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Academic Positions

- Professor, Amrita School of Business, Amrita Vishwa Vidyapeetham, 2018 to present
- Associate Professor, Amrita School of Business, Amrita Vishwa Vidyapeetham, 2007 to 2018
- Assistant Professor, Amrita School of Business, Amrita Vishwa Vidyapeetham, 1999 to 2007
- Assistant Professor, New Delhi Institute of Management, New Delhi, 1998 to 1999
- Assistant Professor, Wigan & Leigh College, New Delhi, 1997 to 1998
- Lecturer, Maharishi Institute of Management, Bangalore, 1997
- Lecturer, Hindu Institute of Management, Sonapat, 1996

Educational Qualifications

Doctor of Philosophy, 1997, Jawaharlal Nehru University, New Delhi.
Topic: The Stock Market in India: A Test of Informationally Efficient Market Hypothesis.

M.Phil, 1987, Jawaharlal Nehru University, New Delhi .Topic: Commodity Concentration and Exports Earnings Instability.

M.A (Econometrics), University Department, Madras University, Madras, 1985

B.A (Economics,) C.N. College, Madras University, 1983

Research interests

- Behavioral Economics
- Event study
- Efficient Market Hypothesis

Teaching Experience

- Micro Economics
- Macro Economics
- Financial Derivatives
- Economic Environment and Policy

Publications

Journal Articles

Parambalath, G., Mahesh, E., Balasubramanian, P., Kumar, P.N. (2019). Big Data Analytics: A Trading Strategy of NSE Stocks Using Bollinger Bands Analysis. *Advances in Intelligent Systems and Computing*, 839, pp. 143-154. DOI: 10.1007/978-981-13-1274-8_11. Retrieved from www.scopus.com.

Sureshkumar, V., Gunasekar, S., Balasubramanian, P.(2018).Spatial proximity and SWB a study across nations. *International Journal of Engineering and Technology (UAE)*, 7 (2.33 Special Issue 33), pp. 994-997. Retrieved from www.scopus.com.

Kannadhasan, M., Aramvalarthan, S., Balasubramanian, P., Gopika, A. (2017).Determinants of dividend policy of Indian manufacturing companies: Panel autoregressive distributed lag analysis. *Academy of Accounting and Financial Studies Journal*, 21 (2), pp. 1-12. Retrieved from www.scopus.com.

Madhavan, S., Balasubramanian, Jyotishi, A.(2017).Planning fallacy: A case of task planning in IT project support services (2016).*Purushartha*, 9 (1), pp. 57-67. Retrieved from www.scopus.com.

Vijay Rajmohan, K Kalyanasundaram, P Balasubramanian(2016). Effect of Religious Propaganda on Commercial Interaction between Believers and Non-believers of a Particular Religious Ideology.*Purushartha*, 7(2), pp. 1-11.

Balasubramanian, P., Kalyanasundaram, K., Aravindhan, S. (2015).Sunk cost fallacy: Effect of situational knowledge on irrational choices. *Purushartha*, 8 (2), pp. 98-103 Retrieved from www.scopus.com.

K. Kalyanasundaram and P. Balasubramanian,(2015).Effect of Spirituality on Human Performance-A Myth or Reality?. *Purushartha*, vol. 7, pp. 63-78.

Kumar P.N., Rahul Seshadri G., Hariharan A., Mohandas V.P., Balasubramanian P. (2010),"A Methodology for Aiding Investment Decision between Assets in Stock Markets Using Artificial Neural Network", *International Journal of Computer Science Issues (IJCSI)* Volume 7, Issue 6.

D Singh and Balasubramanian, P 2000, "Price – Volume Relationship: some evidence from the Indian stock market" January – June issue of *Vision*, MDI Journal.

Conferences and proceedings

Yermal, L., Balasubramanian, P. (2018). Application of Auto ARIMA Model for Forecasting Returns on Minute Wise Amalgamated Data in NSE. Paper presented at the 2017 IEEE International Conference on Computational Intelligence and Computing Research, ICCIC 2017. DOI: 10.1109/ICCIC.2017.8524232. Retrieved from www.scopus.com.

Dharshan, B., Balasubramanian, P., Yermal, L. (2018). Momentum Strategy for Making Abnormal Return: Evidence from Power and Telecom Sector. Paper presented at the 2017 IEEE International Conference on Computational Intelligence and Computing Research, ICCIC 2017. DOI: 10.1109/ICCIC.2017.8524316. Retrieved from www.scopus.com.

Kruthika, R., Balasubramanian, P., Sureshkumar, V. (2018). Relationship between Google Trends Data and Index Returns. Paper presented at the IEEE International Conference on Computation of Power, Energy, Information and Communication, ICCPEIC 2018 pp. 42-45. DOI: 10.1109/ICCPEIC.2018.8525211. Retrieved from www.scopus.com.

Nair, M.A., Balasubramanian, Yermal, L. (2017). Factors influencing herding behavior among Indian stock investors. Paper presented at the 2017 International Conference on Data Management, Analytics and Innovation, ICDMAI 2017, pp. 326-329. DOI: 10.1109/ICDMAI.2017.8073535. Retrieved from www.scopus.com.

Nikita, B., Balasubramanian, P., Yermal, L. (2017). Impact of key macroeconomic variables of India and USA on movement of the Indian stock return in case of S&P CNX nifty. Paper presented at the 2017 International Conference on Data Management, Analytics and Innovation, ICDMAI 2017, pp. 330-333. DOI: 10.1109/ICDMAI.2017.8073536. Retrieved from www.scopus.com.

