

BHASKARAN BALAMURALI

S/o K.BHASKARAN

Address for Communication

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CAREER OBJECTIVE

To be titled as Management Scientist and to be listed in Top ten Management Thinkers club

ACADEMIC QUALIFICATIONS

- Masters Program in Business Administration from School of Management Studies, MVGRCE, Vizianagaram (with aggregate 78.80 %, 2009-2011, 2nd Rank; HR & Marketing Specialization)
- Bachelor's degree in Business Management from College of Management Studies, GITAM, Visakhapatnam (with aggregate 75%, 2004-2007)
- Intermediate in Commerce & Economics from M.S.N degree college, Vizianagaram (With aggregate 81.6%, 2002-2004)
- SSC from Dr.Besant English Medium High School, Vizianagaram (with aggregate 73.3%, 2001- 2002)

PROFESSIONAL TRAINING

- As Management Trainee at Ajax Management Consultants Pvt. Ltd, Bangalore
Course: Advance Diploma in H R Management .During my training, I was given exposure to the following areas
 - Recruitment & Selection
 - Payroll
 - HR Generalist

COMPUTER/TECHNICAL SKILLS

- Accounting Packages: Tally (7.2)
- Microsoft Office Package (MS Word, Power Point, Excel)
- N+ at IIHT-Visakhapatnam

ACADEMIC PROJECTS

- Project titled as “A Study on *Human Resource Information Systems*” with reference to Autoliv India Pvt. Ltd, Bangalore
- Summer internship on A Study on *Market Segmentation* with reference to Godrej Beverages & Foods Ltd. Vizianagaram (Received Stipend of Rs.3000.00)
- A Study on *Retail Market in India* with reference to Himalaya Drug Store, Visakhapatnam.

INDUSTRY EXPOSURE/JOB EXPERIENCE

1. Worked in HCL Technologies Pvt. Ltd , Chennai as Mentor (Learning & Development) from 8th October 2007 to April 4, 2009

Job Profile:

- Organizing Induction and Orientation program for Newly Joined employees
- Training for Transition team on Floor
- Refreshal training for Existing non-performing Employees
- Working with Corporate HR team on various programs for Employees at different Centers
- Analysis of R&R Program and preparing results

2. Worked as Assistant Professor at Miracle School of Management, Miracle Educational Society Group of Institutions, Vizianagaram Dist, Andhrapradesh from 1st September, 2011 to 30 September 2013

Job Profile:

- **Subject Expert:** Principles of Management, Marketing Management, Services Marketing, & Technology Management, Managerial Economics and Management Science for B.tech.
- Member of Training and Placement Cell
- Co-Ordinator for **Personality Development programs and Soft Skills** for B.Tech, MBA and MCA.
- Faculty Co-Coordinator of all Management and Technical Events.

Other Roles:

- Organised “Placement Success Meet -2012” in at Miracle Grounds, Miracle City on accomplishment of 92% of Placements
- Launched “Teacher Audit” Program in Miracle Educational Group of Institutions
- Key member in Fact Finding Committee of Miracle Educational Group of Institutions.

3. Working as Assistant Professor at Gayatri Vidya Parishad College for Degree and PG Courses (**Autonomous**), Visakhapatnam. From Oct, 3 2013 to till date.

Job Profile:

- **Subjects:** Business Communication, Marketing Management, Retail Store Operations, Retail Marketing, Consumer Behavior, Franchise Business Management, Services Marketing.
- Mentor for MBA (4 academic batches).
- Student Internships (Academic Projects guided more than 100 for MBA and BBM)
- Member of Board of Studies

PERSONAL SKILLS

- Good corporate Communication Skills
- A Positive mental attitude and a good level of self-confidence.
- Ability to develop and maintain an excellent rapport with team members.
- Highly Innovative and creative.
- Ability to manage multiple tasks.
- An Aptitude to learn new things quickly

