

STAFF PROFILE

Name and Qualification

Name	: Dr. S. Balamurugan
Designation	: Assistant Professor (SG)
Department	: Commerce
Subject Interest	: Banking, Finance, Research & Statistics
Specialization	: Rural Development, Rural Finance, Research & Statistics



DETAILS OF PROFESSIONAL AND RESEARCH EXPERIENCE (SPECIFYING PERIOD)

Assistant Professor

Institute	: RVS Institute of Management Studies, Karaikal
Period	: 3-8-2009 to 25-01-2011
Teaching Area	: Banking, Finance, HRM, Research Methodology, Communication

Assistant Professor

Institute	: Hawassa University, Ethiopia
Period	: 31-01-2011 to 28-02-2016
Teaching Areas	: Accounting, Rural Finance, Research Methodology

Assistant Professor

Institute	: Poompuhar College (Autonomous), Melaiyur
Period	: 01-03-2016 to till date
Teaching Areas	: Finance, Research Methodology, Accounting, Management.

ACADEMIC PROFILE

Ph.D.,

University	: Bharathidasan University
Date and Place	: August, 2010, TBML College, Porayar
Research Supervisor	: Dr. V. Frankratnakumar
Title of Thesis	: The Role of National Bank for Agriculture and Rural Development (NABARD) in Economic Development – A Study in Historical Perspective in Nagapattinam District, Tamilnadu.

M.Phil.,

University : --
Main Subject : ---
Year : ---
Marks: --
Supervisor : --
Title of Dissertation : --

PG

University : Periyar University
College : DDE Centre Karaikal
Main Subject : Management
Year : 2008
Marks : 60.52%

PG

University : Annamalai University
College : DDE, Chidambaram
Main Subject : Accounting & Finance
Year : 2006
Marks : 56.60%

UG

University : Bharathiasan University
College : AVC College, Mannampandal
Main Subject : Commerce
Year : 2001
Marks : 62.45%

H.Sc.,

Board : Higher Secondary Board, Tamilnadu
Main Subject : Commerce & Accountancy
Year : 1998
Marks : 66.92%

S.S.L.C

Board : Secondary Board, Tamilnadu
Year : 1996
Marks : 54.2%

RESEARCH PROJECTS

Completed

Funding Agency : Unnat Bharat Abhiyan (UBA)
File Number : AISHE Code C-35883
Year : 2020
Amount Received : 50000
Title : Baseline Household Survey for Adopted Villages

Ongoing

Funding Agency :
File Number :
Year :
Amount Received :
Title :

Accepted

Funding Agency :
File Number :
Year :
Amount Received :
Title :

WORKSHOPS /SEMINAR / CONFERENCE / QUIZ ORGANIZED

1. Topic : Personality Development for Graduates
Date : 19th September 2018
Duration : A One Day International Conference
Funding Agency : ---
Amount Received : ---
Place : Poompuhar College (Autonomous), Melaiyur.
2. Topic : Improving the visibility of research work
Date : 28th May, 2020
Duration : A One Day International WEBINAR
Funding Agency : ---
Amount Received : ---
Place : Poompuhar College (Autonomous), Melaiyur.
3. Topic : E-Quiz on COVID-19 and Rural Economy
Date : 17-05-2020 to 25-05-2020
Duration : Nine Days
Funding Agency : ---

