

NAME

Dr.M.S.BALAJI .,M.B.A., M.Phil.,

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Ph.D

Designation

ASSOCIATE PROFESSOR AND HEAD
BIO-DATA

Department

RESEARCH DEPARTMENT OF
BUSINESS ADMINISTRATION

Date of birth

07-02-1964

Age

58

Date of appointment

03-09-1990

Address (Residential)

166-F, Alagar Kovil Road,
No.12, KMSL Colony,
Madurai – 625002

Mobile No

94439 16608

E-Mail id

msbalaji1964@gmail.com.

Area of Specialization

Human Resources Management,
Organizational Behaviour & Marketing
Management

Academic Qualifications:-

Exam Passed	Degree	Board/ University	Specialization Subjects	Year	Class Obtained
Bachelor's Degree	BBA	Sourashtra College Madurai Kamaraj University	General	1986	First Class
Master's Degree	MBA	Thiagarajar School of Management	Marketing	1988	First Class
Research Degree	M.Phil	M K University	Entrepreneurship	2003	Second Class
	Ph.D	M K University	Business Administration	2009	---

Teaching Experience:- (Total 32 years)

Courses Taught	Name of the University/ College / Institution	Duration
Business Administration	Sourashtra College, Madurai	03/09/1990 to till date

Industrial Experience:-

Position	Institution	Duration
Marketing Executive	TVS Tyres, Madurai	1988-1990 (2 years)

Subjects Handled:-

UG LEVEL	PG LEVEL	M.PHIL
1. Business Communication and Office Management. 2. Organizational Behaviour. 3. Marketing Management. 4. Services Marketing. 5. Human Resources Management. 6. Case Analysis.	1. Organizational Behaviour. 2. Marketing Management. 3. Human Resources Management.	1. Guidance for Dissertation.

Contributions:-

University	<u>Chairman:-</u> 1. M K University - Nominated Chairman for Central Valuation for UG – November 2012. <u>Member:-</u> 1. M K University - Inspection Committee – BBA (Rama Prabha College of Arts & Science). 2. M K University - Board of Studies – Business Administration (UG) from Feb 2007 to Jan 2010.
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	<p>3. M K University – Inspection Committee – MBA (Non-Semester) 29.08.2007.</p> <p>4. Annamalai University – Board of Examiner – MBA – May/December 2007.</p> <p>5. Annamalai University – Board of Examiner – MFM – May/December 2007.</p> <p>6. Annamalai University – Board of Examiner – MHRM – May/December 2007.</p>
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Sourashtra College	<p><u>Chairman</u></p> <p>Board of Studies: BBA & M.Phil</p> <p><u>Convener:-</u></p> <ol style="list-style-type: none"> 1. Attendance Committee – 2003 – 2004 & 2006 – 2007. 2. Sports Committee – 2004 – 05. 3. Magazine Committee – 2007 – 2009.
Other Colleges	<p><u>Chairperson:-</u></p> <p>S. Vellaichamy Nadar College – One Day National Seminar on “Entrepreneurship in Emerging Economies” held on 25th February, 2011.</p> <p><u>Question Paper Setter:-</u></p> <ol style="list-style-type: none"> 1. Scott Christian College – BBA – Production Management. 2. Fatima College – Operations Management. 3. The Standard Fireworks Rajaratnam College for Women – BBA – Corporate Organizational Behaviour. <p><u>External Examiner for Valuation:-</u></p> <p>S. Vellaichamy Nadar College – BBA- Environment of Business. 27 - 30.11.2008</p>

	<p><u>Member :-</u></p> <ol style="list-style-type: none"> 1. S. Vellaichamy Nadar College - Board of Studies in Business Administration – 2010 – 12. 2. S. Vellaichamy Nadar College – Academic Audit on Syllabus and Question Papers. 3. Jayaraj Annapackiam College for Women – Board of Studies in Business Administration.
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Details of Research Degree :-

Research Stage	Title of work/Theses	University where the work was carried out
M.Phil	Motivation and Entrepreneurial Competencies.	M K University
Ph.D.	Marketing of Steel Furniture in Madurai City.	M K University

