

FACULTY PROFILE

Name of the Staff : **Dr. MARISAMY B**
Official Address : Assistant_Professor
ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE,
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Personal Details:

Age : 43
Date of Birth : 31/07/1981
Sex & Marital Status : Male & Single
Citizenship : Indian
Department : COMMERCE
Date of Joining : 16/03/2009

Qualification:

Degree	Programme and Specialization	Class/CGPA	Month & Year of Passing	Institute/University
Ph.D	Commerce	Ist	12/2017	Bharathiar University
M.Phil	Commerce	II	07/2009	Alagappa University
M.Com	Commerce	Ist	11/2005	Bharathiar University
B.Com	Commerce	III	04/2003	Madurai Kamaraj University
B.Ed	Commerce	Ist	08/2007	Alagappa University

Professional Experience:

Teaching Experience:

Designation	Institute/University	Period		Nature of Duties
		From	To	
Assistant Professor	Arumugam Pillai Seethai Ammal College	16/07/2018	24/08/2024	Teaching
Lecturer	Arumugam Pillai Seethai Ammal College	16/03/2009	10/07/2018	Teaching

Other Academic Credentials:

S.No	Title
1	Best Teacher Award from Thenmozhi Educational Foundation , Karaikudi

Area of specialization:

S.No	Title
1	Advanced Accountancy
2	Costing
3	Entrepreneurship Development

Course Taught:

S.No	Course Title	U.G. or P.G
1	Advanced Accountancy I,Advanced Accountancy III,Management Accountitng	U.G

Development or Training Activity:**Attended:**

S.No	Title	Period		Venue	Course Type	Type of program
		From	To			
1	Emerging Trends in Banking Sector	14/02/2020	15/02/2020	Arumugam Pillai Seethai Ammal College		UGC Sponsored National Seminar
2	One Week Online Research Methodology Workshop on BFSI Sector	08/06/2020	12/06/2020	organized under MHRD, New Delhi		One Week Online Research Methodology Workshop
3	Two Days In-Service Teacher Training Programme in Commerce	05/05/2022	06/05/2022	Madurai Kamaraj University, Madurai		In-Service Teacher Training Programme in Commerce
4	UGC Sponsored 108 Orientation Programme	12/11/2019	02/12/2019	UGC HRDC Bharathidasn University	Orientation Programme	Orientation Programme
5	commerce and management	16/09/2020	29/09/2020	UGC HRDC Ranchi University	Refresher Course	Refresher Course
6	commerce and management	19/07/2022	01/08/2022	UGC HRDC UNIVERSITY OF MADRAS	Refresher Course	Refresher Course
7	Commerce and management	15/11/2023	28/11/2023	UGC MMTTC Madurai	Refresher Course	Online Refresher Course
8	Challenges in Financial Management	14/05/2020	19/05/2020	Kovai Kalaimagal College Coimbatore	FDP	online FDP
9	Challenges in Financial Management	14/05/2020	19/05/2020	Kovai Kalaimagal College Coimbatore	FDP	online FDP

S.No	Title	Period		Venue	Course Type	Type of program
		From	To			
10	Modern Teaching Evaluation and Research Methods	02/06/2020	07/06/2020	Vinayakrao Patil Mahavidyalaya, Vaijapur	FDP	Online FDP
11	Modern Teaching Techniques	17/05/2020	17/05/2020	Zakir Husain college ,IIAYANGUDI		Online
12	Personal and Stress Management	13/05/2020	14/05/2020	Erode arts and science college		Online
13	Application of Statistics in Research	28/05/2020	28/05/2020	SNMV, Coimbatore		online
14	Application of Statistics in Research	28/05/2020	28/05/2020	SNMV, Coimbatore		online
15	Application of Statistics in Research	28/05/2020	28/05/2020	SNMV, Coimbatore		online
16	Stress Management	16/05/2020	16/05/2020	Jain college Chennai		Online
17	The Strategic Marketing of Financial Service in a Recession	29/05/2020	29/05/2020	Sanskriti School of Business		Online
18	FINANCE & ACCOUNTING WITH ZOHO BOOKS	17/07/2023	21/07/2023	ALAGAPPA UNIVERSITY	FDP	FDP NAAN MUDHALVAN PROGRAM
19	TEACHING LEARNING TOOLS FOR THE DIGITAL ERA	11/05/2020	16/05/2020	SRI RAMAKRISHNA COLLEGE		ONLINE
20	FDP ON LATEX	04/05/2020	08/05/2020	POORNIMA UNIVERSITY	FDP	ONLINE
21	APPLICATION OF PARAMETRIC TEST IN RESEARCH	20/05/2020	22/05/2020	SENTHIKUARA NADAR COLLEGE		ONLINE
22	BEHAVIOURAL CHANGES IN THE COVID-19 ERA	28/05/2020	28/05/2020	MADURAI KAMARAJ UNIVERSITY		ONLINE
23	Traffic Rules and Regulations Awareness Campaign	15/03/2007	15/03/2007	Alagappa University Karaikudi		off line
24	Customer Relationship Management	04/01/2004	04/01/2004	P.S.G.R.Krishna mmal college,Coimbatore		state level symposium
25	Personality and Career Development	11/01/2004	11/01/2004	C.M.S College, Coimbatore		one day state level seminar

