

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: 14.6 Years Industry: - Research: 8 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, Sular	2012
M. Phil.	Commerce	Madurai Kamaraj University	2005
M. Com.	Computer Applications	Bharathiar University	2016
M. Com.	Commerce	Annamalai University	2003
B. Com.	Commerce	Thavathiru Santhalinga Adigalar College,Perur	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 Therasa University	2016
Online Certificate	Management-Marketing Research and Analytics -II	IIT, Kanpur	April 2019
Online Certificate	Management-Principles of Human Resource Management	IIT, Kanpur	April 2020

Research Guidance

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

Research Publications (Indexed)

International:

- Dr.B.Maheswari & Dr. R. Jayachandran, **Growth Of Mortgage Financing In India And Customers' Psychology Towards Home Loan**,International Journal of Marketing, Financial Services & Management Research,vol.1, Issue. 3,pp. 106-109, December 2012,ISSN: 2277-6788.
- Dr.B.Maheswari & Mr. G.R.Dineshkumar, **A Study on Passenger Satisfaction of Amenities Provided by Southern Railways with Special Reference to Coimbatore Junction**,International Journal of Applied Research, vol.2,Issue. 1,pp.288-292, January 2016,ISSN: 2394-7500 /2394-5869,Impact factor:6.939.
- Dr.B.Maheswari & Mr. G.R.Dineshkumar,**Customer Perception Towards Banking Habits In Rural Areas**,International Journal of Advance Research and Innovative Ideas in Education, vol.1,Issue: 3, pp.90-99,May 2016, ISSN : 2395-4396,Impact factor: 4.0.
- Dr.B.Maheswari & Mr. G.R.Dineshkumar,“**Determinants of Passengers Satisfaction Towards Hygiene Facilities Provided in Coimbatore Junction**”, International Journal of Current Research and Modern Education(IJCRME) , vol.3,Issue: 1,page no.255-258, May 2018, ISSN : 2455-5428Impact factor:6.925.
- 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 :11,Sep 2018,pg239-243,ISSN no.2779-543X Impact Factor -6.1, (UGC Approved journal-64650).
- Dr.B.Maheswari & Mr. G.R.Dinesh kumar, “**A Study on Quality of Service Provided to Passengers With Reference to Coimbatore Junction**”,International Journal of Scientific Research & Review-Vol 7,Issue:11,Nov 2018, pg no.651-659ISSN no.2779-543X-Scientific Journal Impact Factor -6.1,(UGC Approved journal-64650).

- Dr.B.Maheswari & G.R.Dineshkumar “**A Study on Satisfaction of Passengers Towards Amenities Provided by Coimbatore Junction**”, Cikitusi Journal for Multi disciplinary Research -Vol 6,Issue 6,June 2019,pg no.343-354. Journal Impact Factor – 6.1, Impact factor:4.8.
- Dr.B.Maheswari & G.R.Dineshkumar, “**A Study on Attractive Paint in Non Paint Outlet With Special Reference To Coimbatore District**”, Journal of The Gujarat Research Society, Sep 2019, 0374-8588/,VOL21,ISSUE 1, IMPACT FACTOR 4.3
- Dr.B.Maheswari & Ms.Jeshi, “**Impact On Consumer Brand Preference Towards Selected Luxury Cars In Coimbatore City**”, The International Journal of Analytical and Experimental Model Analysis, Volume XII, Issue V, May/2020, ISSN NO:0886-9367,pg no.589-592,Impact Factor – 6.3 UGC-CARE Group 'II' Journals List:UGC-CARE Group 'II' Journals list -Serial No. 36272.
- Dr.B.Maheswari & Ms.Jeshi, “**A Study on Awareness and Buying Pattern of Health Insurance Policy among Policyholders with special reference to Coimbatore City**”, Sambodhi(UGC CARE JOURNAL), Volume 43 No.04(XXVI),October-December 2020, ISSN NO:2249-6661UGC Care Approved, Peer Reviewed and Referred Journal, Impact Factor – 5.80.

