

## BIO-DATA

### A. General Information:-

- a) **Name** : **Dr. M.S. BALAJI**
- b) **Present Designation** : Associate Professor  
Department of Business Administration  
Sourashtra College,  
Madurai- 625 004
- c) **Age, Date of Birth** : 53, 07-02-1964
- d) **Address (Residential)** : 166-F, Alagar Kovil Road, No.12, KMSL Colony,  
Madurai – 625002.
- e) **Mobile No** : 94439 16608.
- f) **E-Mail id** : msbalaji1964@gmail.com
- g) **Area of Specialization** : Human Resources Management, Organizational  
Behaviour & Marketing Management.

### B) Academic Qualifications:-

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

**C) Teaching Experience:- (Total 27years)**

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

**Industrial Experience:-**

<b>Position</b>	<b>Institution</b>	<b>Duration</b>
Marketing Executive	TVS Tyres, Madurai	<b>2 years</b>

**D) Subjects Handled:-**

<b>UG LEVEL</b>	<b>PG LEVEL</b>	<b>M.PHIL</b>	<b>Ph.D</b>
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. So far 5 awarded.	8-Candidates registered and ongoing as on date.

**E) Contributions:-**

<b>University</b>	<p><b><u>Chairman:-</u></b></p> <p>1. M K University - Nominated Chairman for Central Valuation for UG – November 2012.</p> <p><b><u>Member:-</u></b></p> <p>1. M K University - Inspection Committee – BBA (Rama Prabha College of Arts &amp; Science.            2. M K University - Board of Studies – Business</p>
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	<p>Administration (UG) from Feb 2007 to Jan 2010.</p> <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>
<p><b>Sourashtra College</b></p>	<p><b><u>Chairperson:-</u></b></p> <p>One Day National Seminar on “Emerging Trends in Management” held on 28<sup>th</sup> March, 2014.</p> <p><b><u>Convener:-</u></b></p> <p>1. Attendance Committee – 2003 – 2004 &amp; 2006 – 2007.</p> <p>2. Sports Committee – 2004 – 05.</p> <p>3. Magazine Committee – 2007 – 2009.</p> <p>4. Attendance Committee- 2014-2015.</p> <p>5. Co-ordinator(M.Phil) Management(2014-till date)</p>
<p><b>Other Colleges</b></p>	<p><b><u>Chairperson:-</u></b></p> <p>S. Vellaichamy Nadar College – One Day National Seminar on “Entrepreneurship in Emerging Economies” held on 25<sup>th</sup> February, 2011.</p> <p><b><u>Question Paper Setter:-</u></b></p> <p>1. Scott Christian College – BBA – Production Management.</p> <p>2. Fatima College – Operations Management.</p> <p>3. The Standard Fireworks Rajaratnam College for Women – BBA – Corporate Organizational Behaviour.</p>

	<p><b><u>External Examiner for Valuation:-</u></b></p> <p>S. Vellaichamy Nadar College – BBA- Environment of Business. 27 - 30.11.2008</p> <p><b><u>Member :-</u></b></p> <p>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.</p>
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**F) Research Experience:-**

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

**G) 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

**H) Research Papers presented in Seminars/conferences:-**

<b>Sl. No</b>	<b>Date</b>	<b>Type</b>	<b>Topic</b>	<b>Institution</b>	<b>Paper presented/ Participated</b>
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.	Paper Presented on "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	Globalisation: Prospects and Problems	Sourashtra College, Madurai	Paper Presented on "Impact of Globalisation 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
10.	25.02.2011	National Seminar	Entrepreneurship in emerging economies under UGC Grant	Department of Business Administration, S.Vellaichamy Nadar College, Madurai	<b>Chairperson</b>
11	22.8.2014	National Seminar	Higher Education in India	Mannar Thirumalai Naicker College, Madurai	Top issues facing Higher education
12	24.2.2015	National Seminar	Services Marketing	Sourashtra College, Madurai	<b>Convener</b>
13	30.3.2016	National Seminar	New Dimensions of Management in the Globalised Era-2016	Dept of Management Studies, Madurai Kamaraj University	Impact of Service quality on customer satisfaction towards the customers of SBI-SME in Madurai city

