

**Name** : SUBRAMANIA BALA JESHURUN

**Designation** : Assistant Professor

**Department** : Business Administration

**Date of Joining** : 10/02/2011

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**Educational Qualification:**

DEGREE	SUBJECT	COLLEGE / UNIVERSITY & PLACE	YEAR COMPLETED
B.Sc	Electronics	St. Johns College,	2008
MBA	Management	Karunya University, Coimbatore	2010
M.Com	Marketing	MKU, Madurai	pursing
MA	Business Economics	Annamalai University, Madurai	2013
PGDHRM	Human Resources Management	Annamalai University, Madurai	2011
PhD	Management	Karpagum University, Coimbatore	pursing

**Specialisation in Teaching:**

Management, Marketing, Finance, Service Marketing, Entrepreneurship, Financial Account, Project Management, Marketing Management, Security & portfolio analysis etc..

**Specialisation in Research:** Services Marketing.

**Research Interests:** Total Quality Management.

**Publications:**

**Books:**

- Lambert Academic Publishing on 'Total Quality Management' ISBN No: 978 - 659-33650-8.
- Lambert Academic publishing on 'Store loyalty' ISBN No: 978-3-659-35668-1.

**Articles Published in International Journals:**

- South Asian Research journal on Job Satisfaction of employees trans ISSN: 2249-7137. In textile mills.
- Asian Research Journal on Distribution Chennai ISSN: 2279 – 0667.
- Trans Asian Research perusal on : work life Balance ISSN 2279-0667.

**Conference / Seminar Presentations:**

- International conference, IIM Bangalore on TQM and published ISBN: 978 – 81-924713-0.
- International conference, Hindustan College Coimbatore on organized Retail stores.
- National conference, sivakasi, SFR College, on Role of government in educating women.