

Name	Dr. Balamuraly B
Designation	Assistant Professor, Department of Commerce
Qualification	PhD
Email id	drbalamuraly.b@gmail.com
Area of Interest	Marketing, Digital-Marketing, Public Policy, Data Analysis
PhD topic and status	Influence Of Digital Marketing: A Study on Tourists in Kerala
Research Projects	Research Intern, UNICEF, Public Expenditure Review and OECD Evaluation of Child Protection, November 2022– March 2023
Presentations	<ol style="list-style-type: none"> <li>1. 'Marketing Strategies In Kerala Ecotourism' presented at M.G College, 14th February 2020, Kesavadasapuram, Thiruvananthapuram, Kerala</li> <li>2. 'Effectiveness of Social Media as a Marketing Tool' presented at M.G College, 2nd March 2020, Kesavadasapuram, Thiruvananthapuram, Kerala</li> <li>3. 'Globalization: Effect On Micro, Small and Medium Enterprises' presented at the Kristu Jyothi College of Management and Technology, 31st October 2015, Changanassery, Kottayam, Kerala.</li> <li>4. 'Corporate Governance and Independent directors' presented at the Kristu Jyothi College of Management and Technology, 22nd November 2014, Changanassery, Kottayam, Kerala.</li> </ol>
Paper Publications	<ol style="list-style-type: none"> <li>1. "Franchising as a Strategy for New Entrepreneurs", Management Researcher, Dr. C.V Jayamani Institute of Management Development and Research, October-December 2019 Issue.</li> <li>2. "A Study on Social and Economic Implications of Cryptocurrencies," Impact: International Journal of Research in Humanities, Arts, and Literature, Prof. Dr. Raju G., Impact Journals March-2019 Issue. (Dr. Arun Lawrence)</li> <li>3. "A Study on Relevance of Digital Marketing on Tourism in Kerala", Shodh Samagam, Dr. Shobha Agarwal, Aditi Publication, 2021 Issue. (Dr. Arun Lawrence)</li> <li>4. "Influence of Digital Marketing on Tourism in India: A Post Covid Analysis", Indian Journal of Tourism and Hospitality Management. B. Rajendran, 2021. (Dr. Arun Lawrence)</li> <li>5. "Tourism Marketing Prospects: A Study on Kerala as a Tourist Destination", Shodh Samagam, Dr. Shobha Agarwal, Aditi Publication, 2022. (Dr. Arun Lawrence)</li> <li>6. "An Overview on Kerala Tourism and its Challenges" , Management Researcher ,Dr. C.V Jayamani ,Institute</li> </ol>

	<p>of Management Development and Research , April – June 2022 (Dr. Arun Lawrence)</p> <p>7. “Marketing Strategies In Kerala Ecotourism” in Mukta Shabd Journal APRIL 2020.</p>
Publications in Books	An Overview on Space Tourism and Commercial Space Travel, India In The Industrial Reign, Dr. Arun Lawrence, Dr. Annamma John, Romanson Printing and Publishing House ,2022
Book Publications	“Investment Analysis and Portfolio Management”, Scientific International Publishing House, 2023 (Dr. Micheal Solomon L , Mr. Manu M.N )
Total UG Teaching Experience	8 months
Details of Teaching Experience	Assistant Professor, Evan Business School, September 2015 – March 2016
Papers/subjects/courses taught/teaching	<ol style="list-style-type: none"> <li>1. Business regulatory framework</li> <li>2. Fundamentals of income tax</li> <li>3. Financial Management</li> <li>4. Managerial Economics</li> </ol>
Any other academic oriented experiences	Research Intern, National Institute of Public Finance and Policy, November 2022– March 2023
Achievements/Awards/Honours	<ol style="list-style-type: none"> <li>1. Qualified Common Proficiency Test (CPT) conducted by ICAI.</li> <li>2. Qualified ITT course under ICAI.</li> <li>3. Secured 72 percentile in NITAT (National IT Aptitude Test) on all India level in 2013.</li> <li>4. Completed training in management development program on export procedures and documentation.</li> <li>5. Completed tally 36-hour tally ERP 9 course from NIIT</li> </ol>
Any Other Necessary Details	<p>Popular Media Publications:</p> <p>“Why we need to debate the Old Pension Scheme” – The Hindu – April 5th, 2023, (Co-authored)</p> <p>“Will FM's Budget 2023 enable 'Nari Shakti'?” - Forbes India- February 22nd, 2023, (Co-authored)</p> <p>“Budget 2023 has stayed on the fiscal consolidation path” - Money Control - February 2nd, 2023, (Co-authored)</p> <p>“Budget: Going beyond the GDP” – The Hindu Business Line – February 1st, 2023, (Co-authored)</p> <p>“Budgeting for a better Kerala” – The Hindu – January 31st, 2023, (Co-authored)</p> <p>“Budget 2023: Expect the Centre to address fiscal stress faced by states” – moneycontrol.com – January 11th, 2023, (Co-authored)</p>

