

Dr Balu B

Assistant Professor

Department of Commerce

School of Business Management and Legal Studies

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✓ Professional Biography

Dr Balu B. secured his Ph.D. in Commerce from the University of Kerala in 2010. Before being joined as Assistant Professor of Commerce in the School of Distance Education, University of Kerala in 2013, Dr Balu B, after his Master's Degree in Commerce from the same University in 2002, worked as Lecturer in various institutions in Kerala such as Institute of Distance Education-University of Kerala, University Institute of Technology-University of Kerala Government Women's College-Thiruvananthapuram, Government College-Attingal, Government VHSS-Pattazhy, EKNM Government College-Elerithattu and Government College-Nedumangad. Dr.Balu B associated with National Service Scheme as a Programme Officer and also the Coordinator of the Walk With a Scholar Programme of The Kerala State Higher Education Department at Government College, Nedumangad. Dr.Balu.B specialised in Finance, Accounting and Quantitative Techniques. He also contributed immensely in the form of Research article in a number of UGC-CARE listed journals, Scopus Indexed Journal and peer reviewed Journals and paper presented in National and International Conferences.

✓ Educational Qualifications

Ph.D. in Commerce, University of Kerala, 2010

M.Com (Finance), University of Kerala, 2002

LLB, University of Kerala, 2017

B. Com (Co-operation), University of Kerala, 2000

DCFA, LBS Centre for Science and Technology, 2004

SET, Government of Kerala, 2004

NET, University Grants Commission, 2006

✓ Experience

Working as Assistant Professor at Department of Commerce since 1st August 2022.

Worked as Assistant Professor of Commerce at School of Distance Education, University of Kerala for the period from 3rd January 2013 to 1st August 2022.

Worked as Assistant Professor of Commerce at Government College, Elerithattu and Nedumangad, under the Collegiate Education Department, Government of Kerala for one and half years (2011-2013).

Associated with National Service Scheme as a Programme Officer at Government College, Nedumangad.

Associated as Coordinator of the Walk With a Scholar Programme of The Kerala State Higher Education Department at Government College, Nedumangad.

Worked as Vocational Teacher in Accountancy and Auditing at the Government VHSS Pattazhy, under VHSE Department, Government of Kerala for two years (2009-2011).

Worked as Substitute Lecturer in Commerce at The Government Women's College Thiruvananthapuram and Government College Attingal for seven months, (2009).

Worked as Contract Lecturer in commerce at The University Institute of Technology, University of Kerala, for one year (2007-2008).

Worked as a Guest Lecturer in Commerce in the Institute of Distance Education, University of Kerala since 2003 for a period of 5 years.

✓ Memberships in Academic or Professional Bodies

Member, Faculty of Commerce, University of Kerala

Member, Board of Studies (PASS) 2020, University of Kerala

Coordinator, M. Com (SDE), University of Kerala

Chairman, Board of Examiners, M. Com (SDE), University of Kerala

Chairman, Board of Examiners, MBA (Regular), University of Kerala

Chairman, Board of Examiners, MBA (SDE), University of Kerala

Chairman, Board of Examiners, B. Com Annual Scheme, University of Kerala

Chairman, Board of Examiners, B. Com Annual Scheme-Supplementary and Mercy Chance Examination, University of Kerala

Chairman, Board of Examiners, MHRM, University of Kerala

Chairman, Board of Examiners, B.Sc. Mathematics (Accounting Subsidiary), University of Kerala

Chief Examiner of B. Com and M. Com, MBA and MHRM, University of Kerala

Coordinator - B. Com Computer Application, B. Com Finance, B. Com Cooperation

Coordinator, M. Com-SDE, University of Kerala

Member, Indian Accounting Association.

NACC Accreditation Committee Member for Governance, Leadership, & Management of University of Kerala.

✓ **Research**

Research supervisor:

Commerce: Department of Commerce, University of Kerala

Management: Institute of Management in Kerala, University of Kerala

No. of PhD produced: 7

✓ **Publication in Journals**

Derivatives: Futures and Options gaining prominence in India, The Journal of Business Studies, Vol 1, No. 2, pp. 51-55 July 2004.

Environmental Impact of Pilgrim Tourism in Sabarimala, The Journal of Business Studies, Vol 2, No. 1, pp. 87 July 2004.

Environmental Ethics of Corporate in the context of Globalization: A critical review, Eco Chronicle, Vol 1, No.4, December 2006.

Online Payment by Debit card - Published in the book titled Rural E Commerce in India: emerging trends and challenges, March 2013

Retained Earnings as a form of Fixed Capital: A case study of Corporate Sector in Kerala, SVASH April 2014, Vol 2 ISBN: 978-81-907480-9-4

Aviation Insurance, SARVAVIJNANAKOSAM, The State Institute Encyclopaedia Publications Govt. of Kerala Vol.5 Nov 2013

Financing Patterns of Corporate Sector in Kerala: An Analysis, Southern Economist Vol 53 September 15 2014 ISSN 0038-4046

Best Practices in Tourism Industry in Kerala An Empirical Analysis, Southern Economist Vol 53 April 15 2015 ISSN 0038-4046

Problems on Management of Fixed Assets by the Corporate Sector in Kerala: An Analysis, SVASH May 2015, Vol 5 ISBN: 978-93-5212-526-5

Problems and Supportive Mechanism for Women Entrepreneurs in Kerala- an Evaluation, Commerce and Business Researcher, Vol 10, Issue 1&2, pp 43-51, July-December 2016 ISSN No. 0976-4097.

Demonetisation: Impact on the savings of commercial and cooperative banks in Kerala, Management Innovator- A peer reviewed research journal, Vol. 10 NO. 1, January-June 2017 ISSN 0974-6749

Lending Infrastructure: A Tool for Financial inclusion, Commerce and Business Researcher, Vol 10, Issue 1&2, pp 125-130, January-June 2017 ISSN No. 0976-4097.

Role of Kerala startup Mission in Fostering startup companies in Kerala, Commerce and Business Researcher, Vol 10, Issue 1&2, pp 125-130, January-June 2017 ISSN No. 0976-4097.

Interest Free Banking and Investment: Indian Perspective, Alternative Finance, pp 77-80, March 2017, ISBN: 978-81-927928-4-2

Demonetization in India: Small Pain and sustainable Gain, Business Sciences International Research journal, Vol 6, Issue 1, January- June 2018, ISSN 2321-3191.

Employee's perspective on Corporate Equity: A study in the private manufacturing sector in Kerala, Literary Findings- International Journal of Multidisciplinary Research Vol. II Humanities-2, December 2018, ISSN 2278-2311

BRICS: An Overview of savings Pattern in India and China, IMPACT: International Journal of Research in Humanities, Arts and Literature, Vol 07, Special Issue-1, March-2019, vol-I, ISSN (P): 2347-4564; ISSN (o) 2321- 8878

Indian Startup ecosystem is in a vibrant mode, Commerce and Business Researcher, Vol 10, Issue 3&4, pp 124-128, July-December 2017 ISSN No. 0976-4097.

Influence of Financial literacy on savings behaviour, Commerce and Business Researcher, Vol 10, Issue 3&4, pp 177-180, July-December 2017 ISSN No. 0976-4097.

E Commerce: Prominent Business Model in Indian Business Environment, Our Heritage-UGC Care Listed Journal, Vol 68, Special Issue 16 pp 52-56, January 2020, ISSN 0474-9030.

Savings and Investment pattern of employees in public sector companies with innovative financial products, Our Heritage-UGC Care Listed Journal, Vol 68, Special Issue 16 pp 432-436, January 2020, ISSN 0474-9030.

Assessment of Financial Literacy on Innovative Financial Products of Individual Investors, Our Heritage-UGC Care Listed Journal, Vol 78, Special Issue 16 pp 238-245, January 2020, ISSN 0474-9030.

Dream home through the Chitty scheme of KSFE: An analysis. Pages 11-17, DEK Researcher, December 2020, ISSN 2349-6924

Dimensions and consequences of underemployment in India. Pages 111-117, DEK Researcher, December 2020, ISSN 2349-6924

A study on the socio-economic impact of Kottarakkara Ganapathy Temple 87-95, Management Researcher, September 2023, ISSN: 22308431

Estimating the Impact of Human Capital Underutilization on the Productivity and Economic Growth in India, Journal of the Knowledge Economy- Springer April 2023, <https://doi.org/10.1007/s13132-023-01152-9>, Scopus Indexed Journal

✓ Conference Proceedings

Environmental Impact of Pilgrim Tourism in Sabarimala •, International Conference on Tourism, Thiruvananthapuram, Kerala, India, 2004.

Online Payment by Debit card •, National Seminar on Rural E Commerce in India, Thiruvananthapuram, Kerala, 2012.

Negative impact of multi brand retailing on India: an analysis from various stakeholders stand point •. International Seminar on FDI, Thiruvananthapuram, Kerala, India, 2013.

Retained Earnings as a form of Fixed Capital: A case study of Corporate Sector in Kerala •, Proceedings of International Seminar of SVASH 2014

Problems on Management of Fixed Assets by the Corporate Sector in Kerala: An Analysis, SVASH May 2015

Effect of Demonetisation in Kerala- A Descriptive Analysis, Government College Attingal, 2017

Demonetisation in India: Small pain and Sustainable Gain, IMRF- Mysore 2018

Accounting as the Language of Business: Contribution of Luca Pacioli, Christian Study Centre, University of Kerala 2019

✓ Books Published

Financing Pattern and Investment of Corporate sector in India, A case study, Abhijeet Publishers, New Delhi, 2014. ISBN 978-93-5074-134-4