



SHRIMATI INDIRA GANDHI COLLEGE

(Affiliated to Bharathidasan University)

Nationally Accredited at 'A' Grade (4th Cycle) by NAAC | An ISO 9001 : 2015 Certified Institution

Tiruchirappalli - 620 002

Name : V. MAHESWARI
Designation : ASSISTANT PROFESSOR
Department : BANK MANAGEMENT
Qualification : M.COM., M.PHIL., SET
Experience : Teaching: 16 Research: NIL
Area of Specialization(s) : MARKETING
Email (Official ID) : maheswariv@sigc.edu
Aadhar Number : 2299 4633 9976

Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
M.Phil.	COMMERCE	BHARATHIDASAN UNIVERSITY	2007
M.Com	COMMERCE	RAJAH SERFORJI COLLEGE ARTS AND SCIENCE	2005
B. Com	COMPUTER APPLICATION	M.R. GOVT ARTS COLLEGE	2003
SET	COMMERCE	MOTHER THERSA UNIVERSITY	2017

Research Publications (Indexed)

International

1. Consumer Satisfaction towards Mobile Banking Services of SBI in Tiruchirappallai Town on April 2020 – A Study in the Mukt shabdb_journal bearing ISSN: 2437- 3150 Number.

2. “Strategic Measurement of Service Quality Management of Select Two Wheeler Dealers in Tiruchirappallai District on May 2020 - A Study in the Alochanachakra Journal bearing ISSN: 2231-3990 Number.
3. V.Maheswari and M.Meenakumari Department of Bank Management,SIGC has presented a paper on “Green Entrepreneurship” at National seminar on 23.02.2023 on Innovation start-ups for young entrepreneurs in digitalized era at K.S.Rangaswamy college of arts and science,Trichengode, Namakkal District.
4. Presented a paper on “Impact of E-Marketing on Herbal FMCG Product” by International Journal for Multidisciplinary Research Published on Jan –Feb 2025, Volume VII, ISSN 25822160, and Impact Factor 9.44.

Book Publications

1. National Published a chapter in the book titled "Current Trends in Commerce and Management" with **ISBN: 978-93-93622-35-8** published in July, 2023.

Participation in Seminars & workshop

1. Two day international workshop on “NAAC AWERNESS PROGRAME” on 27.07.19 & 28.07.19 at Primax Foundation in Bangalore.
2. Participated in the FDP in Securities Markets Jointly Organized by the National Institute of Securities Markets (NISM) Bharathidasan University on 15.2.20 at Bharathidasan University Campus, Tiruchirappallai.
3. Participter in No.of E QUIZ attended in NATIONAL AND INTERNATIONAL LEVEL: **25**
4. Participated of two days International Conference on “Block chain Application in supply chain Management by Sengamala Thayer Education trust Women’s college and IQAC from 10.09.2024 to 11.09.2024.

5. Participated webinar on Bangladesh Crisis Ramification an Indian and South Asia” by sri Vengateswara University Tirupathi, Andra Pradesh India and SVCR Government Degree College, Palamaner on 19.9.2024.
6. Participated Five days Faculty development programme on ESG ‘S Impact on Sustainable goods: A Perceptive tenacity by St.Joseph college of Engineering Technology and Thanjavur 23.9.2024=27.09.2024.
7. Participated Five days Faculty development programme online Workshop on Foundation of Stock Market for Beginners’ by Star International Foundation and Research Education from 23.09.2024
8. Participated on Three days Faculty development programme on “Idea Generation Method conducted by ICT Academy on 12.12.2024 to 14.12.2024 at shrimati Indira Gandhi College.
9. Participated One day Workshop on Research Methodology & Publication of Research Articles held on 17 Mar 2025 organized by Research & Development Cell, Thanthai Hans Roever College, Perambalur.