- Amount Received : ---
Place : Poompuhar College (Autonomous), Melaiyur.
4. Topic : National Level E-Quiz on Financial Accounting
Date : 06-06-2020 to 10-06-2020
Duration : Five days
Funding Agency : ---
Amount Received : ---
Place : Poompuhar College (Autonomous), Melaiyur.
5. Topic : National Level E-Quiz on COVID-19 and Indian Agriculture
Date : 06-06-2020 to 10-06-2020
Duration : Five days
Funding Agency : ---
Amount Received : ---
Place : Poompuhar College (Autonomous), Melaiyur.
6. Topic : National Level E-Quiz on COVID-19 & AATMA Nirbhar Bharat Abhiyan
Date : 06-06-2020 to 10-06-2020
Duration : Five days
Funding Agency : ---
Amount Received : ---
Place : Poompuhar College (Autonomous), Melaiyur.
7. Topic : National Level E-Quiz on Entrepreneurship and its Economic Development during COVID-19
Date : 09-06-2020 to 13-06-2020
Duration : Five days
Funding Agency : ---
Amount Received : ---
Place : Poompuhar College (Autonomous), Melaiyur.
8. Topic : E-Quiz on Economic Impact of COVID-19 in India
Date : 22-06-2020 to 30-06-2020
Duration : Nine days
Funding Agency : ---
Amount Received : ---
Place : Poompuhar College (Autonomous), Melaiyur.
9. Topic : COVID-19 Awareness Programme

Date : 16-04-2021
Duration : State Level Webinar
Funding Agency : ---
Amount Received : ---
Place : Poompuhar College (Autonomous), Melaiyur.

10. Topic : Empowering the Girl Child
Date : 24-01-2022
Duration : National Level Webinar
Funding Agency : ---
Amount Received : ---
Place : Poompuhar College (Autonomous), Melaiyur.

11. Topic : Digital Investment in India: Current Trends and Opportunities
Date : 09-04-2022
Duration : National Level Workshop
Funding Agency : Sri Sai Crypto Consultancy, Kumbakonam
Amount Received : 15,000
Place : Poompuhar College (Autonomous), Melaiyur.

RESEARCH GUIDANCE

M.Phil.,

Number of M.Phil., Scholars : 01
Degree Awarded : 01

Ph.D.,

Number of PhD Scholars : 03
Degree Awarded : --
Thesis Submitted : --
Synopsis Submitted : --

PATENT PARTICULARS

Title : STRATEGIC PLANNING MODEL TO INCREASE THE PROFITABILITY OF A HUMAN RESOURCES OUTSOURCING SME THROUGH THE USE OF DIGITAL TRANSMISSION

Published on : 15-04-2022

Application Number : 202231013181

Field of Invention : Electronics

Date of Filing : 10-03-2022

Author position : Sixth (Dr.Smruti Rekha Sahoo, Dr.Sweta Leena Hota, Dr.S.Ayyappan, Mr.M.Sakthivadivel, Ms.V.Ambika, Dr.Maltri & Dr.S.Saravanan)

AWARDS AND DISTINCTION

1. Received IRSD International Preeminent Young Researcher Award 2022 on 30th September 2022 from I2OR.

PUBLICATIONS - ARTICLES PUBLISHED IN JOURNALS

1. A Case Study on Women Empowerment through Wondo Genet Omo Microfinance Institution, SNNPR, Ethiopia, Africa, CLEAR IJRCM, Vol-02 No-03, Jan-Jun 2012, ISSN: 2249-6009, 2012.
2. The Role of SNNPRS Marketing and Cooperative Bureau in The Expansion And Development of Cooperatives in SNNPR Region, Ethiopia, Africa, International Journal of Research in Commerce, IT & Management (IJRCM), Volume No. 3, Issue No. 02, February, 2013, ISSN 2231-5756.
3. Role of Financial Institutions for Financial Inclusion in Ethiopia, Research Explorer, Volume 2, issue 8, April 2013, ISSN 2250-1940.
4. Financial Inclusive Growth in Co-Operatives Through the Development of Wastelands or Dry Lands, Research Explorer, Volume 2, April 2013, ISSN 2250-1940. (Co-author)
5. Role of National Bank for Agriculture and Rural Development (NABARD) in Agricultural Development, International Journal of Applied Financial Management Perspectives, Pezzottaite, Volume 2, Number 2, April-June 2013, ISSN (P):2279-0896.
6. Challenges and Opportunities in Agricultural Input and Output Marketing Of SNNPR Farmer Cooperative Federation, Hawassa Town, Ethiopia - A Case Study, Journal of Commerce and Management Research (JCMR), Volume 3, Issue 2, June 2013, ISSN(P):2249-0442.
7. A Study on Labour Management and Conflict among the Employees of Agricultural and Rural Development in Ehiopia: An Evaluation, Journal of Commerce and Management Research (JCMR), Volume 3, Issue 2, June 2013, ISSN(P):2249-0442. (Co-author)
8. Divers in Global Advancement of Business, International Journal of Advanced Scientific Research & Development (IJASRD), March 2016, ISSN: 2394-8906.

