

**Name** : Ms. P. Maheswari  
**Designation** : Assistant Professor  
**Department** : Commerce  
**Qualification** : M. Com (CA), M.Phil., PGDCA., (Ph. D)  
**Experience** : Teaching: 9 Years 9 Months Research: 7 Years  
**Area of Specialization(s):** Accounting, Taxation & Marketing  
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### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
M.Phil	Commerce	Gobi Arts and science College	2013
PGDCA	Computer Applications	Gobi Arts and science College	2011
M.Com	Computer Applications	Gobi Arts and science College	2011
B. Com	Commerce	Gobi Arts and science College	2009

### Research Publications (Indexed)

#### International

- P. Maheswari and K.M. Sudha “**A Study on Functional analysis of Karnataka Bank with reference to Financial Parameters**”, Shanlax International Journal of Commerce", Vol. 5 Issue No.1, pp. 127 – 134, January 2017, ISSN: 2320- 4168.
- Joshika and P. Maheswari, “**A Study on Impact of E – learning Model in Students with Special reference to Dr.NGP Arts and Science College**”e , International Journal of Research Publications and Reviews, Volume 2 , Issue No.4, April 2021,ISSN:2582-7421.
- Tamilselvan T and P.Mahesari, “**A Study on Demographic Profile and problems of Power loom Industry with Special reference to Tirupur District**”, International Journal for science and advance Research in Technology, Vol.No:7, Issue No.5, May 2021,ISSN[ONLINE]:2395-1052.
- Santhos N and P. Maheswari, “**A Study on Consumer Perception of Hyundai Santro Cars in Coimbatore District**”, International Journal for Science and Advance Research in Technology, Volume:7, Issue No.9, Spetember,2021, ISSN [ONLINE]: 2395 -1052.
- Mr S Gokuleswaran and P. Maheswari, “**A Study on Customer Awareness and Satisfaction of Technology advancement in Banking Sector**”, International Journal of Creative Research Thoughts, Volume:9, Issue No.4, April,2021, ISSN:2320-2882.
- Sharan D R and P. Maheswari, “**A Study on Farmers Satisfaction towards Pradhan Mantri Fasal Bima Yojana, IJARESM International Journal of All Research Education &Scientific Methods**”, Volume:9, IssueNo.4, April,2021, ISSN:2455-6211.
- Sree Mathi K and P. Maheswari, “**A Study on Marketing Mix Strategies of Airtel Network with**

**Special Reference Coimbatore City**”, International Journal of Research Publication and Reviews, Volume:2, Issue No.4, April, 2021, ISSN: 2582-7421.

- Nishanth Kumar H and P. Maheswari, **“Students Perception on Educational Loan with Special Reference to Coimbatore District”**, EPRA International Journal of Research & Development (LJRD), Volume:6, Issue No;6,June,2021, ISSN [ ONLINE]: 2455- 7838.
- Ms. P. Maheswari and Tarani J, **“Consumer Awareness and Satisfaction Level towards Edible oil”**,in International journal of Research and Analytical Reviews, UGC Care list, Volume No: 9, Issue: 3 on July 2022.
- Maheswari P and Naveen Kumar P, **“Impact on Television advertisement on food products in Sulur”** International journal of Research and Analytical Reviews, UGC Care list, Volume No: 9, Issue: 3 on July 2022.
- Ms. P. Maheswari and Sri Ram K, **“Study on Impact of Social Media on the life style of youth”**, International journal of Creative Research Thoughts, UGC Care List, Volume No: 8, Issue: 8 on august, 2022.
- Ms. P. Maheswari and V. Subashini, **“Online Shopping at big basket with special reference to Cleaning and Household items”**, International journal of Creative Research Thoughts, UGC Care List, Volume No: 10, Issue: 7 on July, 2022.
- S. Kamalesh and Ms P Maheswari, **“Consumer satisfaction towards Nike foot wear among youth”** International journal of Creative Research Thoughts, UGC Care List, Volume No: 10, Issue: 7 on July, 2022.
- Ms. P. Maheswari and Iswariya R, **“Problems and prospects of women entrepreneurs involved in costume designing”** International journal of Creative Research Thoughts, UGC Care List, Volume No: 10, Issue: 7 on July, 2022.
- Ranjitha C and Ms P Maheswari, **“Consumer Perception and satisfaction towards Britannia Biscuits”**, International journal of Research and Analytical Reviews, UGC Care list, Volume No: 9, Issue: 2 on June 2022.
- V. Karunambigai and Ms P Maheswari, **“Women's attitude towards induction stove with special reference to Coimbatore city”**, International journal of Research and Analytical Reviews, UGC Care list, Volume No: 9, Issue: 3 on September 2022.
- Ms P Maheswari and P Karthini **“Consumer Buying behavior and satisfaction in online shopping of cosmetic products with special reference to NYKAA”**, International journal of Research and Analytical Reviews, UGC Care list, Volume No: 9, Issue: 3 on July, 2022.

#### Presentations in Conference

- An analysis of working and living conditions of Migrant Textile workers in Tiruppur district, Two-day National Conference on Unorganized Labour in India, University of Hyderabad, 9<sup>th</sup> – 10<sup>th</sup> March, 2023.
- Adoption of Technology in Farming Sector at Erode District - An assesment, National

Conference on Knowledge and Technological dimensions of Economic Development, PSG College of Arts and Science, Coimbatore on 27<sup>th</sup> March, 2023.

- Competency Skill Analysis of Students Pursuing Higher Education in Coimbatore, One Day National Conference on Skill Development For Sustainable Growth and Empowerment, Sri Ramakrishna College of Arts and Science, Coimbatore, on 28<sup>th</sup> March, 2023

#### **Webinars & FDP**

- “Digital Teaching Methods in Higher Education”, Hindusthan College of Arts and Science, 23<sup>rd</sup> August, 2021 to 28<sup>th</sup> August, 2021.
- “Five Day International Faculty Development Program on Exploring the New Paradigms of Communication and Pedagogical Innovations in the Pandemic Driven World”, Institute of Engineering & Management, Kolkata, 3<sup>rd</sup> -7<sup>th</sup> August, 2021.
- Five days Faculty Development Program on “Fundamentals of Research Design and Methodology”, Oriental College of Technology, 2<sup>nd</sup> – 6<sup>th</sup> August, 2021.
- “ICT Tools for Teaching, Learning & Evaluation”, Saradha Gandharan College, 4<sup>th</sup> – 6<sup>th</sup> August, 2021.
- Five - day online Faculty Development Programme (FDP on “Professional Ethics”, Reva University, 2<sup>nd</sup> – 6<sup>th</sup> August, 2021.
- Five Day National Level Faculty Development Programme on “Advancing Towards Sustainable Teaching and Learning Pedagogy”, 2<sup>nd</sup> – 6<sup>th</sup> August, 2021.
- 7 days Webinar Workshop on “How Can I Become a Career Counsellor”, Bharathiar University, 06-12 May, 2020.
- Three days faculty development Programme on “Economic Downturn and Phenomenal Progress”, Nallamuthu Gounder Mahalingam College, Pollachi, 14<sup>th</sup> May -16<sup>th</sup> May, 2020.
- “Research ahead”, Hindusthan College of Arts and Science, Coimbatore, 15<sup>th</sup> -17<sup>th</sup> May, 2020.
- Two weeks International Faculty/ Knowledge Development Programme on Teaching Efficacy, St. Joseph University, Nagaland and Special Minds, Nagaland, 14<sup>th</sup> - 27<sup>th</sup> February, 2022.
- Five days online International Faculty Development Programme on Recent Trends in computational Intelligence, Bon Secours College for women, Thanjavur, 14<sup>th</sup> – 18<sup>th</sup> February, 2022.
- 2 weeks online Refresher Course (FDP) on E- Learning & Teaching Methodology in Education & Research Development, Sri Sai Ram Engineering College, 27<sup>th</sup> April to 9<sup>th</sup> May, 2020.
- Online faculty development programme on Research Methodology and Pedagogy for Tertiary Education, Dr. NGP Arts and Science College, 15<sup>th</sup> – 21<sup>st</sup> June, 2021.
- Five days online faculty development programme on Open source content management system, SNMV College of Arts and Science, 11<sup>th</sup> – 15<sup>th</sup> May, 2020.

- Three – Day Online Faculty development programme on Emotional Intelligence, KG College of Arts and Science, 28<sup>th</sup>, 30<sup>th</sup> April and 2<sup>nd</sup> May, 2020.
- Three day online faculty development programme on “Improving your Research Visibility”, Velalar College Of Engineering And Technology, 11<sup>th</sup> – 13<sup>th</sup> May 2020.
- One month National Online workshop on Communicative & Executive English for Academicians & researchers, Hi Learn Edutech Institute from 1<sup>st</sup> – 31<sup>st</sup> January, 2023.
- One day Workshop on Outcome Based Education, Dr. NGP Arts and Science College, Coimabtoe, 4<sup>th</sup> March 2023.