



Prof.Dr.ADALARASU BALRAJ
MBA, M.Phil, (Mgt), PGDPMIR, HDSE, Ph.D

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More than two decades of Experience, in which 16 years of experience in Academic, Research and Administration & 4 years of experience in the corporate sector in the domain Marketing and Administration. Career objective is to serve the society by engender the Nobel Citizen through teaching process, Mentoring to habituating good thoughts and behaviours to the future visionaries of the nation.

PROFILE SUMMARY

- Enhanced record of promoting the welfare of the institution by enhancing staff efficiency and productivity through efficient administration, effective motivation & guidance.
- Established professional excellence in formulating & implementing consistent operation of institution complying with all regulatory provisions.
- Reformist attitude with strong contributions & urge to add value to education policy including value added courses, student development programs, policy making and institution image building activities.
- Demonstrated excellent management and organizational skills to ensure college decorum and discipline as well as well-being of the students
- Contribute to the teaching of students, including lecturing, consultations with individual students, and supervision of research students; contribute to the development of the academic programmes within the discipline assume responsibilities for management and administrative tasks.
- Using knowledge of various facets of teaching and commitment to enhance the quality standards of academic programs by utilizing latest technology, research & learning methods to assure students' success, confident to provide leadership & guidance to students & staff members

Core Competencies: ♦ Self Motivated & Pro active ♦ Academics & Research ♦ Professional Leadership ♦ Value Added Courses ♦ Extra-Curricular Involvement ♦ Student Individual Development ♦ Discipline Management ♦ Parental Guidance & Involvement ♦ Training & Mentoring ♦ Career Counselling ♦ Student and Staff Assessment ♦ Consistency in maintaining excellent relationship with students, parents, faculties, corporate, professional bodies and internal/external administrators.

ORGANIZATIONAL EXPERIENCE

Since from 16th August 2019 to Till date Dean Research in KG College of Arts and Science

Key Result Areas:

- ❖ Motivating the staff members to publish article in Scopus journals.
- ❖ Coordinating to organize International Conference
- ❖ Editor for College Newsletter and online journal
- ❖ Industry institution Interaction

Since from 3rd August 2009 to 25th May 2019 / RVS Technical Campus- Coimbatore / Founder Dean (FOM)
(Additional Responsibility as a Dean- Administration)

Key Result Areas:

- ❖ Performed important task in getting affiliation and approval of both AICTE and Anna University, Chennai & NAAC Accreditation
- ❖ Planning and Implementation of strategies for getting admission both engineering and management and college image building.
- ❖ Responsible for smooth functioning of Institution, remains safe, and providing an excellent learning environment for its students
- ❖ Chaired as one among the panel over the adjudication process; mediating discussions among concerned parties involved whenever students issue occurs and disciplinary actions taken as a lesson to other students.
- ❖ Manage, evaluate and supervise effective and clear procedures for the operation and functioning of the College consistent with the philosophy, mission, values and goals of the Institution including instructional programs, extracurricular activities, discipline systems to ensure a safe and orderly climate, building maintenance, program evaluation, personnel management, office operations and emergency procedures
- ❖ Institute the Semester wise academic plan and the master time table for conducting the academic and extracurricular activities that constitute with the Institution Mission and Vision statement.
- ❖ Establish procedures for evaluation and selection of instructional materials and equipment, approving all recommendations
- ❖ Supervise the instructional programs, evaluating lesson plans and observing classes (teaching, as duties allow) on a regular basis to encourage the use of a variety of instructional strategies and materials consistent with learning and student development
- ❖ Faculty Recruitment, Faculty assessment measures and grievances handling of both students and staffs.

