

## CURRICULUM VITAE

**S. BALA MURALI**

**B.Com., MBA., DHRM., UGC-NET., Ph.D**

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**Career Objective:** Personable education professional driven to inspire scholars to achieve academic, career and personal success.

### **Profile Summary:**

1. **MBA in Finance and Marketing + UGC NET with 11 years of experience** in Teaching, Training and Services Marketing.
2. **Trained More than 4000+ Teaching Professionals on the NTA NET Trainings** across Tamilnadu and Bangalore, since 2014.
3. Have Presented Research Papers in **20** National /International conferences and Published **10** Research papers in UGC listed / Peer Reviewed Refereed Journals.

### **Areas of Training Expertise:**

NTA – UGC NET	Grow Rich	Mutual Fund Investment
Teaching Methodologies	Group Discussion	Research Methodology
Interview skills	Body Language	Resume Building
Career Counselling	Motivation skills	Negotiation Skills
Selling Skills	Leadership Skills	English Language Skills
Communication Skills	Time Management	Memory Skills
Team Building Coaching	Stress Management	Presentation Skills
Corporate etiquette	Quantitative Aptitude	Meeting Management

### **Training Accomplishments:**

	<b>Name of the Program</b>	<b>Name of the Organisation</b>	<b>Learner Group</b>	<b>Year</b>
1	Research Methodology & Publication in Journals	Akilandeswari College of arts and Science	100+ Participants	2021
2	Fresher's Day – Motivation Talk	Shanmuga Industries Arts & Science College, Tiruvannamalai	100+ Participants	2021
3	Self- Motivation is the key to success	Sankara College of Science and Commerce, Coimbatore	30+ Participants	2021
4	Speed Maths	Mount Carmel College, Bangalore	65+ Participants	2021

5	Basics of Research Methodology	Sri Krishna Adithya College of Arts and Science, Coimbatore	60+ Participants	2021
6	Research Methodology	Kongu Arts and Science College, Erode	150+ Participants	2021
7	Financial Management – Factors of Mutual fund Selection	Annai Fathima College of Arts and Science, Madurai	80+ Participants	2021
8	Effective Teaching Techniques	JMJ Aspire Academy, Bangalore	30 Academicians	2020
9	How To Ace Online Teaching Using Free Tools	St. Thomas College of Arts and Science, Chennai	2000+ Participants	2020
10	International FDP on Innovative Teaching & Research Practices	Puducherry Academic Researchers Association	1000+ participants	2020
11	Online International Conference on Pre & Post - 19 - Higher Education & opportunities	Puducherry Academic Researchers Association	1000+ Participants	2020
12	DHRONA- Digital Initiatives in Higher Education	DG Vaishnav College, chennai	700+ Participants	2020

#### **UGC NET Training Accomplishments:**

No.	Name of the Organisation	Learner Group	Year
1	Vivekanandha College for Women, Tiruchengode	90+ PG Students	2021
2	Adithya College of Arts & Science, Coimbatore	80+ Teaching Professionals	2021
3	Kongu Arts & Science, Erode	80+ Teaching Professionals	2021
4	St. Anne's Degree College for Women, Bangalore	60+ Teaching Professionals	2021
5	ST.Claret College, Bangalore	200+ Teaching Professionals	2021
6	Christ Academy, Bangalore	200+ Teaching Professionals	2021
7	Jain College, Bangalore	200+ Teaching Professionals	2021
8	University of Madras, Chennai	2000+ Teaching professionals	2014-2021
9	C.B. Bandhari Jain College, Bangalore	60+ Teaching professionals	2020
10	Patrician College of Arts and Science, Chennai	120+ Teaching professionals	2020
11	Hindustan College of Arts and Science, Coimbatore	50+ Teaching Professionals	2020
12	SSMRV Degree College, Bangalore	120 Teaching professionals	2020
13	ST.Claret College, Bangalore	100 Teaching professionals	2020

