

Name : **Dr. S.RAMAMOORTHY**  
 Date of Birth & Age : 05.05.1965, 51 years  
 Designation : Associate Professor & HOD  
 Specialization : “Micro Economics”  
 Teaching Experience : 24 years  
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### Academic Qualifications:

Course	Name of the Institution	Year of passing	Class
B.A. (Economics)	N.M.S.S.Vellaichamy Nadar College, Madurai.	1985	I
M.A. (Economics)	The American College, Madurai.	1987	II
M.Phil.	Madurai Kamaraj University, Madurai.	1990	I
Ph.D.	Madurai Kamaraj University, Madurai.	2014	Awarded

Dissertation: “Economics of Paddy Production in Madurai District”

Thesis : Entrepreneurial Behaviour among Small Scale  
 Entrepreneurs in Madurai District

### Additional Information

- Cleared the SLET conducted by the University of Madras, 1990.
- Convener of the College Planning Forum in 2003-2004 and 2004-2005.
- Obtained a certificate of Special Mention for a paper on “Poverty Eradication in India” in a competitive awards Programme sponsored by Poverty Eradication Foundation, January 1989. The Paper was co-authored by Mr.C.Muthuraja.

- Given several radio lectures for DDE, Madurai Kamaraj University.
- Member – IQAC from 2005 – 2007.
- Co-ordinator – IQAC from 03.08.2007.
- Guided 50 Under Graduate Projects.
- Controller of Examinations from 01.07.2013.
- Member – College Disciplinary Committee from July 2013.
- Member – Hostel Advisory Committee from July 2013.
- Nodal Officer to deal with Scholarships pertaining to students from 01.08.2006.

#### **Major Research Project**

- Co-investigator of the Major Research Project under XI plan period, UGC, received Rs.5,71,000/- for the project entitled, “An Economic Study of Self Help Group of Women in Madurai District, Tamil Nadu” along with Dr.J.Fredrick as the Principal Investigator of the above mentioned project.

#### **External Examiner for Ph.D. Colloquium**

- External Examiner for Ph.D. Colloquium for 2 full time scholars in Economics on 13.07.2015 at Saraswathi Narayanan College, Madurai.

#### **Grant received for the Department of Economics**

- Received Rs.50,000/- from Malcolm and Elizabeth Adhishesiah Trust, Chennai for the Development of the Department of Economics during the academic year 2011-12. One Computer and Books for the Library have been purchased with the Fund.

### **Papers Presented**

- Presented a paper titled Emerging Paradigms in Entrepreneurship Education in the International Conference on “Paradigm Shift in Contemporary Management Education” organized by Department of Management Studies, Fatima College on 11<sup>th</sup> & 12<sup>th</sup> January 2010.
- Presented a paper entitled “Role of CSR in Social Entrepreneurship after New Economic Policy” in the UGC sponsored National Seminar on “Corporate Social Responsibility and Sustainable Development” organized by the Department of Rural Industries and Management, Gandhigram Rural Institute, Gandhigram on 23<sup>rd</sup> & 24<sup>th</sup> February, 2011.
- Presented a paper “Theoretical aspects of entrepreneurial behavioural and entrepreneurial performance” in the Post-Graduate and Research Centre in Economics, Saraswathi Narayanan College, Madurai on 18.03.2013.

### **Edited Book**

- Women Entrepreneurs – Challenges and Opportunities, Vista International Publishing House, Delhi, 2012 (Co-authored with Dr.J.Fredrick).

### **Article Published**

- Published an Article on the topic “Online Retailing in India – Problem and Prospects” in the Edited Book entitled “Impact of Information Communication Technology on Consumerism” published by VHNSN College, Virudhunagar ISBN No.978-93-81723-19-7, December 2013.
- Published an Article on the topic “Preference of Online buyers in Madurai City” in the Edited Book entitled “Innovative Facades in E-Commerce” published by VHNSN College, Virudhunagar ISBN No.978-93-81723-26-5, July, 2014.

