

## Essential Faculty Profile Information

### 1. Professional Photograph



### 2. Basic Information

- Full Name : Dr. Seema Balan
- Designation : Assistant Professor (SG)
- Department : Department of Management Studies
- Employee ID (optional) : TSBA089
- Years of Teaching Experience : 8 years
- Industry Experience (if any) : 10 years

### 3. Educational Qualifications: MBA, MPhil, Ph.D , UGC-NET

### 4. Areas of Specialization : Finance

### 5. Faculty Research Dashboard (Maximum 300 Words)

Dr. Seema Balan is currently serving as Assistant Professor (SG) in the Department of Management Studies at Saveetha Engineering College, specializing in Finance. She possesses a strong academic background with a Ph.D. in Management (Finance – Investment Analysis & Portfolio Management), M.Phil. in Management, MBA in Finance, and UGC-NET qualification. She brings together a blend of 8 years of teaching experience and a decade of industry exposure, enriching her pedagogy with both theoretical and practical insights.

Her teaching expertise spans finance-oriented subjects including Banking and Financial Services, Financial Markets, Stock Market and Company Operations, Financial Analytics, Entrepreneurship Development, Strategic Management, Business Communication, and Organizational Behaviour. Prior to academia, she gained significant industry experience in financial services and stock advisory sectors, contributing to her practical understanding of investment and portfolio management.

Dr. Seema's research interests include sustainable finance, investment analysis, financial analytics, AI in banking and finance, blockchain-enabled finance, financial risk management, and behavioural finance. She has published 15 research papers, including 5 Scopus-indexed

publications, in reputed journals and international conferences, focusing on themes such as smart finance innovations, AI-powered banking solutions, sustainable workplace environments, and financial market studies.

She has not reported any patents, funded research projects, consultancy activities, or books/book chapters to date. Dr. Seema is a member of CMAI and actively contributes to academic development through Faculty Development Programmes (FDPs), conference presentations, question paper setting, journal editorial responsibilities, and coordination of academic events, including serving as NISM Coordinator. Her commitment to academic excellence is reflected in her continuous engagement in professional development and research-oriented initiatives.

## 6. Professional Identifiers

Provide clickable links for:

- Scopus Author ID :  
<https://www.scopus.com/authid/detail.uri?authorId=57215223005>
- ORCID ID : <https://orcid.org/0000-0002-1547-5821>
- Google Scholar Profile :  
[https://scholar.google.com/citations?hl=en&user=c3t\\_qEOAAAAJ](https://scholar.google.com/citations?hl=en&user=c3t_qEOAAAAJ)
- Web of Science Researcher ID : nil
- Vidwan Profile : Nil
- LinkedIn Profile : <https://www.linkedin.com/in/dr-seema-balan-129058298/>

## 7. Contact Information

- Official College Email ID : seemabalan@saveetha.ac.in

## 8. Updated Resume/CV



Dr. Seema Balan cv.pdf

## 9. Academic Contributions

- Subjects Handled :
  - ✓ Finance specialisation papers- Banking & Financial Services, Stock market and Company Operations
  - ✓ General paper: Entrepreneurship Development, strategic Management
- Conference Presentations :
  - Smart City Governance through IoT-enabled Urban Infrastructure and Centralised Data Management in 2026 International Conference on

Computing Theory and Wireless Communications (ICCTWC) during 1st & 2nd April 2026.

- FDPs/Workshops Attended :
  - FDP on Generative I Fluency at NASSCOM by AICTE ATAL
  - FDP on Outcome based Education by IIT Madras
  - FDP on Decisions 4.0: Harnessing the Power of AI, Data Science, and Generative Intelligence to Empower the Next Generation of Managerial Leaders by AICTE ATAL
- FDPs/Workshops Conducted :
  - FDP on Generative AI for Academic Excellence- Innovations in Teaching and Research
- Guest Lectures Delivered :NIL

**10. Membership in Professional Bodies:** Member in CMAI

**11. Awards and Recognitions**

- Best Faculty Awards : Nil
- Research Excellence Awards : Nil
- Appreciation Certificates : Management Development Program titled "Dive Discover and Decode "
- Academic Achievements :
  - IUCEE INTERNATIONAL EDUCATOR CERTIFICATION PROGRAM Fall 2025
  - ZOHO HRM certification

**12. Research Metrics Dashboard/ Publication Repository**

Display:

- Total Publications : 15
- Scopus Publications :5
- Citation Count :14
- h-index :2
- i10-index : not applicable for scopus, for Google scholar 2

**13. Current Responsibilities**

- NISM coordinator

- Saturday events coordinator

#### **14. Recent Activities (Dynamic Section)**

Show latest:

- Publications :
  - Conferences : Smart City Governance through IoT-enabled Urban Infrastructure and Centralised Data Management in 2026 International Conference on Computing Theory and Wireless Communications (ICCTWC) during 1st & 2nd April 2026.
- FDPs : organised FDP on Generative AI for Academic Excellence- Innovations in Teaching and Research
- Guest Lectures : Nil
- Awards : Nil
- Consultancy Projects : Nil