Refresher courses & Orientations Attended:-

Sl. No.	Date	Type	Topic	Institution	Presented / Participated
1.	10.12.1999 to 03.01.2000	Refresher Course	Entrepreneurship Skills in Higher Education System	Madurai Kamaraj University	Participated
2.	23.08.2000 to 20.09.2000	Orientation Course	-	Madurai Kamaraj University	Participated
3.	01.11.2001 to 22.11.2001	Refresher Course	Value Education – Professional Ethics	Vivekananda College	Participated
4.	09.05.2002 to 29.05.2002	Refresher Course	Recent Developments in Economics	Madurai Kamaraj University	Participated

ACADEMIC ACTIVITIES

I. LIST OF RESEARCH PUBLICATIONS (Peer reviewed/UGC care listed with impact factor))

S.No	Name of the Journal (Nat'I/Int'I)	Paper Title	ISSN	Month & Year
1	Shanlax International Journal of Arts and Science	Customer relationship market orientation in Banks	ISSN:2321- 788X Vol.I, No.4	April 2014
2	Shanlax International Journal of Management	Relqual: A tool to measure customer relationship quality in Banks	ISSN:2321- 4643 Vol.I, No.4	April 2014
3.	Shanlax International Journal of Commerce	Viral Marketing –A retrospective approach	ISSN: 2320- 4168Vol.5.Special Issue:1	April 2017
4	Shanlax International Journal	The Churn Analysis in Banking Industry in Madurai City	ISSN:2320-4168- Vol.5, No.3,	July 2017 UGC Approval No: 44120
5	International Journal of Research	Service Quality And Customer Loyalty In Airline Industry: An Empirical Study At Trivandram Airport	ISSN NO:2236-6124 Volume VIII, Issue VI,	June 2019 UGC CARE LISTED
6.	Parishodh Journal	Organizational citizenship behaviour (ocb) among the Executives and their organizational commitment in uae	ISSN NO:2347- 6648 Volume IX, Issue II, Page No:532	February/2020 UGC CARE LISTED
7	Shanlax International Journal	Organizational Citizenship Behaviour, its Antecedents and Outcome: An Empirical Analysis	P-ISSN: 2321- 4643 Vol. 7, No. 3,	January 2020
8	JASC: Journal of Applied Science and Computations	Bridging The Skilled Talent Gap In Indian It Sector – Transforming The Future Talent	ISSN NO: 1076-5131 Volume VII, Issue VI, June/2020	June 2020 UGC CARE LISTED

9	THE JOURNAL OF ORIENTAL RESEARCH MADRAS	Organizational Development Intervention And Its Consequences In SMEs: A Study In Madurai District	Vol. MMXXI-XCII-XIII ISSN : 0022-3301	15 Mar 2021 UGC CARE LISTED
10	Wesleyan Journal of Research	Strategic Intelligence and Organizational Development: An Empirical Analysis in Madurai District	Vol 13 No 80 ISSN: 0975-1386	March 2021 UGC CARE LISTED

PAPERS PUBLISHED IN EDITED VOLUMES (with ISBN)

S.No	Topic/Publishers (State /Nat'I /Int'I)	Paper Title	ISBN	Month & Year
1	International	A study on the outlook of people towards wealth with special reference to the 7 th Ward of Pothanikadu Panchayat, Ernakulam Distrit.	ISBN: 978-81-90871-8-4	2016
2.	National(Challenges and Innovations in Commere)MTN College	A Study On Human Resource Management In Banking Industry	ISBN: 978-81-93398-7-3	August 2018
3.	International –Innovative strategies in globalized era	Shaping organized Indian retail industry- Modern trends and strategies	ISBN 978-93-88398-67-1	2019

LIST OF RESEARCH PROJECTS UNDERTAKEN

S.No	Funding Agency (UGC/DST/etc;)	Major/ Minor	Title	Amount Sanctioned	Completed/ Ongoing	Period
1	University Grants Commission	Minor	Absenteeism in Small Scale Industries	Rs.1,20,000	Completed	July 2012

