

Name Dr.K.BALA SATHYA
Designation ASSISTANT PROFESSOR
Department COMMERCE
E-Mail ID dr.balasathya@gmail.com
Contact No 9486704228,7550241972
Date of Appointment 07/08/2019
Date of Retirement 06/08/2042



1. Academic Qualifications:

M.COM., M.Phil., Ph.D., TNSET.

Doctoral Research - Ph.D

- **Institution:** VHNSN COLLEGE, VIRUDHUNAGAR
- **Title :** A Study on National Tourism and Civil Aviation Policies
- **Year :** 2014

TNSET:

- **Institution:** MOTHER TERESA UNIVERSITY
- **Subject :** COMMERCE
- **Year :** 2014

Master of Philosophy:

- **Institution:** MADURAI KAMARAJ UNIVERSITY, MADURAI
- **Title :** A Study on Socio- Economic Status of Self Help Groups in Madurai City

- Year : 2006

Post-Graduation:

- **Institution:** LADY DOAK COLLEGE, MADURAI
- **Degree:** Commerce
- **Year:** 2005

Under Graduation:

- **Institution:** FATIMA COLLEGE, MADURAI
- **Degree:** Commerce
- **Year:** 2003

Teaching Experience:

- Under-Graduate : 17 years
- Post Graduate : 14 years
- Doctoral Research Ph.D : 1 year

S.No.	Name of the Institute	Designation	From	To
1	Mannar Thirumalai Naickar College, Madurai.	Assistant Professor	07/08/2019	Till date
2	Mannar Thirumalai Naickar College, Madurai.	Assistant Professor	16/06/2018	06/08/2019
3	Mangayarkarasi Arts and Science College for Women, Madurai	Head & Assistant Professor	05/12/2016	31/10/2017

4	Fatima College, Madurai	Assistant Professor,	24/06/2011	31/06/2016
5	Fatima College, Madurai	Assistant Professor, (FIP Vacancy)	24/06/2009	23/03/2011
6	Dr.Umayal Ramanathan College for Women, Karaikudi.	Lecturer in Commerce	23/07/2007	17/04/2008
7	Mannar Thirumalai Naicker College, Madurai.	Lecturer in Commerce	01/07/2006	17/04/2007

Research experience : (Recognized Research Guideship):

- Recognized as Research Guide by Madurai Kamaraj University from 24.05.2022

(Guideship No.:2162/22)

Details of Ph.D Candidates :

- Awarded with Ph.D : Nil
- Pursuing for Ph.D : 03 (Commerce)
- Submitted for Ph.D : -Nil

Pursuing / Submitted: Pursuing

- **Mrs.R.Kousalya** , (MKU23PFOC10901), (**Part-Time**) .
- Title: A Study on Savings and Investment Pattern of Working Women With Special reference to Government Employees in Madurai District
- Registration date: 13.03.2023

- **Ms.S.Lakshmi Priyaa**, (MKU23FFOC11105) **Full-Time**
- Title: An Empirical Study on Customer's Perception towards Green Banking Practices of Selected Public Sector Banks In Madurai District
- Registration date: 03.08.2023
- **Mr.J.J.K.Nithun Romuald** , (MKU24PFOC11489) , **Part-Time**
- Title: Study on Emotional Intelligence and its Impact on Job Satisfaction
- Registration date: 02.05.2024

Orientation/Refresher Course Attended (other than MTNC):

- Attended Refresher Course(Commerce), (UGC-Sponsored Refresher Course),
conducted by UGC-HRDC, Madurai Kamaraj University from 10.08.2022 to
23.08.2022. Theme:" Emerging Trends in Teaching Methods of Commerce and Management in the Digital Era
- Attended UGC-Sponsored Faculty Induction Programme conducted by UGC-HRDC, Madurai Kamaraj University from 19.02.2022 to
20.03.2022.
- Attended Faculty Induction Programme conducted by Teaching Learning Centre, Ramanujan College, University of Delhi from
4.06.2020 to 01.07.2020
- Attended In-Service Teacher Training Programme conducted by Madurai Kamaraj University and Tamil Nadu State Council for Higher
Education from 17.05.2022 to 18.05.2022

