
CURRICULUM VITAE



Personal Details

Name : **BALA SATHYA.K**

Father's Name : P.Kannan

Date of Birth & Age : 05-01-1983. 37,

Marital Status : Married

Nationality, Religion : Indian – Hindu, (Naidu)

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Educational Qualification

Exam Passed	Institute / Board / University	Year of Passing
TNSET	Mother Teresa University	2016
Ph.D. (Commerce)	Madurai Kamaraj University, Madurai	2014
M.Phil (Commerce)	Madurai Kamaraj Univeristy, Madurai	2006
M.Com(CA) (Master of Commerce with Com.Application)	Lady Doak College, Madurai	2005
B.Com	Fatima College ,Madurai	2003

Technical Qualification

1. Type Writing \ Junior Grade\ Dept. of TamilNadu Technical Education.
2. Advanced Diploma in Java Programming \ CSC Computer Education.
3. Tally 9.0\Fatima college,Madurai.

Experience : 10 Yrs 6 months

Sl. No.	Institute/College/University	Designation	Duration
1.	Mannar Thirumalai Naickar College, Madurai.	Assistant Professor, Department of Commerce	7 th August 2019 to Till Date
2.	Mannar Thirumalai Naickar College, Madurai.	Assistant Professor, Department of Commerce with Computer Applications	15 th June 2018 to Till Date
3.	Mangayarkarasi Arts and Science Coleege for Women, Madurai	Head of the Department, Department of Commerce with Computer Applications	5 th December 2016 to 31 th October 2017
4.	Fatima College, Madurai.	Assistant Professor, Department of Commerce with Computer Application	24 st June 2011 To 31 th May 2016
5.	Fatima College, Madurai.	Assistant Professor, Department of Commerce (FIP Vacancy)	24 th June 2009 To 23 rd June 2011
6.	Dr.Umayal Ramanathan College For Women,Karaikudi.	Lecturer in Commerce	23 rd July 2007 To 17 th April 2008
7.	Manner Thirumalai Naicker College Madurai.	Lecturer in Commerce	1 st July 2006 To 17 th April 2007

Research Experience:

Dissertations/Projects – Title:

1. **Ph.D** : A Study on National Tourism and Civil Aviation Policies
2. **M.Phil** : A Study on Socio-Economic Status of Self Help Group in Madurai
3. **M.Com(CA)** : Automation of Jewellery Management.

Project Guided : UG Level : 20 Group Projects
PG Level : 8 Group Projects

Research Project:

- A Minor Research Project entitled “**NEW PARADIGM OF OUTCOME-BASED EDUCATION – AN AVALANCHE**” was approved and sanctioned by the Research Committee, Mannar Thirumalai Naicker College, Madurai in 2019-20.(Project Amount Rs.10,000)
- A Minor Research Project entitled “ **A study on Consumer Perception Towards Greenwashing in Madurai District**” was approved and sanctioned by the Research Committee, Mannar Thirumalai Naicker College, Madurai in 2018 -19.(Project Amount Rs.20,000)

PAPER PRESENTATION: (12)

International Conference:(8)

- ❖ A paper entitled “ **Foreign direct Investment in India – A Recent trend**” presented in the International Conference on “*Survival and Growth Strategies in Changing Business Scenario*”, held on 28th & 29th December 2009, in Annamalai University.
- ❖ A paper entitled “ **Impact of Economic Recession in Indian Tourism**” presented in the International Conference on “ *Global Recession and its Impacts*”, organised by the Department of Economics, Fatima College, Madurai on 22nd January 2010.
- ❖ Presented a paper entitled “ **The need for effective Tourism marketing Strategies in India**” in the International Conference on “*The contemporary Practices in Finance and Marketing*” held on 11th and 12th February 2011, in Nehru Institute of Management Studies, Coimbatore.
- ❖ A paper entitled “ **Employee Turnover : A Contemporary issue for Hotel Industry in Tamilnadu**”, presented in the International Conference on “*Emerging Trends in Commerce and Management:challenges and Strategies in the Global Scenario*”, conducted by PG Department of Commerce, Sri Kaliswari College, Sivakasi, in February 14 & 15, 2012.
- ❖ Presented a paper entitled “ **Impact of GST on Indian Economy**”, in the International Conference on “*Contemporary Issues in Commerce, Management & IT*”, conducted by PG Department of Commerce with Computer Applications, Mangayarkarsi College of Arts & Science for Women, Madurai, in March 4, 2017.
- ❖ A paper entitled “**Impact of Demonetization on Tourism**”, presented in the International Conference on “*Impact of Demonetization on Small & Medium Scale Industries*”, conducted by PG Department of Commerce, S.Vellaichamy Nadar College, Madurai, in January 27, 2017.
- ❖ A paper entitled “ **A Study on Impact of Digital Marketing in Indian Travel & Tourism Industry**”, presented in the seminar on “*Digital Marketing – A Global Perspective*”, conducted by Department of Management Studies, Fatima College, Madurai on 10th August 2018.