Key Highlights:

- In 2016, NIRF Ranking got 47th Best Institution Rank among top 100 Management Colleges in India
- Organized three National Level Seminars in the following topics
 - ❖ Contemporary Practices for the success of Indian Business
 - ❖ Advanced Management Concept
 - ❖ Socio-economic revolution in modern Indian Business

- Organized 10 episode of Management Meet in the name Olympus and 7 volume of Student Meet in the name Dreamz
- Organized various Organized Guest Lectures, Corporate interaction programs, Workshops and Faculty Development Programs
- Research Supervisor in Anna University, Bharathiar University and Karpagam University.
- Chief Editor for the International Journal “RVSFOM Journal for Research” and the College News letter “Prajana”.
- Acted as a Chief Superintendent for Anna University Theory and Practical Examinations & Chairman for MBA Board Paper valuation in Anna University.
- Certified Internal Auditor

2nd June 2008 to 2nd Aug 2009 / RVS College of Engineering & Technology, Coimbatore / Assistant Professor /HoD

Key Result Areas:

- ❖ Prepared annual budget for the department after consulting with the faculties and finance section of the trust office to establish benchmarks for the department.
- ❖ Conducted periodic meeting with faculty, students and parents meeting for improving student performance.
- ❖ Responsible for smooth functioning of the Department and providing an excellent learning environment for its students
- ❖ Acted as a Member in students disciplinary action proceedings

Key Highlights:

- Acted as an Exam cell Co-coordinator and conducted the Anna University Examinations
- Question paper setter and evaluator in university and autonomous institutions
- Have experience as student Advisor, Mentor and Counselor
- Prepared Mandatory disclosure and other documents required for AICTE and Anna University

13th Jan 2003 to 27th May 2008 / Karpagam College of Engineering, Coimbatore / Lecturer

Key Result Areas:

- ❖ Handled various theory and practical papers for MBA, MCA and U.G Engineering students
- ❖ Acted as a coordinator in getting NBA accreditation for the department
- ❖ Organized Four National Level Seminars in the following topics
 - Business Strategies for Rural Markets in India
 - Data Mining for Business Intelligence
 - Retail Marketing Strategies
 - Corporate Social Responsibilities and Ethics
- ❖ Organized as a coordinator in conducting national level business quiz meet by name Audacious and International Conference ISCO
- ❖ Responsible for Management Association activities
- ❖ Acted as a Member in students disciplinary action proceedings

Key Highlights:

- Acted as an Exam cell Co-coordinator and conducted the Anna University Examinations and First Autonomous Examination for the College
- Question paper setter and evaluator in university and autonomous institutions
- Have experience as student Advisor, Mentor and Counselor

2nd Aug 2002 to 12th Jan 2003 / Nehru College of Management, Coimbatore / Lecturer

Key Result Areas:

- ❖ Handled various theory and practical papers for MBA students
- ❖ Acted as MBA Main Project Guide
- ❖ Responsible for Management Association activities

Key Highlights:

- Acted as an Exam cell Co-coordinator and conducted the Bharathiar University Examinations
- Have experience as student Advisor, Mentor and Counselor

14th Aug 2001 to 1st Aug 2002 / Nokia Mobile Phone Distributor–Circuit World / Executive- Channel Sales

Key result Area & Highlights:

- Appointed dealer and retail outlet for sales.
- Extensive travelling to various places in Tamilnadu to fix the POP terminals
- Interacting with corporate peoples for corporate order
- Conducted various interactive sessions with corporate for highlighting the product details

18th Jun 1998 to 13th Aug 2001 / Nestle Products Distributor-Manisha Marketing / Office Manager

Key result Area & Highlights:

- Appointing retail outlet for sales
- Administering the office
- Managing the five sales executives and fixing the sales target
- Going to the field to get feedback from the dealer about the sales executives visit
- Conducting internal auditing
- Interacting with company people and all the correspondence

PROFESSIONAL QUALIFICATION

- ♥ In **1996** obtained **B.Sc., Chemistry** from Sri Ramakrishna Mission Vidyalaya College of Arts and Science – An Autonomous Institution affiliated to **Bharathiar University**, Coimbatore with **First Class**.
- ♥ In **1996** obtained **HDSE (Higher Diploma in Software Engineering)** from Aptech Computer Education, Coimbatore with **First Class**.
- ♥ In **1998** obtained **MBA (Systems & Marketing)** from Shri Nehru Maha Vidhyalaya Institute of Management affiliated to **Bharathiar University**, Coimbatore with **First Class**.
- ♥ In **1999** obtained **PGDPMIR (Post Graduate Diploma in Personnel Management & Industrial Relations)** from **Annamalai University**, Chidambaram with **Second Class**.
- ♥ In **2004** obtained **M.Phil, (Management)** from **Alagappa University**, Karaikudi with **First Class**.
- ♥ In **2009** obtained **Ph.D (Management)** from **Bharathiar University**, Coimbatore with **Highly Commended**

