



Name: Dr. Maheswari Mainthan

Designation: Associate Professor

Specialization: Human Resource Management and System

Email : m.maheswari@jainuniversity.ac.in

Linkedin: <https://www.linkedin.com/in/dr-maheswari-m-01157517>

Qualification

B.Tech-IT., MBA., Ph.D.,

Work Experience

17 years

Courses Facilitated

- Information Technology for Business
- Information Security
- Enterprise Resource Planning
- Information Management
- Management Information System
- Database Management System
- E-Commerce Technology and Management
- Organizational Behaviour
- Talent Acquisition and Deployment
- People Management
- EXIM Procedures and

Career Summary

Dr. Maheswari holds a bachelor's degree in Information Technology from Anna University, Master's degree in MBA (HR) from Periyar University and awarded Ph.D. in Management Sciences (HR) from Anna University. She has over 17 years of experience in academics from reputed B-Schools. She has 21 publications in reputed International Journals. She is one among the Editorial Member of 'Asian Journal of Management' and journal reviewer in International Journal of Creative Research Thoughts. She has published 3 books in the stream of Management Studies like "Human Resource Management", Customer Relationship Management" and "Research Methodology". She has published 4 patents.

Research Interest

Human Resource Management, Marketing Management, General Management, Environment Sustainability

Research Publications

- A. Karuppannan, M. Maheswari, R. Hemamalini, M. Ramakrishnan; 'E-HRM - Transforming Human Resource Management in the Digital Age: A Conceptual study' in Trends in Finance and Economics, June 2024, Vol.2, Issue 2, ISSN: 2583-9721, pp. 14 - 19, DOI: <https://doi.org/10.46632/tfe/2/2/2>.
- Suman, Dr. A. Karuppannan, Dr. M. Maheswari, Dr. Chikati Srinu, Ms. Aahana, Dr. Pramod Kumar; 'Role of IOT and Blockchain Technology in the growth of digital HRM transformation as a function of Management' in Journal of Informatics Education and Research (**ABDC Journal**), 2024, Vol. 4, No. 02, pp. 396-404, ISSN: 1526-4726, DOI: <https://doi.org/10.52783/jier.v4i2.780>.
- Dr.Arokiaraj David, Dr.M.Maheswari, Ms.Gomathi Sankar, Ms.Feelen Christy, Dr.A.Karuppannan and Dr.M.Banumathi; 'Empirical Analysis of Mental Well-Being of Pregnant women during Covid-19 period: A Case Study on Pre-and Post-Delivery Periods' in The Seybold Report (Scopus Index Journal), March 2023, Vol. 18, No. 03, pp. 1706-1721, ISSN: 1533-9211, DOI: 10.17605/OSF.IO/9VCAQ.
- Dr.M.Maheswari, Dr.A.Karuppannan, Dr.S.Muralidhar; 'Online Tools and Applications in Learning and Evaluation: A Students Perception' in The Empirical Economics Letters (ABDC Listed Journal), July 2022, Vol. 21, Special issue. 03, ISSN: 1681-8997, pp. 193-204.
- Dr.A.Karuppannan, Dr.M.Maheswari; 'A Study on Occupational Health Issues of IT Employees' in Korea Review of International Studies (ABDC Listed Journal), August 2022, Vol. 15, Special issue 07, ISSN: 1226-4741.
- Dr.D.Arokiaraj, Dr.V.Vibha, Dr.M.Maheswari, Dr.A.Karuppannan and Dr.S.Ajaykumar; 'Cultural Intelligence in the Modern Era' in Korea Review of International Studies (ABDC Listed Journal), May 2022, Vol. 15, issue 34, ISSN: 1226-4741.
- Dr.M. Maheswari, Dr.A. Karuppannan; 'A Study on Virtual Engagement of Women Employees during Covid Pandemic' in Natural Volatiles and Essential Oils (Scopus Index Journal), 2021, Vo.8, issue 4, pp. 485-491.
- Dr.M. Maheswari, Mr.Kallakuri Sai Pranav, Ms.Srinidhi Kandikonda; 'A Study on Students' Perception towards E-Learning during Covid-19 Pandemic' in Asia Pacific Journal of Research, Vol.1, Special Issue XIV, June 2021, ISSN(Print): 2320-5504, ISSN(Online): 2347-4793, Impact Factor: 6.58.
- Feelen Christy J, Vibha V, Narmada Kalgi, Arokiaraj David, M. Maheswari, & M.