In-Service Teacher Training Programme:

S.No	Name of the Programme	Theme	Name of the Institution/University	Month Year
1.	Training Programme	In-Service Teacher Training Programme	Madurai Kamaraj University & Tamil Nadu State Council for Higher Education	17.0 to 18.0

Acted as Subject Expert :

S.No	Name of the Programme	Subject Expert/ Member	Name of the Institution/University	Month Year
1.	Board of Studies Meeting	Subject expert	Department of commerce with Information Technology, S.Vellaichamy Nadar College	08.06
2.	Board of Studies Meeting	Subject expert	Department of commerce with Information Technology, S.Vellaichamy Nadar College	26.03

Resource Person:

S.No	Name of the Programme	Theme	Name of the Institution/University	Month and Year
1.	State Level Workshop	Techniques for Using SPSS in Research	Dept. Of Commerce (SF), N.M.S.S.V.N College, Madurai	14.03.2024
2.	Women Entrepreneurship Development Programme on Organic Food Processing for Underprivileged Potential Women Entrepreneurs in Tamil Nadu	Product costing & Cost Consciousness	Department of BBA, Mannar Thirumalai Naicker college, Madurai	28.11.2023
3.	State Level Workshop	Skill Development Programme on Research Design	Department of Commerce with Information Technology, S.Vellaichamy Nadar College, Madurai.	04.10.2023
4.	State Level Seminar	Government Schemes through Banking Sector in India	Department of Commerce (Banking & Insurance), Subbalakshmi Lakshmipathy College of Science (SLCS), Madurai.	31.03.2022 (2.00 pm to 4.00 pm)

EXTERNAL ACTIVITIES:-

S.No	Valued / External / Question Paper Setter	Name of the Institution/University	Month and Year
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1.	Question Paper Setter	PSGR Krishnammal College for Women,Peelamedu, Coimbatore	APRIL 2023
2.	Question Paper Setter	PSGR Krishnammal College for Women,Peelamedu, Coimbatore	NOVEMBER 2022
3.	Question Paper Setter	PSGR Krishnammal College for Women,Peelamedu, Coimbatore	NOVEMBER 2023

faculty Development Programme/Short Term Course Attended (other than MTNC):

S.No	Faculty Development Programme/Short	Title of the Programme/Course	Name of the Institution/University	Month and Year
1.	Faculty Development Programme	Holistic Wellness Management	Kristu Jayanti College,Bangalore	11th to 18th October 2022
2.	Faculty Development Programme	Teaching, Learning and Assessment with MOOCS &Open educational Resources: Hands on Approach	Coimbatore Institute	8 th February 2020 to 12 th February 2020
3.	Faculty Development Programme	Research Methods and CitationMetrics	Alagappa University, Karaikudi	10 th January2020 to 11 th January2020

Book Chapter Edited - (ISBN Certified):

S.No	Title of the Book	Publisher	ISBN number	Year of Publication
1.	Navigating Tomorrow: A Guide to Entrepreneurship, Skill Development and Emerging Technologies	Shanlax Publications, Madurai.	978-81-19337-33-0	February 2024

In-Service Teacher Training Programme:

S.No	Name of the Programme	Theme	Name of the Institution/University	Month and Year
1.	Training Programme	In-Service Teacher Training Programme	Madurai Kamaraj University & Tamil Nadu State Council for Higher Education	17.05.2022 to 18.05.2022

Acted as Subject Expert :

S.No	Name of the Programme	Subject Expert/ Member	Name of the Institution/University	Month and Year
1.	Board of Studies Meeting	Subject expert	Department of commerce with Information Technology, S.Vellaichamy Nadar College	08.06.2022
2.	Board of Studies Meeting	Subject expert	Department of commerce with Information Technology, S.Vellaichamy Nadar College	26.03.2021

Resource Person:

S.No	Name of the Programme	Theme	Name of the Institution/University	Month and Year
1.	State Level Workshop	Techniques for Using SPSS in Research	Dept. Of Commerce (SF), N.M.S.S.V.N College, Madurai	14.03
2.	Women Entrepreneurship Development Programme on Organic Food Processing for Underprivileged Potential Women Entrepreneurs in Tamil Nadu	Product costing & Cost Consciousness	Department of BBA, Mannar Thirumalai Naicker college, Madurai	28.11