- Published an Article on the topic “From media to social media – A Paradigm shift in business” in the Edited Book entitled “Social media for service sector” published by Fatima College, Madurai ISBN No.978-1-63315-205-2, August 2014.
- Published an Article on the topic “Bancassurance – The Emerging Channel for Selling Insurance Products” in Shanlax International Journal of Economics (A Quarterly Journal), Vol.3, No.1, December 2014, ISSN No. 2319-961X.
- Published an Article on the topic “Emotional Labour in the Service Encounter” in Shanlax International Journal of Management – Peer Review Journal (A Quarterly Journal), Vol.2, No.3, January 2015, ISSN No. 2321-4643.
- Published an Article on the topic “SWOT Analysis of Maruthi Suzuki” in Shanlax International Journal of Economics (A Quarterly Journal, Vol.3, No. 3, June 2015, ISSN: 2319-961X
- Published an Article on the topic “ Exploring the Dark Side of Relationship Marketing” in Indian Streams Research Journal (International Multidisciplinary Research Journal), Vol.5, Issue.5, June 2015, ISSN No: 2230-7850
- Published an Article on the topic “Rural India – The Next Horizon” in Shanlax International Journal of Management – Peer Review Journal (A Quarterly Journal), Vol.3, No.1, July 2015, ISSN No. 2321-4643.

#### **Invited Guest Lecture**

- Delivered a special on “Personality Development” in the invited guest lecture programme organized by the Department of Economics, The Madura College, Madurai on 07.01.2010.

### **Resource Person in Seminar / Conference**

- Resource Person in the UGC sponsored seminar on “Indian Economy – Challenges Ahead” organized by the Department of Economics and Centre for Research in Economics, The Madura College (Autonomous), Madurai and delivered a lecture on the topic “Challenges Ahead in Human Resource Development”.
- Chair Person in the UGC sponsored national level symposium on “Ways to achieve green environment and its impact on Indian Economy” organized by the PG and Research Centre in Economics, Saraswathi Narayanan College, Madurai on 9<sup>th</sup> and 10<sup>th</sup> October 2014.

### **Publication of Proceedings**

- Rural Entrepreneurship – Changes and Challenges, Department of Economics, N.M.S.S.Vellaichamy Nadar College, Madurai-19, March 2006.
- Small Scale Industries in the New Millennium, Department of Economics, N.M.S.S.Vellaichamy Nadar College, Madurai-19, March 2007.
- Quality Sustainable and Quality Enhancement Measures in Higher Education, Internal Quality Assurance Cell, N.M.S.S.Vellaichamy Nadar College, Madurai-19, October 2010.

### **Orientation Programme**

- Attended an Orientation Programme conducted by the Madurai Kamaraj University from 21.01.2003 to 17.02.2003.

### **Refresher Course**

- Attended a Refresher Course, on Value Education – Societal Ethics, conducted by Vivekananda College Thiruvendagam, from 05.11.2003 to 25.11.2003.

- Attended a Refresher Course in Value Education – Value Education in Economics conducted by the Academic Staff College, Madurai Kamaraj University, Madurai from 04.02.2009 to 24.02.2009.
- Attended a Refresher Course in Economics conducted by the Academic Staff College, Madurai Kamaraj University, Madurai from 20.11.2012 to 10.12.2012.

#### **Faculty Development Programme Attended**

- Participated in the Faculty Development Programme in Research Methodology for Commerce and Management organised by NMSSVN College, Madurai on 28<sup>th</sup> August, 2004.

#### **Faculty Development Programme Organised**

- Organised a One Day Orientation Programme for Teachers under the UGC Autonomy Grant for College Teachers on 16.03.2013.
- Organised a One Day Faculty Development Programme under the UGC Autonomy Grant for College Teachers on 22.03.2014.
- Organised a One Day Faculty Development Programme under the UGC Autonomy Grant for College Teachers on 14.03.2015.

#### **Seminars Attended**

- Participated in the Workshop on the “Design of Self-Learning Materials” conducted under the auspices of School of Humanities, Tamil Nadu Open University, Chennai on 30.03.2005.
- Participated in the NAAC sponsored State Level Workshop on Quality Sustenance and Enhancement through Collaboration of CPE and Cluster Colleges, conducted by Lady Doak College, Madurai on 23<sup>rd</sup> & 24<sup>th</sup> September, 2005.

