

Name : T. Maheswari
Designation : Assistant Professor
Department : B.Com.Accounting and Taxation
Qualification : M.Com., M. Phil.,(Ph.D)
Experience : Teaching: 5 Years 6 months Research: 1year
Area of Specialization(s) : Accounts, Marketing and Management
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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D	Commerce	P.S.G. College of Arts & Science, Coimbatore	Pursuing
M. Phil.	Commerce	P.S.G. College of Arts & Science, Coimbatore	2017
M.Com	Commerce	P.S.G. College of Arts & Science, Coimbatore	2011
B.Com	Commerce	P.S.G.R.Krishnammal College for Women	2009

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Online Certificate	Sales and Distribution	NPTEL	2020
Advanced Diploma in Entrepreneurship	Entrepreneurship	Bharathiar University	2009
Type Writing Level- 1	English Typewriting	Department of Technical Education, Government of Tamilnadu	2008

Research Publications (Indexed)

International

- T.Maheswari, **A Study on Financial Statement Analysis of Steel Authority of India Limited**, Journal of Information and Computational Science, UGC – Care Group – II Certified Journal, Vol 13 Issue 7, July 2023, ISSN: 1548-7741.
- T.Maheswari, **The Effectiveness of Internet Advertising on Consumer Behaviour**, International Journal of Scientific Development and Research, Vol 8 , Issue 7 ,July 2023, ISSN : 2455-2631

- T.Maheswari, **Implementation of AI Technology in Banking Sector Based on Coimbatore City**, ComFin Research, Vol : 11, Issue 1,Jan 23,e-ISSN : 2582-6190.
- T.Maheswari, **Issues and Challenges faced by Small Entrepreneurs due to Lock Down in Coimbatore City**, International Journal of Scientific Research in Engineering and Management, Vol 06, Issue: 12, Dec 22, ISSN: 2582-3930.
- T.Maheswari, **Awareness Towards Consumer Rights – An insight Forma Rural Taluk of Erode of Erode District**,Purakala, Vol 31 Issue2, Apr 2022,ISSN: 0971-2143, (UGC Care Approved Journal).
- T.Maheswari, **A Study on the Impact of Self Employed During the Covid-19 with special reference to Sulur , Coimbatore City**, GIS Science Journal, Vol 8, Issue 5, ISSN No: 1869-9391, May 21(UGC Care Approved Journal)
- T.Maheswari,**Fiscal Recital Scrutiny of Dazzling Health Care Companies in India**, GIS Science Journal, Vol 8, Issue 5, ISSN No: 1869-9391, May 21(UGC Care Approved Journal)
- T.Maheswari, **Parallel Segments Of Workplace Comfort And Job Satisfaction Among Private Bank Employees In Coimbatore District**, Science ,Technology and Development Journal, Vol 7. Issue 12, ISSN: 0950-0707 December 2019(UGC Approved Journal).
- T.Maheswari, **A Study On People’s Satisfaction Towards Free Medical Services Provided By Hospitals in Selected Taluks of Coimbatore District**, International Journal of Analytical and Experimental Modal Analysis,Vol.11, Issue 12,ISSN NO: 0886-9367 December 2019.(An UGC Care Approved Group - A Journal)
- T.Maheswari, **A Study about customer satisfaction of PAHAL Scheme with LPG Customers”, Global Journal of Research Analysis**. Vol.5, Issue-9, ISSN No 2277 – 8160. September- 2016.
- T.Maheswari,**Logistics Repositioning in India, Bonfiring International Journal of Industrial Engineering and Management Science** , ISSN 2250-1096 International Conference on Repositioning India- Emergency Dimensions, S.N.R.Sons College, Coimbatore, 16-Feb-16

Book Publication

- Published a Book entitled “**Management Accounting**”, T.Maheswari, Charulatha Publications, Chennai, April 2023, 978-93-5577-451-4.

Book Chapter Publication

- Published a Chapter on “Information and Communication Technology in Teaching and Learning” in the book entitled “Contemporary Pedagogy in Science and Humanities” by Bonfiring Publications, Coimbatore,India.ISBN:978-93-92537-52-3
- Published a Chapter on “**Modernization in Insurance Industry**” in the Book entitled “Digitalization of the Insurance Sector” by Shanlax Publications in association with Rathinam Arts & Science College, o April 2023, ISBN – 978-81-19042-59-3.

- Published Lab on Manual on the Topic “ **Statistical Package for Social Sciences**”, Raasi Enterprises in association with Dr.N.G.P.Arts and Science College, Coimbatore,2022,ISBN-978-81-961-895-3-2.
- Published a Chapter on “**Competency Mapping and Employee Effectiveness with reference to Insurance Industry in India**” in the Book entitled, “**Competency Mapping: A Tool in Monitoring the Employee Performance**” by MTC Global Trust, A Global Think Tank in Higher Education, Bangalore, India on December 2021, ISBN: 978-93-5578-597-8.

Presentations in Conference

- Virtual International Conference on “**Capacity Building & Youth Empowerment : The Design Thinking Approach for Sustainable Governance**” sponsored by **Tamil Nadu State Council for higher Education (TANSCH)**, organized by the Department of Commerce (Business Process Services & Professional Accounting), PSG College of Arts & Science, Coimbatore on 18th and 19th April,2023.
- **A Study on Customer Preference towards Advertising in Social Networking** , International Conference on “Managing Global Business: Challenges & Strategies” SRM University and TIMESPRO, 31-Mar-16.
- **Role of E-Commerce in Present Scenario**, National Conference on Trade, Economics and Financial Research, KG College of Arts & Science, Coimbatore, 20-Feb-16.

Participation in Conference

International

- Virtual International Conference at the title “**Pandemic and Business Sustainability**” organized by Department of Commerce (Corporate Secretaryship, International Business, Banking & Insurance and Accounting & Taxation) at Dr.N.G.P.Arts & Science College on 21st and 22nd Oct, 2021.

National

- National Conference at the title “Rebuilding Global Business Environment” organized by Department of Commerce (Corporate Secretaryship, International Business, Banking & Insurance and Accounting & Taxation) at Dr.N.G.P.Arts & Science College on 15th February 2023.
- National Virtual Symposium at the title **National Education Policy** organized by St.Francis Institute of Management & Research, Mumbai, Sponsored by ICSSR (Indian Council of Social Science Research) Mumbai from 26-Sep-22 to 30-Sep-22.
- National Conference at the title **Impact on Trade War** organized by Department of Commerce

(Corporate Secretaryship, International Business, Banking & Insurance and Accounting & Taxation)
at Dr.N.G.P.Arts & Science College on 25-Feb-20.

Participation in Workshop

- Outcome Based Education, organized by Dr.N.G.P.Arts & Science College, conducted by iprs solutions ltd on 04th Mar 2023.
- **GST Skill Acquisition**, GST Centre Cochin 19th Oct to 12th Sept 2022.(Online)
- **Disaster Vulnerability and Preparedness with Special reference to Women, Children and Elders**, Vivekanandha College of Arts and Sciences for Women, Tiruchengode,11& 12th March,2019.
- **One Day Training Programme on ‘Child Rights’ Sponsored ny National Human Rights Commission (NHRC), New Delhi** ,Vivekanandha College of Arts and Sciences for Women, Tiruchengode,07th January 2020.

Participation in Faculty Development Programme

- New Education Policy (NEP 2020), ICSSR Western Regional Council, Mumbai and St Francis College for Women, 26th Sept to 30th Sept 2022.
- **ESG Framework for Busienss**, organized by V.O.Chidhambaram College, 27th Oct to 03rd Nov 2022.
- **AICTE Sponsored FDP on Research Methodology- Techniques & Software for Social Sciences**,organized by AICTE Training And Learning (ATAL) Academy, by Assam University, 06-Oct-21 to 10-Oct-21.
- **Digital Teaching Methods in Higher Education** , online FDP organized by Hindhusthan College of arts and Science,Coimbatore,23-Aug-21 to 28-Aug-21.
- **Outcome Based Education**, online FDP organized by Karpagam Academy of Higher , Coimbatore from 26-Jun-21 to 01-Aug-21.
- **Citation Styles and Reference Lists**, online FDP organized by Siva Sivani Institute of Management, Telungana, 21-Jun-21 to 23-Jun-21
- **Emerging Trends in Industry** , online FDP organized by Department of Instrumentation & Control Engineering and Internal Quality Assurance Cell of MVPS’s K.B.T. College of Engineering, Nashik (Maharashtra), 18-May-21 to 22-May -21.
- **Sales and Distribution Management**, FDP organized by NPTEL –AICTE, Feb to Apr 2020.
- **Research Methodology and Pedagogy for Teritary Education** , Online FDP organized by Dr. N.G. P. Arts and Science College, Coimbatore,15-Jun-21 to 21-Jun-21.
- **Application Of Tools & Techniques In Research Methodology & Accelerate To Publish Article**

In Scopus And Web Of Science, seven days national level FDP organized by Hindusthan College of Arts & Science, 19-Dec-20 to 24-Dec-20.

- **GST-Registration, Assessment and Filing of Returns –Phase III**, Ten Days online National Skill Development Programme organized by Bharathiar University sponsored by RUSA , 02-Nov-20 to 12-Nov-20.
- **Digital Teaching Techniques**, online certificate course organized by ICT Academy , 10-Aug-20 to 15-Aug-20.
- **Promotin of Innovation, IPR, Entrepreneurship, and Start-ups among HEIs**, organized by Institutes Innovation Council of MHRD ‘s Innovation Cell, 28-Apr-20 to 22-May-20.
- **Quality Initiatives in Higher Education**, Dr. N.G. P. Arts and Science College, Coimbatore, 13-Apr-20 to 20-Apr-20.
- **NAAC Revised Accreditation Framework and OBE assessment Methodology**, Dr. N. G. P. Arts and Science College, Coimbatore, 27- May 19 to 02-June-19.

Conference / Seminar / Workshop Organized

- **Organiser, National Conference on Rebuilding Global Business Environment**, Dr.N.G.P.Arts and Science College, Coimbatore, 15-Feb-23.
- **Organizing Committee, Virtual International Conference on Pandemic and Business Sustainability (PBS-2021)**, Dr. N. G. P. Arts and Science College, Coimbatore, 21st and 22nd October, 2021.
- **Organizing Committee, National Level Conference on Impact of Trade War on Indian Economy (ITIE- 2020)**, Dr. N. G. P. Arts and Science College, Coimbatore, 25-Feb-2020.
- **Organizing Committee, Endowment Lecture on Outline of Revenue Levy in Existing Trends**, Dr. N. G. P. Arts and Science College, Coimbatore, 25- Feb-2020.

Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
Best Mentor	Swayam/ NPTEL	2022
Best Teacher and Best Mentor Award	Dr.N.G.P. Arts & Science College, Coimbatore	2020

Invited Speaker

- Resource Person at Department of Commerce and PA, Inaugural Function at KSG College of Arts and Science on 28 September 2022.
- Resource Person at Department of Commerce Banking and Insurance at Sri Ramakrishna College of Arts and Science on 27 October 2021.

Recognition National/International

Nature of Recognition	Organization/Institution	Year
Mentor	NPTEL, Ministry of HRD, Govt. of India	2022