National Journals

- 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, page no.40-45,Dec 2012,ISSN:2249-0422.
- 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,page no20-28, Sep 2016,ISSN: 2250-298X ,Impact factor:5.76

Presentations in Conference

- Indian Economy Facing the 21st Century, UGC Sponsored National level conference on, Erode Arts College (Autonomous), Erode, 17-Jul-09 to 18-Jul-09.
- Performance of Mutual Fund, International Conference on Innovations in Business Horizons, Karpagam University, Coimbatore, Tamil nadu, 24 - Sep - 09 & 25– Sep – 09.
- Information System Audit, UGC Sponsored National Seminar on Recent Trends in Auditing, Thiruvalluvar Government Arts College, Rasipuram, 30-Jan-13 & 31-Jan-13.
- Quality Metrics For Higher Education, NAAC Sponsored National Seminar on Quality Education for Social Transformation, Kovai Kalaimagal College of Arts and Science, 01-Mar-13 & 02-Mar-13
- Women Entrepreneurship in India- Problems and Prospects, National Seminar on Sociopreneurship, Nehru Arts and Science College, Coimbatore, 07-Aug-13.
- E-Pricing Strategies, International Conference on E-Marketing – Roads Ahead of India, Kongunadu Arts and Science College, Coimbatore, 22-Aug-13.
- Imbalance between Export & Import, National Level Conference on Business Today, Angappa College of Arts and Science, Coimbatore, 04-Oct-13.
- 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.
- PPT presentation about Kovai kalaimagalcollege of arts & Science in Entrepreneurial Development Programme, ICT Academy of Tamil Nadu, Chennai, 19-Oct-13.
- 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.
- Corporate Governance, One day National Seminar on Corporate Ethics and Business Sustainability, Dr.N.G.P. Arts and Science College, Coimbatore , 17-Sep-14.
- Recruitment and Selection, One day Conference on “Redefining HR Strategies – Emerging Perspectives” ,Dr.N.G.P. Arts and Science College, Coimbatore, 17-Sep-14.

- 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.
- 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, Coimbatore, 06-Feb-15 & 07-Feb-15.
- Communication Influences in BusinessTwo-Day International Conference of Commerce and Business Management on “Sustainable Development and Economic Growth on Global Perspective, Bharathiar University Arts and Science College, Valparai, 15-Sep-16 & 16-Sep-16.
- Regional Rural Banks in India, Two Day International Seminar on Emerging Trends in Personal Financial Management, Sree SaraswathiThyagaraja College, Pollachi, 26-Feb-16 & 27-Feb-16.
- Customer Perception towards Banking Habits in Rural Areas, Two Day International Conference on “Research Avenues in Social Science”, Sree Narayana Guru College, Coimbatore, 04-Feb-16 & 05-Feb-16.
- 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.
- Goods and Services Tax, National Conference on Tax Reforms in India: Achievements and Challenges, AJK College of Arts and Science, 28-Feb-17.
- Goods and Services tax, National Conference on Tax Reforms in India: Achievements and Challenges”, AJK College of Arts and Science, 28-Feb-17.
- Role of CSR Activities of Insurance Sector, National Conference on Changing Landscape of the Insurance Sector at Karpagam University, Coimbatore, 27- Sep-17.
- 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, Coimbatore, 11-Oct-17.

- 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.
- A Study on Awareness and Buying Pattern of Health Insurance Policy Among Policyholders with Special Reference to Coimbatore City, “One Day International Seminar on Service Sector in India: Making New Avenues in Indian Economy”, Organized by the Post Graduate & Research Department of Commerce, Jamal Mohammed College(Autonomous), Tiruchirappalli on 13-Jan-2021.

Participation in Conference

National:

- 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-Sep-18 to 28- Sep-18.
- One Day National Conference on Modern Business Opportunities and Challenges (CMBOC-2020) , Dr. N.G.P. Arts and Science College, Coimbatore, 27-Feb-20.