Participation in Faculty Development Programme

1. Participated in the Six-day National level Virtual Faculty Enrichment Program on “Aligning with the new Educational Era” conducted by Primax Foundation, Bengaluru, Karnataka from 21.02.2022 to 26.02.2022.
2. Participated in the day Faculty Enrichment Program on “Introduction to Cloud Computing” in virtual mode on 26th February 2022 organized by the Department of Computer Science, Information Technology and Computer Applications, Shrimati Indira Gandhi College, Tiruchirappalli – 620 002.
3. Participated in the Three days Faculty Development Program on “Innovative Pedagogies of the future in Teaching Learning Process” conducted by Srimati Indira Gandhi college, Trichy conducted from 17.03.2022 to 19.03.2022.

- 4.** Participated in the Two-day National Level Virtual Faculty Development Program on “Innovative Teaching and ICT Tools and Resources” organized by IOT Academy, Coimbatore conducted from 16.07.2023 to 17.07.2023.
- 5.** Participated in the Five-day Faculty Development Program IN BDU “Finpro course” organized by NSE Academy, Tamil Nadu skill development at Bharathidasan University conducted from 17.07.2023 to 21.07.2023.
- 6.** Participated in the Five days International Faculty Development Program on “Upskilling Research and its Application” conducted by Sri Kanyaka Parameswara Arts & Science College for women conducted from 24.07.2023 to 28.07.2023.
- 7.** Participated in the One Day International Faculty Development Program on “Teaching and Research Perspective of Finance” conducted by Srimati Indira Gandhi college, Trichy conducted from 25.07.2023.
- 8.** Participated in the One-week Faculty Development Program on “Dimensions of Economics Today” conducted by Jamal Mohamed college, Trichy conducted from 08.01.2024 to 12.01.2024.
- 9.** Participated in the online workshop on “A Way to Journal Publication” on 15.09.2022 organized by the Hall Mark Business School, Tiruchirappalli.
- 10.** Participated in the “National Seminar on Digitalization and Sustainable Development” on 13.10.2022 organized by Shrimati Indira Gandhi College, Tiruchirappalli – 620 002.
- 11.** Participated in IP Awareness/Training Program under “National Intellectual Property Awareness Mission” on 26.04.2023.
- 12.** Participated in One day National Level Conference on “Entrepreneurship in Digital Era” conducted by IOT and American college Coimbatore from 23.07.2023.
- 13.** Participated in One-week International FDP- cum -Workshop and One day International Seminar on “Doctoral Research workshop and Research Methodology in Practice” conducted by Research India Foundation, Odisha, India from 24.12.2023 to 31.12.2023.
- 14.** Participated in one week NEP 2020 Orientation and Sensitization Program on UGC-Malaviya Mission Teacher Training centre (UGC-MMTTC) Bharathidasan University from 19.09.2024 to 28.02.2024
- 15.** Participated of two days International Conference on “Block chain Application in supply chain Management by Sengamala Thayer Education trust Women’s college and IQAC from 10.09.2024 to 11.09.2024.

- 16.** Participated webinar on Bangladesh Crisis Ramification an Indian and South Asia” by sri Vengateswara University Tirupathi, Andra Pradesh India and SVCR Government Degree College, Palamaner on 19.9.2024.
- 17.** Participated Five days Faculty development programme on ESG ‘S Impact on Sustainable goods: A Perceptive tenacity by St.Joseph college of Engineering Technology and Thanjavur 23.9.2024=27.09.2024.
- 18.** Participated Five days Faculty development programme online Workshop on Foundation of Stock Market for Beginners’ by Star International Foundation and Research Education from 23.09.2024
- 19.** Participated on Three days Faculty development programme on “Idea Generation Method conducted by ICT Academy on 12.12.2024 to 14.12.2024 at shrimati Indira Gandhi College.
- 20.** Participated One day Workshop on Research Methodology & Publication of Research Articles held on 17 Mar 2025 organized by Research & Development Cell, Thanthai Hans Roever College, Perambalur.

**PARTICIPATION IN WORKSHOP / CONFERENCES / SEMINARS / FDPs IN
CHRONOLOGICAL ORDER:
(ITEMWISE) –Please specify date, venue, organizer and topic**