Dhamodharan, K., Balasubramanian, P., Mohan, D. (2017). Influence of Yamaganda on stock trading behaviour among Nifty200 stocks: Using minute-wise data. Paper presented at the 2017 International Conference on Data Management, Analytics and Innovation, ICDMAI 2017, pp. 321-325. DOI: 10.1109/ICDMAI.2017.8073534. Retrieved from www.scopus.com.

Pranesh, K.K., Balasubramanian, P., Mohan, D. (2017). The determinants of India's implied volatility index. Paper presented at the 2017 International Conference on Data Management, Analytics and Innovation, ICDMAI 2017, pp. 312-315. DOI: 10.1109/ICDMAI.2017.8073532. Retrieved from www.scopus.com.

Krishnamurthy, P., Balasubramanian, P., Mohan, D. (2017). Study on relationship between exchange rate return and various stock indices returns. Paper presented at the 2017 International Conference on Data Management, Analytics and Innovation, ICDMAI 2017, pp. 316-320. DOI: 10.1109/ICDMAI.2017.8073533. Retrieved from www.scopus.com.

Sudhakaran, S., Balasubramanian, P.(2016)A study on the impact of macroeconomic factors on S&P BSE Bankex returns. Paper presented at the 2016 International Conference on Advances in Computing, Communications and Informatics, ICACCI 2016, pp. 2614-2618.DOI: 10.1109/ICACCI.2016.7732452.Retrieved from www.scopus.com.

Abinaya, P., Kumar, V.S., Balasubramanian, P., Menon, V.K. (2016).Measuring stock price and trading volume causality among Nifty50 stocks: The Toda Yamamoto method. Paper presented at the 2016 International Conference on Advances in Computing, Communications and Informatics, ICACCI 2016, pp. 1886-1890.DOI: 10.1109/ICACCI.2016.7732325 Retrieved from www.scopus.com.

Venkataraman, D., Vinay, N., Vamsi, T.V., Boppudi, S.P., Yogesh Reddy, R., Balasubramanian,P.(2017) . Yarn price prediction using advanced analytics model.

Paper presented at the 2016 IEEE International Conference on Computational Intelligence and Computing Research,ICCIC 2016, DOI: 10.1109/ICCIC.2016.7919720. Retrieved from www.scopus.com.

Mohan, A., Balasubramanian, P. (2015).Factors affecting inflation in India: A cointegration approach. Paper presented at the 2015 International Conference on Advances in Computing, Communications and Informatics, CACCI 2015, pp. 855-858.DOI: 10.1109/ICACCI.2015.7275717.Retrieved from www.scopus.com.

Neeraja, S., Balasubramanian, P. (2015). Impact of grading of IPOs in short run price performance in India: A regression model approach. Paper presented at the 2015International Conference on Advances in Computing, Communications and Informatics, ICACCI 2015, pp. 866-868. DOI: 10.1109/ICACCI.2015.7275719.Retrieved from www.scopus.com.

Ulagapriya, S., Balasubramanian, P. (2015).Study on inter sector association rules in national stock exchange, India. Paper presented at the 2015 International Conference on Advances in Computing, Communications and Informatics, ICACCI 2015, pp. 859-865. DOI: 10.1109/ICACCI.2015.7275718.Retrieved from www.scopus.com.

Balasubramanian, P., Kalyanasundaram, K. (2014).Human error prediction and control model using recursive partitioning. Paper presented at the ACM International Conference Proceeding Series/, 10-11-October-2014.DOI: 10.1145/2660859.2660938.Retrieved from www.scopus.com.

Dr.P.Balasubramanian, 2013,” Fairness, efficiency and effectiveness in panchyat-based Dispute Resolution among Pattinavar in Nagapattinam District, Tamil Nadu, India.” Submitted at the 17th World Congress of the IUAES2013, University of Manchester, 5th-10th August 2013. (IUAES - International Union of Anthropological and ethnological Sciences.)

Dr.P.Balasubramanian, 2012”Precedence of indigenou law over state law among Pattinavar caste in Nagapattinam District, Tamilnadu, India: An economic perspective.” The international conference on legal pluralism in natural resource management organized by Amrita School of Business and Asian Initiative on Legal Pluralism(AILP) supported by the International Commission on Legal Pluralism(www.commission-on-legal-pluralism), held at Amrita School of Business, Amrita University, Ettimadai, Coimbatore India on March 30-31, 2012.

Kumar, P.N., Seshadri, G.R., Hariharan, A., Mohandas, V.P.,Balasubramanian, P.(2011). Financial market prediction using feed forward neural network. Communications in Computer and Information Science, 145 CCIS, pp. 77-84. DOI: 10.1007/978-3-642-20209-4_11. Retrieved from www.scopus.com.

Kumar P.N., Rahul Seshadri G., Hariharan A., Mohandas V.P., Balasubramanian P. (2010), "Financial Market Analysis of Bombay Stock Exchange using an Agent Based Model", International Journal of Imaging Science and Engineering, Special Issue, Dec 2010,ISSN: 1934-9955.

Dr.Gurumurthy Kalyanaraman and Dr.P.Balasubramanian, (2010) “The effect of direct advertising to consumers (DTCA) in prescription pharmaceutical drugs, and Consumer Welfare” NEBA 2010, School of Business, Montclair state University.