- Participated in the Annual Conference of the Association of Economists of Tamilnadu, conducted by The American College, Madurai on December 22<sup>nd</sup> & 23<sup>rd</sup> December 2007.
- Participated in the State Level Seminar on Examination Reforms conducted by N.M.S.S.V.N. College, Madurai on 16.02.2008.
- Participated in the National Level Seminar on Quality sustenance in Higher Education through Accreditation held on 26<sup>th</sup> September, 2008 at V.H.N.S.N. College, Virudhunagar.
- Participated in Seminar on “Examination Reforms” organized by the N.M.S.S.Vellaichamy Nadar College, Madurai on 19.03.2011.

#### **Seminars organized in the Department of Economics**

- Seminar Co-ordinator – UGC sponsored State Level Seminar on Rural Entrepreneurship – Changes and Challenges held on 13<sup>th</sup> & 14<sup>th</sup> March, 2006.
- Seminar Convenor – UGC sponsored State Level Seminar on Small Scale Industries in the New Millennium held on 22<sup>nd</sup> & 23<sup>rd</sup> March, 2007.
- Seminar Convenor – One Day Inter – Collegiate Seminar on Rural Development (Autonomy Grant) held on 7<sup>th</sup> March 2008.
- Seminar Convenor – One Day Inter-Collegiate Seminar on International Crisis and its impact on India (Autonomy Grant) held on 3<sup>rd</sup> March 2009.
- Seminar Convenor – One Day State Level Seminar on Women Empowerment (Autonomy Grant) held on 28<sup>th</sup> March 2009.
- Seminar Convenor – One Day Inter-Collegiate Seminar on Empowerment of Women through Self Help Groups (Autonomy Grant) held on 29<sup>th</sup> January 2010.

- Seminar Convenor – NAAC sponsored State Level Seminar on Quality Sustainable and Quality Enhancement Measures in Higher Education on 22<sup>nd</sup> & 23<sup>rd</sup> October 2010.
- Seminar Convenor – One Day National Seminar on Women Entrepreneurs – Challenges and Opportunities (Autonomy Grant) held on 28<sup>th</sup> January 2011.
- Seminar Convenor – UGC sponsored National Level Seminar on Micro Finance – A tool to Eradicate Poverty was organized in collaboration with the Department of Mathematical Economics, Madurai Kamaraj University, Madurai on 28<sup>th</sup> and 29<sup>th</sup> July 2011.
- Seminar Convenor – One Day State Level Seminar under the UGC Autonomy Grant on Women Micro Entrepreneurs – Changes and Challenges was organised by the Department on 23<sup>rd</sup> March 2012.
- Seminar Convenor – One Day National Level Seminar on Health Care Economics on 28<sup>th</sup> March 2013.
- Seminar Convenor – One Day National Level Seminar on Economic thoughts of Thiruvalluvar on 06<sup>th</sup> March 2014.
- Seminar Convenor – One Day National Level Seminar on Strengthening Women’s Health through Micro Finance on 12<sup>th</sup> March 2015.

#### **Guest Lectures organized**

- Mr.D.Ramkumar, Head, Department of Management Studies gave a talk on “Opportunities for Management Studies” on 27.07.2006.
- Mr.K.Jeyakodi, Lecturer, Department of Commerce, S.N. College, Madurai gave a talk on “Job Interview Tips” on 19.12.2006.



- A guest lecture was organized on the topic “Union Budget 2007-08” for the students on 02.03.2007. Dr.C.Muthuraja, Associate Professor in Economics, The American College, Madurai delivered the key note address.
- Mr.A.Nelson, Nellai District gave an awareness programme on AIDS on 14.02.2008.
- Dr.J.Johnson Sundararaj, Vice Principal (Retd.), The American College, Madurai gave a talk on “Role of Youth in Fighting Corruption” on 05.03.2008.
- Mr.P.C.Durai Rama Chidambaram, Head, Department of Communication English, gave a talk on “Development of Placement Skills” to the final year students on 11.03.2008. On the same day Mrs.K.Kavitha, Department of Communication English spoke on “Communicative Skill”.
- In association with Career Guidance Cell a guest lecture on the topic “Career Guidance for the students of Economics” was organised on 26.03.2008 Mr.T.Dhanapalan, Co-ordinator, SF courses delivered the keynote address.
- Mr.Joseph D’Souza, Coordinator, Advertisement and Public Relations, Madurai Kamaraj University, Madurai gave a talk on “Advertisement Ethics” on 25.02.2009.
- Mr. N.Poornachelvan, Lecturer in Management Studies gave a special talk on “Importance of Management Course” on 04.03.2009.
- Mr. S.Karthigai Selvam, Lecturer in Mathematics gave a special talk on “Shortcut Methods in Calculation” on 16.03.2009.
- A guest lecture was organized on the topic “Qualities for Job Seekers” on 22.01.2010. Mr.R.Ganapathy Subramanian, Training Manager, Bharathi Axa Life Insurance, Madurai delivered the lecture.

- A guest lecture was organized on the topic “Union Budget 2010-11” for the students on 03.03.2010. Dr.C.Muthuraja, Associate Professor in Economics, The American College, Madurai delivered the key note address.
- A guest lecture on “Agency as a Career” was organized on 10.03.2010, Mr.S.Ramasubramanian, Development Officer, LIC, Madurai delivered the lecture.
- A special Lecture on ‘Atomic Energy for Human Development’ was organized on 14.07.2010. Mr.K.S. Kodeeswaran, Asst. Project Officer (Retd.), District Collectorate, Sivagangai was the Resource person. Mr.K.S.Kodeeswaran was also our alumni of the department.
- On 07.03.2011, Mr.N.Poornachelvan, Assistant Professor, Department of Management Studies of our college gave a special lecture on how to become a successful MBA graduate to the final year students.
- A guest lecture on the topic “Agrarian crisis in India” was organised by the Department. Dr.P.Thavamani, Assistant Professor, VHNSN College, Virudhunagar was the Resource Person.
- Dr.K.Jeyakodi, Saraswathi Narayanan College, Madurai gave a guest lecture for the students on 15.03.2013.
- Dr.T.Vijayakumar, Assistant Professor, Department of Economics, V.H.N.S.N. College, Virudhunagar delivered a guest lecture on the topic “Career Opportunities for Economics Students” on 20.02.2014.
- Dr.K.Sadasivam, Assistant Professor, School of Economics, Madurai Kamaraj University, Madurai delivered a lecture on the topic “Employability to Economic Students” on 16.03.2015.

## **ISO**

- Successfully completed the Internal Auditor Training Program based on ISO 9001:2000 conducted by TUV SUD South Asia Pvt. Ltd on 20<sup>th</sup> and 21<sup>st</sup> June 2008 at Madurai.
- Attended the Lead Auditor Training Course for QMS (ISO 9001:2000) – NRBPT Registered course conducted by TUV SUD South Asia Pvt. Ltd from 09.09.2008 to 13.09.2008 at Madurai.

## **Memberships**

- Life Member, Association of Economists of Tamilnadu.
- Member – Board of Studies in Economics (UG), Madurai Kamaraj University, Madurai from February 2007 to May 2010.
- Life Member, Indian Society of Criminology.
- Member – Board of Studies in Economics, Hajee Karutha Rowther Howdia College, Uthamapalayam, 2013-15.
- Member – PG Board of Studies of Economics, Sri Meenakshi Government College for Women, Madurai, 2013-15.
- Member – UG Board of Studies of Economics, Sri Meenakshi Government College for Women, Madurai, 2013-15.

## **Placement**

- A campus interview was organized for all the final year under graduate students on 16.02.2010 nearly 234 students belonging to various departments of the college have appeared for the interview and 48 candidates have been provisionally selected.

## **Other Activities**

- Convenor for 48<sup>th</sup> College Day celebration on 5<sup>th</sup> April 2013.