LIST OF SEMINARS / CONFERENCES / WORKSHOPS ORGANIZED

S.No	Topic (State Nat'I/Int'I)	Position (Organizing Secretary/Convenor)	Organized Dept.	Date
1	Services Marketing	Convener	Department of Business Administration Sourashtra College	24.01.2015

**LIST OF SEMINARS/CONFERENCES/WORKSHOPS ATTENDED/PAPER
PRESENTED**

Sl. No	Date	Type	Topic	Institution	Paper presented/ Participated
1.	16.09.2005 to 17.09.2005	National Level IT Symposium	ECLAT 2005 (BOOT YOUR THOUGHTS)	Sourashtra College, Madurai.	Participated
2.	01.10.2005	National Conference	Strategic Planning for Rural Markets	P S N A College of Engineering and Technology, Dindigul.	Paper Presented on "Insurance Service Marketing in Rural Areas"
3.	11.02.2006 to 12.02.2006	National Seminar	Changing Scenario of Consumerism	Bharathidasan University, Tiruchirappalli.	"Impact of Consumerism on Women and Globalization"
4.	11.02.2006 to 12.02.2006	National Seminar	Changing Scenario of Consumerism	Bharathidasan University, Tiruchirappalli.	Paper Presented on "Consumer Behaviour Analysis towards Consumer Durables – A Study"
5.	25.02.2008	National Conference	Globalization: Prospects and Problems	Sourashtra College, Madurai	Paper Presented on "Impact of Globalization on Developing

					Countries and India”
6.	08.03.2008	National Seminar	Managing the Future	Sourashtra College, Madurai	Paper Presented on “Transformational Leadership”
7.	21.08.2009	State Level Workshop	Quality Excellence and Quality Sustenance in Education	Internal Quality Assurance Cell (IQAC), Sourashtra College, Madurai	Paper Presented on “The role of Teacher in Higher Education”
8.	25.09.2009	National Conference	Organizational Strategies for Current Economic Scenario 2009	KLN College of Engineering and Technology, Sivagangai	Paper Presented on “Innovative Strategies in Human Resources with Special Reference to Retention of Employees”
9.	26.03.2010	State Level Seminar	Management in the Era of Globalisation	Department of Business Administration, S.Vellaichamy Nadar College, Madurai	Management and Globalisation

S.No	Topic (State Nat’I/Int’I)	Organized by Dept./University/College	Paper Title	Date
10	National Seminar	Department of Economics Mannar Thirumalai Naicker College, Madurai	Higher Education in India – during the plan period of 2014	22.8.2014
11	National Seminar	Dept of Management Studies, Madurai Kamaraj University	Impact of Service quality on customer satisfaction towards the customers of SBI-SME in Madurai city	30.3.2016

12.	National Seminar	Dept of Management Studies, Madurai Kamaraj University	A statistical study on Customer Demography of Niche Retailers	3.02.2017
13	International Seminar	PG & Research Dept. of Commerce, Dr.Zakir Hussain College, Ilayangudi	An analytical study of Experts view on Demonetization in T.N	23.2.2017
14	International Conference	Dept. of Commerce, Sourashtra College	Importance of Digital Marketing	24.02.2017

RESEARCH GUIDANCE:

S.No	Research Degree	No. of Research Scholars	
		Completed	On going
1	M.Phil.,	6	-
2	Ph.D.,	8	1

DETAILS OF M.Phil Research Scholars

S.No	Name of the Candidate	Research Title	Date of Award of M.Phil
1.	K.S. Radha MKU	Entrepreneurship Competencies of SHG Members with reference to Madurai	July 2008
2	N.P.N. Sangeetha	A study on Factors influencing mobile service providers and mobile numbers Portability in Madurai City	May 2015
3	P. Murugaperumal	Investors opinion and mutual funds investments in Madurai City	May 2015

4	K. Iswarya	A study on Motivation of women employees in SMEs, in Madurai	May 2015
5	S. Naga saranya jothi	Quality of work life among IT sector employees in coimbatore	April 2016
6	A.Santhosh kumar	A study on service failures and customers switching in Retail Banking in Madurai City	June 2017

