



Dr. B. MAHESWARI, MBA, M.Phil., PGDCA., Ph.D. NET., (M.Sc. Psy.)

NAME	Dr. B. MAHESWARI		Date of Birth & Age 13.06.1973 & 51	
CURRENT POSITION	Associate Professor Department of Management Studies Velammal College of Engineering and Technology, Madurai		Religion HINDU	
PAST EXPERIENCE	Assistant Professor, Department of Business Administration, Lady Doak College, Madurai		One year 2000 - 2001	
	Associate Professor , Department of Business Administration, Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi.		23 years of Experience (Since 2001)	
CONTACT INFORMATION	Dr. B. MAHESWARI 2/252A, Ganapathi Nagar 2 nd Street Perungudi Madurai - 625 022		Email: mahe@vcet.ac.in Mobile: +91 9944032631	
MARITAL STATUS	Married			
MAJOR RESEARCH	Major Research Project sponsored by Indian Council for Social Science Research, New Delhi , on the topic " Problems Faced by the Working Women in the Unorganized Sector - with special reference to Match Industry in Virudhunagar District ", for a Grant of Rs.5,12,775 .			
RESEARCH VISIBILITY TOOLS	1. Orchid ID: 0000-0002-9278-2921 2. Researcher ID: rid65105 3. Vidwan ID: 194938 4. Google Scholar: https://scholar.google.co.in/citations?user=fqjZ5SgAAAAJ&hl=en 5. ResearchGate :https://www.researchgate.net/profile/Maheswari-Balan			
EDUCATION	B.B.A	Standard Fireworks Rajarathnam College, Sivakasi.(1995-98)	First Class	University Rank-VI
	M.B.A	Mepco Schlenk Engineering College, Sivakasi(1998-2000)	First Class II Rank	
	M.Phil	Entrepreneurship, Madurai Kamaraj University, Madurai. (2002-2003)	First Class	
	P.G.D.C.A	Ayya Nadar Janaki Ammal College, Sivakasi. (2003-2004)Part-time	First Class	

	Ph.D.	Madurai Kamaraj University, (2012)	Awarded with Highly Commendable	
	UGC-NET	National Eligibility Test(June2012)	Cracked	
	M.Sc. (Psy)	Alagappa University, Karaikudi	Pursuing	
RECOGNITION	<ul style="list-style-type: none"> ❖ Member Syndicate, Manonmaniam Sundaranar University, Tirunelveli, Nominated by our Honorable Governor of Tamil Nadu. ❖ Meritorious Alumni of MEPCO Schlenk Engineering College, Sivakasi ❖ Meritorious Alumni of Standard Fireworks Rajarathnam College, Sivakasi 			
ACADEMIC EXPERIENCE	<ul style="list-style-type: none"> ➤ Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi (2001 – 2024) ➤ Lady Doak College, Madurai (2000 – 2001) 			
LANGUAGE SKILLS	Tamil, English (includes typing)			
COMPUTER LITERACY	Post Graduate Diploma in Computer Application	TALLY		
RESPONSIBILITIES	<ol style="list-style-type: none"> 1. Member, IQAC, Manonmaniam Sundaranar University, (2022 – Till Date) 2. Member, Women Anti-Harassment and Protection (WAHAP) Cell (2019- 2024) 3. Member, Curriculum Development Cell (CDC), Ayya Nadar Janaki Ammal College, Sivakasi. (2014-2024) 4. Member, Outcome Based Education Monitoring Board (2019–2024) 5. Deputy Warden, Janaki Ammal Hall, Ayya Nadar Janaki Ammal College, Sivakasi. (2008-2011) 6. Programme Officer, NSS Unit No.155, Ayya Nadar Janaki Ammal College, Sivakasi. (2005-2008). 7. Served as President and Head of the Department of Business Administration (SF)(2010–2012) 8. Member, “Internal Quality Assurance Cell”, Ayya Nadar Janaki Ammal College, Sivakasi. (2004-2011). 9. Question Paper Setter for Manonmaniam Sundaranar University, Tirunelveli, Alagappa University, Karaikudi, Theivanai Ammal College for Women, Villupuram, Lady Doak College, Madurai, St. Xaviers College, Palayamkottai, Sri Parasakthi College, Courtallam, Sri Kaliswari College, Sivakasi 10. Examiner, B.B.A Valuation Board, Madurai Kamaraj University, Madurai, The Standard Fireworks Rajarathnam College, Sivakasi, Sri Kaliswari College, Sivakasi, VVV College for Women, Lady Doak College, Madurai, St. Xaviers College, Palayamkottai, Sri Parasakthi 			