14	Primax Foundation, Bangalore	180 Teaching professionals	2020
15	Hindustan College of Arts and Science, Coimbatore	50+ Teaching Professionals	2019
16	Bharathi Women's College, Chennai	80 Teaching Professionals	2019
17	Bishop Heber college , Trichy.	80 Teaching Professionals	2019
18	Kovai Kalai Magal College of Arts and Science, Coimbatore.	50 Teaching professionals	2019
19	SSS Jain College, Chennai	60 Teaching professionals	2019
20	SSKV College, Kanchipuram	35 Teaching professionals	2019
21	Gurunanak College, Chennai	50 Teaching professionals	2019
22	Patrician College of Arts and Science, Chennai	45 Teaching professionals	2019
23	Teachers Academy, Chennai	25 Teaching professionals	2019
24	ITM Business School, Chennai	15 Teaching professionals	2019
25	SSMRV Degree College, Bangalore	120 Teaching professionals	2018
26	BMS College for Women, Bangalore	75 PG Commerce students	2018
27	St.Peters University, Chennai	100 Teaching professionals	2018-2019
28	Primax Foundation, Bangalore	85 Teaching professionals	2018-2021
29	Pragasha Center for Social Sciences and Humanities, Chennai	120 Teaching professionals	2016-2018

### **Academic Profile:**

<b>S. No</b>	<b>Degree</b>	<b>Institution</b>	<b>University</b>	<b>Year of Passing</b>	<b>Marks/ Class</b>
1.	Ph.D	Department of Business Administration, Annamalai University, Chidambaram.	Annamalai University, Chidambaram.	2021	Yet to be finished
2.	Diploma in HRM	Directorate of Distance Education, Alagappa University, Karaikudi	Alagappa University, Karaikudi	2017	First Class
3.	UGC-NET	University Grants Commission, New Delhi	University Grants Commission, New Delhi	2009	Passed
4.	M.B.A	Velammal College of Management and Computer Studies, Chennai	University of Madras, Chennai	2009	72%

5.	B.Com	Shanmuga Industries Arts & Science College, Tiruvannamalai	University of Madras, Chennai	2005	68%
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**Work Experience:**

S.No	From	To	Name of the Organisation	No. of Years of Experience	Designation
1.	May 2005	Mar 2007	Sify I way, Pondicherry	1 Year 11 Months	Cafe Administrator
2.	Nov 2009	Jun 2010	ICRA LTD, Chennai. (Under the role of Team Lease)	7 Months	Business Associate
3.	Jul 2010	Jun 2013	SRM Easwari Engineering College, Chennai.	3 Years	Assistant Professor
4.	Jun 2013	May 2015	National Institute of Management studies, Chennai.	2 Years	Assistant Professor
5.	Jan 2016	Mar 2019	Sun Arts and Science College, Tiruvannamalai	3 Years 2 Months	Assistant Professor
6.	Jun 2019	Till date	Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai.		Assistant Professor

**Paper Presentations and Publications in UGC Listed / Peer Reviewed and Refereed journals:**

1. Paper titled “**Factors Of Work Stress Among Teachers In Private Schools**” was published in (ISSN 0976-2132) Vol-34-Issue-25 Utkal Historical Research Journal, 2021 UGC Care listed journal in June 2021.
2. Paper titled “**Everybody included –Social Impact of Covid 19**” was published in (ISBN 978-93-89507-84-3), Awareness of Post Covid, ISBN Volume 2020.
3. Paper titled “**Influence of Marketing Communications on FMCG in Chennai**” was published in (ISSN 0971-2143) Vol-31-Issue-51, Purakala UGC Care listed journal in June 2020.
4. Paper titled “**A Study on Improvement of Skill Development of Management and Commerce Students With Special Reference to Chennai**” was published in (ISSN 2437-7172) Vol-7-Issue-6, The Economist, International journal of Global Economist in June 2020.
5. Paper titled “**Study on the Buyers’ Behaviour Indecision Making Patterns of Purchasing cars In Chennai City** was published in (ISSN 0731-6755) Vol-12-Issue-11 A Journal of Composition Theory, UGC Care listed journal in November 2019.
6. Paper titled “**A theoretical based study on the efficiency of ICT based education learning and outcome in India**” Presented at ICSSR Sponsored national Seminar on Empowering

**India through Digital Literacy Organised by Department of Education, Annamalai University, Chidambaram & Published in ISBN 978-0-359-57229-8 Volume II on April 12 & 13,2019.**