Participation in Workshop

- A to Z – Research Workshop, TANSICHE Sponsored 5-Day National at School of Commerce, Bharathiar University, Coimbatore, 16-Mar-11 to 20-Mar-11.
- C.P.R. Environmental Education Centre One Day Training Programme, Karpagam college of Education, 23-Mar-07.
- OUTCOME BASED EDUCATION”, Sri Ramakrishna College of Arts & Science, Coimbatore, 03-Apr-18 to 04-Apr-18.
- GLOBAL BUSINESS CHALLENGES”, Business Ethics, Kongu Nadu Arts & Science College, Coimbatore, 07-Aug-12.

- A TO Z 5 Day Workshop on Comprehensive Serial Research Workshop on Marketing, Finance and Human Resource Development, Bharathiar University, Coimbatore, 29-Sep-12.
- NPTEL workshop in National Programme on Technology Enhanced Learning Nehru Arts and Science College, Coimbatore, 31-Aug-13.
- A Statement of Accomplishment - Workshop on research papers publication Certification on Writing and Publishing Research Paper, in the Certificate Course on Data Analysis and Model Building (Module III), The Research Summer School, 2016 KCT Business School, Coimbatore, 03-Jun-16 to 04-Jun-16.
- “Stakeholders Enrichment Module”- NGM College, Pollachi on 25-May-20 to 29-May-20.

• **Participation in Online Webinar**

- “A paradigm Shift in the Teaching –Learning Process Post COVID – 19” Organized by Department of Management Studies, P.S.R. Engineering College on 27-May-20.
- Ten days Online Skill Development Programme on “Social Media Digital Marketing” RUSA Project titled “Skill Development Programme on Digital Marketing” Organized by Bharathiar University held from 06-Oct-20 to 16-Oct-20.
- UGC STRIDE Sponsored Nine-Day Online Training Programme on Excellence in Research Organized by Department of Tourism Management from 27-Jan-21 to 08-Feb-21.
- One Day National Symposium on the “EMPOWERMENT OF WOMEN IN THE GLOBALIZED ERA-ROAD AHEAD” Organized by Department of Mass Communication and Journalism, Andra Mahila Sabha Arts & Science College for women in Collaboration with Sri Sarath Chandra Foundation on 8-Mar-21.
- International Conclave on “Tools and Strategies for Emerging Business” Organised by School of Commerce, KPR College of Arts Science and Research, Coimbatore held on 18-Aug-21.

- One Day Workshop on “Blooms Taxonomy based Question Paper Design for Outcome based Education” Organized by the Department of Commerce in association with IQAC on 27-Sep-21 under UGC-PARAMARSH Scheme.

National:

- “Online Education: Challenges and Solutions”, Organized by Department of Commerce – Cost and Management Accounting, PSG College of Arts & Science, Coimbatore, 27-May-20.
- “Conquering the invisible Enemy: Strategies for Co-operatives in the Pandemic World” Organized by Department of Co-operation, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore, 22-May-20.
- “Managing Your Finance and Investment in Covid Times” Organized by Department of Commerce – SF.St.Peter’s College, Kerala in association with Finmark Trainers India Pvt Ltd. On 23-Jul-20.

International:

- “COVID Impacts on Technology” Organized by IQAC & Department of Computer Science(Aided), NGM College, Pollachi on 29-Apr-20.
- “Impact of COVID-19 On Indian Banking and Indian Capital Market”, Organized by Department of B.com(Banking and Insurance), NGM College, Pollachi from 20-May-20 to 27-May-20.
- “A Seven Day International Workshop on Reinforcement of Quality Education “Organized by IQAC, Vellalar College for Women(Autonomous), Erode held from 26-Jun-20 to 02-Jul-20.
- “One Day International Seminar on Service Sector in India: Making New Avenues in Indian Economy”, Organized by the Post Graduate & Research Department of Commerce, Jamal Mohammed College(Autonomous), Tiruchirappalli on 13.01.2021, she has presented the paper titled on “A Study on Awareness and Buying Pattern of Health Insurance Policy Among Policyholders with Special Reference to Coimbatore City”

