


Short profile of the Speaker / Trainer

Name	: Prof. Dr. B. BALAMURUGAN	
Qualification	: MA (Eco), MA (Pub Admn), MBA, M. Phil, Ph.D., MISTE	
Affiliation	: Asst. Professor, HHRC,	
Special Skills	: Resource Person-UGC-HRDC, Quiz Master, Trainer & Motivational Speaker: Life Skills Management	
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Dr.B. BALAMURUGAN is a prominent teacher of Economics & Management, has 25 plus years of academic & administrative experience. He holds triple master's Degree - Economics, Public Administration, & Business Administration with Doctorate in Industrial Economics. He has served as Director of MBA in various leading MBA Institutions for more than a decade.

He is a life member of Indian Society for Technical Education and has trained as Corporate Trainer over 1400 people including Academicians, Executives and Professionals in various organizations (**BHEL** Human Resource Development Centre, **State Bank of India** learning Centre, **Indian Medical Association**-DDA, Industrial & Technical Consultancy organization-**ITCOT** of Tamil Nadu, Entrepreneurship Development Institute Chennai, and UGC Human Resource Development Centre, **UGCHRD**C Bharathidasan University). Being a QUIZ MASTER, he has conducted many Quiz programmes for students. He is also certified SOFT SKILL Trainer by ICT-TNSCHE, Govt. of TamilNadu.

He has delivered more than 280 invited talks / motivational speeches for students in various colleges / universities on **variety of topics such as:** (Career Opportunities after UG, Trends in Financial management, Digital India and Digital Learning, Get ready for the Interviews, Operations management, U R the Creator for your Career, Selling yourself, Entrepreneurial avenues, Demonetization: causes & concerns, Time Management, Mind your Mind, Self-Motivation, Body Language: be positive, GST & Indian Economy, Black money and Its Impact, Challenges of Women Entrepreneurs, Crypto currency, Consumer Awareness & their rights, Digital India Need & Emergence, CRY... for not to cry, Cashless Economy, Choice is yours, Relevance of Make in India concept, Trade crisis between America & China, Smart city: features, strategy and challenges, Research methods for social sciences, Intellectual Property Rights, Patents & Copyright, Motivating oneself, Be your own Boss, Lateral thinking) and has delivered assorted special talk about Union Budget every year. (As on date he has delivered 29 talks in GST alone in different colleges & universities).

Online Talks: From March 2020 till today he has acted as Resource Person for several FDPs and WEBINARs for various colleges on the following **topics:** Benefits of Online Learning, E-Pathshala- a Platform for online learning, Digital India and Digital Learning. Overview of Digital Marketing, E-Commerce and its significance, Entrepreneurial Avenues, Digital India: Need Emergence, Post Covid-19: Business opportunities in India, Know Plagiarism No Plagiarism, Workforce challenges in post Covid, Digital learning in Higher Education, Research Readiness, Outline of SEO & PPC, Best Online platform forms for Research, Intellectual Property Right, Smart city: features, and challenges, Digital Marketing trends in India etc., Online learning & ICT in India, Top e-learning platforms in India.

He has presented research papers in many conferences held in various places including Indian Institute of Technology, Delhi, Maharaj Sivaji University Gujarat, Indian Institute of Management-Kozhikode, University of Kelaniya - Columbo, Chulalongkorn University- Bangkok and Clute Institute of Research, Orlando. He has contributed articles in several journals which includes 9 international publications. Also, he has accredited as foreign expert evaluator for Ph D thesis.

He has received best paper award for his presentation on 'Students' motivation: Challenges & Possibilities' in Florida.

'Instead of blaming the dark..... Let us light the lamp '