DETAILS OF Ph.D., Produced

Sl.No	Name	Regn	Date	Title of the thesis
1	P.PATHAMUTHU, (AADHAR - 7362 4048 5432)	P3923	30.06.2015	THE CHURN ANALYSIS AND DETERMINANTS OF CUSTOMER LOYALTY IN BANKING INDUSTRY – AN EMPERICAL STUDY IN MADURAI CITY
2	JINS GEORGE (AADHAR – 9839 8860 5542)	P3931	02.07.2015	A STUDY ON HUMAN RESOURCE MANAGEMENT PRACTICES IN SMEs IN SELECTED DISTRICTS OF KERALA
3	V KALAISELVAN (AADHAR – 3448 9594 6414)	P4067	25.09.2015	SERVICE QUALITY AND CUSTOMER VALUE IN RETAIL INDUSTRY – AN EMPERICAL STUDY IN TAMILNADU
4	C BALAJI VISWANATH (AADHAR – 5240 9220 6566)	P4211	05.01.2016	EFFECTIVENESS OF SOCIAL MEDIA MARKETING – AN EMPERICAL STUDY IN MADURAI CITY
5	SREEJA S.U.K. PILLAI (AADHAR – 9249 7049 1342)	P4221	05.01.2016	CUSTOMERS' ATTITUDE TOWARDS E-BANKING SERVICES - A STUDY IN MADURAI CITY
6	KURUVILA EASO (AADHAR – 3198 6464 4651)	P4147	12.10.2015	ORGANIZATIONAL CITIZENSHIP BEHAVIOUR - A STUDY AMONG EXECUTIVES IN UAE

- 7 S. SENTHIL KUMAR P4530 11.04.2016 CUSTOMER LOYALTY AND ITS DETERMINANTS – AN EMPIRICAL STUDY IN BANKING INDUSTRY IN TIRUNELVELI DISTRICT (AADHAR – 9237 3970 0532)
- 8 Mrs. R.J. KABITHA P5066 2017 ORGANISATIONAL CITIZENSHIP BEHAVIOUR- A STUDY AMONG EXECUTIVES IN U.A.E

Acted in the key post at other College /University/Other Institutions

S.No	Position	Name of the College/University	Date / Period
1	Chairman for Central valuation	Madurai Kamaraj University for UG Board	November 2012
2	Board of Studies for Business Administration	Madurai Kamaraj University	From 2010 to 2012

Additional Responsibilities undertaken in our College:

S.No	Position	NSS/NCC/Committee/Club/etc.,	Date / Period
1	Co-ordinator	Attendance Committee	2012-2014
2	Co-ordinator	M.Phil Management studies	From June 2014 to till date
3	Dean- Research		2015 - 2019
5	Member	Awards Committee	From 2017 to 2019

Acted as Resource Person /Member of Editorial Board /Other

S.No	Topic	Sem/Conf/Journal/Other (State/Nat'I/Int'I)	Name of the College/University	Date/Period
1	Member	Board of studies – Business Administration	S.Vellaichamy Nadar College	From 1.3.2010-12.12.2012
2	Member	Academic Audit on syllabus and question papers	S.Vellaichamy Nadar College	11.10.2010 to 2012
3	Member	Board of studies – Business Administration	Jayaraj Annapackiam College for Women	Till 2012

Invited for Guest lecturers -delivered

S.No	Topic	Name of the College/University	Date/Period
1.	Maanavar Vazhigatti	RADIO TALK	24.10.2008
2	“Entrepreneurship in Emerging Economics”	National level Seminar –Chair person SVN College, Madurai	25 th February 2011
3	Emerging Trends	Chairperson- National Seminar- Sourashtra College	28 th March 2014

Creation of ICT mediated Teaching Learning pedagogy and content and development of new and innovative courses and curricula

(a) Development of Innovative pedagogy	Adopted innovation in Management teaching as i. Case study ii. Group discussion iii. Stories from epics
(b) Design of new curricula and courses	Developed new courses on i. Digital Marketing ii. Services Marketing iii. Organisational Behaviour
(d) E-Content	
Contribution to development of e-content module in complete course/paper/e-book (at least one quadrant)	Developed and uploaded e-content for the following courses

Any other Achievements: Regular Blood Donor (Rotary Blood Donation Camp
04.03.2011)