<p>Documentation</p> <ul style="list-style-type: none"> Principles of Management Business Ethics and Negotiation skills Retail Management Research Methodology Entrepreneurship Development <p>Member on Committees / Editorial Boards</p> <p>Editorial Member - Asian Journal of Management</p> <p>Journal Reviewer - Journal of Institute of Scholars, International Journal of Creative Research Thoughts</p> <p>Professional Memberships</p> <ul style="list-style-type: none"> Life Member of Indian Society for Technical Education (Membership No. LM85076) Life Professional Member of Institute of Scholars 		<p>Christopher; 'A Comparative study of Work from home V/S Work from office: preference of Women Employees in IT Industry' in Design Engineering (Scopus Index Journal), Issue.7, 2021, ISSN: 0011-9342, Pages: 5763- 5775, http://www.thedesignengineering.com/index.php/DE/article/view/3051.</p> <ul style="list-style-type: none"> Feleen Christy, Arokiaraj David, Neha Choudhary, Narmada Kalgi, Vibha.V, Maheswari; 'Impact of Psychological Capacities on the Work-Life Balance of Entrepreneurs' in Psychology and Education (Scopus Index Journal), Vol.58, issue no. 3, 2021, pp. 3869-3875, ISSN:0033-3077. Mr. A. Karuppannan, Dr. M. Maheswari; 'Adaption of Technology in Academia after Covid-19' in Wesleyan Journal of Research (UGC Care list Journal), Vol.14, Issue.1 (XXIV), pp. 17-21, October-December 2020, ISSN: 0975-1386. Mr. A. Karuppannan, Dr. M. Maheswari; 'A Study on Work Life Balance of Women Teachers in Private School, Coimbatore' in Restaurant Business (Scopus Index Journal), Vol.118, Issue. 9, September 2019, ISSN: 0097-8043, pp. 171-179, https://journals.eduindex.org/index.php/rb/article/view/8026. Mr. A. Karuppannan, Dr. M. Maheswari; 'Health and Safety at Workplace: A Study with special reference to the Textile Industries of Namakkal and Erode Districts, Tamil Nadu' in Asian Journal of Multidimensional Research (UGC Care list Journal), Vol. 8, Spl Issue. 1, May 2019, ISSN: 2278-4853, Impact Factor: SJIF 2018 = 6.053, https://www.tarj.in/images/download/AJMR%20MAY%20%202019%20SPECIAL%20ISSUE%20%20FULL%20JOURNAL.pdf Dr. M. Maheswari; 'A Study on Work Style of Information Technology Employees with their Attitude in Chennai District, Tamil Nadu' in Asian Journal of Management, Vol. 10, issue. 1, January-March 2019, ISSN: 0976-495X (Print), 2321-5763 (Online), DOI:10.5958/2321-5763.2019.00012.X, https://ajmjournal.com/AbstractView.aspx?PID=2019-10-1-12. Dr. M. Maheswari; 'A Study on Employee Engagement in Cement Industries, Coimbatore' in Asian Journal of Research in Business Economics and Management (Indian Citation Index), Vol. 8, no. 9, September 2018, ISSN: 2249-7307, pp. 8-19, Article DOI: 10.5958/2249-7307.2018.00071.3, Indian Citation Index, Impact factor – 5.444, https://www.indianjournals.com/ijor.aspx?target=ijor:ajrbem&volume=8&issue=9&article=002. Dr. M. Maheswari; 'Absenteeism of Employees in Textile Industries with special reference to Tamil Nadu State' in Journal of Emerging Technologies and Innovative Research, Vol. 5, issue. 6, May 2018, ISSN: 2349-5162, pp. 57 – 62, UGC list Journal, Impact factor. 5.87, http://www.jetir.org/view.php?paper=JETIR1806129. Dr. M. Maheswari; 'A Study on impact of Job Satisfaction on Workplace Behaviour of Employee with special reference to IT Industry, Coimbatore' in International Journal of Creative Research Thoughts, Vol. 6, issue. 2, June 2018, ISSN: 2320 – 2882, pp. 855 – 866, UGC Approved, impact factor. 5.97. M. Maheswari; Dr. A. Lakshmi; 'Job Satisfaction of Bus Drivers in Salem District, Tamil Nadu' in Asian Journal of Research in Social Sciences and Humanities (Indian Citation Index), vol. 6, no. 7, 2016, ISSN(E): 2249 – 7315, ISSN(P): 2250-1665, pp. 1074-1078, Article DOI: 10.5958/ 2249-7315.2016.00492.5, Indian Citation Index, Impact factor – 5.997. M. Maheswari; Dr. A. Lakshmi; A. Karuppannan; 'Employee Job Satisfaction and Attitude with special reference to IT Sector in Tamil Nadu State' in Asian Journal of Research in Social Sciences and Humanities (Indian Citation Index), vol. 6, no. 6, 2016, ISSN(E): 2249-7315, ISSN(P): 2250-1665, pp. 824-836, Article DOI: 10.5958/2249-7315.2016.00247.1, Indian Citation Index, Impact factor - 5.997. Karuppannan; Dr. V.Kumaravel; M. Maheswari; 'Occupational Health Problem – A special reference with IT industry in Tamil Nadu' in Asian Journal of Research in Social Sciences and Humanities (Indian Citation Index), vol. 6, no. 6, 2016, ISSN(E): 2249-7315, ISSN(P): 2250-1665, pp. 766-779 Article DOI: 10.5958/2249-7315.2016.00242.2, Indian Citation Index, Impact factor – 5.997. M. Maheswari; Dr. A. Lakshmi; 'A study on employee Job Satisfaction with reference to Textile Industries, Tiruppur' in Shanlax International Journal of Management, vol. 3, no. 4, ISSN(P): 2321-4643, pp. 60 – 62. M. Maheswari; A. Karuppannan; 'Employees Occupational (Job) satisfaction with special reference to Seshasayee Paper & Boards Limited, Erode' in International Journal of Business Management & Research(IJBMR) - Special Edition, January 2015, ISSN(P): 22496920, ISSN(E): 22498036, pp.111 – 118, Impact factor of 4.9.
	Articles / Case Studies	Nil

