

Resume

I General Information

Name : G.Balasaraswathi
 Father's Name : G.Ganesan
 Date of Birth : 13-06-1974
 Designation : Assistant Professor
 Department : Commerce (Professional Accounting)
 Email ID : amplbala@gmail.com
 Date of appointment : 18.06.2008



II Educational Qualification

Examination Passed	Board/University	Subject	Year of Passing	Class / Percentage
SSLC	Board of Secondary Education		1989	439/500 87.8% I Class
PUC/ Higher Secondary	Board of Higher Secondary Education	Commerce	1991	966/1200 80.8% I Class
Bachelor's Degree B.Com	MKU, Madurai	Commerce	1994	80.19% I Class
Master's Degree M.Com	Alagappa University	Commerce	2005	60.1% I Class
M.Phil	Alagappa University	Commerce	2009	56% II Class
Ph.D	MKU, Madurai	Commerce	2016	Awarded
Others PGDCA	Alagappa University		2008	70%

III Teaching Experience : UG : 11 Years
 Field of Specialization : Services Marketing

Awards won :
 1. Gold Medalist in S.S.L.C
 2. University 5th Rank Holder in B.Com

IV Research Experience

No. of articles published in Journals
 International : 1
 No. of papers presented in Seminars / Conferences
 International : 5
 National : 5
 No. of articles published in Books / Conference Proceedings : 10

Articles published

Title of the Article	Name of the Journal
An Empirical assessment of the SERVQUAL scale in omnibus services	Multidisciplinary Research Journal of V.V.V. College Oct 2013 ISSN:2347-3967

Papers presented

Date	Seminar / Conference	Level	Title of the paper	Venue
22.12.2010 - 23.10.2010	Sales Promotional Strategies of MSME s	National	Attitude of consumer towards Readymade masala powder products	V.H.N.S.N. College, Virudhunagar.
28.07.2011 - 29.07.2011	Micro Finance-A Tool to Eradicate Poverty	National	Inclusive Growth of Road transport Undertakings in Tamilnadu	S.V.N.College , Madurai
23.09.2011	Challenges of Commerce Education in the Twenty First Century	National	Enhancing E-commerce Education for a better Future	V.V.V college, Virudhunagar
14.02.2012	Emerging Trends in Commerce and Management: Challenges and Strategies in the Global Scenario	International	Attitude of passengers towards omnibus services	Sri Kaliswari College, Virudhunagar
23.07.2012 - 24.07.2012	Shifting Paradigms of Business	International	Promoting online booking of tickets in omnibuses- the need of the hour	V.H.N.S.N.College, Virudhunagar
20.03.2013 - 21.03.2013	Global Trade Vision-2020	International	Challenges in providing safety measures for passengers in omnibuses	Sri Kaliswari College, Virudhunagar
20.09.2013 - 21.09.2013	Second International Conference of KAAS- 2013	International	Job Satisfaction of employees: A study with special reference to omnibus services	Sree Ayyappa College for Women, Nagarcoil

24.07.2015-25.07.2015	Tax reforms in India : Opportunities & Challenges	National Seminar	Direct Tax Reforms and Income Tax Administration in India	Sri Kaliswari College Sivakasi
07.10.2015	Innovative Practices in Functional Management	International	Marketing Management Strategies of Omni Bus Operators	V.H.N.S.N College, Virudhunagar
02.04.2019 – 03.04.2019	National Conference on - Trajectory Transformation in Rural Indian Youth: “From Techno-Illiterates to Technocrats for Actualising skill India”	National Conference	Digital India: A Study on Pradhan Mantri Gramin Digital Saksharta Abhiyan Scheme	V.V.V College Virudhunagar