**I) M.Phil Guidance:-**

Sl No	Date	Name of the Candidate	Topic	Institution	Remarks
1.	July 2008	K.S. Radha	Entrepreneurial Competencies of SHG Members with reference to Madurai	Madurai Kamaraj University.	Awarded
2.	July 2015	N.P.N. Sangeetha	Factors influencing mobile service providers	Sourashtra College, Madurai	Awarded
3.	July 2015	P. Murugaperumal	Investors opinion and mutual funds investment	Sourashtra College, Madurai	Awarded
4.	July 2015	K. Iswarya	Motivation of women employees in SMEs,	Sourashtra College, Madurai	Awarded
5.	July 2016	S. Naga saranya jothi	Quality of work life among IT sector employees in coimbatore	Sourashtra College, Madurai	Awarded

**J) Recent Publications:-**

Sl No	Issue	Number	Topic	Journal Details	Remarks
1.	April 2014	ISSN: 2321-788X Vol.1 No.4	Customer relationship market orientation in Banks	Shanlax International Journal of Arts and Science	Published
2.	April 2014	ISSN. 2321-4643 Vol.1 No.4	Relqual: A tool to measure customer relationship quality in Banks	Shanlax International Journal of Management	Published
3.	2016	ISBN: 978-81-908718-8-4	A Study on the outlook of people towards wealth with special reference to the 7 <sup>th</sup> ward of Pothanicadu Panchayat, Ernakulam Dist.	A unit of world book Publications Chennai	Published

**K) Sponsored Minor Research Project:-**

Sl. No	Month of Submission	Topic	AGENCY	Principal / Co Investigator	Remarks
1.	July 2010	Absenteeism in Small Scale Industries	University Grants Commission	Principal Investigator	Submitted and Approved

**K) ORGANISER- STATE LEVEL SEMINAR**

Sl. No	Month	Topic	AGENCY	Position	Remarks
1.	JAN 2015	SERVICES MARKETING	University Grants Commission (Autonomy Grant)	Convener	Published the Abstract

**L) Extension Work/Community Service:-**

<b>Citizenship Activities &amp; TV Program</b>	<p>1. Acted as Presiding officer in Elections – May 2009.</p> <p>2. Blood Donor</p> <ul style="list-style-type: none"> <li>• Indian Red Cross Society – 31.08.06</li> <li>• Aids Free Tamilnadu – 20.02.2007</li> <li>• Rotary Blood Bank Donor – 04.03.2011</li> </ul> <p>3. Participated in Future Leap Vision Programme – Manavar Vazhigati – 24.10.2008</p>
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### M) Research Guidance- Ph.D. Candidates at present

Sl.No	Name of the candidate, Designation	Regn.No. Date	Title
1.	Jins George, Elims Inst.		Human Resources Management Practices
2.	S.Pathamuthu, Sourashtra College		Churn Analysis
3.	Rajaram,MSM	P4014 12.8.2015	E-Shopping behaviour
4.	Kalaiselvan,MSM	P4067 25.9.2015	Service quality and customer value in retail industry-An empirical study in Tamilnadu
5.	Kuruvila Easo	P4147 12.10.2015	Organizational citizenship behaviour-A study among executives in U.A.E
6.	Balaji Viswanath	P4211 5.1.2016	Effectiveness of Social Media Marketing –An empirical study in Madurai city
7.	Sreeja.s.u.k. pillai	P4221 5.1.2016	Customers 'attitude towards e-banking services :A study in Madurai city
8.	S. Senthil Kumar ,MKUC	P4530 11.04.2016	Customer loyalty and its determinants – An empirical study in Banking Industry in Tirunelveli District