

Faculty Profile



Dr. Seema Balan, MBA, MPhil, Phd , UGC-NET
Assistant Professor (SG)- MBA

HIGHLIGHTS:

- Number of Journal Publications: 4 Scopus, 2 ABDC, 1 UGC and 08 others
- H-Index: 2

PROFESSIONAL LINKS:

- Scopus ID: [57215223005](https://scopus.com/authors/details/scopusid/57215223005)
- Scopus Link: [Balan, Seema - Author details - Scopus Preview](#)
- Google Scholar ID:
https://scholar.google.com/citations?user=c3t_qE0AAAAJ&hl=en&oi=ao
- Anna University Faculty ID: 299141
- AICTE Faculty ID: 1-43402931629
- LinkedIn: <https://www.linkedin.com/in/dr-seema-balan-129058298/>

PROFESSIONAL BACKGROUND:

- Teaching Experience till date: 08 Years
- Industrial Experience: 12Years

AREA OF SPECIALIZATION:

- Security Analysis and Portfolio Management
- Behavioural finance
- Financial Market

ACHIEVEMENTS AND AWARDS:

- A book published “Business Analytics” .
- A book published on “ Corporate Finance”

CONFERENCES/SEMINARS/WORKSHOPS ATTENDED:

- Risk and Return- a theoretical approach International conference on strategic shift in business excellence for sustainable development in indo global business and technology Sri Ganesh School of Business Management International 10th Feb 2017
- A study on optimum portfolio with special reference to nifty National conference on multifaceted approach towards new India SCSVMV National 10th Nov 2017
- Applied Econometrics for Business and Finance XIME- Chennai 27th & 28th January 2017
- National level workshop on Research Methodology and Data Analysis using ‘R’ Department of CSA, SCSVMV 10th and 11th February 2017
- Multivariate Analysis and Model Construction using SPSS and AMOS Department of Management Studies, SCSVMV 4th and 5th March 2017
- Econometric tools for Business Research Pondicherry University 19th June 2017 to 23rd June 2017
- Application of Econometric tools for Research Cochin University of Science and Technology 20th November 2017 to 24th November 2017
- Investment Avenues and their Tax Benefits Department of Management Studies, SCSVMV 27th March 2018
- 7Challenges and opportunities of entrepreneurs in India Sri Lakshmi College of Management and Science. 27th March 2019