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Name : Dr. S. Maheshwari
Designation : Assistant Professor in Commerce
Address : Virudhunagar Hindu Nadars' Senthikumara Nadar
College, Virudhunagar, Tamil Nadu, India.
Phone : 04562-280154
Fax : 04562-281338
Email : maheshwari@vhnsnc.edu.in
Mobile : 9 8 4 3 6 9 1 7 1 6
Education : M.Com., M.B.A., M.Phil., Ph.D.,
Titles of Dissertation
M.Phil : Effectiveness of sales promotional methods
of Pharmaceutical industries
- A study in Madurai City
Ph.D : Role of District Industrial Centre in Developing Small
Scale Industrial Units in Virudhunagar District
- A study
Areas of Specialization : Entrepreneurship, Finance
Courses Attended:
1. Orientation Course : Bharathidasan University, Trichy. November 2015.
2. Refresher Course : Bangalore University, Bengaluru. December 2017.
Bharathidasan University, Trichy. September 2019
On line – Madras University, September 2021

Seminars, Workshops and Conferences Attended

State level Seminars / Workshops / Conference : 4
National level Seminars / Workshops / Conference : 20
International level Seminars / Workshops / Conference : 4

Papers Presented

Paper Presented in State level Seminars / Workshops / Conference : 4
Paper Presented in National level Seminars / Workshops / Conference : 20
Paper Presented in International level Seminars / Workshops / Conference : 4

Books Published:

Research Publications:

Research Publications in International Journals : 4
Research Publications in National Journals : 4
Research Publications in Edited Books : 22
Research Experience

Degree	Awarded	Submitted	Guiding
Ph.D.		1	1
M.Phil	13		2

Invited Lectures Delivered: 1 B.Com., (SF) VHNSN college,(Autonomous)

Resource Person

Acted as Resource Persons - International

Acted as Resource Persons – National

1. B.Com., N.M.S.Sermathai Vasan College, Madurai.

Co-Ordinator: : 5 years Personality Development Cell, VHNSN College

Board of Studies Member : 10 years VHNSN College,(Autonomous)

Honours Achieved : Research Award by Rotary Club, Virudhunagar.

Extension Activities

Others

Personality Development Cell

Member : 10 years (2013 to Till date)

Discipline committee member : 10 years (2013 to Till date)

Member in IQAC : 2 years (2017 to 2019)

Member in Student Welfare
Committee : 1 year (2018-2019)

Member in Women Empowerment
Cell : 4 year (2018- Till date)
Girls Hostel warden : 2019 to Till date

Papers Presented, Articles Published in Journals

1	V.V.Vanniaperumal College for women, Virudhunagar	1st & 2nd Feb., 2005	National conference	Entrepreneurial mobility
2	Sri Kaliswari College, Sivakasi	25th & 26th Feb., 2005	National level seminar	Micro finance - It's contribution in India an abstract
3	Mannar Thirumalai Naicker college, Madurai	2nd & 3rd March, 2006.	State level seminar	Community health insurance our country's experience.
4	Govindammal Aditanar College for women, Tiruchendur.	24 & 25th January, 2007.	National seminar	Role of District Industrial centre in developing women entrepreneurs
5	Jayaraj Annapackiam College for women, Periyakulam.	6th & 7th March, 2008.	National seminar	Role of Rural Entrepreneurship in Economic Development.
6	Yadava College, Madurai.	10th Feb., 2010.	State level seminar	Role of District Industries Centre in developing small-scale industrial units.
7	TamilNadu Journal of Cooperation	May 2010	Journal	A study on effectiveness of Audit in Central Cooperative Banks with reference to Tamil Nadu
8	V.H.N.S.N.College, Virudhunagar	6th & 7th August, 2010.	National level seminar	Role of District Industries Centre in developing small-scale industrial units in Virudhunagar District.:

