

FACULTY PROFILE TEMPLATE FOR WEBSITE

Basic Details:

- **Name:** Dr.P.MAHESWARI
- **Designation:** Assistant Professor
- **Phone Number:-** 7867028081
- **Email Id:** maheswap2@srmist.edu.in
- **Area of Specialization:** Finance
- **Affiliation:** Madurai Kamaraj University

Educational Details:

- **Degree –** Ph.D
- **Area or Subject –** Management
- **University –** Madurai Kamaraj University
- **Awarded Year –** 2016
- **Degree –** M.Phil
- **Area or Subject –** Management
- **University –** Madurai Kamaraj University
- **Awarded Year –** 2008
- **Degree –** MBA
- **Area or Subject –** Finance
- **University –** Madurai Kamaraj University
- **Awarded Year –** 2003
- **Degree –** BBA
- **Area or Subject –** Business Administration
- **University –** Madurai Kamaraj University
- **Awarded Year –** 1999

Other Details:

Courses: 6 Online courses

Research Interests: Marketing and Operation Management

Selected Publications:

- Published a research paper in **AIP Conference Proceedings** s 2460, 030007 (2022); <https://doi.org/10.1063/5.0096365> Published Online: 26 August 2022 titled “ANALYSIS OF SUPPLY CHAIN MANAGEMENT IN BOP MARKETS”.
- Published a research paper in **Journal of Pharmaceutical Negative Results** | Volume 13 | Special Issue 6 | 2022/DOI: 10.47750/pnr.2022.13.S06.118 titled “AN ANALYSIS OF UPCOMING TRENDS OF ONLINE MARKETING IN CHENNAI CITY”.
- Published a research paper in **Turkish Journal of Physiotherapy and Rehabilitation; 32(3) ISSN 2651-4451 | e-ISSN 2651-446X** titled “A STUDY ON CENTRAL DEPOSITORY SERVICES (INDIA) LIMITED”.
- Published a online **International research paper** titled “A study on Factors Determining the customer perception Towards Digital Banking System in Madurai” on 12 December 2018, ISSN UGC Approved Journal :2349-5162 published by **Journal of Emerging Technologies and Innovative Research**, An International Open Access Journal.
- Published a online **International research paper in** THE JOURNAL OF ORIENTAL RESEARCH MADRAS ISSN : 0022-3301 | August 2021 titled A STUDY ON ROLE OF MADITSSIA IN DEVELOPMENT OF ENTREPRENEURS IN MADURAI CITY*
- Published a online **International research paper in** Published In Anvesak, ISSN : 0378 – 4568 Vol. 51, No. 02(VI) : July – December 2021 UGC Care Group – 1, Peer Reviewed, bi-annual Journal , titled EMERGING GROWTH OF E BUSINESS MANAGEMENT MARKETS IN INDIA
- Published a **paper in** International Journal of Advanced Research in Commerce, Management & Social Science (IJARCMSS) 194 ISSN : 2581-7930, Impact Factor : 5.880 , Volume 04, No. 03(II), July - September, 2021, pp 194-200 titled CUSTOMER RELATIONSHIP MANAGEMENT IN SERVICE SECTOR (WITH SPECIAL REFERENCE TO BANKING SECTOR IN MADURAI DISTRICT)
- Published a research article titled “Deployment of Quality in service sector with specific reference to Nationalized Banks in Southern Districts of Tamilnadu” October 2013, ISBN 93806868-9 pp. 230-234 published by The American college, Madurai.
- Published a International research article titled “Employee view point towards service sector with specific reference to Nationalized Banks in Southern Districts of Tamilnadu” May 2014, ISBN 978-81-8011-183-9 pp. 33-39 published by Amity University, Uttar Pradesh, Noida.