Research Achievements:

National Journal Publications:

S.No	Title of the Paper	Name of the Journal	Vol.No & Page No.	Month & Year	Current Status
1	Government Role in Indian Tourism Industry	Journal of the Gujarat Research Society	Vol. 21, Issue 16 PP 97-105	12/2019	Published
2	Consumers' Satisfaction Towards AAVIN Milk	Journal of the Gujarat Research Society	Vol. 21, Issue 16 PP 306-314	12/2019	Published

International Journal Publications:

S.No	Title of the Paper	Name of the Journal	Vol.No & Page No.	Month & Year	Current Status
1	Development of Tourism Industry in Tamil Nadu With Special Reference to Chettinad in Sivagangai Dist	Shanlax International Journal of Commerce	VOL.NO.3	07/2015	Published
2	Growth of Heritage Tourism in Tamil With Special Reference to Karaikudi Taluk	Indo GLOBAL journal of Applied Management Science	VOL.NO.3,ISSUE 1	04/2015	Published

National Conference Publications:

S.No	Title of the Paper	Name of the Conference	Organizer	Month & Year
1	Tamil Iakiyam kattum neermelanmaium inriya soolnilaium	Environment and Climate Change	TANSCHE,Chennai, Alagappa University	12/2022
2	Impact of Heritage Tourism in Indian Economy	National Level Seminar	UGC Sponsored	01/2015
3	Role of Auditor in Corporate Governance	Corporate Ethics and Business Sustainability	Dr.N.G.P.Arts and science college	09/2014
4	Swot Analysis of Women Professional Basketball	Recent Trends in Sports Technology Managemnt	Arumugam pillai seethi Ammal college	01/2014
5	Role of Banking in Rural Development	Revitalising Global Business	Annamalai University	12/2011

International Conference Publications:

S.No	Title of the Paper	Name of the Conference	Organizer	Month & Year
1	Tamil Ilakiyankalil Vanigarkalin Panpadu	International Conference on Heterogeneous Perspectives in Tamil Language and Literature	Kongunadu arts and science College and University of Malasiya,	04/2019
2	Tamil ilakiyankalil Nirvaga Samukam	International Conference on Depiction of Religion and Human Society in Tamil Literature,	Kongunadu arts and science College,	12/2018

Book/ Chapters Publishing:

S.No	Title Of The Book	Name Of The Publisher	Type	Year Of Publishing
1	Cost Accounting	Alagappa University DDE	National	2019

Other Contribution work to the Institute/Organization:

S.No	Name	Role	Period		Nature of Duties
			From	To	
1	Youth Red Cross Society	Served as a Member of Youth Red Cross Society	07/01/2019	31/05/2020	Member
2	Swachh Bharat	Served as a Member of Swachh Bharat	07/01/2019	31/05/2020	Member
3	Additional Chief Superintendent	TNPSC GROUP IV	07/23/2022	24/07/2022	Additional Chief Superintendent

S.No	Name	Role	Period		Nature of Duties
			From	To	
4	Discipline Committee	Member	06/19/2023	06/12/2023	To maintain discipline
5	Examination Committee	Co-Convener	06/19/2023	29/11/2023	To organize internal and external examination
6	Public Relation and Press Committee	Member	06/19/2023	06/12/2023	