



RESUME

A. General Information

Name : R. BALA SARASWATHI
Address : B-204 VIGNESH ARUNODHAYA
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Mobile no. : 9994395377
Mail id. : jbala40@gmail.com
Designation : Assistant Professor
Department : Business Administration
Date of Birth : 03.05.1969
Nationality : Indian
Religion : Hindu
Category : BC
Area of specialization : **Marketing**

B: ACADEMIC QUALIFICATIONS:

Exam passed	Board/University	Subject	year	Division/Grade Merit etc.
High school	State Board		1984	I
Higher	State Board		1986	I

Secondary				
Bachelor's Degree	Madurai Kamaraj	Commerce	1989	II
Master's Degree	Bharathidasan	Commerce	1991	I
Research Degrees				
i. M.P hil.	Bharathidasan Madurai Kamaraj	Commerce Commerce	1993 2016	II
ii. Ph.D				
Others : SET	Mother Teresa women's	Commerce	2016	

Research Experience and Training:

Research stage	Title of the dissertation/thesis	University where the work was carried out
M.Phil.	A study on Marketing of onion in Dindigul Town	Bharathidasan
Ph.D.	A study on the Marketing problems of Self Help Groups in Dindigul District.	Madurai Kamaraj
Publications	i. Psychosocial problem faced by SHGs	North Asian International journal of social science and humanities, IRJIF

	women entrepreneurs – A study	impact factor 3.015 ISSN 2454-9827 dated 1.11.2017
II.	A study on cottage industries in Tiruchirappalli corporation	Review of Research, ISSN: 2249-894x, Impact factor:5.7631(UIF) Volume 8, Issue 8, May 2019
III.	Developing positive attitude in future executive to manage turbulent business environment	Primax Foundation, Bangaluru in association with Aaarya business college, Singapore, Suraj Punj journal for multidisciplinary research, impact factor 6.1, ISSN No:2394-2886, 4 th June ,2019
IV.	Issues and problems of	Journal of emerging Technologies and innovative Research,

	<p>women entrepreneurs in Tiruchirappalli corporation – a study</p> <p>v. The Impact of global crisis on Indian Business scenario</p> <p>vi. Women Empowerment through Self Help Groups in Dindigul District</p>	<p>JETIR, June 2019, volume 6, Issue 6, ISSN 23495162</p> <p>Vivekanandha Educational Institutions ,Erode Mithila publications Erode- 638 001 ISBN: 978-93-80506-09-8</p> <p>Corporate excellence in challenging scenario,Asan Memorial college of Arts and science, Chennai, Hikey media' ISBN:978-81-925286-0-1</p>
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Research guidance:

No. of M.Phil.students guided 18

No. of M.Phil students being guided 1

A . Research Projects carried out: Nil

B . Seminars, conferences, Symposia, Workshops etc. attended

Name of the seminar/ conference/ symposia/workshop etc. attended	Name of the sponsoring Agency	Place and Date
i.Regional Seminar on core competencies for effective human resource intervention	PG Department of Personnel management and Industrial relations	St. Joseph's college, Trichy 15 th and 16 th Dec., 2004
ii.Seminar on women empowerment 2001	Small Industries development Bank of India	Shrimati Indira Gandhi college, trichy. 23.02.2002
iii.Two day workshop on "SPSS Applications	Department of	MEPCO Schlenk

in Data Analysis”	Management studies in association with SPSS SOUTH ASIA (P) ltd., Bangalore	Engineering College, Sivakasi. 22 nd & 23 rd January, 2019
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C. Papers presented in Seminars, conferences, Symposia, Workshops etc.

Name of the seminar/ conference/ symposia/workshop etc.	Title of the paper	Name of the sponsoring agency	Place and Date
i. National level conference on Recent Trends in software and information management and its impact on commerce and Management spheres	Impact of information Technology in Banking	UGC southern Regional office, Hyderabad	National College, Trichy. May, 16, 1999
ii. National Seminar on Going	Challenges and opportunities of Bank	PG and Research	Cauvery college for women, Trichy 14 th and 15 th March, 2006.

Global Challenges and Opportunities	SHGs- Rural Development	Department of commerce	A.V.V.M.Sri Pushpam College (Autonomous), Poon di, Thanjavur. 17 th March, 2006.
iii. National Seminar on Emerging Dimensions in SHGs	Mutual Funds	P.G. and Research Department of Commerce	Cauvery College For Women, Trichy.
iv. Two Day International Seminar on Emerging Paradigm in financial services	A study on the Marketing Problems Self Help Groups in Dindigul District	Department of commerce and Business administration of Cauvery college for women and Department of commerce and financial studies, Bharathidas a university	7 th and 8 th April, 2007
v. Commerce Research Colloquium	An	PG and research department of commerce	GTN Arts College, Dindigul. 1 st October, 2011.
			Jamal Mohamed College, Trichy. 22 nd February, 2012.

vi. one day national seminar on service sector in globalization era	introduction on Tourism	PG and research department of commerce	Asan Memorial College of Arts and Science, Chennai. 27 th and 28 th September, 2012.
vii. International conference on Corporate Excellence in the global scenario	Women Empowerment through Self Help Groups in Dindigul District	Department of Commerce	Vivekanandha College of Arts and sciences for women, Tiruchengode, Namakkal. 4 th January, 2014.
viii. One day International seminar on Impact of Global crisis on Indian Business Scenario	The Impact of Global crisis on Indian Business Scenario	Department of Commerce (CA) & Management	Urumu Dhanalakshmi College, Tiruchirappalli 20 th January, 2017
ix. International conference on Business, Finance and Management: Challenges in the Global era ICBFM-2017	A Study on consumer preference towards refrigerator	PG and research department of commerce	Shrimati Indira Gandhi College, Tiruchrappalli 25 th February, 2017
x. National level	Leadership styles	PG and research	

seminar on Transforming Managerial skills on HR		department of commerce	
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Teaching Experience:

UG: 21 years 10 months

PG: 18 years

From 01.08.1997-31.03.2008 Lecturer in the Department of Commerce ,

Shrimati Indira Gandhi Colege, Tiruchirappalli. (10 years 8 months)

From 01.06.2008 to 30.06.2010 Lecturer in Commerce cum Principal in-charge in St. Antony's college of Arts and Sciences for women, Thamaraijadi, Dindigul. (2 years and 1 month)

From 01.07.2010 to till date Assistant professor in the department of Business Administration, Shrimati Indira Gandhi College Tiruchirappalli (9years 1month)

Other information:

Co-ordinator of Quiz club of Shrimati Indira Gandhi College. Trichy.

Association secretary of the departments of Commerce (1999- 2007)
and BBA (2017-2018) of SIGC.

Co-ordinator of Yoga class in Shrimati indira Gandhi college.
Tiruchirappalli.