

**Name** : T. Maheswari

**Designation** : Assistant Professor

**Department** : B.Com.Accounting and Taxation

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

**Experience** : Teaching: 7 Years 7 months Research: 1year

**Area of Specialization(s)** : Accounts, Marketing and Management

**Email (Official ID)** : maheswarit@drngpasc.ac.in



#### 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	Leadership and Team Effectiveness	NPTEL	2024
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, **DYNAMIC CHANGES INWARD DUE TO THE ENACTMENT OF THE ZTBT (ZERO TICKET BUS TRAVEL) SCHEME**, Arthashastra, Indian Journal of Economics and Research, Vol 14, Iss.01, No.1, January-March:2025, ISSN 2278-1811 with IF : 6.718, UGC CARE Journal (Group I), Peer Reviewed.

- T.Maheswari, **A STUDY ON BRAND ADDICTION AMONG MILLENNIAL TOWARDS SPORTSWEAR IN NILGIRIS**, Journal of Foundational Research, UGC Care indexed, Vol XXXI, No.2(H),Dec 2023,ISSN:2395-5635.
- T.Maheswari, **CUSTOMER SATISFACTION TOWARDS SUKANYA SAMRIDDHI YOJANA SCHEME WITH SPECIAL REFERENCE TO COIMBATORE CITY**, Journal of the Maharaja Sayajirao University of Baroda, Vol No.57. No.1 (IX), Dec 2023, ISSN: 0025-0422.
- T.Maheswari, **AN ANALYSIS OF FINANCIAL STATEMENT OF ICICI BANK WITH SPECIAL REFERENCE TO COIMBATORE CITY**, Bharatiya Shiksha Shodh Patrika, UGC CARE Approved, Group I , Vol. 42, No.2(IV), Dec 2023, ISSN : 0970-7603.
- T.Maheswari, **IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE IN BANKING SECTOR BASED ON COIMBATORE CITY**, Pak Heart J, Vol 56. No. 2, Scopus indexed Journal, Nov 2023,ISSN:0048-2706 E-ISSN:2227-9199.
- T.Maheswari, **A CONTEMPORARY ANALYSIS OF BAJAJ FINANCE'S FINANCIAL PERFORMANCE**, Juni Khyat Journal, UGC CARE Approved Journal, IF : 6.625,Vol. 13, Issue 09,No.05, September 2023,ISSN: 2278-4632.
- T.Maheswari, **THE IMPACT OF SALES PROMOTION ON NEW CHILDREN PRODUCTS THE HINDU**, Education and Society, UGC Care Journal, Vol-46, Issue No.4,No.10, September 2023, ISSN: 2278-6864.
- 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, an international open access journal,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 “**Eco-friendly Marketing and Consumer Behaviour**” in the book entitled “Sustainability Paradigm: Commerce, Society and Management” by Himalaya Publisheing House, India, March 2024, ISBN: 978-93-5840-522-4.
- Published a Chapter on “**Information and Communication Technology in Teaching and Learning**” in the book entitled “Contemporary Pedagogy in Science and Humanities” by Bonfring Publications, Coimbatore, India, June 2023, 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, 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**

- National Conference on “**Impact of Digital Transformation in Business : Opportunities and Challenges**”, organized by the Department of Business Administration with CA, Hindhusthan College of Arts & Science, Coimbatore on 13 March 2024.
- 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 18<sup>th</sup> and 19<sup>th</sup> 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 21<sup>st</sup> and 22<sup>nd</sup> 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 15<sup>th</sup> 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

- **5 Days online Workshop in SPSS in Research**, organized by STAR INTERNATIONAL foundation for research and Education on 26.12.2023 to 30.12.2023.
- **Outcome Based Education**, organized by Dr.N.G.P.Arts & Science College, conducted by iprs solutions ltd on 04<sup>th</sup> Mar 2023.

- **GST Skill Acquisition**, GST Centre Cochin 19<sup>th</sup> Oct to 12<sup>th</sup> 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 & 12<sup>th</sup> March, 2019.
- **One Day Training Programme on „Child Rights“ Sponsored by National Human Rights Commission (NHRC), New Delhi**, Vivekanandha College of Arts and Sciences for Women, Tiruchengode, 07<sup>th</sup> January 2020.

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

- **AICTE Sponsored FDP on Beyond Limits: Exploring Supercomputing Applications in Business Management at SRM Institute of Science and Technology**, organized by AICTE Training And Learning (ATAL) Academy, organized by SRM Institute of Science and Technology from 06/01/2025 to 11/01/2025.
- **Future – Ready Educators: Transforming Teaching and Learning in the Present Scenario** organized by Hindustan College of Arts and Science 7 days National Level Online FDP from 07-Aug-24 to 14-Aug-24.
- **Exploring New Frontiers in Teaching Tools, AI and Data Analytics**, organized by MEASI Institute of Information Technology, Chennai, 5 days International Virtual FDP from 29-Jul-24 to 02-Aug-24.
- **New Education Policy (NEP 2020)**, ICSSR Western Regional Council, Mumbai and St Francis College for Women, 26<sup>th</sup> Sept to 30<sup>th</sup> Sept 2022.
- **ESG Framework for Business**, organized by V.O.Chidambaram College, 27<sup>th</sup> Oct to 03<sup>rd</sup> 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 Hindusthan College of Arts and Science, Coimbatore, 23-Aug-21 to 28-Aug-21.
- **Outcome Based Education**, online FDP organized by Karpagam Academy of Higher Education, 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 Tertiary 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.
- **Promotion of Innovation, IPR, Entrepreneurship, and Start-ups among HEIs**, organized by Institutes Innovation Council of MHRD 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, 21<sup>st</sup> and 22<sup>nd</sup> 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, KG College of Arts and Science on the topic 'Management Accounting' on 15 March 2024.
- Resource Person at Department of Commerce CA, VLB College of Arts and Science on the topic 'Accounting for Depreciation' on 24 January 2024.
- Resource Person at Department of Commerce and PA, Inaugural Function at KSG College of Arts and Science on the topic 'Living at the present moment' on 28 September 2022.
- Resource Person at Department of Commerce Banking and Insurance at Sri Ramakrishna College of Arts and Science on the topic 'Implementation of GST' on 27 October 2021.

### **Recognition National/International**

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