- ❖ A paper entitled “ **A Study on Consumer Behaviour towards crowdurfing in online shopping**”, presented in the seminar on “ *Contemporary Issues, Challenges and Recommendations On Digitalisation*”, conducted by hte Research Department of Commerce, Mannar Thirumalai Naicker College, Madurai on 4th January 2019.
- ❖ A paper entitled “**Explorating the Motives of Eco-Conscious Consumer**” presented in the seminar on “**Catalysts in Forecasting Business Management**” organised by “**Vijay Institute of Management**”, Dindigul 7th February 2020

National Conference :(4)

- ❖ A Paper entitled “**Microfinance for Womem Empowerment**” presented in the National Seminar on “*Opportunities and challenges for Women in business*” organised by the Department of Commerce, Fatima College, Madurai on 29th January 2010.
- ❖ A Paper entitled “**Foreign Direct Investment In Indian Tourism sector**” presented in the National Conference on “*The Impact Of Foreign Direct Investment on Indian Economy*” organised by Department of Commerce, Loyala College on 10th & 11th February 2010.
- ❖ A Paper entitled “ **Data Synchronization in Mobile Computing**”, presented in the seminar on National Conference on “*Computational Intelligence –NCCI 12*”, conducted by PG Department of Computer Application and IT, Fatima College, Madurai on 22nd September 2012.
- ❖ A Paper entitled “**Enironmental Accounting of Coporate Sector**”, presented in the seminar on “*National Conference on Green Business-Powering Sustainable Development*”, conducted by Department of Management Studies, Fatima College, Madurai on 15th September 2012.
- ❖ A Paper entitled “**A Study on Financial Inclusion for Sustainable Development of Eco-Tourism and Allied Industries in Madurai District**” presented in the seminar on “ **ICSSR Sponsored National Level Conference - Insolvency and Bankruptcy code, 2016 – New Bankruptcy Law for the Revival of Indian Economy**” organized by the Department of Commerce, V.H.N.S.N College, Virudhunagar on 3rd & 4th January 2019.
- ❖ A Paper entitled “ **Financial Inclusion of Amplification of Eco-Tourism in Madurai District Digital Literacy and Its Impact on Indian Economy**” presented in the seminar on “**Digital Literacy and Its Impact on Indian Economy Department of Commerce**”, organized by V.H.N.S.N College, Virudhunagar on 27th September 2019.
- ❖ A Paper entitled “**Leveraging the Power of ICT’s to empower Rural Women Digital and Digital Literature**” presented in the seminar “**Recent Trends in Digital**

Literacy in the areas of Management, Engineering, Economics, Commerce, Social Sciences and Humanities” organized by **Global Multidisciplinary Research & Academic Foundation,(GMRAF)**, Chennai in 2020.

CONFERENCE ORGANIZED:

- ❖ Convenor for the International Conference on “**Contemporary Issues in Commerce, Management & IT**”, organised by PG Department of Commerce with Computer Applications, Mangayarkarsi College of Arts & Science for Women, Madurai, in March 4, 2017.
- ❖ Convenor for the International Conference on “**Entrepreneurship & Development of Small and Medium Scale Enterprises(SME’s)**”, organised by PG Department of Commerce with Computer Applications, Mangayarkarsi College of Arts & Science for Women, Madurai on 26th August 2017 .

SYMPOSIUM ORGANIZED:

Organising Secretary for the Symposium on “Awareness on Greenwashing” conducted by the Research Committee, Mannar Thirumalai Naicker College, Madurai on 6th March 2019.

PAPER PUBLICATION :

Books (ISBN certified):

- ❖ Published a research paper entitled “**Foreign Direct Investment in India – A Recent Trend**”,in the book titled “*Survival and Growth Starategies in Changing Business Dynamics*”,Scitech Publications,Chennai,2010. **ISBN.No: 978-81-8371-262-0, p 389-394.**
- ❖ Published a research paper entitled “**Foreign Direct Investment in Indian Tourism – A Recent Trend**”, in the book titled “*The Impact Of Foreign Direct Investment on Indian Economy*”,Excel Publications,New Delhi,2010. **ISBN.No: 978-81-7446-843-7, p 320-326.**
- ❖ Published a research paper entitled “**Employee Turnover-A contempary Issue for Hotel Industry in Tamil nadu**“ in the book titled “*Emerging trends in Global Trend and Management*”, Agasthiyar Noolagam,Trichy, **ISBN.No: 978-93-80530-42-0, Pg:463-465.**

JOURNALS (ISSN CERTIFIED)

- ❖ Published a paper entitled “**Impact of Demonetization on Tourism**” in the Peer-reviewed – Referred/Scholarly Quarterly Journal with 2.13 Impact Factor titled “Shanlax International Journal of Commerce”, **Vol:5, Special Issue: 1 March 2017 , ISSN.No:2320 – 4168 , Pg:29-32.**

- ❖ Published a research paper entitled Impact of GST & Demonetization on Tourism “ in the book titled “Contemporary Issues inCommerce, Management & IT”. ISSN.NO:2320-4168 4th Mar2017.