- Published a research article titled “Customer Perception towards service sector with specific reference to Nationalized Banks in Southern Districts of Tamilnadu” December 2014, ISBN 978-93-80657-29-5 pp. 8-18 published by Arul Anandar college, Madurai.
- Published a research article titled “A Study on Rural Customer Awareness towards Digital Banking in Madurai District” on 31st January 2018, ISSN : 2320-4168 published by N.M.S.S.Vellaichamy Nadar College, Madurai.
- Published a research article titled “A study on Service Quality towards Banking Sectors with specific reference to Canara Bank in Madurai City”, November 2018, proceedings of E-Journal paradigm drift in Business theory and practices, ISBN No.978-81-931500-2-3, Vol-1, Issue No.1
- Published a online International research paper titled “A study on Factors Determining the customer perception Towards Digital Banking System in Madurai” on 12 December 2018, ISSN UGC Approved Journal :2349-5162 published by Journal of Emerging Technologies and Innovative Research, An International Open Access Journal.

Book Published

- Published a book “Organisational Behaviour” January 2009, ISBN 978-93-80060-08-8 published by MSK Publication, Salem
- Published a book “Modern Banking Law and Practice” January 2009, ISBN 938006008-4 published by MSK Publication, Salem.

Papers Presented:

- Presented a International paper on “Employee – view point towards service sector with specific reference to Nationalized Banks in Southern Districts of Tamilnadu”-2014, May 9, The **Amithy University**, Noida, Uttar Pradesh.
- Presented paper on “A study on Auditor’s perception towards GST, International conference on January 2nd to 4th , **Vignana Jyuthi Insitute for Management**, Hyderabad, Andra Pradesh.
- Presented a paper titled “Role of Nationalised banks in women empowerment with reference to loans” on 24th and 25th January 2011 organised by Madurai Kamaraj University, Madurai
- Presented a parer titled “Deployment of Quality in service sector with specific reference to Nationalized Banks in Southern Districts of Tamilnadu” on 17th October 2013, organised by The American college, Madurai
- Presented a International parer titled “Employee view point towards service sector with specific reference to Nationalized Banks in Southern Districts of Tamilnadu” on 15th and 16th May 2014, organised by Amity University, Uttar Pradesh, Noida.
- Presented a parer titled “Customer Perception towards service sector with specific reference to Nationalized Banks in Southern Districts of Tamilnadu” on 20th December 2014, organised by Arul Anandar college, Madurai

- Presented a paper titled “An analysis of Social Model in BOP Market” on 17th February 2022, organised by Sri Krishnasamy college for Women, Chennai
- Presented a paper titled “A study on Surprise Emotional Branding towards Kinderjoy” on 15th July 2022, organised by Kamadenu Arts and Science College, saathamangalam, Erode District.
- Presented a paper titled “A study on Social Entrepreneurship in India” on 10th May 2022, organised by Jammal Mohamed College, Trichy
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Working Papers:

Elsevier

Work in Progress:

Academic Experience: 14 Years

- Asst. Professor, Commerce, SRM Institute of Science and Technology, Ramapuram Chennai, January 2021 to till date.
- Asst. Professor, NMS S Vellaichamy Nadar College, Madurai, June 2017 to December 2020.
- Asst. Professor, Ambiga college of Arts and Science for women, June 2008 to June 2017.

Other Professional Experience: 3 Years

Achievements:

Workshops /Seminars/Conferences:

Achievements and Awards:

- **Received Best Paper Award given by ICRAMER- 2021, for the paper entitled, “Analysis of supply chain management in Bottom of Pyramid”**
- Best Professor Award 2012, Ambiga college of Arts and Science, Affiliated to Madurai Kamaraj University, Madurai.
- Resource person of State Level seminar – “Impact of GST in India”, 27th September 2019 in Madowna College, Madurai.
- Guest speaker in NMS Sermathai Vasan College – “Positive Attitude – Make a life Better”, September 2015.

Academic / Professional Membership: -

Please send in your latest **PASSPORT SIZE** photograph.

