

# Profile

## I. Personal Profile:

Name : **Dr. S. VISHNU SUBA**  
Designation : ASSISTANT PROFESSOR  
Department : ECONOMICS  
Qualification : M.A., B.Ed., M.Phil., Ph.D.  
E-Mail ID : [vishnusubas@mannarcollege.ac.in](mailto:vishnusubas@mannarcollege.ac.in)  
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## II. Academic Qualification:

### ➤ Doctoral Research Ph.D.

- ❖ **University:** Madurai Kamaraj University, Madurai, India.
- ❖ **Title :** An Economic Study of Cotton Cultivation in Virudhunagar District - Tamil Nadu
- ❖ **Year :** 2014

### ➤ Master of Philosophy

- ❖ **University/College:** Madurai Kamaraj University, Madurai, India.
- ❖ **Title:** A Study on Mango Marketing in Rajapalayam.
- ❖ **Year:** 2008

### ➤ Bachelor of Education

- ❖ **University:** VPMM College, Srivilliputhur.
- ❖ **Degree:** B.Ed.
- ❖ **Year:** 2007

### ➤ Post-Graduation

- ❖ **University:** Presidency College, Madras.
- ❖ **Degree:** Master of Arts in Economics
- ❖ **Year:** 1996

### ➤ Under Graduation:

- ❖ **University:** Bharathi Women's Arts College, Madras University, Madras.

❖ **Degree:** Bachelor of Arts in Economics

❖ **Year:** 1994

**Guideship:** Guideship Approval by Madurai Kamaraj University: 1946/20

### ➤ **Additional Qualification:**

❖ Certificate course NPTEL in 2018.

### **III. Work Experience:**

❖ Under-Graduate: **15 years**

❖ 2009 Worked as an Assistant Professor in Mannar Thirumalai Naicker College (Adhoc), Madurai.

❖ From 2014 – Working as an Assistant Professor in the Regular Stream in Mannar Thirumalai Naicker College, Madurai.

### **IV. Area of Interest**

❖ Micro Economics

❖ Development Economics

❖ Fiscal Economics

❖ Agricultural Economics

### **V. Orientation / Refresher Courses Attended:**

#### ● **Orientation:**

UGC Sponsored Orientation Programme at Madurai Kamaraj University, Madurai from 03.03.2015 to 30.03.2015.

#### ● **Refresher Course:**

● UGC Sponsored Refresher Course on Economics at HRDC, Madurai Kamaraj University, Madurai from 01.12.2017 to 21.12.2017.

● UGC Sponsored online Refresher Course on Cognitive Economics at HRDC, Bharathiar University, Coimbatore from 29.12.2020 to 11.01.2021.

● UGC Sponsored Refresher Course on Economics at HRDC, Madurai Kamaraj University, Madurai from 01.09.2022 to 14.09.2022.

## **VI. Details of Project:**

- Completed Research Project entitled “A study on Impact of Population on Environment in Tamil Nadu: A special Reference to Madurai city” under the scheme of MTNC Institutional Sponsored Faculty Research Project, May 2019.(Rs.20,000/-)
- Completed Research Project entitled “Covid-19: A Shock to the Women Empowerment with Special Reference to Informal Sector” under the scheme of MTNC Institutional Sponsored Faculty Research Project, May 2021. (Rs.20,000/-).

## **VII. Publications:**

### **• Journals**

1. **Organic Farming in India: Present Status and Challenges**, Proteus Journal, UGC-CARE Approved (Group II) Journal, Web of Science June 2020, ISSN - 0889-6348 Volume 11, Issue 6, Impact Factor 1.25
2. **A Study on Impact of Personal Qualities, Behavioural Traits and External Forces in Entrepreneurial Success**, International Journal of Research in Social Sciences (UGC Approved Journal No.48887), September 2018, ISSN - 2249-2496, Volume 8, Issue 9, Impact Factor 7.081.
3. **Role of Derivatives in Mutual Funds**, Research Journal of SRNMC, July-Dec 2016, ISSN- 2395-7085, Volume 1, Issue 4.
4. **Consumers Awareness on the Retail Pharmaceuticals in Madurai District, Tamil Nadu**, Research Journal of SRNMC, July-Dec 2015, ISSN- 2395-7085, Volume 1, Issue 2.