9. Farmers Attitude towards Organic Paddy Cultivation in Nagapattinam District, Jamal Academic Research Journal (JARJ), September 2016, ISSN: 09730303.
10. SWOT Analysis of Organic Farming a Farmers Perspective: A Case of Organic Paddy Cultivation in Nagapattinam District, Jamal Academic Research Journal (JARJ), September 2016, ISSN: 09730303. (Co-author)
11. Financial Inclusion and Rural Development - A SWOT Analysis, International Journal of Advanced Scientific Research & Development (IJASRD), March 2018, P.31-37, ISSN:23948906.
12. Innovation in Indian Agriculture - An Empirical Study, International Journal of Advanced Scientific Research & Development (IJASRD), March 2018, P.18-22, ISSN:23948906. (Co-author)
13. Farmers Perceptions Towards Applying Natural Manure in Nagapattinam District - A case study, International Journal of Research and Analytical Reviews (IJRAR), Vol.5, Issue 3, July-sept, 2018, P. 949y-53y, ISSN 2349-5138, E-ISSN: 2348-1269, UGC Approved.
14. Mahatma Gandhi National Rural Employment Guarantee Scheme and Rural Livelihoods: A Case Study in Uthirangudi Village Panchayat, Sempanarkoil Block, Nagapattinam District, Impact: International Journal of Research In Humanities, Arts and Literature, October, 2018, P.1-5, ISSN: 2347-4564, ISSN (O): 2321-8878. UGC Approved.
15. A Study on Unorganized sector workers attitude towards implementation of Unorganized Workers Social Security Act, 2008, Impact: International Journal of Research In Humanities, Arts and Literature, October, 2018, P.1-5, ISSN: 2347-4564, ISSN (O): 2321-8878. (Co-author) UGC Approved.
16. Investors' attitude towards Post Office savings schemes with special reference to Akkur Post Office, Tharangambadi Taluk, Nagapattinam District, Suraj Punj Journal of Multi-disciplinary Research, June 2019, P.174-177, ISSN: 2394-2886. UGC Approved.
17. Contribution of SHGs on Socio-Economic Empowerment of Rural Women, Nagapattinam District, Tamilnadu, India, A Journal of Composition Theory, August, 2019, P.73-77, ISSN: 0731-6755. UGC Approved.
18. Perception Of Rural Women About The Economic Empowerment Through Micro Finance Institutions, Nagapattinam District, Tamilnadu, India, Think India Journal, December, 2019, P.7825-7831, ISSN:0971-1260. UGC Approved.
19. Consumer Perception on Global Garments Products - A Case Study on Mayiladuthurai Town, Tamilnadu, Journal of Integrated Marketing Communications and Digital Marketing, July-December, 2022, Vol-03, Issue-2, P.13-18, ISSN: 2582-8851.

20. E-Commerce and Retail Business – A SWOT Analysis, BioGecko: A Journal for New Zealand Herpetology, Vol.12, Issue-02, April 2023, P.1366-1370, ISSN: 2230-5807. UGC Approved Web of Science Journal.
21. Contribution of Unorganized Workers Social Security (UWSS) Act 2008 ON Economic Empowerment of Rural Women Workers, THIRD CONCEPT, Vol. 38, No.446, April 2024, P.78-79, ISSN: 0970-7247. UGC Approved.