OTHER CREDENTIALS

- Awarded Certificate of Merit for rendering social service in maintaining Law and Order and Communal Harmony by being an active member in RSP, NSS and NCC.
- Received cash Award from Anna University Vice-Chancellor Dr.Balagurusamy for giving 100 percentages result in two papers and produce cent percentage of results in every year.
- Acted as a Coordinator for organizing various National Workshops, Symposium, Seminars in the Department.
- Acted as an Examiner in MBA Board for Anna University Chennai and Coimbatore.
- Resource person in Madurai Kamarajar University, Annamalai University, Periyar University, Anna University Chennai, Bharathiar University, Anna University of Technology, Coimbatore
- Life Member in ISTE Chapter and Coimbatore Management Association
- Member in Lions club

Research Experiences: MBA Projects Guided: 150 M.Phil Projects Guided: 2 Ph.D Guidance: 04
Ph.D Produced: 04

Papers Published: National: 4 International: 21

- Scopus : 15
- Cite Score : 03
- Index Copernicus International : 02
- Research BIB Japan : 01
- Thompson Reuters : 02
- Google Scholar : 03
- Indian Citation Index : 02
- UGC Recognized: 03

Conference/Seminar: Attended: 03 Presented: 23 Organized: 07 (National)

Workshop: Attended: 13 Organized: 7

FDP: Attended: 5 Organized: 4

Book Publication:

1. Published a Book entitled *"Functioning and Marketing Strategies of Self Help Group"* for Lambart Publishing House, Germany.
 2. Published an edited volume book entitled *"Contemporary Practices for the success of Indian Business"* with ISBN No.978-81-909150-4-5 for NCRC Publications, Coimbatore.
 3. Published a Book entitled *"Human Resource Management Text & Cases"* for Agasthiar Noolagam, Trichy
 4. Published an edited volume book entitled *"Advanced Management Concepts"* with ISBN No.978-93-81537-03-9 for NCRC Publications, Coimbatore
- Guided and Co-operated in the event of Brand Promotion Activity for Uninor in Coimbatore from 14.5.2010 to 19.5.2010
 - Guided and Co-operated in the event of Brand Promotion Activity for Max Retail in Coimbatore on 2nd and 3rd November 2010.
 - Coordinated and guided the survey of Vodafone Employee Health Survey in Tamilnadu on 10th August 2011.
 - Coordinated in the launch of JIO of reliance in the Fun mall, Coimbatore during 13th – 15th Aug 2016.

TECHNICAL PROFICIENCY

Operating System	: DOS, WINDOWS, XP
Packages	: MS-EXCEL, MS-WORD, MS-POWER POINT, TALLY, SPSS, TORA,POM
Languages	: C, C++, JAVA
RDBMS	: ORACLE 8i
DBMS	: MS-ACCESS

PERSONAL PROFILE

Date of Birth: Saturday, 2nd August 1975

Gender: Male

Nationality: Indian

Religion: Hindu

Marital Status: Married and blessed with three daughters

Languages Known: English, Tamil, Telugu (Speak only)

Passport Details: Passport Number: S4979019

Date of Expiry: 08.07.2028

Hobbies: Music and Dance

REFERENCES

- **Prof. Dr. Chandra Mohan,**
Registrar,
Rajiv Gandhi National Institute of Youth Development (RGNIYD),
Sriperumbudur – 602 105, Tamil Nadu, E-mail: profacmohan@gmail.com
- **Dr. P.R. Muthuswamy,**
Director – Academics,
Dr.N.G.P Educational Institutions,, KMCRET, Kalapatti Road,
Coimbatore – 641 048, Tamil Nadu, E-mail: kmchms@gmail.com

DECLARATION

I hereby declare that the above information provided is true and correct to the best of my commitment and knowledge

Date:

Place: Coimbatore

Dr.B.ADALARASU