### **• Conference Proceedings and ISBN**

1. **Customer Preference Towards Purchase of Electric Two-wheelers in Tamilnadu**, at International Conference Organized by the Department of Business Administration, Mannar Thirumalai Naicker College, Madurai on March 2024 ISBN: 978-93-6163-068-2.
2. **Impact of Irrigation Method on Agricultural Development** at National Seminar, Organized by the Department of Economics, The

Madura College, Madurai on November 2021, ISBN: 978-93-92995-08-8.

3. **Recent Challenges and Research in Quality Education-An Indian Perspective**, at National Conference Organized by the Department of Library, Thiruvalluvar College, Papanasam, on 21<sup>st</sup> & 22<sup>nd</sup> February 2020, ISBN: 978-93-5396-220-3.
4. **Impact of Climate Change in Indian Agriculture with Special Reference to Tamil Nadu**. at National Conference Organized by the Department of Economics. Mount Caramel College, Bengaluru on 2<sup>nd</sup> & 3<sup>rd</sup> December 2019, ISBN: 978-93-5367-819-7.
5. **Role of Entrepreneurship in Economic Development** at International Conference on Emerging Trends In Entrepreneurship Development Organized by the Department of Commerce, Vivekananda College, Madurai on 12<sup>th</sup> September 2018, ISBN: 978-93-87871-79-3.
6. **Opportunities and Challenges Faced by Women Entrepreneurs in India**. at National Conference Organized by the Department of Commerce, Vivekananda College, Madurai on 4<sup>th</sup> January 2018, ISBN: 978-93-87102-45-3
7. **A Study on Determinants of Cotton Production in Virudhunagar District in Tamil Nadu**, the National Seminar on “Two Decades of Economic Reforms in India” Organized by the Department of Economics, Arul Anandar College, Madurai on 19<sup>th</sup> & 20<sup>th</sup> September 2013, ISBN: 978-93-80686-66-0.
8. **Global and Regional Trends in Food Inflation**. at National Seminar Organized by the Department of Economics, Mannar Thirumalai Naicker College, Madurai on 22<sup>nd</sup> March 2013, ISBN: 978-93-80686-23-3
9. **Retail Trends in India**. at National Seminar Organized by the Department of Commerce, Mannar Thirumalai Naicker College Madurai on 24<sup>th</sup> September 2011, ISBN: 978-93-80657-50-9.

### **viii. Books:**

1. Co-authored a book on “Entrepreneurial Development” published by Charulatha Publications, Chennai. January 2024, ISBN: 978-93-5577-718-8.
2. A chapter in the text book “Value Education”, published by Mannar Thirumalai Naicker College, Madurai 2022.