RESEARCH PAPERS ACCEPTED FOR PUBLICATION AND UNDER REVIEW

POSTERS AND PAPERS PRESENTED IN NATIONAL AND INTERNATIONAL LEVEL

1. Need for Professionalization in Rural Areas Consumer Cooperatives, National Conference on Consumer Protection – Issues and Impediments in Rural Areas, Muthayammal College of Arts & Science Rasipuram 11th & 12th Feb. 2006.
2. Micro Finance to Rural Poor Through SHGS, National Seminar on Emerging Dimensions in SHGS, A.V.V.M Sri Pushpam College, Thanjavur 17th March 2006.
3. Disaster Management with reference to Man-Made Disaster, National Seminar on Disaster Management – Issues and Challenges – A.D.M College for Women, Nagapattinam 21st & 22nd March 2006.
4. Role of Financial Institutions for Financial Inclusion in Ethiopia” - National Seminar on Financial Inclusion for Inclusive Growth – Issues and Challenges - Periyar EVR College, Tiruchirappalli, 26th & 27th April, 2013.
5. Financial Inclusive Growth in Co-operatives through the Development of Wastelands or Dry Lands” - National Seminar on Financial Inclusion for Inclusive Growth – Issues and Challenges - Periyar EVR College, Tiruchirappalli, 26th & 27th April, 2013. (Co-author)
6. Farmers Attitude towards Organic Paddy Cultivation, National Seminar organised by Jamal Mohamed College, Trichy, 28th September, 2016.
7. SWOT Analysis of Organic Farming a Farmers Perspective, National Seminar organised by Jamal Mohamed College, Trichy, 28th September, 2016.
8. Determinant Factors for Success in Small Business, International Seminar on the Secret of Business Success, organised by Morappur Kongu College of Arts and Science, Morappur, 9th February, 2017.
9. Consumer Perception towards global Apparel Industry, International Seminar organised by Sri Ganesh School of Business Management, Salem, 10th February, 2017.

10. Farmers Perception towards Natural Manure, International Seminar organised by Sri Ganesh School of Business Management, Salem, 10th February, 2017.
11. CRM and Financial Outcomes, National Seminar organised by MASS College of Arts & Science, Kumbakonam, 27th February, 2017.
12. Attitude of Indian Overseas Bank Employees about HRM practices, UGC Sponsored one day National Conference on Business Success Hinges on Business Strategies, organised by Alagappa University, Karaikudi, 15th December, 2017.
13. Essential Product and Online Buyer Behaviour, National Level Seminar on Recent Trends in E-Marketing, organised by Shree Raghavendra Arts and Science College, Chidambaram, 15th February, 2018.
14. Financial Inclusion in Rural India an SWOT analysis, International Conference, organised by Sir Issac Newton College, Nagapattinam, 13th March, 2018.
15. Innovations in Indian Agricultural Sector, International Conference, organised by Sir Issac Newton College, Nagapattinam, 13th March, 2018.
16. Impact of Rural Marketing on Rural Life, International Conference, organised by Swami Dayananda College of Arts & Science, Manjakkudi, 12th September, 2018.
17. Personality Development and Cognitive Ability, International Conference, organised by Poompuhar College (Autonomous), Melaiyur, 19th September, 2018.
18. Role of Entrepreneurship in Rural Development, International Conference, organised by Jamal Mohamed College, Trichy, 20th September, 2018.
19. Investors' attitude towards Post Office savings schemes with special reference to Akkur Post Office, International Conference on "Challenges & Responses of Organisation During Turbulent Global Business Environment", organised by Primax Foundation and Aaarya Business College, Singapore, 4th June 2019.
20. Cyber Security and E-Commerce, International Conference on Emerging Issues and Challenges in Economics & Commerce, organised by PG & Research Department of Commerce, Idhaya College for Women, Kumbakonam, 19th February 2020.
21. Role of Digitalisation in Rural Marketing, one day National Conference on Digitalisation of Business - Opportunities and Challenges, organised by PSPT MGR Govt. Arts and Science College, Sirkali, 26th February 2020.
22. Prospects of E-Commerce in Rural Areas, one day International Conference on New Paradigms in Commerce, AVC College, Mannampandal, 27th February 2020.
23. Unorganised Workers Social Security Act (UWSS) 2008 and its impact of Rural Economy, ICSSR sponsored National Seminar on UBA 2.0 - Architecture to Transform and Empower Rural India towards Sustainable Development, organised by A Veeriyar Vandayar Memorial Sri Pushpam College (Auto), Poondi, 27th March, 2023.
24. Impact of UWSS Act 2008 on Rural Employment in Mayiladuthurai District, ICSSR

