



Mr. Jai Ganesh Bala

Assistant Professor

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Academic Background

Degree	University	Year
NET - Management	UGC-NET	2019
M.B.A.	Anna University	2009
B.Sc. Mathematics	Kerala University	2004

Specializations

- Supply Chain Management
- Logistics Management
- Retail Management
- International Business
- Quantitative Methods
- Operations Management

Courses Taught

- Supply Chain Management
- Logistics Management
- Operations Management
- International Business
- Foreign Trade Policies
- Executive Communication for Managers
- Strategic Management
- Entrepreneurship Management

Research Interest

- Green Logistics
- Green Sourcing & Procurement
- Sustainability Management
- Green Supply Chain Management
- Marketing Management

Memberships in Professional Bodies

- Life Time Member of CMA

Certifications

- Certified Trainer for delivering the Ignite Entrepreneurship Course conducted by Wadhvani Entrepreneur Network, Wadhvani Foundation.

Recent Publications

- The Determinants and Challenges in The Adoption of Green Logistics Practices by MSMEs: A Conceptual Analysis. national Journal for Research in Engineering Application & Management (IJREAM) ISSN : 2454-9150 Vol-09, Issue-06, Sep 2023
- Sustainable Supply Chain Integration in Textile Industry: A Green Logistics Approach. Journal of Emerging Technologies and Innovative Research (JETIR) ISSN-2349-5162, Jan 2024