## **IX. Papers presented/ Participated in conference / Seminar:**

- Presented a paper on **“Customer Preference towards purchase of Electric Two-wheelers in Tamilnadu”** in one day National Seminar on **“Recent Trends and innovative practices in Management”** organized by the Department of Business Administration, Mannar Thirumalai Naicker College, Madurai on 23<sup>rd</sup> February 2024.
- Presented a paper on **“Role of Social Media in Women Entrepreneurship”** in Two Day Seminar on **“Rural Women entrepreneurship and its impact on Indian Economy at 2047”** organized by the Department of Economics, Saraswathi Narayanan College, Madurai on 21<sup>st</sup>& 22<sup>nd</sup>.September2023.
- Presented a paper on **“Consumerism in Digital Marketing”** in Two Day International Conference on **“Consumer Psychology - Global Scenario 2023”** organized by the Department of Commerce, Sourastra College, Madurai on 21<sup>st</sup>& 22<sup>nd</sup> September 2023.
- Presented a paper on **“A study on gross enrolment ratio stages of education in Indian education system”** in Two day National Seminar on **“Role of Internet of Things (IoT) in Promoting Sustainable Economic Growth in India 2047”** organized by the Department of Economics, Sri G.V.G.Visalakshi College for women, Udumalpet on 21<sup>st</sup>& 22<sup>nd</sup> December 2022.
- Presented a paper on **“Covid Pandemic – Challenge to women in informal sector: A Review”** in One Day Annual Conference on **“AET Annual Conference”** organized by the Department of Economics, Annamalai University, Chidambaram on 27<sup>th</sup> February 2022.
- Presented a paper on **“Impact of Covid-19 on livelihood of migrated employees in industrial sector”** in one day International Online Conference on **“Impact of Covid-19 on Indian Economy”** organized by the Department of Economics, The Madura College (Autonomous), Madurai on 23<sup>rd</sup> November 2020.
- Presented a paper on **“Recent Challenges and Research in Quality Education-An Indian Perspective”** in Two day National Conference on **“Creating A Milieu For Quality research Among Academic Community”** organized by the Department of Library, Thiruvalluvar College, Papanasam, Tirunelveli on 21<sup>st</sup>& 22<sup>nd</sup> February 2020.
- Presented a paper on **“Impact of Climate Change in Indian Agriculture with special reference to Tamilnadu”** in one day National Seminar on **“Sustainable Agriculture- Challenges and Strategies”** organized by the Department of

Economics, Mount Carmel College (Autonomous), Bengaluru on 02<sup>nd</sup>& 3<sup>rd</sup> December 2019.

- Presented a paper on **“Impact of Irrigation method on Agricultural Development”** in one day National Seminar on **“Irrigation Facilities in Indian Agriculture”** organized by the Department of Economics, The Madura College (Autonomous), Madurai on 30<sup>th</sup> September 2019.
- Presented a paper on **“Growing urban population: A challenge to sustainable development”** in one day National Seminar on **“Population Growth –A Boon or Bane: An Economic Outlook”** organized by the Department of Economics, The Madura College (Autonomous), Madurai on 30<sup>th</sup> January 2019.
- Presented a paper on **“Role of Entrepreneurship in Economic Development”** in one day International Conference on **“Emerging Trends in Entrepreneurship Development”** organized by the Department of Commerce, Vivekananda College, Trivedagam on 12<sup>th</sup> September 2018.
- Presented a paper on **“Opportunities and Challenges faced by Women Entrepreneurs in India”** in one day National Seminar on **“Entrepreneurship in India: Opportunities and Challenges”** organized by the Department of Commerce, Vivekananda College, Trivedagam on 4<sup>th</sup> January 2018.
- Participated in National Seminar on **“Challenges and Opportunities of Service Sectors”** organized by the Department of Commerce, Mannar Thirumalai Naicker College, Madurai on 03<sup>rd</sup> March 2017.
- Participated in the State Level Seminar on **“E-Commerce”** organised by Food and Consumer Protection Department, Government of Tamilnadu & FEDCOTT on 23<sup>rd</sup> March 2017.
- Presented a paper on **“The Chronicle of India Demonetization”** in Two Day 38<sup>th</sup> Annual Conference on **“AET Annual Conference”** organized by the Department of Economics, Mannar Thirumalai Naicker College, Madurai on 28<sup>th</sup>& 29<sup>th</sup> October 2017.
- Presented a paper on **“A Study on Direction and Composition of India’s Export”** in Three Days 99<sup>th</sup> IEA Annual Conference on **“IEA Annual Conference”** organized by the Department of Economics, Sri Venkateswara University, Tirupati on 27<sup>th</sup> to 29<sup>th</sup> December 2016.
- Presented a paper on **“Globalization and Labour Market In India”** in one day National Seminar on **“India’s Labour Legislation and its Employment Relation**

**for the Next Decade**” organized by the Department of Economics, St. Joseph’s College, Trichy on 8<sup>th</sup> March 2016.

- Presented a paper on **“E- Banking in Rural Area in India”** in one day National Seminar on **“E-Banking in Rural Economy”** organized by the Department of Economics, Hajee karutha Rowther Howdia College, Uthampalayam, Theni on 21<sup>th</sup> January 2016.
- Presented a paper on **“Role of FDI in Health Care Sector in India”** in one day National Seminar on **“FDI in Service Sector in India”** organized by the Department of Economics, The Madura College, Madurai on 1<sup>st</sup> September 2014.
- Presented a paper on **“A Study on Determinants of Cotton Production in Virudhunagar District – Tamil Nadu”** in one day National Seminar on **“Two Decades of Economic Reforms in India”** organized by the Department of Economics, Arul Anandar College, Madurai on 02<sup>nd</sup> September 2013.
- Presented a paper on **“Globalization and its Impact on Higher Education”** in one day National Seminar on **“Impacts on Higher Education”** organized by the Department of Economics, Mannar Thirumalai Naicker College, Madurai on 22<sup>nd</sup> June 2013.
- Presented a paper on **“The International Financial Crisis and its Impact on India”** in one day National Seminar on **“Financial Crisis and its Impact on India”** organized by the Department of Economics, Mannar Thirumalai Naicker College, Madurai on 17<sup>th</sup> May 2013.
- Presented a paper on **“Global and Regional Trends in Food Inflation”** in one day National Seminar on **“Inflation in Food Prices in Indian Economy”** organized by the Department of Economics, Mannar Thirumalai Naicker College, Madurai on 22<sup>nd</sup> March 2013.
- Presented a paper on **“Impact of Black Money in India”** in one day National Seminar on **“Economics of Corruption in India”** organized by the Department of Economics, The Madura College, Madurai on 26<sup>th</sup> September 2012.
- Presented a paper on **“A Study on Watershed Development in Tamilnadu”** in one day National Seminar on **“Watershed Development Programmes in Tamil Nadu: Emerging Issues for Environmental Development Perspectives”** organized by the Department of Economics, School of Economics, Madurai Kamaraj University, Madurai on 28<sup>th</sup> February 2012.

- Presented a paper on “**Agriculture Crisis in India**” in one day National Seminar on “**Global Economic Crisis and India**” organized by the Department of Economics, Mannar Thirumalai Naicker College, Madurai on 06<sup>th</sup> January 2012.
- Presented a paper on “**Retail Trends in India**” in one day National Seminar on “**Retail Marketing in India: Trends and Challenges**” organized by the Department of Economics, Mannar Thirumalai Naicker College, Madurai on 24<sup>th</sup> September 2011.
- Participated in National Level Seminar on “**Challenges and Opportunities in Indian Banking Industry**” organized by the Department of Commerce, Mannar Thirumalai Naicker College, Madurai on 09 September 2010.
- Participated in State Level Seminar on “**Inclusive Growth in India**” organized by the Department of Commerce, Mannar Thirumalai Naicker College, Madurai on 16<sup>th</sup> December 2009.

#### **X. Special Lectures Delivered / Interview Board:**

<b>S.No</b>	<b>College/Institute</b>	<b>Title</b>	<b>Date</b>
1	The Madura College, Madurai.	Challenges Ahead in Indian Economy	8.02.2019
2	Kendriya Vidyalaya No. 2, Madurai.	Panel member of the Interview committee	12.03.2023
3	Madurai Kamaraj University, Madurai.	External Expert Research Advisory Committee	26.04.2024

#### **XI. Conference/Seminar/Workshop Organised:**

<b>S.No</b>	<b>Programme Details</b>	<b>Date</b>
1	Street Vendors Programme on Food Safety and Consumer Health	25.10.2016
2	National Seminar on Challenges Chasing the Indian Economy – A Peer Review	11.10.2019
3	National Seminar on Gender Equality and Sustainable Development in India	30.09.2022