sponsored National Seminar on UBA 2.0 – Architecture to Transform and Empower Rural Indi towards Sustainable Development, organised by A Veeriya Vandayar Memorial Sri Pushpam College (Auto), Poondi, 27th March, 2023.

25. Issues and challenges of entrepreneurship and employability for college students, National Level Seminar, organized by PSG College of Arts and Science, Coimbatore, 30th March 2023.
26. E-Commerce and Retail Business – A SWOT Analysis, National Conference on Emerging Trends in Commerce & Management, organised by Indira College of Commerce and Science, Pune, 12th April 2023.

BOOKS PUBLISHED

1. NABARDS in Socio-Economic Development, LAMPERT Academic Publishing, Germany, 2011. ISBN: 978-3-8465-9383-7.
2. Employee and Job Satisfaction, LAMPERT Academic Publishing, Germany, 2012. ISBN: 978-3-8473-2948-0.
3. Terminologies in Managerial Accounting – A Hand Book, LAMPERT Academic Publishing, Germany, 2012. ISBN: 978-3-8484-4548-6.

CITATION INDICES DETAILS (REFER GOOGLE SCHOLAR FROM 2007-2015)

Google Scholar Link:

<https://scholar.google.co.in/citations?hl=en&user=gp4qR80AAAAJ>

Publications:

In Journals	: 21
In Conferences	: 26
Citations	: 11
h-index	: 02
i10-index	: –
Cumulative Impact factor	:

MEMBERSHIP IN BODIES ON EDUCATION AND NATIONAL DEVELOPMENT

1. Served as Editorial Board member in International Faculty and Student Multi-Research Consortium from 2012 to 2016.
2. Served as Associate Editor in Pezzottaite Journals from 2013 to 2016.
3. Serving as Editorial Board Member in Journal of Accounting Research, Business and Finance Management (MAT Journals) since February 2020.
4. Serving as Editorial Board Member in Innovation in Economy & Policy Research (MAT Journals) since February 2020.

POSITION HELD / LEADERSHIP ROLE PLAYED

1. Served as foreign examiner for Bharathidasan University Ph.D., thesis in subject of Commerce, Management and Economics from 2011 to 2015.
2. Served as foreign examiner for Bharathiyar University Ph.D., thesis in subject of Commerce, Management and Economics from 2011 to 2015.
3. Served as External Examiner for MA Cooperative Accounting, Ambo University, Ethiopia from 2011 to 2014.
4. Served as Internal Examiner for MA Governance and Development Studies, Hawassa University, Ethiopia from 2011 to 2014.
5. Served as Internal Examiner for MA Cooperative Development and Leadership, Hawassa University, Ethiopia from 2011 to 2014.
6. Acted as Member of Department Profile Development Committee, Department of Cooperation, Hawassa University, Ethiopia from 2011 to 2014.
7. Acted as Member of Department Graduate Council, Department of Cooperation, Hawassa University, Ethiopia from 2012 to 2014.
8. Acted as Member of Department Curriculum Development Committee, Department of Cooperation, Hawassa University, Ethiopia from 2012 to 2014.
9. Acted as Member of Department Research and Publication Team, Department of Cooperation, Hawassa University, Ethiopia from 2013 to 2014.
10. Acted as member of UG and PG Board of Studies, Department Commerce, Poompohar College during the year 2016-17.
11. Acting as a member of M.Phil, and Ph.D., Doctoral Committee, Bharathidasan University since 2019.
12. Acted as member of UG and PG Board of Studies, Department Commerce, Poompohar College during the year 2019-20.
13. Acting as UBA Coordinator of Poompohar College, since October 2020.
14. Acting as NSS Coordinator (Unit 4) of Poompohar College, since October 2021.
15. Acting as member of IQAC committee of Poompohar College, since October 2021.
16. Acting as article reviewer for the MAT journals, since 2020.
17. Acting as article reviewer for the journals of REST society, since 2021.