Articles published in Books / Conference Proceedings

Year	Book title / Conference	ISBN	Article title
2010	Sales Promotional Strategies of MSME s	978-81-910426-5-8	Attitude of consumer towards Readymade Masala powder products
2011	Micro Finance-A Tool to Eradicate Poverty	-	Inclusive Growth of Road transport Undertakings in Tamilnadu
2011	Challenges of Commerce Education in the Twenty First Century	-	Enhancing E-commerce Education for a better Future
2012	Emerging Trends in Commerce and Management: Challenges and Strategies in the Global Scenario	978-93-80530-42-0	Attitude of passengers towards omnibus services
2012	Change Ahead	978-93-81723-05-0	Promoting online booking of tickets in omnibuses- the need of the hour
2013	Global Trade Vision-2020	978-93-80530-54-3	Challenges in providing safety measures for passengers in omnibuses

2013	Second International Conference of KAAS- 2013	978-93-81658-07-9	Job Satisfaction of employees: A study with special reference to omnibus services
2013	Customer Relationship Management in the Present Scenario	978-81-923976-1-0	Retention Strategies for Customer Relationship Management in Omnibus Services
2015	Innovative Practices in Functional Management	ISBN:978-93-81723-47-0	Marketing Management Strategies of Omni Bus Operators
02.04.2019 – 03.04.2019	National Conference on - Trajectory Transformation in Rural Indian Youth: “From Techno-Illiterates to Technocrats for Actualising skill India”	ISBN:978-81-935892-3-6	Digital India: A Study on Pradhan Mantri Gramin Digital Saksharta Abhiyan Scheme

V Seminars/Conferences/Workshops attended

Date	Level	Name of the Seminar / Conference / Workshop	Venue
02.12.2009 - 05.12.2009	National	Workshop Curriculum Designing & Evaluation	V.V.Vanniapermal College for Women, Virudhunagar.
03.12.2010 - 04.12.2010	-	Retraining of Teachers Programme	V.V.Vanniapermal College for Women, Virudhunagar.
31.10.2011 - 01.11.2011	-	Retraining of Teachers Programme	V.V.Vanniapermal College for Women, Virudhunagar
06.03.2012 - 07.03.2012	National	Innovative Strategies in Teaching, Learning and Evaluation Process	V.V.Vanniapermal College for Women, Virudhunagar
03.07.2014 - 05.07.2014	National	WATRCC-'14 Analytical tools for Researches in Commerce and Computer Science	V.V.Vanniapermal College for Women, Virudhunagar

29.08.2018	Hands-on-Training Programme	Effective Teaching Through Google Applications	V.V.Vanniapermal College for Women, Virudhunagar
05.07.2019	Faculty Development Programme	ICT Tools for Effective E-Learning	V.V.Vanniapermal College for Women, Virudhunagar

VI Course attended (Refresher / Orientation / any other)

i) Examinership-THEORY

a) University -MKU Madurai

VII Role in Academic Bodies

: b) Autonomous Colleges From 2009 onwards

c) as Additional Examiner From 2009 onwards

VIII Resource Person/Chairperson:

Year	Topic	Participants	Venue
2019-20	Faculty Exchange Programme	I B.Com (PA) Students	SFR College for Women, Sivakasi

X Student - oriented Service :

Staff - in - charge of various activities in the

i. Institution

2010 – 11	Planning Forum
2011 – 12	Youth Red Cross
2012 – 13	Youth Red Cross
2013 – 14	Youth Welfare Department
2014 – 15	Youth Welfare Department
2015-16	Discipline Committee
2016-17	Consumer Club
2017-18	College Union
2018-19	Games Committee
2019-20	Consumer Club

ii. Department

2010 – 11	Association in-Charge
2011 – 12	Tour in-Charge, Department Minutes in-Charge
2012 – 13	Inter Departmental Course in-Charge, Magazine, Proficiency
2013 – 14	Counselling in-Charge, Department Minutes in-Charge
2014 – 15	Departmental Course in-Charge, Tour in-Charge
2015-16	Magazine Committee, Internal Question file Maintenance
2016-17	Circular in-charge, Departmental Course in-Charge, Department Minutes in-Charge

Department of Commerce (Professional Accounting)

2017-18	Departmental Course in-Charge, Tour in-Charge, Quiz club, Internal Question file Maintenance, Counselling in-Charge
2018-19	Association Incharge, Departmental Course in-Charge
2019-20	Department Minutes in-Charge, Board of Studies Minutes In charge

Residential Address :

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