

**Name** : Dr. B. Maheswari  
**Designation** : Associate Professor  
**Department** : Business Analytics  
**Qualification** : M. Com., M. Com. (C.A), M. Phil., PGDCA, UGC – SET, B. Ed., Ph. D.  
**Experience** : Teaching: 13 Years                      Research: 6 Years  
**Area of Specialization(s)** : Finance, Marketing.  
**Email (Official ID)** : maheswari@drngpasc.ac.in

#### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	RVS College of Arts, Science College	2012
M. Phil.	Commerce	Madurai Kamaraj University	2005
M. Com.	Computer Applications	Bharathiar University	2003
B. Com.	Commerce	Thavathiru Santhalinga Adigalar College	2000

#### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Diploma	Computer Applications	Bharathiar University	2006
B. Ed	Commerce	Karpagam College of Education	2007
SET	Commerce	Mother Theresa University	2016

#### Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	-	1
M. Phil.	2	-

#### Research Publications (Indexed)

##### International

- 1) Dr. M. S. Ranjithkumar, Dr. B. Maheswari, **Financial Inclusion and its Impact on Digital Economy**, International Journal of Scientific Research and Review – Vol.VII, Issue. 1, September 2018, pp. 239-243, ISSN no.2779-543X. (UGC Approved).

- 2) Dr. B. Maheswari, Mr. G. R. Dineshkumar, **A Study on Quality of Service Provided to Passengers with Reference to Coimbatore Junction**, International Journal of Scientific Research, Review, Vol. 7, Issue, 11, November 2018, pp. 651-659, ISSN no.2779-543X, (UGC Approved).

#### **Other Publications: International / National Journals**

- 1) Dr. R. Jayachandran, Dr. B. Maheswari, **Customers Perception towards the Service Quality of Housing Financial Services (An Empirical Study with Special Reference to Coimbatore City)**, Journal of Commerce and Management Research: Vol.2, Issue. 5, pp. 40-45, December 2012, ISSN: 2249-0422.
- 2) Dr. B. Maheswari, **Educational Loan Borrower's Level of Satisfaction towards Scheduled Commercial Banks (With Reference to Vadavalli Suburb in Coimbatore City)**, Journal of Research-Coimbatore Institute of Management and Technology, Vol. 5, Issue. 9, pp. 20-28, September 2016, ISSN: 2250-298X.

#### **Presentations in Conference**

- 1) **Performance of Mutual Fund**, International Conference on Innovations in Business Horizons, Karpagam University, 24 & 25-Sep-09.
- 2) **E-Pricing Strategies**, International Conference on E-Marketing – Roads Ahead of India, Kongunadu Arts and Science College, 22-Aug-13.
- 3) **Imbalance between Export, Import**, National Level Conference on Business Today, Angappa College of Arts and Science, 4-Oct-13.
- 4) **Advanced Research Methods for Management**, National Seminar on Advanced Research Methods for Management, All India Council for Technical Education, New Delhi, Coimbatore Institute of Management and Technology, 11-Oct-13.
- 5) **Quality Research in Higher Education**, One Day National Seminar on Quality Improvement and Sustenance in Higher Education, Coimbatore Institute of Management and Technology, 25-Apr-14.
- 6) **Recruitment and Selection**, One day Conference on Redefining HR Strategies – Emerging Perspectives, Dr. N.G.P. Arts and Science College, Coimbatore, 17-Sep-14.

- 7) **Educational Loan Borrowers Level of Satisfaction towards Public and Private Sector Banks**, VIII National Conference on Integrated Business Process Services, Sri Krishna Arts and Science College, 6 & 7-Feb-15.
- 8) **Communication Influences in Business**, Two-Day International Conference of Commerce and Business Management on Sustainable Development and Economic Growth on Global Perspective, Bharathiar University Arts and Science College, 15 & 16-Sep-16.
- 9) **Customer Perception towards Banking Habits in Rural Areas**, Two Day International Conference on Research Avenues in Social Science, Sree Narayana Guru College, 4 & 5-Feb-16.
- 10) **Regional Rural Banks in India**, Two Day International Seminar on Emerging Trends in Personal Financial Management, Sree Saraswathi Thyagaraja College, 26 & 27-Feb-16.
- 11) **Goods and Services Tax**, National Conference on Tax Reforms in India: Achievements and Challenges, AJK College of Arts and Science, 28-Feb-17.
- 12) **Role of CSR Activities of Insurance Sector**, National Conference on Changing Landscape of the Insurance Sector at Karpagam University, 27-Sep-17.
- 13) **Impact of Social Media Marketing Trends on Digital Marketing**, One Day International Conference on Emerging Trends and Innovation Strategies in Social Media Marketing Issues and Challenges, Sankara College of Science and Commerce, 11-Oct-17.
- 14) **Financial Inclusion and its Impact on Digital Economy**, International Conference Impact of Digital Economy in India, Bharathidasan College of Arts and Science, 12-Sep-18.

### **Participation in Conference**

#### **National**

- 1) **Opportunities and Challenges of Business in The Digitalized Era (COCBD -18)**, Dr. N.G.P. Arts and Science College, Coimbatore, 27 & 28-Sep-18.

### **Participation in Seminars**

- 1) **Information System Audit**, UGC Sponsored National Seminar on Recent Trends in Auditing, Thiruvalluvar Government Arts College, 30 & 31-Jan-13.

- 2) **Quality Metrics for Higher Education**, NAAC Sponsored National Seminar on Quality Education for Social Transformation , Kovai Kalaimagal College of Arts and Science, 1 & 2-Mar-13.
- 3) **Women Entrepreneurship in India - Problems and Prospects**, National Seminar on Sociopreneurship, Nehru Arts and Science College, 7-Aug-13.
- 4) **Corporate Governance**, One day National Seminar on Corporate Ethics and Business Sustainability, Dr. N.G.P. Arts and Science College, Coimbatore , 17-Sep-14.
- 5) **Consumer Perception on Banking Habits in Rural Areas**, One Day National Level Seminar on Problems and Prospects of Rural Banking and its Impact on Empowerment of Rural Households, Indian Council of Social Science Research, New Delhi, Dr.N.G.P Arts and Science College, Coimbatore,18-Dec-14.
- 6) **Scheme for Identification of Unorganized Sector**, One Day National Level Seminar on Professionalizing Unorganized Sector – A Corporate View, Dr. N.G.P. Arts and Science College, Coimbatore, 24-Aug-16.

#### **Participation in Workshop**

- 1) **C.P.R. Environmental Education Centre One day Training Programme**, Karpagam College of Education, 23-Mar-07.
- 2) **Outcome Based Education**, Sri Ramakrishna College of Arts, Science, 3 & 4-Apr-18.
- 3) **Global Business Challenges, Business Ethics**, Kongu Nadu Arts and Science College, 7-Aug-12.
- 4) **Comprehensive Serial Research Workshop on Marketing, Finance and Human Resource Development**, Bharathiar University, 29-Sep-12.
- 5) **NPTEL Technology Enhanced Learning**, Nehru Arts and Science College, 31-Aug-13.

#### **Participation in Faculty Development Programme**

- 1) **Teacher Qualities**, Kovai Kalaimagal College of Arts and Science, 19-Jun-17.
- 2) **Tally ERP.9**, Kovai Kalaimagal College of Arts and Science, 22-Jul-17.
- 3) **Outcome Based Education And Rubics Blooms Taxonomy**, Sri Krishna Institutions, 15 to 29-Nov-17.

- 4) **Quality Aspects in Teaching Learning Process**, VIT Centre for Agricultural Innovations and Advanced Learning, 30-Nov-17.
- 5) **Funding Agencies and Opportunities**, Sree Narayana Guru College, 1-Dec-17.
- 6) **Hands on Training in Outcome Based Education**, PSGR Krishnammal College for Women, 6-Dec-17.
- 7) **Entrepreneurship**, Sponsored by National Science, Technology Entrepreneurship Development Board (NSTEDB), Department of Science, Technology, Government of India, New Delhi, PSGR Krishnamal College of Management, 11 to 23-Nov-13.
- 8) **Linux Training Programme**, Coimbatore Institute of Management and Technology, 2-Jun-16.
- 9) **Quality Measures in Higher Education**, Dr. N.G.P. Arts, Science College, 3 to 9-Dec-18.

#### **Conference / Seminar / Workshop Organized**

- 1) Committee member, National Conference on Disruptive Technologies in Financial Services, Kovai Kalaimagal College of Arts and Science, 22-Sep-17.
- 2) Committee member, Guest Lecture on Recent Trends in Auditing, Kovai Kalaimagal College of Arts and Science, 18-Jul-17.
- 3) Committee member, Two Days National Conference on Opportunities and Challenges of Business in the Digitalized Era (COCBD -18), Dr. N.G.P. Arts and Science College, Coimbatore, 27 & 28-Sep-18.

#### **Member in BoS**

- 1) Board of Commerce CA, Kovai Kalaimagal College of Arts and Science, Coimbatore.