INVITED GUEST LECTURES

1. Acted as a Resource person in one day International Conference on Issues and Challenges in Global Advancement of Business, organized by RVS College of Arts and Science, Karaikal on 9th March, 2016.
2. Special lecture given for Final year Commerce and management students in the title of "Life and Livelihoods Skills", Best Arts and Science College, Sirkali on 31st January, 2018.
3. Acted as a Resource person in one day International Conference on Banking & Finance – Global Perspective, organized by Swami Dayananda College of Arts & Science, Manjakkudi on 12th September, 2018.
4. Acted as a Resource person and presented lecture on "Methodologies and Ethical Considerations for Conducting Research" in A.V.C College (Autonomous), Mannampandal, Mayiladuthurai held on 1st March 2024.

TRAINING PROGRAMME

Orientation Course (UGC Sponsored)

Place : Bharathidasan University, Thiruchirappalli.

Duration : 08-11-2018 to 05-12-2018

Refresher Course in Research Methodology (UGC Sponsored)

Place : Mizoram University, Mizoram

Duration : 07-07-2020 to 20-07-2020

Refresher Course in Commerce and Management (UGC Sponsored)

Place : TLC Ramanujam College, University of Delhi

Duration : 27-05-2022 to 09-06-2022

Refresher Course in Commerce (UGC Sponsored)

Place : TLC Ramanujam College, University of Delhi

Duration : 31-07-2023 to 14-08-2023

FDP in Rural Education (UGC Sponsored)

Place : Mahatma Gandhi National Council of Rural Education, Delhi

Duration : 11-05-2020 to 15-05-2020

Place : Mahatma Gandhi National Council of Rural Education, Hyderabad

Duration : 26-09-2022 to 01-10-2022

FDP in Five Days

1. Five Days Faculty Development Programme on Data Science Specialisation using Python from 19-06-2023 to 23-06-2023, conducted by Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore

Training Course conducted by Process Management Consultants Kerala (PMCK)

Course : Certificate of Training course for Internal Quality Auditor ISO 9001:2008.

Duration : 7th to 9th October, 2010.

Training Programme Attended from UBA

1. Course : Master Trainers Training Programme on Capacity Building of Faculty as Master Trainers for Community Based Participatory Research

Duration: 27th to 29th April 2022.

Agency : UBA Regional Office, Gandhigram Rural Institute, Dindigul.

2. Course : Faculty Development Programme on Facilitating Institutional Social Responsibility and Community Engagement in higher Educational Institutions.

Duration: 26-09-2022 to 01-10-2022.

Agency : Sarada Krishna Homoeopathic Medical College and UBA Regional Office, GRI, Dindigul.

TEACHING EXPERIENCE FROM 2009 TO TILL DATE

Total Teaching Experience : 14 years 10 months

Under Graduate : 11 years 04 months

Post Graduate : 14 years 10 months

PERSONAL DETAILS

Name	: Dr.S. Balamurugan
Gender	: Male
Date of Birth	: 15-07-1981
Age	: 43
Place of Birth	: Sankaranpandal
Marital Status	: Married
Residential Address	: 1/77 Thamilar Street, Keelauthirangudi, Sankaranpandal Post, Tranquebar Talu, Mayiladuthurai Dist-609 308, Tamilnadu.
Official Address	: Assistant Professor (SG), PG& Research Department of Commerce, Poompuhar College (Autonomous), Melaiyur.
Email	: drsamybala@gmail.com
Web	:
Any other Information	: