



DR.G.BALAMURUGAN

Assistant Professor

Area : HUMAN RESOURCE, OPERATIONS & MARKETING

Educational Background:

- Ph.D. in Management from Bharathidasan University, Trichy
- M.Phil. in Management from Bharathidasan University, Trichy
- Master of Business Administration (M.B.A.), Bharathidasan University
- PGDIB from Pondicherry University
- PGDLL from Annamalai University
- Qualified SET(Management) during March 2006

A Change Agent and currently handling new initiatives that relate to Organisation Behaviour, Human Resource Management, Business Communication, Strategic management, Integrated marketing Communication, Legal aspects and a few other initiatives in the form Live Case Studies, Stress Busters, Brainstorming & Ice Breaking Sessions. A Person who encourages Activity Based Learning to shape the Students' behaviour. Also contributed towards research by conducting Field Surveys in HR Issues & guiding Students for their Research Area & Analysis.

Roles performed within the Department:

- ✓ Acted as Class Coordinator from 2023 for 2023-2025 Batch
- ✓ Performed the role of Industrial Visit Coordinator during 2022-2023
- ✓ Have nurtured Students & conduct Guest Lectures during 2021-2022 for various Management Events as Seminar & Guest Lecture Coordinator.
- ✓ Acted as Placement Coordinator for MBA during 2020-2021
- ✓ Cultural & Sports Coordinator in 2015-16 & 2021-2021
- ✓ Industrial Visit Coordinator in 2011-2012 & 2015-2016
- ✓ Acted as Alumni Coordinator in 2019-2020
- ✓ Class Incharge & Project Coordinator in 2011-13 & 2016-2018
- ✓ Seminar & Event Coordinator in 2010-12 & 2021-2022
- ✓ Exam Coordinator for MBA Dept. in 2014-2015
- ✓ Have performed Anti Ragging Member, Time Table Coordinator, Exam Schedule Coordinator Class Committee Coordinator, Event Coordinator etc in different tenures from 2009 to 2023.



Roles Performed for the Institute:

- ★ Acted as Chief Superintendent for University Examinations during Feb/March 2022
- ★ Performed role as a Member in Sanitation & Hygiene Committee during 2020-2021
- ★ Acted as Member of Anti Ragging Committee for MBA during 2015-16 & 2021-2022

Publications:**Papers published in UGC Care listed journals:**

- Have Authored & Published 22 Research Papers in UGC Care Listed Journals

Number of papers published in refereed indexed journals:

- Have Authored & Published 58 Research Papers & Articles in refereed indexed journals

Chapters contributed in books:

- Have authored 4 Chapters in a Book on Managing Change under Laxmi Publications.
- Have co-authored book on Performance Management under Thakur Publications.

Conference proceedings:

- Have Contributed 46 Papers in the Proceedings of various National & International Conferences

Papers presented:

- Presented 62 Papers in various National & International Conferences.

Examinership Details:In Anna University:

- Acted as an Internal Examiner in Project Viva-Voce, Paper Valuation & Acted as Internal Examiner for Project Viva Voce & DABM Lab in Anna University.
- Question Paper for MBA & BE & B.Tech. Degree Examinations for Anna University.

External examiner:

- Performed as External Examiner for Project Viva-Voce, Lab & acted Scrutiny Member & Audit member for various Universities & Autonomous Institutions

Member of Inspection committee:

- ❖ Acted as Member for Affiliation Committee for Anna University.

BOS member:

- Acted as BOS Member for MBA Courses for Autonomous Institutions under Bharathidasan University since 2013
- Acted as BOS Member for MBA Courses for Autonomous Institutions under Anna University & Deemed Universities since 2015.

Doctoral Committee Member for Ph.D. Scholars(Management) in following Institutes/Universities:

- ✓ Anna University
- ✓ Bharathidasan University
- ✓ PRIST University, Thanjavur
- ✓ Sathyabama University, Chennai
- ✓ SRM University, Chennai

Membership in professional Bodies:

- ❖ Active member in National Entrepreneurship Network & AIMA.

Research Guidance:

No. of Ph.D. awarded under Guidance:

- 1 Candidate has been awarded Ph.D. under Category-B in Bharathiar University,Coimbatore.
- 2 Candidates are doing Ph.D. in Bharathiar University.

No. of M.Phil.Candidates awarded under Guidance(before 2010):

- Produced 8 Candidates under Management

Number of MBA projects guided:

- Guided 115 Students

Programs Organised:

- Organised a Guest Lecture on Supply Chain Management during May 2022
- Conducted a Event on E-Learning Platforms in May 2022
- Organised a Webinar on "Self Efficacy & Positive Minset" on 19.01.2021
- Organised a One Day Workshop on Employability Skills in 23.09.2015
- Organised several Workshops & Guest Lectures for Students in Anna University,BIT Campus Trichy form 2009-2022

Resource Person & Guest Lectures Delivered:

- Acted as Resource Person & delivered a Speech on Start-Up & Entrepreneurship at Mahendra Engineering College(Autonomous), Namakkal during July 2023
- Delivered a Speech on Positive Thoughts & Self Motivation at Kauvery Hospitals, Trichy during March 2023.
- Acted as Resource Person & Delivered a Speech for a Session in AICTE Sponsored One Week STTPon Interpersonal Skills at P.S.R. Engineering College,Sivakasi on 21.08.2020
- Acted of Resource Person in different Guest Lecture Sessions in different Institutions in and around Tamil Nadu from 2010- 2023
- Acted as Keynote Speaker in Seminar/Conferences:
 - ✓ International Conference on "Innovation in Business" held at Karpagam deemed University during February 2015
 - ✓ National Conference on HRD Held at Kongu Engineering College,Erode during October 2016
 - ✓ International Conference on Business Intelligence conducted by MAM College of Engineering,Trichy during January 2016
 - ✓ National conference on E-Business & Business Intelligence at AVVM Sri Pupam College,Thanjavur

Lectures Delivered:

Have Delivered Special Lectures on Skill Development,Self Managemnt and Motivation,Personality and Perception in the Following Institutions from 2009 to 2023

- ✓ Saranathan Engineering College,Trichy
- ✓ Indra Ganesan College of Engineering,Trichy
- ✓ Holy Cross College,Trichy
- ✓ AVVM Sri Pushpam College,Poondi



- ✓ Parisutham College of Engineering,Thanjavur
- ✓ Velammal College of Engineering,Chennai

Programmes Attended:

FDP /orientation/Refresher programs/Industrial Training attended (with number of days):

- ❖ Attended 28 Days Orientation Programme in Bharathidasan University during January -February 2015
- ❖ Online Refresher Programme in Management (ARPIT by Swayam)
- ❖ Attended 2 Weeks TEQIP Sponsored FDP on Enhancing Classroom Communication at Anna University,BIT Campus,Trichy during July 2016
- ❖ Attended 1 Week FDP on Innovative Teaching Pedogogy at Velammal College of Management Studies during April 2008
- ❖ One 14 Days FDP on Entrepreneurship at ACCET,Karaikudi in December 2017
- ❖ Attended various 2 Week FDPs-5(3 Offline, 2 Online)
- ❖ Having attended 2 Weeks Online FDP on "Data Science for All" conducted by IIITDM,Jabalpur
- ❖ Attended different 1 Week FDP/ Workshop- 4
- ❖ Have attended ATAL 1 Week FDP- 3 (Online Mode)
- ❖ Attended ATAL 1 Week FDP conducted by IIM-Nagpur
- ❖ Attended a 3 Weeks Industrial Training Programme Conducted by BSNL(RGMTTC).
- ❖ Have done 4 NPTEL Courses under Management.