	College, Courtallam	
CERTIFICATE / Diploma COURSES	<ul style="list-style-type: none"> • Leadership and Team Effectiveness • Event Management • Disaster Management • Cyber Psychology • Rural Management 	
JOURNALS REFERRING/ REVIEWING	<p>1. Associate Editor, ANJAC Journal Humanities and Social Sciences</p> <p>2. Honorary Reviewer in “Review of Economic and Finance Journal” of American Economic Association.</p>	
RECKON OF PUBLICATIONS & PARTICIPATIONS	<p>Research Articles Published</p> <p>Books Published</p> <p>Book Chapters</p> <p>Conference Proceedings</p> <p>Conference/ Seminar presentations</p> <p>(Offline)</p> <p>(Online)</p> <p>Conferences / seminars</p> <p>Faculty Development Programme, Workshop, Quiz</p>	<p>31</p> <p>2</p> <p>1</p> <p>33</p> <p>65</p> <p>8</p> <p>8</p> <p>35</p> <p>26</p> <p>24</p>
PUBLICATIONS	<p>PATENT PBLISHED</p> <ul style="list-style-type: none"> ➤ A System Based on Big Data Analytics for HR Management of an Organization, Patent Number: 202141058836 <p>UGC CARE LISTED JOURNALS</p> <ul style="list-style-type: none"> ❖ Impact of COVID 19 on School Education in Virudhunagar District and Strategies to overcome Negatives. Journal of Education: Rabindra Bharati University, ISSN:0972-7175 ❖ Study on Stress and the Impact Among the Private Sector Banking Employees In the Virudhunagar District, Shodhak : A Journal of Historical Research, ISSN : 0302-9832, Volume: 53, Issue: 02, No: 06, May - August : 2023 ❖ A Study on the Stress Management Among the Arts and Science College Teaching Staff Members among the Sivakasi, Journal of the Asiatic Society of Mumbai, ISSN: 0972-0766 <p>OTHER INDEXED JOURNALS</p> <ol style="list-style-type: none"> 1. A study on the consumer attitude towards the Airtel network with special reference to Sivakasi, GIS Science Journal, Volume-8, Issue-4, April2021, ISSN:1869-9391 PaperID=GSJ/3595 2. Analysis of the Foreign Exchange Marketing Tirupur, JASC: 	

	<p>Journal of Applied Science and Computations. ISSNNo:1076-5131</p> <ol style="list-style-type: none"> 3. Financial Inclusion and Legal Discrimination against Women, Nehru Journal of Management and Research, Volume1, Issue12, 101-107, June2016, ISSN:2230-7974 4. A study on Consumer Behaviour towards Beauty Products in Coimbatore City” in the International proceedings on Competency Building Strategies in Business and Technology for Sustainable Development, Journal of Management and Science, Volume-I, Special Issue, June2012, Sri Ganesh School of Business Management, Salem, ISSN2249-1260 5. Service Marketing in Banking Sector, Kongunadu Journal of Management, Volume-I, Issue-1, P.No.164-166, September, 2013, ISSN: 2321-9823 6. Problems and Challenges faced by Women Entrepreneurs PEZZOTTAITEJOURNALS, Volume-2,Number-3,P.No.549-551, July-September2013, ISSN:2279-0918 7. Emergence of Human Resource Information System (HRIS) and its Business Perspectives Research Explorer, Volume-II, November 2013, Special Issue, P. No. 308-310, Adaikalamatha Institute of Management, Vallam, Thanjavur, ISSN:2250-1940
<p>BOOKS & BOOK CHAPTERS</p>	<ul style="list-style-type: none"> ❖ “Management Principles and Practices”–Dr. B. Maheswari, M.S.K. Publishers, Salem ❖ “Human Resource Management”– Dr. B. Maheswari, M.S.K. Publishers, Salem ❖ “Fintech – A Changing Paradigm” – Chapter 20 – Micro, Small and Medium Enterprises (MSME) Alleviate Poverty using Fintech – Dr. B. Maheswari
<p>CONFERENCE PROCEEDINGS WITH ISBN</p>	<ol style="list-style-type: none"> 1. Skill-Based Society – the need of the 21stCentury” in the Internal Quality Assurance Cell of Ayya Nadar Janaki Ammal College, Sivakasi, NAAC SponsoredProceedings– “CurriculumDesigningandSkillBasedEducation–Opportunities andChallenges”2017,P.No.25-30, 978-93-83191-20-8 2. Revamping of Commerce/Management Curriculum” in the National Proceedings on Role of Commerce Education in Vision2020. K. J. Somaiya College of Arts, Commerce and Science, Kopargaon, Ahmednagar, University of Pune, 978-93-81921-07-4 3. Advertising Agency is a Social Media” in the proceedings of Emerging Trends in Advertising Padmavani Arts and Science College for Women, Salem, 938-06578-2 4. Women Entrepreneurship in MSME in Madurai City” in the National proceedings on MSME in India – problems and Prospects, Ayya Nadar Janaki Ammal College, Sivakasi, 978-9380528-19-9 5. Health Care Issues in Rural India” in the Conference proceedings on Recent Trends in Indian Services Marketing, Holy Cross College, Tiruchirappalli, 978-89-922545-0-0

6. Social Media Marketing Optimization” in the Facets of Business Excellence and Computational Intelligence Vysya Institute of Management studies, Salem, 978-81-922849-5-8
7. A Study on Problems and Prospects of Women Employees in Match Industry in Virudhunagar District” in International Proceedings on Global Trade Vision 2020 – Issues and Strategy in Current Scenario Sri Kaliswari College, Sivakasi, 97893-80530-54-3
8. “Development of Women Entrepreneurship-challenges and opportunities–A case study in Virudhunagar District” in the Conference Proceedings on Inclusive Growth and Women Empowerment, The Standard Fireworks Rajarathnam College, Sivakasi, 81-85517-89-4
9. “Role of Ethics, Spirituality and Human Values in Modern Organizations through Value Based Management” in the Two day National Proceedings on the Value Based Management: Principles and Paradigms, Ayya Nadar Janaki Ammal College, Sivakasi, 978-93-80368-14-6
10. “Sustainable Marketing” in the National Proceedings on the Dynamics of Management: The Plus Factors, St. Joseph’s College, Trichy, 978-81-9206220-7
11. “Total Quality Education Principles and Practices” in the National proceedings on the Dynamics of Management: The Plus Factors, St. Joseph’s College, Trichy, 978-81-9206220-7
12. “Revolutionary Reforms in the Higher Education” in the National Proceedings on the Dynamics of Management: The Plus Factors, St. Joseph’s College, Trichy, 978-81-9206220-7
13. “Consumerism and its effect on Indian Society” in the International Proceedings organized by Research Centre for Consumerism, KalasaLingam University, Krishnankoil, 978-81-90538015
14. “Evolution of Green Marketing and its Opportunities and Challenges” in the International Proceedings, Nehru Institute of Management Studies, Coimbatore, 978-93-8053017-8
15. “Recent Trends and Developments of Urban Co-operative Banks in India” in the National proceedings on Emerging trends in Banking sector, SNR Institute of Management Sciences, Coimbatore, 978-81-7273-585-2
16. “Education for Democracy” in the National Seminar on “Human Rights Education for Holistic development” in the UGC sponsored National Seminar, organized by Curriculum Development cell, Ayya Nadar Janaki Ammal College, Sivakasi, 978-19236330
17. “Women Empowerment through Micro finance–A Boon for Development” in the UGC sponsored National Proceedings, organized by Curriculum Development cell, Ayya Nadar Janaki Ammal College,

	<p>Sivakasi, 978-19236330</p> <p>18. "Ecopreneuring –Women Entrepreneurship in Green business" in the National Seminar on Green Computing and Green Business sponsored by Tamil Nadu State Council for Higher Education and ANJAC Management, Ayya Nadar Janaki Ammal College, Sivakasi, 978938319104</p> <p>19. "The Assessment of Students Satisfaction on Internship during their Post graduate Studies" in the National Edition sponsored by ICSSR in the Strategies for Sustainable Development Practice in Indian Industries, Sri Kaliswari College, Sivakasi, 97-881-930-02</p> <p>20. "Importance of International Disaster Management Studies to the Students" in the National Seminar Proceedings sponsored by NAAC on the "Social Responsibilities of Higher Educational Institutions" Organized by Internal Quality Assurance Cell, Ayya Nadar Janaki Ammal College, Sivakasi, 978938319103</p> <p>21. 'Emerging Banking Technologies' in the Proceedings of National Conference on Emerging Technologies and Innovations in service sectors I Association with Central Bank of India (NCETISS – 23) September 14, 2023, Department of Commerce (CA) , Dr. NGP. Arts and Science College, Coimbatore, 9788196445591</p>
<p>MAJOR EVENTS ORGANIZED</p>	<ol style="list-style-type: none"> 1. Organizing Secretary in Two Day National Level Faculty Development Programme on "Modern Management Perspectives", Department of Business Administration, Ayya Nadar Janaki Ammal College, Sivakasi, 27.03.2024 & 28.03.2024. 2. National Level Faculty Development Programme on "Research for Researchers", Department of Business Administration, Ayya Nadar Janaki Ammal College, Sivakasi, 16.03.2023 3. Organizing Committee Member in the Awareness Programme in "The importance of Gender Equality in Modern Society", Women Anti-Harassment and Protection Cell, Ayya Nadar Janaki Ammal College, Sivakasi, on 13.02.2023 4. Organizing Secretary in the Seminar on "Miracle of Focus and Self Discipline" organized by Women Anti-Harassment and Protection Cell, Ayya Nadar Janaki Ammal College, Sivakasi on 06.08.2022 5. Organized Two days National Conference on "Restructuring of Management Curriculum in the Wake of Entry of Foreign Universities" sponsored by Tamil Nadu State Council for Science and Technology (TNSCST), Chennai. 6. "A Career Management Programme" on 7th January 2012, with Indian School of Science and Management, Coimbatore. 7. Ten Day Special Camp at Enjar, from 23.12.2005 to 01.01.2006 8. One day Camp at Amirtha Anbu Illam (Old Age Home), Managaseri 9. Ten Day Special Camp at M. Pudhupatti from 23.12.2006 to 01.01.2007

	<p>10. Delivered a guest lecture on the topic “Impact of Business on Ecology” to the Business Administration Students organized by Arul Anandar College, Karumathur in 2009</p> <p>11. Guest Lecture on “Total Quality Management and Quality Circles” organized by The Standard Fireworks Rajarathnam College, Sivakasi in 2004</p>
<p>AWARDS</p>	<ul style="list-style-type: none"> ➤ “Aspiring Teacher Award 2023” by Centre for Technology Enhanced Learning (CTEL), Ayya Nadar Janaki Ammal College, Sivakasi, on 5th September, 2023, in Teachers Day Celebration. ➤ “Promising Techno Faculty Award 2023” by Centre for Technology Enhanced Learning (CTEL), Ayya Nadar Janaki Ammal College, Sivakasi, on 5th September, 2023, in Teachers Day Celebration. ➤ “Best Teacher Award” by Centre for Technology Enhanced Learning (CTEL), Ayya Nadar Janaki Ammal College, Sivakasi, on 5th September, 2022, in Teachers Day Celebration. ➤ “Best Faculty Award 2017” by Nehru Institute of Technology & Management, Coimbatore on 18.08.2017. ➤ Madurai Kamaraj University “6th RANK”. ➤ Received the “Queen Chira Niyama Award” at the International Thirukural Conference held in Angkorwat, Cambodia, in 2022 from September 28th to October 3rd in Siem Reap. ➤ Honored with the “Lead Outstanding Researcher Award in Business Administration” by the Lead Researchers Forum.

I hereby declare that all the information given above is true and correct to the best of my knowledge.

Dr. B. MAHESWARI

Madurai
01.07.2024