3.	State Level Workshop	Skill Development Programme on Research Design	Department of Commerce with Information Technology, S.Vellaichamy Nadar College, Madurai.	04.10
4.	State Level Seminar	Government Schemes through Banking Sector in India	Department of Commerce (Banking & Insurance), Subbalakshmi Lakshmipathy College of Science (SLCS), Madurai.	31.03 (2.00 4.00

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S.No	Valued / External / Question Paper Setter	Name of the Institution/University	Month and Year
1.	Question Paper Setter	PSGR Krishnammal College for Women,Peelamedu, Coimbatore	APRIL 2023
2.	Question Paper Setter	PSGR Krishnammal College for Women,Peelamedu, Coimbatore	NOVEMBER 2022
3.	Question Paper Setter	PSGR Krishnammal College for Women,Peelamedu, Coimbatore	NOVEMBER 2023

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S.No	Faculty Development Programme/Short	Title of the Programme/Course	Name of the Institution/University	Month and Year
1.	Faculty Development Programme	Holistic Wellness Management	Kristu Jayanti College, Bangalore	11th to 18th October 2022
2.	Faculty Development Programme	Teaching, Learning and Assessment with MOOCS & Open educational Resources: Hands on Approach	Coimbatore Institute of Technology, Coimbatore	8 th February 2020 to 12 th February 2020
3.	Faculty Development Programme	Research Methods and Citation Metrics	Alagappa University, Karaikudi	10 th January 2020 to 11 th January 2020

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S.No	Title of the Book	Publisher	ISBN number	Year of Publication
1.	Navigating Tomorrow: A Guide to Entrepreneurship, Skill Development and Emerging Technologies	Shanlax Publications, Madurai.	978-81-19337-33-0	February 2024

Publication in Books/Chapters (ISBN Certified):

S.No	Title of the Book	Title of the Chapter	Publisher	ISBN number	Year of Publication
1.	Recent Trends in Digital Literacy in the areas of Management, Engineering, Economics, Commerce, Social Sciences and Humanities	Leveraging the Power of ICT's to Empower Rural Women Digital and Digitized Literature	Global Multidisciplinary Chennai.	978-93-89658-88-0	February 2020

Publications :

S.No	Title of the paper	Name of Journal	Month & Year	ISSN/ISBN	Volume & Issue	Impact factor	Indexed in Scopus, Web of Science, PubMed / approved by UGC / UGC CARE List
1.	Green Banking in India:A Study of Various Strategies adopted by Banks for Sustainable Development	International Journal of Cultural Studies and Social Sciences	2024	ISSN :2347-4777	Vol:20, Issue-1, No.23		UGCCARE List
2.	Rural Women Entrepreneurship	Rabindra Bharati Journal of Philosophy	2023	ISSN : 0973-0087	Vol. : XXIV, No:06, 2023	6.986	UGC CARE Approved, Group I,
3.	A Study On Awareness and Participation in Government Programmes among Youngsters	Rabindra Bharati Journal of Philosophy	2022	ISSN : 0973-0087	Vol. : XXIII, No:29, 2022 /133	6.986	UGC CARE Approved, Group I,

