

CURRICULUM VITAE (BIO - DATA)

Name : **Mr. K.MARICHAMY**
Date of Birth & Age : 05.04.1976, 38 years
Designation : Assistant Professor
Specialization : “Macro Economics”
Teaching Experience : 6 years



Academic Qualifications:

Course	Name of the Institution	Year of passing	Class
B.A. (Economics)	V.H.N.S.N.College, Virudhunagar.	1997	II
M.A. (Economics)	Thiagarajar College, Madurai.	2000	I
M.Phil.	Gandhigram Rural University, Gandhigram.	2004	I

Dissertation: Performance Appraisal of Virudhunagar District
Central Cooperative Bank – A case study

Additional Information

- In-charge of World University Service 2008-2009.
- In-charge of Planning Forum 2009-2010.
- In-charge of World University Service 2011-12.
- In-charge of World University Service 2012-13.
- In-charge of World University Service 2013-14.

Orientation Programme

- Attended an Orientation Programme “Passion for Teaching” N.M.S.S.Vellaichamy Nadar College, 30.01.2008.
- Attended an Orientation Programme on “Examination Reforms” N.M.S.S.Vellaichamy Nadar College, 16.02.2008.
- Attended an Orientation Programme on “Latest trend in knowledge transfer with Soft Skills” N.M.S.S.Vellaichamy Nadar College, 12th and 13.06.2008.
- Attended an Orientation programme conducted by the Academic staff college, Madurai Kamaraj University, Madurai from 16.02.2010 to 15.03.2010.
- Attended the UGC Refresher Course in Economics conducted in the School of Economics and organized by the UGC Academic Staff College, Madurai Kamaraj University, Madurai from 20.11.2012 to 10.12.2012.

Workshop

- Attended on workshop for “Faculty Members to Create passion among students for their studies with Psychological approach” N.M.S.S.Vellaichamy Nadar College, Madurai during 12th – 13th June, 2009.

Paper Presented in the National Seminar

- Paper on Entrepreneurship Qualities of members of Rural Women SHGs in Virudhunagar District of Tamil Nadu State presented in the National Level Seminar on the Role of SHG towards the achievement of inclusive growth in Rural India, conducted by Department of Economics VHNSN College, Virudhunagar during 6th – 7th January, 2011.
- **Article Published in Edited Book.**
- Entrepreneurship Qualities of Members of Rural Women SHGs in Virudhunagar District of Tamil Nadu State at “Women Empowerment” (ISBN : 987-81-910426-4-1)

UGC MINOR RESEARCH PROJECT

- Completed Minor Research Project from the UGC (Rs.55, 000/-) under the topic of ***A study on consumer behavior of women with special reference to durable goods in Madurai City.***
- Ongoing minor research project from the UGC (Rs.2, 66,500/-) under the topic of ***A Study on Entrepreneurial Traits of SC Women In Madurai District, Tamilnadu***

PUBLICATIONS IN INTERNATIONAL JOURNALS

- Marichamy K ***City women consumers self decision influence on purchase of durable goods*** in International journal of marketing research review ISSN;2321-0346,volume -1,issue 6,(aug,2013).
- Marichamy K Fredrick J ***Perception of rural women on entrepreneurship in Virudhunagar*** in International Journal of Human Resource Research Review: ISSN 2320-9704 volume-1, issue 6 (aug, 2013).
- Marichamy K ***ICTs Initiatives in Indian Agriculture*** International Recognized Journal of Tactful Management Research, ISSN: 2319-7943, Volume-2, issue-1, oct-2013.
- Marichamy K A ***study on consumer behaviour of women with special reference to durable goods in Madurai City*** International Recognized Journal of Tactful Management Research, **ISSN:** 2319-7943, Volume-2, issue -2, oct-2013.

- Marichamy K. and Ganesan A **Bt Crop Brinjal- India's First Vegetable Biotech** published in *International Science Park Research Journal*, **ISSN: 2321-8045**, vol-1, issue-14, 24th Oct. 2013.
- Marichamy K. **Rural Women Entrepreneurship in Madurai, Tamilnadu** published in *International Recognized Journal of Tactful Management Research*, **ISSN: 2319-7943**, Volume-2, issue -3, Dec. 2013.
- Marichamy K Ganesan A and Yasoth Kumar N **Sustainable Development in Exports of Herbals and Ayurveda, Siddha, Unani And Homoeopathy (Ayush) in India** published In *International Science Park Research Journal*, **ISSN: 2321-8045** Volume-1, issue -27, 23 Janaury. 2013.
- Marichamy K. **Heath Education in India –Introspect and Prospect** published in *International Recognized Journal of Tactful Management Research*, **ISSN: 2319-7943**, Volume-2, issue -5, Feb 2014.
- Marichamy K and Jecinthisathyavathi K **Neuro-marketing: The New Science of Consumer behaviour** Published in *International Recognized Journal of Tactful Management Research*, **ISSN: 2319-7943**, Volume-2, issue -6, March 2014.
- Marichamy K and Jecinthisathyavathi K **Internet Based Information Sharing in Higher Educational Libraries in India** Published in *International Recognized E-Library Research Journal*, **ISSN: 2319-7943**, Volume-2, issue -6, March 2014.

- Marichamy K ***child Labour-a Curse to Indian Society*** Published in *International Recognized Journal of Tactful Management Research*, **ISSN:** 2319-7943, Volume-2, issue -7, April 2014.
- Marichamy K and Thangamariappan J ***E- Resources: A boon to university Library users*** Published in *International Recognized E-Library Research Journal*, **ISSN:** 2319-8435, Volume-2, issue -7, May 2014.
- Marichamy K and Aananthi N ***Kisan Credit Card - A Boon To Small Farmers in India*** Published in *International Recognized Journal of Tactful Management Research*, **ISSN:** 2319-7943, Volume-2, issue -8, May 2014.
- Marichamy K and Aananthi N E- Resources: ***Edusat – India’s First Exclusive Educational Satellite*** Published in *International Recognized E-Library Research Journal*, **ISSN:** 2319-8435, Volume-2, issue -7, May 2014.

Books Published (Edited)

- Marichamy K. And Dr.J.Fredrick , ***Micro Finance - A Tool to Eradicate Poverty***,Vista International Publishing House,New Delhi **ISBN-13** 9789381604212

Seminar/workshop/conference organized

- Act as organizing secretary in national seminar on **Economic Thoughts of Thiruvalluvar** held on 6th march 2014.