



**me: R.BALAKRISHNAN**

Designation: Assistant Professor

Specialization: Marketing and Operations

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**Qualification**

B.Tech.,M.B.A., (Ph.D)  
Net qualified

**Work Experience**

19 years Industry Experience  
12 years teaching experience

**Courses Facilitated**

**Member on Committees / Editorial Boards**

**Professional**

DEGREE	SPECIALIZATION	INSTITUTE	UNIVERSITY	YEAR OF PASSING
B.Tech	Textile Technology	P.S.G.College of Technology	Bharathiar University,Coimbatore	1989
M B A	Business Administration	Regional Engineering College,Trichy NIT,Tiruchirapalli	Bharathidasan University, Tiruchirappalli	1992
Ph.D	International Business	Kongu Engineering College( completed in July,19)	Anna University	Submitted the thesis for scrutiny

**Career Summary**

Career				
Academics	Jain (Deemed-to-be University)	Assistant Professor	August 22	Till date
Academics	Jain (Deemed-to-be University)	Assistant Professor	21-09-2019	July 2022
Academics	Bannari Amman Institute of Technology-Sathy	Assistant Professor Level III	23-03-2011	7Year(s) & 9Month(s)
Industry	Ramana Textiles Private Ltd	Consultant	10-01-2009	2Year(s) & 2Month(s)

**Memberships**

Industry	Adwaith Lakshmi Industries Limited	Manager	23-04-2008	0Year(s) & 8Month(s)
Industry	Sunbright designers pvt.ltd	Marketing Manager	15-10-2003	4Year(s) & 4Month(s)
Industry	Ashima Limited	Senior Manager	16-12-2002	0Year(s) & 8Month(s)
Industry	Sethuraman Textiles	Manager	01-07-1999	3Year(s) & 5Month(s)
Industry	Shri Renuga Textiles Ltd	Manager	01-05-1995	4Year(s) & 2Month(s)
Industry	Sri Ayanar Exports	Executive	03-05-1992	2Year(s) & 11Month(s)

**Research Interest**

International Business

**Research Publications**

- Balakrishnan.R, "Business Drivers of woven apparel Exports", Asian Journal of Research in Social Sciences and Humanities, Vol. Vol. 6, No. Issue 6, pp 16-20, JUN 2016
- Balakrishnan.R, "Effectiveness of advertisements and promotional strategies in automobile industry ", Intercontinental Journal of Marketing research review, Vol. 1, No. 6, pp 48-55, AUG 2013
- Dr.Murugappan.S , Balakrishnan.R , "Study on buyers buying behaviour of housing property", Intercontinental Journal of Marketing research review, , Vol. 1, No. 7, pp 52-64, SEP 2013
- Balakrishnan R, "Study on Effectiveness of Training Given to Employees at Sugar Mill ", Research Journal of Social Science and Management, Vol. 3, No. 7, pp 15-22, NOV 2013

**Articles / Case Studies****Consultancy / Projects****Books / Chapters****Customer relationship Management**

Activities	
Recognition / Awards	
Seminar Conferences Attended	<ol style="list-style-type: none"> <li>1. Balakrishnan.R, "<b>A Study on Customer Satisfaction towards Reliance Jio during its Trial/Free Service period</b>", Restructuring the critical aspects of Business, Economy and Management, Bannari Amman Institute of Technology, Sathyamangalam, December 2017</li> <li>2. Balakrishnan.R, "<b>A study on Non performing Asset of Public, Private and Foreign Banks</b>", Restructuring the critical aspects of Business, Economy and Management, Bannari Amman Institute of Technology, Sathyamangalam, December 2017</li> <li>3. Balakrishnan.R, "<b>Retail to E- tail</b>", Excellence of Innovations in Business Organisations, Mahendra Engineering College, Salem, October 2014</li> <li>4. Balakrishnan.R, "<b>Competency Mapping of Human Resource</b>", Excellence of Innovations in Business Organisations, Mahendra Engineering College, Salem, October 2014</li> <li>5. Balakrishnan.R , "<b>An impact of viral marketing and its modified contemporary forms</b>", Transformation and survival of business organisational challenges and opportunities, MVJ College of engineering, Bangalore, September 2013</li> <li>6. Balakrishnan.R, "<b>Optimization of Customer experience in Super Market</b>", Transformation and Survival of Business Challenges and Opportunities, MVJ College of Engineering, Bangalore, September 2013</li> <li>7. Balakrishnan.R, "<b>Application of Technology by rating agencies for evaluating the financial strength of Banks</b>", Innovations in Engineering and Technology for Sustainable Development, Bannari Amman Institute of Technology, Sathyamangalam, September 2012</li> </ol>