## XII. Membership in Academic/Professional Bodies:

<b>S.No</b>	<b>Name of the Body</b>	<b>Capacity</b>
1	Board Of Studies SRNM College, Sattur.	Member
2	Indian Economic Association	Life Member
3	AET Association of Economists of Tamil Nadu	Life Member
4	Board Of Studies Member Saraswathy Narayanan College, Perungudi, Madurai.	Member
5	External Examiner, Madurai Kamaraj University, Madurai.	Additional Examiner
6	External Examiner Saraswathy Narayanan College, Perungudi, Madurai.	Additional Examiner
7	External Examiner V.V.Vanniaperumal College for Women, Virudhunagar.	Additional Examiner

## XIII. FDP/Workshop/Short - Term Course Attended:

<b>S. No</b>	<b>International/National / State Level</b>	<b>Title of the Programme/Course</b>	<b>Name of the Institution/ University</b>	<b>dt/mm/yr</b>
1	State Level	Workshop on Technicalities of Writing Research Proposal	Mannar Thirumalai Naicker College, Madurai.	29.06. 2018
2	State Level FDP	Intellectual Property Rights, Skill Development programmes, Innovations, Patents and setting up Incubation centres	Mannar Thirumalai Naicker College, Madurai.	22.01. 2019

3	State Level	Promotion of API Score and CAS Filing	Mannar Thirumalai Naicker College, Madurai.	02.03.2019
4	State Level	Faculty Development Programme on one day Training and Production workshop on	Mannar Thirumalai Naicker College, Madurai.	09.03.2019
5	State Level	Outcome based Education	Mannar Thirumalai Naicker College, Madurai.	28.08.2019
6	National Level	Faculty Development Programme on Promotion of API Score and Career Advancement scheme	Mannar Thirumalai Naicker College, Madurai.	03 .03.2020
7	National Level	Capacity Building Programme on 21 <sup>st</sup> Century Skills	Mannar Thirumalai Naicker College, Madurai.	05.03.2020
8	National Level	FDP on Quality Assurance and Sustenance in Higher Education	Mannar Thirumalai Naicker College, Madurai.	11.03.2020
9	Online National level FEP	Faculty Enrichment Programme	Mannar Thirumalai Naicker College, Madurai.	13.05.2020 to 19.05.2020
10	Online Workshop	Three days Online Research Methodology Workshop	REST trust, India.	18.04.2020 to 20.04.2020
11	Online FDP	Two weeks faculty development programme on “Managing online classes and Co-creating MOOCs”	Ramanujam College Delhi.	20.04.2020 to 06.05.2020
12	Online Short term course	Online National level Short term course On “Virtual Learning Environment”	A.P.A.College of Arts and Culture, Palani.	18.05.2020 to 24.05.2020
13	Online Webinar	Online Webinar on “Bio- Diversity	Mannar Thirumalai Naicker College, Madurai.	22.05.2020

14	Online Webinar	The impact of the covid-19 lockdown on investments and the Indian Capital Market	VVM's Shree Damodar College of Commerce & Economics, Margao,	22 .05.2020
15	Online Webinar	Social Innovation and Change Management	Holy Cross College, Tiruchirappalli.	05.06.2020
16	Online FDP	One day online FDP programme on "Tools to create E-Learning interactions and assessments"	PG & Research Department of Economics Government Arts College, Melur..	06.06.2020
17	Online Webinar	Learning Management System using Canvas Instructure	Dos Bosco College of Arts and Science, Thoodhukudi.	25 .06.2020
18	International Workshop	Essential Skills and Moral Values for Career development of Teachers: Global Perspective	Moran College, Moranhat, Assam	30.06.2021 to 01.07.2021
19	Online Webinar	Basics of Wealth Building and Types of Investment	Scott Christian College, Nagercoil.	10 .08.2021
20	International Workshop	Review of Literature : Innovative Approaches and 14 Review types	Moran College, Moranhat, Assam.	03.12. 2021
21	Online Webinar	Economic Implications of Central Budget 2022-23	Sree Narayana College, Cherthala, Kerala.	13 .02.2022
22	National Level FDP	FDP on Enhancing Quality by Unearthing Innovative practices – EQUIP 2022	Mannar Thirumalai Naicker College, Madurai.	18.04. 2022 to 24.04. 2022