ACADEMIC & CAREER ACHEIVEMENTS/AWARDS

- Faculty In- Charge of YI- Confederation of Indian Industry – Vizag Chapter
- Faculty Coordinator for CII- Take Pride 2017 organized by CII- New Delhi
- Convener of Women Entrepreneurs Premier League -2016
- Faculty Coordinator for CII- B'Plan organized by YI-CII Bangalore Chapter 2015
- As a Mentor Organized more than 100 Personality Development programs
- Faculty Convener for Viswakarma Event in Asthra 2015 – National Level Management Meet
- Faculty Convener for GPL- Intra College B Quiz League 2015.
- Fabulous Teacher award from Gayatri Vidya Parishad on Student Choice Pol. 2013-2014.
- Faculty coordinator for the Roller Cup in PB Siddhartha College , Vijayawada -2014
- Zonal Award for Best Business Idea from GITAM University, Visakhapatnam and received Rs.10000/- cash prize(August 2012)
- Rank #2 MBA 2009-2011 with 78.80% (Silver Medalist)
- Class Representative of MBA and College Representative for academic year 2009-2011
- 2nd Prize in “BUSINESS QUIZ” organized by CHAITANYA College in National Level Management Meet
- Member of Entrepreneurship Development Cell in MVGRCE, Vizianagaram
- 2nd in “BEST BUSINESS IDEA” organized by VIGNAN UNIVERSITY, Visakhapatnam
- 2nd in “BUSINESS QUIZ” organized by AITAM College in National Level Management Meet
- 1st prize (cash of Rs.1000) in “EXTEMPORE” organized by AVANTHI College
- Member in Finance committee & mobilized funds for Management meet (GEM 2006 & MILATI s2009)
- 2nd Runner Up as STAR OF VIZIANAGARM organized by Rotary Club & SVN Lake Palace
- Man Of The series for Rewards & Recognition Series in HCL Technologies, Chennai

PAPER PUBLICATIONS

- Papers Published: “Four Square (4²) Values of Customer Retention in Emerging Market Scenario: A New Paradigm” International Conference On “Emerging Markets and issues in Management” 16th March 2012 VIT UNIVERSITY (VIT Business School) Vellore- 632014 Tamil Nadu (ISBN 978-81-921178-7-4).
- Paper Published & Presented : “ A Swift change in Pedagogy of Management Education: National Seminar on “Sustaining Quality in Management Education -Challenges and Imperatives” Sponsored by AICTE and organized by Department of Management Studies, GVP College for Degree and PG Courses on 21st and 22nd Feb 2014.

SEMINARS (Organized)

- Student Co-Convener for the Management Fest, MILATI 2009 held on 11th Dec 2012, at MVGR College of Engineering, Vizianagaram
- Convener for Launch of Retail Centre of Excellence 23 June 2012 organized by Miracle Educational Society Group of Institutions in collaboration with Family Dollar Store Inc. USA

WORKSHOPS-(Organized)

- Co-Convener for two day workshop on Entrepreneurship Development Programme held on 4th and 5th March 2012, at Miracle Educational Society Group of Institutions, collaboration with APITCO Limited, Hyderabad, Sponsored by Department of Science and Technology, New Delhi.
- One Day workshop conducted on *Resume Building* for MBA and B.tech students held on Feb 2012, at Miracle Educational Society Group of Institutions in collaboration with Miracle Software Systems.

SEMINARS (attended)

- Intellectual Property Rights & Patents held at Baba Institute of Technology, Visakhapatnam organized by Novel Patent Services Pvt Ltd. Visakhapatnam and GITAM- School of Law Visakhapatnam.
- Training and Leadership programme organized by CII Vizag Chapter and TVS Fastners
- Seminar on Corporate social Responsibility held at GVP Degree and PG Courses, Visakhapatnam.
- Seminar on Contemporary Issues in Management Education held at GVP Degree and PG Courses , Visakhapatnam
- Seminar on Banking and Financial Inclusion held at GVP Degree and PG Courses , Visakhapatnam

WORKSHOP (Attended)

- Workshop on Outcome based Education – IIT Kharagpur Faculty 22& 23 April 2017
- Systematic Approach on Teaching Edge Technologies To Sustain Competence, Knowledge and Wisdom held at Gayatri Vidya Parishad College for Degree and PG Courses-2016
- DIGITAL MARKETING organized by Gennext at GVP campus, Visakhapatnam 2015
- Service Science workshop organized by Indian School of Business, Hyderabad -2013
- Workshop attended, organized by IIM-A , partnered with Nurture Talent Academy as IIM- CONFLUENCE 2012 held at GITAM University- Visakhapatnam (August 2012)

HOBBIES/INTERESTS: Yoga, Creatively organizing programs, Brainstorming sessions with students, Reading Books of Management Authors, Stock Market Analysis

LANGUAGES KNOWN: Tamil, Hindi, Telugu and English

PERSONAL DETAILS

Name: Balamurali Bhaskaran

DOB: 02 Oct, 1986 (30 Years)

Father Name: Kandaswamy Bhaskaran

Passport No: K5699117

Mother Name: Bhaskaran Karthigai Selvi

Aadhar: 953312588829

Marital Status: Married

Spouse Name: Balamurali Sensirani

Children:-01

Nationality- India