7. Paper titled **“A study on evaluating the factors influencing purchase of women’s apparels in the organized retail sector in Chennai city”** Presented at International Conference on Innovation, Entrepreneurship And Economy For Sustainable Development (ICIEESD-18) Organised by Sri Sairam Institute of Management Studies, Chennai and **Published in (ISSN 0975-3915, Vol.7, Issue No: 1) International Journal on Management and Technology, A double blind peer reviewed referred Journal, Listed in Ulrich International Directory, USA. | 10<sup>th</sup> & 11<sup>th</sup> October 2018.**
8. Paper titled **“A Descriptive study on the role of internet marketing with special reference to the buyers in Chennai city”** Presented at International Conference on Emerging Dynamics of Commerce in the Global Scenario organized by Sri Kanika Parameswari Arts and Science College for women, Chennai and Published (**E-ISSN 2348-1269, P- ISSN 2349-5138 vol.5, issue no: 3) in International Journal of Research and Analytical Reviews (IJRAR) [www.ijrar.org](http://www.ijrar.org) (Open access online journal) UGC Journal Number By UGC 43602.Impact factor: 5.75 | 23<sup>rd</sup> August 2018.**
9. Paper titled **“A study on consumers behaviour towards online shopping with special reference to Chennai city”** Presented at International Conference on Current Strategies and Innovative Practices of Business and Banks in the Digital Epoch organized by St. Joseph's College of Arts & Science (Autonomous), Cuddalore and Published (**ISSN No: 2395-5929, Vol.4, Issue No: 6) in Emperor International Journal Of Finance And Management Research [EIJFMR] UGC Approval Jr. No. 45308 SJIF 2016:3.343 | SJIF 2017: 4.253 | ISI 2017-2018: 0.673 | IFS - 2018: 1.14. |17<sup>th</sup> February 2018.**
10. Paper titled **“A Descriptive Study on Consumer buying behaviour for ball pens with reference to Tiruvannamalai”** Presented at One day National Conference on Emerging Trends in Business and Management : Issues and Challenges Organised by Shanmuga Industries Arts & Science College, Tiruvannamalai, **February 2017.**
11. Paper titled **“Viral Marketing – An alpha to Omega” Presented at International Conference on Changes, Challenges and Strategic Reforms in Management Organised by Mohamed Sathak College of Arts & Science, Chennai and Published in ISBN Volume (ISBN 978-81-926248-0-8), January 2013.**
12. Paper titled **“CREDIT RATING – Major issues Faced by credit rating agencies, banks and corporate.”** Presented at National Conference on Redefining the DNA of Business: Challenges and Opportunities ahead organised by SRM Easwari Engineering College, Chennai and **Published in ISBN Volume (ISBN 978-93-815686-7-5), November 2012.**
13. Paper titled **“Recent Trends in Banking & Insurance” Presented at National Conference on Transformation of Organisations in the Global ERA Challenges Organised by SRM Valliammai Engineering College, Chennai, September 2008.**
14. Paper titled **“Micro Finance in the New Paradigm” Presented at National Conference on Transformation of Organisations in the Global ERA Challenges Organised by SRM Valliammai Engineering College, Chennai, September 2008.**

**FDP/Workshops/Conference attended:**

<b>S.No</b>	<b>Title of the Programme</b>	<b>Organizer</b>	<b>Year</b>
1	FDP On Outcome Based Education	Rai University,Ahmedabad	2020
2	Online Webinar On Investor Awarreness Programme	Indo- American College,Cheyyar	2020
3	Three Day Workshop On "Quantitative Data Analysis Using Ms-Excel"	S.A. College Of Arts & Science, Chennai	2020
4	Two Days Faculty Development Program "Applications Of Statistical Tools In Research"	Angappa College Of Arts And Science, Coimbatore.	2020
5	FDP On E-Content Development	St. Joseph's Institute Of Technology	2020
6	FDP On Leveraging Human Relation, Personal Relation And Public Relation For Individual And Institutional Growth	K G College Of Arts & Science,Coimbatore.	2020
7	Two Days International Faculty Development Program On "Conquering The Melting Situation"	Srm University, Chennai.	2020
8	Workshop On How To Conduct Classes Using Google Meet	Dwaraka Doss Goverdhan Doss Vaishnav College,Chennai.	2020
9	National Level FDP Program	North Storm Academy, Mumbai.	2020
10	Online Faculty Development Program On Research And Publications In E- Information Environment	PSG College Of Arts & Science	2020
11	FDP On Outcome Based Education And Nba Accreditation	G.S. Mandal's Maharashtra Institute Of Technology, Aurangabad.	2020
12	Online FDP On Examinations In Wake Of Covid-19	Patrician College Of Arts And Science, Chennai	2020
13	FDP On Teaching, Learning And Evaluation	Arulmigu Palaniandavar Arts College For Women,Palani.	2020
14	Online International FDP On How To Write Effective Case Study	Atmiya University, Rajkot	2020
15	FDP On Revisiting Life Through Positivity	Sree Saraswathi Thyagaraja College,Pollachi	2020
16	Online FDP On Emotional Intelligence	K G College Of Arts & Science,Coimbatore.	2020
17	Online FDP On Leader- A Real Role Model	Nallamuthu Gounder Mahalingam College	2020
18	FDP On Capital Markets & Derivatives	Imarticus Learning, Chennai	2019
19	National Seminar On Empowering India Through Digital Literacy	Annamalai University, Chidambaram	2019