PUBLICATIONS IN JOURNALS (INDEXED IN SCOPUS, WEB OF SCIENCE, PUB MED / APPROVED BY UGC / UGC CARE LIST):

- Published a paper entitled “**A Study on Perception of Tourist’s towards Development of Eco-Tourism Destinations in Madurai District**” in the E-journal titled “**The International Journal for Environmental Protection and Rural Development**”, ISSN No:2249 – 4375 ,July – Sep 2018 , Volume-8, Issue-1 pg:145.
- Published a paper entitled “ **A study on Consumer Behaviour towards Crowd turfing in Online Shopping**” in the **UGC APPROVED**, Peer Reviewed & Referred **Multidisciplinary International Journal of Research and Analytical Reviews** titled “Contemporary Issues, Challenges and Recommendations on Digitalization” (E-ISSN 2348-1269, ISSN 2349- 5138,**UGC No:43602** , Cosmos Impact Factor-4.236, Impact Factor – 5.75) pg no.46-49.
- Published a paper entitled “**Efficacy Of Tourism Entrepreneurs Digital Marketing Techniques: An Analysis**” in the **UGC APPROVED**, Peer Reviewed & Referred journal titled “**The International journal of analytical and experimental modal analysis in August 2019. (ISSN NO: 0886-9367 Volume XI, Issue VIII**”. Impact Factor:6.3 UGC CARE List Group -1I).
- Published a paper entitled “**Green Consumerism: Moral Motivations to a Sustainable Future**” in the **UGC APPROVED**, Peer Reviewed & Referred journal titled “**Our Heritage**” in January 2020 (Vol-68-Issue – 1 Impact Factor:6.6 ISSN: 0474-9030 UGC CARE List Group -1).
- Published a paper entitled “**Explorating the Motives of Eco Conscious Consumer**” in the **UGC APPROVED**, Peer Reviewed & Referred journal titled “**Our Heritage**” in February- 2020.(ISSN: 0474-9030, Vol-68-Issue-30, Impact Factor:6.6, UGC CARE List Group -1).

BOOKS/JOURNALS EDITED:

- ❖ Member in editorial Board, for the Journal titled “Shanlax International Journal of Commerce” (Peer-reviewed – Referred/Scholarly Quarterly Journal with 2.13 Impact Factor), **Vol:5, Special Issue: 1 March 2017 , ISSN.No:2320 – 4168.**
- ❖ Member in editorial Board, for the Journal titled “Shanlax International Journal of Commerce” (Peer-reviewed – Referred/Scholarly Quarterly Journal with 3.17 Impact Factor), **Vol:5, Special Issue: 3 September 2017 , UGC Approved No:44120.**

ORIENTATION/REFRESHER COURSE ATTENDED (OTHER THAN MTNC):

- ❖ Attended Orientation Programme on "Faculty in Universities/Colleges/Institutes of Higher Education" organised by Teaching Learning Centre, Ramanujan College, University of Delhi during the period 4.06.2020 to 01.07.2020.

FACULTY DEVELOPMENT PROGRAMME/SHORT TERM COURSE ATTENDED (OTHER THAN MTNC):

- ❖ Attended Faculty Development programme on **“Teaching, Learning and Assessment with MOOCS & Open educational Resources: Hands on Approach”** organised by Coimbatore **Institute of Technology, Coimbatore** from 8th February 2020 to 12th February 2020.
- ❖ Attended Faculty **Development** programme on **“Research Methods and Citation Metrics”** organized by **Alagappa University, Karaikudi** from 10th January 2020 to 11th January 2020.

BOOKS/REPORTS/CHAPTERS/GENERAL ARTICLES:

- ❖ Edited a chapter titled **“Leveraging the Power of ICT’s to Empower Rural Women Digital and Digitized Literature”** in the book entitled **“Recent Trends in Digital Literacy in the areas of Management, Engineering, Economics, Commerce, Social Sciences and Humanities”** published by **Global Multidisciplinary Research & Academic Foundation,(GMRAF), Chennai** in February 2020. (ISBN No.978-93-89658-88-0).

Awards/Achievements:

- ❖ Received **“BEST PAPER PRESENTATION AWARD”** for the research paper entitled **“Impact of Demonetization on Tourism”**, in the International Conference on **“Impact of Demonetization on Small & Medium Scale Industries”**, Conducted by PG Department of Commerce, S.Vellaichamy Nadar College, Madurai, in January 27, 2017 .