Participation in Faculty Development Programme

- Teacher Qualities, Kovai Kalaimagal College of Arts and Science, 19-Jun-17.
- Tally ERP.9, Kovai Kalaimagal College of Arts and Science, Lab – I, Coimbatore, 22-Jul-17.
- Outcome Based Education and Rubrics Blooms Taxonomy, Sri Krishna Institutions, Coimbatore, 15-Nov-17 to 29-Nov-17.
- Quality Aspects in Teaching Learning Process, VIT Centre for Agricultural Innovations and Advanced Learning, VIT University, Vellore, 30-Nov-17.
- Funding Agencies and Opportunities, Dr.S.N.Suresh, IQAC Coordinator, Head–Department of Biotechnology, Sree Narayana Guru College, Coimbatore, 01-Dec-17.
- Hands on Training In Outcome Based Education Dr.S. Geetha, Assistant Professor, Dept. of Commerce, PSGR Krishnammal College for Women, Coimbatore, 06-Dec-17.
- Entrepreneurship sponsored by National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of science & Technology, Government of India, New Delhi. 1.Mr.Balakrishnan, Director, PSGR Krishnamal College of Management 2.Mr.Ranganathan, Dean of Management, PSGR Krishnamal College of Management, 11-Nov-13 to 23-Nov-13.
- Linux Training Programme, Mr. R. Ben Johnson Assistant Prof. of Computer Applications, Coimbatore Institute of Management and Technology, 02-Jun-16.
- Quality Measures in Higher Education, Organized by Dr.N.G.P. Arts & Science College , 03-Dec-18 to 09-Dec-18.
- NAAC Revised Accreditation Framework And OBE Assessment Methodology, Organized by Dr.N.G.P. Arts & Science College , 27-May-19 to 02-Jun-19.
- “Art of Writing Research Article in Hi-Indexed Journals” Organized by Department of Business Administration of Nehru Arts and Science College, Coimbatore, 29-Apr-20 to 30-Apr-20.
- “Mutual Fund Guidance for the First time investors”, Organized by Department of Commerce(Finance), NGM College, Pollachi from 12-May-20 to 15-May-20.

- “Challenges In Higher Education During Post Covid 19”, Organized by Kovai Kalaimagal College of Arts and Science IQAC from 18-May-20 to 23-May-20.
- “Tools and Strategies for Emerging Business” International Conclave 2021 conducted by School of Commerce on 18-Aug-21.
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- “FDP on Research Methodology and pedagogy for Tertiary Education” Organized by Dr.N.G.P. Arts & Science College, 15-Jun-21 to 21-Jun-21.

Conference / Seminar / Workshop / Extension Activity Organized

- Invitation committee Convener, National Conference on Disruptive Technologies in Financial Services, Kovai Kalaimagal College of Arts and Science, 22-Sep-17.
- Organized Committee Guest Lecture on “Recent Trends in Auditing”, Kovai Kalaimagal College of Arts and Science, 18-Jul-17.
- Arranged In-Plant Training to Auditors’ Club – students were benefited by gaining practical knowledge in Verification of Vouchers and internal Auditing.
- Stage Committee Convener, National Conference on 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-Sep-18 to 28- Sep-18.
- Workshop Income tax return E-filing Presented Smart Class Room: 406, Dr. N.G.P. Arts and Science College, Coimbatore, on 15-Jul-19.
- Arranged Extension Activity on “Awareness on drug abuse” Dr. N.G.P. Arts and Science College, Coimbatore, 26-Jun-19.
- Invitation Committee Convener, National Conference on One Day National Conference on Modern Business - Opportunities and Challenges [CMBOC -2020], Dr. N.G.P. Arts and Science College, Coimbatore, 27-Feb-20.
- Arranged Extension Activity on “Awareness on Immunity Booster” at Chinna Thadagam , 06-Mar-21.
- Arranged Extension Activity on “Awareness on Plastic Bag Avoidance” at Chinna Thadagam , 06-Mar-21.

Member in BoS

- Board of studies of B.com CA, Kovai Kalaimagal College of Arts & Science, Coimbatore.
- Board of studies of B.com BA, Dr.N.G.P. Arts and Science College, Coimbatore.