


## ACADEMIC PROFILE

Name of the staff	Dr. K. MAHENDRAN	
Designation	Assistant Professor	
Name of the Department	Economics	
Communication Address	<p><b>Phone:</b></p> <p><b>Mobile:</b> 9965775161</p> <p><b>e-mail: Office:</b> mahendran@zhcily.in</p> <p><b>Personal:</b> mahendran.zhc@gmail.com</p>	
Teaching experience:	<p><b>Date of joining this College:</b> 05.03.2018</p> <p><b>Experience in other Colleges:</b> 09 year</p> <p><b>Total Experience as of 31/07/2024:</b> 15 Years 05 Months</p>	

### Academic Qualifications:

Name of the Degree	University	Year	Division & Distinction
B.B.E (Economics)	Alagappa University, Karaikudi.	2006	II Class
M.A. (Economics)	Bharathidasan University, Trichy.	2008	I Class
M.Phil. (Economics)	Bharathidasan University, Trichy.	2009	I Class Distinction
B.Ed (Education)	Tamilnadu Teachers Education University, Chennai.	2010	I Class Distinction
M.Ed (Education)	Madurai Kamaraj University, Madurai.	2013	I Class
TNSET (Economics)	Mother Teresa Women's University, Kodaikanal.	2016	-
Ph.D (Economics)	Bharathidasan University, Trichy.	2018	Awarded

**RESEARCH AND ACADEMIC CONTRIBUTION:**

**A: DETAILS OF RESEARCH PAPERS PUBLISHED**

**i) Refereed Journals\*** (throughout the career)

<i>Title of the Article</i>	<i>Author</i>	<i>Co-Authors</i>	<i>Name of the Journal Vol. No. &amp; Page</i>	<i>International / National</i>	<i>Impact Factor, Scopus index, etc.</i>
An Analysis on the economic perfectiveness of tourism development in Rameswaram - Tamilnadu	K. Mahendran	-	International journal of scientific research. Vol.No:5 Page:75	International	Impact Factor: 3.508
A spatial temporal analysis on the economic perfectiveness of tourism development in Rameswaram – Tamilnadu	K. Mahendran	-	Indian journal of applied research Vol.No:6 Page:68	National	Impact Factor: 3.919
Economic Perceptiveness of Tourism Development In Rameswaram in Tamilnadu Under the Globalization Period	K. Mahendran	-	International Journal of Science and Research Vol.No: 7 Page:1271	International	Impact Factor: 7.296
Impact of Globalization on Rural Market and Farmers in India	K. Mahendran	-	International Journal of Science and Research Vol.No: 11 Page: 778	International	Impact Factor: 7.942

**ii) Non-refereed journals with ISSN/ISBN (throughout the career)**

<i>Title of the Article</i>	<i>Author</i>	<i>Co-Author(s)</i>	<i>Name of the Journal Vol. No. &amp; Page</i>	<i>International / National</i>	<i>ISBN/ISSN</i>
Medical Tourism in India	K. Mahendran	-	International Journal of Applied Management Research Vol.No:7 Page:38	International	ISSN :0974 8709

**iii) Full paper published in the Proceedings of Conference/Seminars/Symposia, etc (throughout the career)**

<i>Title of the Article</i>	<i>Author</i>	<i>Co-Author(s)</i>	<i>Name of the Programme</i>	<i>Organiser</i>	<i>Date</i>	<i>ISBN/ISSN, if any</i>
Impact of Globalization on Rural Market And Farmers In India	K. Mahendran	Dr.M.Perumal	Rural Marketing In India: Issues And Challenges	Urumu Dhanalakshmi College, Trichy.	26 &27 Sep 2014	ISBN:978-93-80394-45-9
Economic Perceptiveness of Tourism Development In Rameswaram in Tamilnadu Under the Globalization Period	K. Mahendran	-	Twenty Five Years of Economic Reforms (1991-2016) In India	Urumu Dhanalakshmi College, Trichy.	23 Sep 2016	-
A Study on E-Rural Marketing of Agricultural Goods at Ilayangudi Taluk in Sivagangai District	M. Marimuthu	K. Mahendran	Facts of Digital Marketing	Alagappa Institute of Management Alagappa University, karaikudi	21& 22 Feb 2019	978-93-88398-52-7

**B: RESEARCH PUBLICATIONS:**

**i) Text or Reference Books published by International publisher (throughout the career)**

<i>Title of the Book</i>	<i>Author</i>	<i>Co-author</i>	<i>Name of the Publisher</i>	<i>Month &amp; Year of publication</i>	<i>Price per copy</i>
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**ii) Subject Books by National level publishers / State and Central Govt. Publications with ISBN/ISSN Number:**

<i>Title of the Book</i>	<i>Author</i>	<i>Co-author</i>	<i>Name of the Publisher</i>	<i>Month &amp; Year of publication</i>	<i>ISBN/ISSN</i>
-		-		-	

**iii) Subject Books by other Local Publishers with ISBN/ISSN numbers**

<i>Title of the Book</i>	<i>Author</i>	<i>Co-author</i>	<i>Name of the Publisher</i>	<i>Month &amp; Year of publication</i>	<i>ISBN/ISSN</i>
-		-		-	

**iv) Chapters contributed to edited knowledge-based volumes published by the International Publishers:**

<i>Title of the Book</i>	<i>Name of the Editor</i>	<i>Chapter contributed</i>	<i>Author/ Co-Author</i>	<i>Name of the Publisher</i>	<i>ISBN/ ISSN</i>
-		-		-	

**v) Chapters in knowledge-based volumes by national level publisher with ISBN/ISSN and with numbers of national and international directories:**

<i>Title of the Book</i>	<i>Name of the Editor</i>	<i>Chapter contributed</i>	<i>Author/ Co-Author</i>	<i>Name of the Publisher</i>	<i>ISBN/ ISSN</i>
-		-		-	

**C : DETAILS OF RESEARCH PROJECTS**

**i) Major/Minor Research Projects (throughout the career)**

<i>Title of the Project</i>	<i>Minor / Major Project</i>	<i>Funding Agency</i>	<i>Period</i>
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**D: RESEARCH GUIDANCE**

**i) Details of Ph. Ds Awarded/Submitted**

<i>Name of the Scholar</i>	<i>Title of the Thesis</i>	<i>Submitted / Awarded</i>	<i>Name of the University</i>	<i>Month and Year</i>
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**ii) Details of M.Phil. awarded**

<i>Name of the Scholar</i>	<i>Title of the Thesis</i>	<i>Name of the University</i>	<i>Month and Year</i>
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**E (i) Training Courses and Conferences/Seminars/Workshop attended  
Refresher / Orientation Courses attended:**

<i>Orientation / Refresher</i>	<i>Organisers / Place</i>	<i>Period / Duration</i>
Faculty Induction Programme	Bharathidasan University, Trichy.	20.01.2021 to 18.02.2021
Refresher Course	University of Madras, Chennai	01.07.2022 to 14.07.2022
Refresher Course	University of Calicut	01.08.2023 to 14.08.2023

**(ii) Participation in Seminars / Conferences / Workshops / Training Programmes / Webinars:**

<i>International / National / State level</i>	<i>Organizers / Place</i>	<i>Date</i>	<i>Theme of the Seminar</i>
International level	Annal Velankanni College, Tholayavattam	19/06/2020	Economic Impact Of The Covid 19 – Downturn And Recovery Indian Perspective

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National level	Sacred Heart College, Tirupattur	18/05/2020	Impact Of COVID-19 On Indian Economy
National level	Nallamuthu Gounder Mahalingam College, pollachi And Erode Arts And Science College, Erode	27/05/2020 to 02/06/2020	Pedagogical Methods Suitable For a Pandemic Situation: A Webinar Series
National level	Madurai Kamaraj University, Madurai	28/05/2020	Covid-19 and Social Security Measures for Unorganised Workers in India
National level	National College, Tiruchirappalli	29/05/2020	Covid-19 & Survival Of Indian Economy
National level	Palaniandavar College Of Arts & Culture, palani	08/06/2020 to 10/06/2020	Indian Economy in the Post Covid-19 Period
National level	Dr. Zakir Husain College, Ilayangudi	10/06/2020	Impact of COVID-19 and Economic Policy Announcements
National level	Dharmapuram Adhinam Arts College, Mayiladuthurai	10/06/2020	Conditions Of Indian Economy During COVID-19
National level	Sacred Heart College, Tirupattur	11/06/2020	Economic Reflections of ICT On Daily Life and Lockdown Health Impacts
National level	Avinashilingam Institute For Home Science and Higher Education For Women, Coimbatore	15/06/2020	Measures to Combat the Impact of COVID-19 on Indian Economy
National level	The American College, Madurai	15/06/2020	COVID-19 And Labour Issues In India
National level	Dr. Zakir Husain College, Ilayangudi	28/07/2020	Aatmanirbhar Bharat Abhiyaan
National level	Erode Arts And Science College, Erode	24/12/2020	Consumer Protection: An Economist Perspective
State level	Vivekananda College Madurai	30/12/2004	Dynamic of Modern Marketing
State level	Alagappa University Karaikudi	28/09/2005	Personality Development
State level	Jamal Mohamed College & Periyar E.V.R.College, Trichy	21/02/2008	Issues in Indian Economy

## ACADEMIC PROFILE

State level	Sri Pushpam College Poondi	16/12/2008	Research Methodology
State level	Holy Cross College Trichy.	26&27 Feb. 2009	Inclusive Growth
State level	Jamal Mohamed College Trichy	8&9 Apr.2009	Post-Survey Techniques of Data preparation and Application of Statistical Tools using SPSS
State level	Sri Ramakrishna Math Madurai	13/03/2010	Personality Skill Development Program
State level	Dr. Zakir Husain College, Ilayangudi	17/05/2020	Modern Teaching Techniques
State level	Erode Arts And Science College	22/05/2020	Scope For Entrepreneurship in Agricultural and Allied Sector
State level	Vels Institute of Science, Technology and Advanced Studies, Chennai	23/05/2020	quality Research Papers through Smart Writing
State level	Anna Adarsh College For Women, Chennai	26/05/2020	Econometrics and its Application in Social Science Research
State level	St. Joseph's College (Arts & Science), Chennai	28/05/2020	Education 4.0
State level	MAR Gregorios College of Arts & Science	04/06/2020	The Faculty Development Program
State level	Vels Institute of Science, Technology and Advanced Studies, Chennai	30/05/2020	Connecting the Students in this Pandemic Situation
State level	Dr. Zakir Husain College, Ilayangudi	07/06/2020	Impact of COVID-19 Pandemic on Indian Economy
State level	Vels Institute of Science, Technology and Advanced Studies, Chennai	09/06/2020	Essential Qualities of Effective Teachers in Higher Education
State level	National College, Tiruchirappalli	10/06/2020	The Faculty Development Programme
State level	Rathinam College of Arts and Science	19/06/2020	Outcome Based Education Through Bloom's Taxonomy: Stepping up The leaning Domain
State level	C.Kandaswami Naidu College for Men, Chennai	24/06/2020	Research Aptitude and Publishing Research Papers

## ACADEMIC PROFILE

State level	Thiruvalluvar University College of Arts and Science, Tirupattur	04/07/2020	Why Academic journal publication is Important
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### (iii) Papers presented in Seminars / Conferences / Workshops / Training Programmes participated:

<i>International / National / State level</i>	<i>Organizers / Place</i>	<i>Theme of the Seminar</i>	<i>Date</i>	<i>Title of the Paper presented</i>
National	Manonmaniam Sundaranar University Tirunelveli	Rural Development in India: Opportunities and Challenges	29&30 Oct 2008	Technology for Rural India: Problems and Solutions
National	Alagappa University	Digital Marketing	21 & 22 of February 2019	A Study on E-Rural Marketing of Agricultural Goods at Ilayangudi Taluk in Sivagangal District
National	Dr.Zakir Husain college, Ilayangudi	Emerging Developments In Businss And Management	21 July, 2019	A Study on E-Rural Marketing of Agricultural Goods At Ilayangudi Taluk In Sivagangai District

### (iv) Details of Invited lectures in Conferences/Seminars/Symposia, etc.

<i>Name of the Programme</i>	<i>Organiser of the Programme</i>	<i>Level: International / National</i>	<i>Topic</i>	<i>Date</i>

### F. Awards won

<b>Name of the Award</b>	<b>Organisers of the Award</b>	<b>Date</b>

### G. Membership in Board of Studies:

<b>Name of the University / Autonomous College(s)</b>	<b>Chairman / Member</b>	<b>Period</b>



**H. Position held in University Exam Related Works:**

Name of the University	Chairman / Chief Examiner / Question Setter	Period

**I. Various Positions held in the college so far:**

Name of the Position	Period	Achievements
Secretary for Planning forum in Economics	2019 - 2024	Secretary for Planning forum in Economics
Co-ordinator in National Level Webinar	2020	Co-ordinator in National Level Webinar
Organizing Secretary For E-Quiz	2020	Organizing Secretary For E-Quiz

**J. Other Achievements:**

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