference “Crystal 2018” on the topic” Social Media for Social Causes” in PG

& Research Department of Commerce with Computer Applications at Hindusthan College of Arts and Science, Coimbatore.

- Organized International Conference “Crystal 2019” on the topic “Innovation in I5” in PG & Research Department of Commerce with Computer Applications at Hindusthan College of Arts and Science, Coimbatore.
- Organized International Conference “Crystal 2021” on the topic “Digital Transformation in Commerce” in PG & Research Department of Commerce with Computer Applications at Hindusthan College of Arts & Science, Coimbatore
- Organized various Seminars, Guest Lecturers, Webinars in PG & Research Department of Commerce with Computer Applications at Hindusthan College of Arts and Science, Coimbatore.

Faculty Development Programme organized

1. Organized National Level Faculty Development Programme on the topic “Teaching Learning Practices in 2020” in PG & Research Department of Commerce with Computer Applications at Hindusthan College of Arts & Science, Coimbatore.
2. Organized National Level Faculty Development Programme on the topic “Digital Teaching Methods in Higher Education” in PG & Research Department of Commerce with Computer Applications at Hindusthan College of Arts & Science, Coimbatore.

Achievements

1. Acted as a Resource Person in Government Arts & Science College, Thittamalai on the topic “Professional Grooming and Development”
2. Acted as a Resource person in Angappa College of Arts & Science, Coimbatore on the topic “Motivation and Career Guidance to the Commerce Students.
3. Acted as a Resource person in Sri Ramalinga Sowdambigai College of Science and Commerce, Coimbatore on the topic “Let’s Explore & Achieve.
4. Acted as a Resource person and give Expert Lecture in Sri Ramakrishna College of Arts & Science, Coimbatore on the topic “Importance of Accounting for Corporate Management”
5. Acted as a Resource person in Jairam’s College of Arts & Science, Karur on the topic “Career Guidance to Commerce Graduates”
6. Life time membership in cape forum – you trust “A forum for academicians, professional and researchers for the personal appraisal in Education and research
7. Reviewer of International Journal of Accounting, Finance and Risk Management (IJAFMR)
8. Reviewer of IEEE International conference on computing, communication, and Intelligent Systems (ICCCIS)

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