

## RESUME

**Dr.C. Balaji Viswanath B.E., MBA., PhD**

Assistant Professor

Department of Business Administration (BBA & BBA Maritime Logistics)

The American College

Madurai-625002

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### Objective:

- To adapt myself in the working environment.
- Intended to build sensible career.

### Academic Qualification:

S.no	Course	Institution	Percentage Secured
1	Doctor of Philosophy (PhD) in <b>Marketing</b>	Madurai Kamaraj University, <b>Registered on Dec-2015</b>	<b>Viva-voce Completed on 24/09/2020</b>
2	Post-Graduation [ <b>Master of Business Administration– Human Resource &amp; Marketing</b> ]	Anna University, Chennai Regional Centre, Madurai	7.58 CGPA
3	Under Graduation [ <b>B.E Computer Science Engineering</b> ]	SRM Valliammai Engineering College, Chennai	65
4	Higher Secondary	Mahatma Montessori Higher Secondary School, Madurai	82.66
5	Matriculation	EBG Matric High School, Madurai	78.81

## Work Experience:

- **Total Work Experience: 10 Years**

<b>S No</b>	<b>Institution</b>	<b>Period</b>	<b>Duration</b>
1	The American College, Madurai	Since Jan 2021	-
2	Sri Krishna Arts and Science College, Coimbatore	May 2017 to Dec 2020	3.5 Years
3	Dinamalar Group of Institutions, Madurai	May 2015 – March 2017	2 Years
4	SreeVee Business School, Dindigul	Jan 2014 – Apr 2015	1.5 Years

## Academic Credentials:

- No.of International Conference - 17
- No.of National Conference - 24
- No.of State Level Conference – 1
- No.of Seminar Participated - 5
- No.of Journal Publication – 8
- No.of ISBN Publication - 16
- No.of Faculty Development Programme Attended - 9
- No.of Sponsorship Seminar Participated - 8
- No.of Event Organized - 1

## **Achievements:**

- I have been invited as **Subject Expert** for Board of Studies of BBA department Sourashtra College (Autonomous), Madurai held on 09.03.2024.
- I have been nominated as **External Expert** by Madurai Kamaraj University for Research Advisory Committee (Doctoral Committee) in recent times.
- Acted as a **MODERATOR** for the technical session “Business Ethics” in the National Conference on “Small and Medium Scale Enterprises – Opportunities & Challenges in Digital India” in Association with NABARD & SIDBI held at **Silicon City College, Bangalore** on March 18, 2017
- I was honoured with Special Appreciation Award of cash prize Rs.2000/- from **Dr.R.Lakshmipathy, Publisher Dinamalar Newspaper & President Subbulakshmi Lakshmipathy Foundation** for best research work in my field of study during 2015-16 academic year.
- Won **THIRD PRIZE** in National Level Management Seminar on “Management in 21<sup>st</sup> Century”, organized by MBA Department, St. Michael College of Engineering and Technology, at Kalayarkoil in Oct 12, 2012
- Participated in the National Level Management Seminar on **EMERGING TRENDS IN MANAGEMENT** held at St. Michael College of Engineering and Technology at Kalayarkoil in Nov-2011 and secured **BEST PRESENTATION AWARD** for TOTAL QUALITY MANAGEMENT

## **BIODATA**

NAME	Dr.C.BALAJI VISWANATH
DATE OF BIRTH	30-9-1989
QUALIFICATION	B.E., MBA., PhD
ADDRESS	3/88 Pandy Nagar 3 <sup>rd</sup> Street, Surveyor Colony (Opposite to District Police Office)

K Pudur (via)

Madurai- 625007

FATHER NAME A.CHIDAMBARAM (Late)

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**Reference:**

1. Dr.B. Anbazhagan

Associate Professor

Department of Business Administration

Saurashtra College

Contact No: 98421 89710

**Declaration:**

I hereby declare that the information furnished above are correct and true

Place: Madurai

Yours Faithfully

Date: