

**Name** : Ms. P. Maheswari

**Designation** : Assistant Professor

**Department** : Commerce

**Qualification** : M. Com (CA)., M.Phil., PGDCA., (Ph. D)

**Experience** : Teaching:8 Years 9 Months Research: 2 Years

**Area of Specialization(s)** : **Marketing**

**Email (Official ID)** : [pmaheswari@drngpasc.ac.in](mailto:pmaheswari@drngpasc.ac.in)



### AcademicQualifications

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, Financial Performance of Karnataka Bank Ltd, Shanlax International Journal of Commerce", Vol. 5 No.1 Issue, pp. 127 – 134, January 2017, ISSN: 2320- 4168.
- P. Maheswari, A Study on Impact of E – learning Model in Students with Special reference to Dr. NGP Arts and Science College, International Journal of Research Publications and Reviews, Volume 2 , Issue No.4, April 2021,ISSN:2582-7421.
- 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.
- 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.
- 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.
- P. Maheswari, A Study on Farmers Satisfaction towards Pradhan Mantri Fasal Bima Yojana, IJARESM International Journal of All Research Education &Scientific Methods, Volume:9, Issue No.4, April,2021, ISSN:2455-6211.
- P. Maheswari, A Study on Marketing Mix Strategies of Airtel Network with Special Reference to

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

- 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.

### **Presentations in Conference**

- Women empowerment through Self Help group, MSME, Guruvayaruppan Institute of Management, 10 - Oct - 2013

### **Participation in Conference**

#### **International**

- Current trends in E- Commerce solutions in trade practice - A Global Scenario, SNMV college of arts and science, 4-Sep-2019
- E- start up: Challenges and opportunities, Rathinam College of arts and science, 25-Feb-2020
- National Contemporary Issues in GST in India, SNMV college of arts and science, 6-Feb-2020
- E – Banking Oppourtunities and challenges, SNMV college of arts and science, 9-Sep-2019

### **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.
- “Advancing Towards Sustainable Teaching and Learning Pedagogy”,Kongu Arts and Science College,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”,Hinduthan 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.