23	National Level	Faculty Enhancement Programme on Education 4.0 for sustainable Economic Development	Mannar Thirumalai Naicker College, Madurai.	27.04.2022
24	Training Programme	Inservice Teacher Training Programme	Tamilnadu State Council for Higher Education	05 .05.2022 to 06 .05.2022
25	National Level	Faculty Research Programme on Dynamics of Research Publications	Mannar Thirumalai Naicker College, Madurai.	15.09. 2022 to 16.09.2022
26	Online FDP	NEP 2020	V.V.Vanniaperumal College for Women, Virudhunagar.	09 .12 .2022 to 14 .12.2022
27	National Level	Faculty Enhancement Programme on Insights of National Educational Policy(NEP 2020)	Mannar Thirumalai Naicker College, Madurai.	18.03.2023
28	Online FDP	Upskill your resources	Ayya Nadar Janakiammal College, Sivakasi.	07.07.2023 to 13.07.2023
29	Online FDP	Research Funding Agencies, Preparation Research Proposals for Major/ Minor Research projects etc.	St.Aloysius College, Thrissur, Kerala.	21.07.2023
30	National Level Workshop	Workshop on CHAT GPT & AI Tools to Save 2 Hours of work Daily	Mannar Thirumalai Naicker College, Madurai.	27.07. 2023 to 28.07. 2023
31	Online FDP	Influence of AI in Teaching & Research	Hindustan College of Arts and Science, Coimbatore.	04 .09.2023 to 09 .09.2023

32	State – Level Technical Workshop	“Intellectual Property Rights”	Mannar Thirumalai Naicker College, Madurai.	16 .10.2023 to 17 .10.2023
33	Online International Webinar	“Inequality and Poverty in India: Impact of COVID-19 Pandemic and Policy Response”	EGROW Foundation for Economic Growth and Welfare	27 .10.2023
34	Online FDP	Dimensions of Economics Today	Jamal Mohamed College, Tiruchirapalli.	08.01.2024 to 12.01.2024
35	Online International Webinar	Union Budget Discussion	EGROW Foundation for Economic Growth and Welfare	26.01.2024
36	UGC Sponsored online Webinar	Student Diversity and Inclusive Education	Malaviya Mission Teacher Training Centre, Madurai Kamaraj University, Madurai	17.02.2024
37	UGC Sponsored online Webinar	Essential of Report Writing using MS Word	Malaviya Mission Teacher Training Centre, Madurai Kamaraj University, Madurai	24.02.2024
38	UGC Sponsored online Webinar	Research and Development	Malaviya Mission Teacher Training Centre, Madurai Kamaraj University, Madurai	02.03.2024

39	UGC Sponsored online Webinar	Yoga for Life Skills	Malaviya Mission Teacher Training Centre, Madurai Kamaraj University, Madurai.	09.03.2024
40	International FDP	Ethics model of Excellence Framework(EMEF)	Rani Anna Government College for Women, Tirunelveli.	23.04.2024 to 30.04.2024

#### **XIV. Academic Administrative Responsibilities:**

<b>S.No</b>	<b>Name of position</b>	<b>From</b>	<b>To</b>
1	Consumer Club (Convenor)	2014	2019
2	Women's Development Cell (Convenor)	2017	2018
3	Attendance Committee(Convenor)	2018	2019
4	Women's Hostel - Warden	2019	2023
5	Add-on Course(Travel and Tourism)-(Convenor)	2014	2019
6	Women's Festival Cell-(Member)	2018	2019
7	Research Committee -(Member)	2016	2017
8	IQAC criteria 3-(Member)	2016	2018
9	IQAC Criterion 4-(Member)	2019	2023
10	Convocation Committee- (Member)	2018	2019
11	Library Stock Verification Committee-( Member –Convenor)	2018	2020

12	Women Festivals Committee–(Member )	2018	2019
13	Anti-Ragging and Anti-Social Activities–(Member)	2019	2023
14	Productivity Council – (Convenor)	2019	2021
15	Women’s Development Cell – Convenor	2023	2024