4.	Role of Educational Institutions in Youth Development	Rabindra Bharati Journal of Philosophy	2022	ISSN : 0973-0087	Vol. : XXIII, No:29, 2022 /133	6.986	UGC CARE List Group –1
5.	Intellectual Property Rights And Entrepreneurs – An Overview	Kanpur Philosophers : International Journal of humanities, Law and Social Sciences (Peer Reviewed and Referred Journal by New Archaeological & Genealogical Society, Kanpur, India.)	2022	ISSN 2348-8301	Vol. IX, Issue 1, No.11 :2022	6.6	UGC CARE Approved, Group I,
6.	Green Sheen – A Corporate Sin against Eco-System	International Journal of Humanities, Law and Social Sciences (New Archaeological & Genealogical Society, Kanpur, India)		ISSN: 2348 – 8301.Pg:212 - 216.	Vol.VIII, Issue XI, 2021	6.6	UGC CARE List Group -1
7.	Exploring the Motives of Eco Conscious Consumer	Our Heritage	February-2020	ISSN: 0474-9030	Vol-68- Issue-30	6.6	UGC CARE List Group -1
8.	Green Consumerism: Moral Motivations to a Sustainable Future	Our Heritage	January 2020	ISSN: 0474-9030	Vol-68- Issue - 1	6.6	UGC CARE List Group -1
9.	Efficacy Of Tourism Entrepreneurs Digital Marketing Techniques: An Analysis	The International journal of analytical and experimental modal analysis	August 2019	ISSN NO: 0886-9367	Volume XI, Issue VIII,	6.3	UGC CARE List Group -II
10.	A study on Consumer Behaviour towards Crowdturfing in Online Shopping	Contemporary Issues, Challenges and Recommendations on Digitalization	January 2019	E-ISSN:2348-1269, ISSN:2349-5138	Volume 2 Issue 2	4.236	Approved by UGC.Ref.no: 43602

11.	A Study on Perception of Tourist's towards Development of Eco- Tourism Destinations in Madurai District	The International Journal for Environmental Protection and Rural Development	July-September 2018	ISSN No:2249-4375	Volume 8 Issues 1	2.4	Approved by UGC
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Research Articles Published in Proceedings:

S.No	Title of the Article	Title of the Conference/Seminar	International/ National /State level	ISBN Number	dt/mm/yr
1.	Impact of GST & Demonetization on Tourism	Contemporary Issues	International Level	ISSN.NO:2320-4168	4 th Mar2017
2.	Employee Turnover-A contemporary Issue for Hotel Industry in Tamil Nadu	Emerging Trends in Commerce and Management: challenges and Strategies in the Global Scenario	International Level	ISBN.No: 978-93-80530-42-0	14 th &15 th February2012
3.	Foreign Direct Investment in Indian Tourism Sector	Impact Of Foreign Direct Investment on Indian Economy	National Level	ISBN.No: 978-81-7446-843-7	10 th &11 th Feb2010
4.	Foreign Direct Investment in India – A Recent Trend	Survival and Growth Strategies in Changing Business Dynamics	International Level	ISBN.No: 978-81-8371-262-0	28 th 29 th Dec2009

Paper presented in Conference/Seminar:

S.No	Title of the Paper	International/ National /State level	Title of the Conference	Institution/College Name	dt/mm/yr
1.	Investment behaviour of Aided Autonomous Women College Teachers in Madurai District	International Level	Global Business Transformation in Digital Era	Fatima College	14th December 2022
2.	Rural Women Entrepreneurship	National level	Entrepreneurship in Industry 4.0 : A Glimpse	Mannar Thriumalai Naicker College	16th December 2022
3.	A study on Awareness and participation in Government Programmes	International Level	Skill Development	S.Ramasamy Naidu Memorial College	16,17 November 2022
4.	Green Sheen – A Corporate Sin Against Ecosystem	National Level	Wealth Creation Through Personal Financial Management	GIET University, Gunapur, Odisha	13 th September 2021
5.	Leveraging the Power of ICT's to Empower Rural Women Digital and Digitized Literature	National Level	Recent Trends in Digital Literacy in the areas of Management, Engineering, Economics, Commerce, Social Sciences and Humanities	Global Multidisciplinary Research & Academic Foundation, (GMRAF) Chennai.	29 th February 2020
6.	Exploring the Motives of Eco-Conscious	International Level	Catalysts in Forecasting Business Management	Vijay Institute of Management, Dindigul	7 th February 2020