20	State Level Seminar On Newfangled Management Practices In The Global Era	Sun Arts And Science College, Tiruvannamalai.	2018
21	International Conference On Innovation, Entrepreneurship And Economy For Sustainable Development	Sairam Institute Of Management Studies, Chennai	2018
22	Workshop On Nptel By Iit Madras & Workshop For Faculty On Online Courses	Sri Akilandeswari Women's College, Wandiwash.	2018
23	International Conference On Emerging Dynamics Of Commerce In The Global Scenario	Sri Kanika Parameswari Arts And Science College For Women, Chennai.	2018
24	National Conference On "New Approaches In Business"	Sun Arts And Science College, Tiruvannamalai.	2018
25	International Conference On Current Strategies And Innovative Practices Of Business And Banks In The Digital Epoch	St. Joseph's College Of Arts & Science (Autonomous), Cuddalore	2018
26	Ictact Bridge Conference	Ictact, Chennai.	2017
27	International Seminar On Business Innovation And Challenges In The Global Era	Sun Arts And Science College, Tiruvannamalai.	2017
28	National Conference On Emerging Trends In Business And Management.	Shanmuga Industries Arts And Science College, Tiruvannamalai.	2017
29	Teaching Techniques	Ictact And Manakular Engg. College, Pondicherry.	2016
30	FDP On Research Methodology & Report Writing	Jeppiar Engineering College, Chennai.	2016
31	National Seminar On Fdi	Mohamed Sathak College Of Arts & Science, Chennai.	2014
32	FDP On Research Methodology & Pedagogy	National Institute Of Management Studies, Chennai.	2014
33	FDP On Writing And Publishing Management Research Papers In Journals	Easwari Engineering College, Chennai.	2013
34	International Conference On Changes, Challenges And Strategic Reforms In Management	Mohamed Sathak College Of Arts & Science, Chennai	2013
35	Modern Teaching Methodology	Mnm Jain Engineering College, Chennai	2013
36	FDP On Teaching Pedagogy.	Measi Institute Of Management, Chennai	2013
37	Workshop On Intellectual Property Rights In Digital Era	Saveetha Engineering College, Chennai.	2013
38	Alumni Master Class	Madras Management Association & Savariance Technologies, Chennai.	2012
39	National Seminar On Strategies For Sustaining Economic Growth And Balancing Inflation	Easwari Engineering College, Chennai.	2012

40	National Conference On Redefining The DNA Of Business: Challenges And Opportunities Ahead	Easwari Engineering College, Chennai.	2012
41	ISO 9001:2008 Quality Management System And Audit Training	Creative Management Consultants, Chennai.	2011
42	The Significance Of Social Marketing In India	Easwari Engineering College, Chennai.	2010
43	National Conference On Digital Marketing	Easwari Engineering College, Chennai.	2010
44	Faculty Training Workshop On Financial Markets	St.Peter's University, Chennai.	2010

**Personal Details:**

Father's Name : M.Selvaraj  
Marital Status : Married  
Present address : 34/14, Gangai Amman Koil – II Street, Vadapalani, Chennai – 26.  
Permanent address : 62/3, Diversion road, Ananda parking center, Polur-606803,  
Tiruvannamalai District.

**Declaration:**

I hereby declare that all the details furnished here are true to the best of my knowledge and belief.

Place: Chennai

Date:08.02.2022

(S.BALAMURALI)