

FACULTY PROFILE

Dr. G. Balu
Assistant Professor
Department of Corporate Secretaryship
D.R.B.C.C.C Hindu College Pattabiram.
Email: balu.balu.1998@gmail.com



ACADEMIC QUALIFICATIONS

Dr. G. Balu is an academician with qualification in Commerce and Management. He Completed his B.Com., from C. Kandasamy Naidu College for Men, Anna Nagar Chennai, and M.com., from A.M. Jain College Meenambakkam, Chennai. He pursued his M.Phil., from University of Madras and further broadened his expertise by obtaining an MBA from Bharathiar University. He earned his Doctor of Philosophy in Commerce from prestigious University of Madras. He also qualified the UGC-NET in Commerce and Management.

TEACHING EXPERIENCE

Dr. G. Balu brings with him an extensive teaching experience of 27 yrs, the entirely if which has been dedicated to shaping students at DRBCCC Hindu College., Pattabiram. Beyond the regular courses he has handled the foundation classes for CA/CMA/ACS students. He also served as Coordinator for Citizen Consumer Club, Coordinator Red Ribbon Club and NSS Programme Officer for the Past 14 Years (2007 to 2020) towards social responsibility and community engagement among students.

RESEARCH AND PUBLICATIONS

Dr. G. Balu has actively participated and presented papers in various National and International Conferences and Journals. He has also published books on Financial Management, Marketing Management, Marketing Research, Sales and Distribution Management, Retail marketing, Business Environment and Business Economics.

AREAS OF SPECIALISATION

Finance and Accounting, Human Resources and Marketing.

EVALUATION AND EXAMINERSHIP

Dr. G. Balu is also served as External Examiner and Question Paper Setter for SRM University, University of Madras, Tamil Nadu Open University DG Vaishnav College, Loyola College, New College and JBAS College Chennai, and NGP College Coimbatore.