	Consumer				
7.	Financial Inclusion of Amplification of Eco-Tourism in Madurai District	State level	Digital Literacy and Its Impact on Indian Economy	Department of Commerce, V.H.N.S.N College, Virudhunagar	27 th September 2019
8.	A Study on Consumer Behaviour towards crowdurfing in online shopping	International Level	Contemporary Issues, Challenges and Recommendations On Digitalization	Research Department College, Madurai	4 th January 2019
9.	A Study on Financial Inclusion for Sustainable Development of Eco-Tourism and Allied Industries in Madurai District	ICSSR Sponsored National Level Conference	Insolvency and Bankruptcy code, 2016 – New Bankruptcy Law for the Revival of Indian Economy	Department of Commerce, V.H.N.S.N College, Virudhunagar	3 rd & 4 th January 2019
10.	A Study on Impact of Digital Marketing in Indian Travel & Tourism Industry	International Level	Digital Marketing – A Global Perspective	Department of Management Studies, Fatima College, Madurai	10 th August 2018
11.	Opportunities and challenges for Women Entrepreneurs	National Level	Entrepreneurship in India: Opportunities and Challenges	PG & Research Department of Commerce, Vivekananda College, Tiruvedakam	4 th January 2018
12.	Empowering Women through Entrepreneurship	International Level	Entrepreneurship & Development of Small and Medium Scale Enterprises in Global Era	PG Department of Commerce with Computer Applications, Mangayarkarsi College of Arts & Science for Women, Madurai	26 th August 2017

13.	Impact of Demonetization on TourismSector	International Level	Contemporary Issues of Commerce, Management & IT	PG Department of Commerce with Computer Applications, Mangayarkarsi College of Arts & Science for Women, Madurai	4 th Mar2017
14.	Impact of GST on Indian Economy	International Level	Contemporary Issues of Commerce, Management & IT	PG Department of Commerce with Computer Applications, Mangayarkarsi College of Arts & Science for Women, Madurai	4 th Mar2017
15.	Impact of Demonetization on Tourism	International Level	<i>Impact of Demonetization on Small & Medium Scale Industries</i>	PG Department of Commerce, S.VellaichamyNadar College, Madurai,	27 th January 2017
16.	Employee Turnover : A ContemporaryIssues for Hotel Industry in Tamil Nadu	International Level	Emerging Trends in Commerce and Management: challenges and Strategies in the Global Scenario	PG Departement of Commerce,Sri Kaliswari College, Sivakasi	14 th &15 th February 2012
17.	Environmental Accounting of CorporateSector	National Level	Green Business-Powering Sustainable Development	Department of Management Studies, Fatima College, Madurai	15 th September 2012
18.	Data Synchronization in MobileComputing	National Level	Computational Intelligence –NCCI 12	PG Department of Computer Application and IT, Fatima College, Madurai	22 nd September 2012
19.	The need for effective Tourism marketingStrategies in India	International Level	The contemporary Practices in Finance and Marketing	Nehru Institute of ManagementStudies, Coimbatore	11 th &12 th February 2011

20.	Foreign Direct Investment In Indian Tourism sector	International Level	The Impact Of Foreign Direct Investment on Indian Economy	Department of Commerce, Loyola College	10 th &11 th February 2010
21.	Microfinance for Women Empowerment	International Level	Opportunities and Challenges for Women in Business	Department of Commerce, Fatima College	29 th January 2010
22.	Impact of Economic Recession in Indian Tourism –Current Trend	International Level	Global Recession and its Impacts	Department of Economics, Fatima College, Madurai	22 nd January 2010
23.	Foreign direct Investment in India – A Recent trend	International Level	Survival and Growth Strategies in Changing Business Scenario	Department of Commerce, Annamalai University	28 th 29 th December 2009

Detail of Project: (Institutional Sponsored Research Project):

S.No	Project Title	Status	Amount	Institution Name	Year
1.	New Paradigm of Outcome-Based Education – An Avalanche	Completed	Rs.10,000	Mannar Thirumalai Naicker College	2019
2.	A study on Consumer Perception Towards Greenwashing in Madurai District	Completed	Rs.20,000	Mannar Thirumalai Naicker College	2018

Symposium/Training Programme Attended (other than MTNC):

S.No	International/National / State Level	Title of the Programme/Course	Name of the Institution/University	dt/mm/yr
1.	National level Symposium	IFRS, Accounting Standard and Companies Act 2013 – Moving Towards a Paradigm Shift	Vivekananda College, Tiruvedakam	15 th March 2014
2.	Training Programme	Basic Training Programme on Human Rights	Sri S.Ramasamy Naidu Memorial College, Sattur	25 th January 2020

FDP/ Workshop/Conference Attended in MTNC:

S.No	International/National/ State Level	Title of the Workshop/Conference/FDP	Name of the Institution/University	Month and Year
1.	Faculty Development Programme	National Insights of National Educational Policy (NEP 2020)	Mannar Thirumalai Naicker College	18th March 2023 – 1 day
2.	Faculty Development Programme – State Level	Dynamics of Research Publications	Mannar Thirumalai Naicker College	15th & 16th September 2022- 2 days
3.	National level - Faculty Enhancement Programme	Education 4.0 for Sustainable Economic Development	Mannar Thirumalai Naicker College	27 th April 2022
4.	State Level	21 st Century Skills	Mannar Thirumalai Naicker College	5 th March 2020
5.	State Level	Promotion of API Score and Career Advancement Scheme	Mannar Thirumalai Naicker College	3 rd March 2020
6.	State Level	E-Content Development and Digital Tools usage	Mannar Thirumalai Naicker College	29 th February 2020

	State Level-Workshop	Research Writing and Publications: Theory and Practice	Mannar Thirumalai Naickar College, Madurai	19 th October 2019
7.	State Level	Outcome Based Education	Mannar Thirumalai Naickar College	28 th August 2019
8.	State Level	Prospects of Outcome Based Curriculum	Mannar Thirumalai Naickar College	9 th March 2019
9.	State Level	One Who can Do Teachers! How to do? And what to do?	Mannar Thirumalai Naickar College	8 th March 2019
10.	State Level-Workshop	Technicalities of Writing Research Proposals	Mannar Thirumalai Naickar College, Madurai	29 th June 2018

Conferences, Seminars, Workshops and other Programme Organized:

S.No	Position Held	Title of the Conference/Workshop/Seminar	Name of the Institution/University	Month and Year
1.	Convenor	One day International Conference on “Skill Development, Entrepreneurship and Emerging Technologies for International and Indian Youth”	Mannar Thirumalai Naickar College, Madurai	16.02.2024
2.	Organizing Secretary	One day National Seminar on “Entrepreneurship 4.0 – A Glimpse - One Day National Level Seminar	Mannar Thirumalai Naickar College, Madurai	2023
3.	Organizing Secretary	Contemporary and Upcoming Issues in the field of Intellectual Property Rights - One Day National Level Seminar	Mannar Thirumalai Naickar College, Madurai	2022
4.	Co- Convenor	Kolu Bommai - Expo and Sale	Mannar Thirumalai Naickar College, Madurai	21st and 22nd September 2022

5.	Organizing Secretary	Fundamentals of Stock Market – National level Seminar	Mannar Thirumalai Naickar College, Madurai	2021
6.	Convenor	Contemporary Issues in Accounting- State Level workshop	Mannar Thirumalai Naickar College, Madurai	10 th January 2020
7.	Convenor	Right to Education - State level Seminar	Mannar Thirumalai Naickar College, Madurai	24 th December 2019

Positions held at MTNC:

S.No	Name of position	From	To
1.	Assistant Controller of Examinations	2023	Till date
2.	Human Rights Club – Convenor	2019	2023
3.	Cyber Jakrutha Thivas Committee – Convenor	2021	Till date
4.	Soft Skill Development Committee – Member	2021	2022
5.	Library Stock Verification Committee	2019	2021
6.	IQAC/AQAR Preparation Committee- member	2019	2022
7.	Co-Ordinator –Diploma Course – RETAIL MANAGEMENT (UGC SPONSORED COURSE under National Skills Qualification Framework Scheme)	2019	2020

Webinar Attended:

S.No	International/National/ State Level	Title of the Webinar	Name of the Institution/University	Month
1.	State Level	Academic Research Writing	Idhaya College for Women, Sarugani	1 st May 2020
2.	National Level	An Effective Research Paper Writing Skills	BhagwanMahavir University, Surat, Gujarat	13 th April 2020 to 16 th April 2020
3.	National Level	Wealth Creation through Personal Financial Management	Department of Management Studies,GIET University, Gunapur, Odisha	13 th Septem ber 2021