				<i>A study.</i>
9	<i>Vivekananda College, Madurai.</i>	<i>30th Sep.,, 2010.</i>	<i>One day seminar</i>	<i>Indian Business model as a Global Strategy.</i>
10	<i>V.H.N.S.N.College, Virudhunagar</i>	<i>22nd & 23rd December, 2010</i>	<i>National level conference</i>	<i>Effectiveness of sales promotional methods of pharmaceutical industries – A study in Madurai city.</i>
11	<i>V.H.N.S.N.College, Virudhunagar</i>	<i>29th & 30th September, 2011</i>	<i>National level seminar</i>	<i>Genesis of socialistic feminism in Tamil Nadu and India.</i>
12	<i>V.H.N.S.N.College, Virudhunagar</i>	<i>23rd & 24th July, 2012</i>	<i>International conference</i>	<i>A study on women entrepreneurs in Tamil Nadu.</i>
13	<i>Department of Commerce, University of Madras</i>	<i>6th & 7th September, 2012.</i>	<i>International conference</i>	<i>Consumers' perception towards organized and unorganized retail in Madurai city.</i>
14	<i>V.H.N.S.N.College, Virudhunagar</i>	<i>5th January, 2013</i>	<i>National Conference</i>	<i>ICT and Empowerment of Indian Rural Women.</i>
15	<i>Sri Kaliswari College, Sivakasi.</i>	<i>20th & 21st March, 2013.</i>	<i>International conference</i>	<i>Growth of Indian Financial market in the contemporary phase of Globalisation Era.</i>
16	<i>V.H.N.S.N.College, Virudhunagar</i>	<i>7th September, 2013</i>	<i>Edited Book</i>	<i>Entrepreneur's view on better HRM practices for Business Science.</i>
17	<i>V.H.N.S.N.College, Virudhunagar</i>	<i>27th & 28th December, 2013</i>	<i>National Conference</i>	<i>Role of ICT in Service Sector.</i>
18	<i>Global Journal for Research Analysis</i>	<i>February 2014</i>	<i>International Journal</i>	<i>A study on Impact of Decision making styles and organizational effectiveness with reference to Textile Industry in Virudhunagar District.</i>

19	<i>College Sadhana</i>	<i>February 2014</i>	<i>National Journal</i>	<i>A study on the welfare measures provided to the workers of Spinning Mills in Aruppukottai.</i>
20	<i>Devanka Arts College Manas</i>	<i>February 2014</i>	<i>National Journal</i>	<i>A study on Workers' Absenteeism in Textile mills in Aruppukottai.</i>
21	<i>Global Journal for Research Analysis</i>	<i>December, 2014</i>	<i>International Journal</i>	<i>Role of MSMEs in Economic Development</i>
22	<i>Paripex-Indian Journal of Research</i>	<i>June, 2015</i>	<i>International Journal</i>	<i>A study on Buyer behavior towards Home Theatre Systems in Madurai City</i>
23	<i>Paripex-Indian Journal of Research</i>	<i>June, 2015</i>	<i>International Journal</i>	<i>A study on Problems and Prospects of Tourism in Virudhunagar District</i>
24	<i>V.H.N.S.N.College, Virudhunagar (Autonomous)</i>	<i>29th & 30th September, 2016</i>	<i>National Conference</i>	<i>Payment Bank A Step towards Financial Inclusion.</i>
25	<i>Paripex-Indian Journal of Research</i>	<i>October, 2016</i>	<i>International Journal</i>	<i>A study on Consumer Preference towards Asian Paints in Virudhunagar.</i>
26	<i>V.H.N.S.N.College, Virudhunagar (Autonomous)</i>	<i>3rd & 4th March 2017.</i>	<i>National Conference</i>	<i>Startup India – Stand up India</i>
27	<i>V.H.N.S.N.College, Virudhunagar (Autonomous)</i>	<i>14th & 15th March 2017.</i>	<i>National Conference</i>	<i>Financial Inclusion in Rural India : The Role of Micro Finance as a Tool.</i>
28	<i>V.H.N.S.N.College, Virudhunagar (Autonomous)</i>	<i>19th & 20th July 2017.</i>	<i>National Conference</i>	<i>Glass Ceiling in Indian Corporate Sector.</i>
29	<i>V.H.N.S.N.College, Virudhunagar (Autonomous)</i>	<i>27th & 28th February 2018.</i>	<i>National Conference</i>	<i>Contribution of Women Entrepreneurs in The Economic Development</i>

				<i>of India</i>
30	<i>N.M.S.Sermathai Vasan College for women, (Madurai)</i>	<i>06/02/2019</i>	<i>National conference</i>	<i>Customers satisfaction towards Reliance Jio Sim – A study with special reference to Virudhunagar City.</i>
31	<i>V.H.N.S.N.College, Virudhunagar (Autonomous)</i>	<i>3rd & 4th January 2019</i>	<i>ICSSR National Conference</i>	<i>Role of Diligence in Merger and acquisition.</i>
32	<i>SRNM College, Sattur</i>	<i>13-12-2019</i>	<i>National Conference</i>	<i>A Paradigm Shift to Outcome based Higher Education : Policies, Principles and preparation.</i>
33	<i>Government Arts and Science college, Sivakasi.</i>	<i>26-03-2021</i>	<i>International Conference</i>	<i>Ever growing challenges in the Banking Sector</i>
34	<i>V.H.N.S.N.College, Virudhunagar (Autonomous)</i>	<i>27-12-2021 to 29.12.2021</i>	<i>National level Virtual Research Development program</i>	<i>Advanced Research Methodologies and Statistical analysis for Social sciences</i>