Consultancy / Projects	Nil
Books / Chapters	<ul style="list-style-type: none"> • Dr.A.Karuppannan, Dr.Maheswari Mainthan, "Management and Organizational Behaviour", 2023, Prime International Publication, 1st Edition, ISBN: 978-93-6010-844-1. • Dr. Maheswari Mainthan, Dr. A.Karuppannan, Chetan T.R, R.Balakrishnan, "Customer Relationship Management", 2023, Good Writers Publishing, 1st Edition, ISBN: 978-93-5756-036-8. • Dr. Ashok Kumar Koshariya, Dr. Deewakar baral, Dr. A.Karuppannan, Dr. Maheswari Mainthan, "Research Methodology and IPR", 2023, Scientific International Publishing House (SIPH), 1st Edition, ISBN: 978-93-5625-663-7. • A.Karuppannan, Maheswari Mainthan, D.Sasikala Devi, P.Soundaravalli, "Human Resource Management" January 2022, Haiyagrev Publications, 1st Edition, ISBN: 978-8195512102.
Activities	Nil
Recognition / Awards	<ul style="list-style-type: none"> • Received Young Researcher of the Year from Asian Education Awards in the year 2021. • Received Young Researcher Award from Institute of Scholars in the year 2021. • Best Researcher Award 2019 for "A Study on Work Style of Information Technology Employees with their Attitude in Chennai District, Tamil Nadu" by International Journal for Research Under Literal Access. • Won 'Third prize' in the Teacher's Day Celebration - "Solve-A-Thon" Contest conducted by Confederation of Indian Industry (CII), Coimbatore on 18th September, 2018. • Received an 'Achievers award' for the contribution towards Event Managements and TANCET Coaching in Knowledge Business School, Salem during 2015.
Seminar Conferences Attended	<ul style="list-style-type: none"> • Participated and presented a paper titled 'A Study on Virtual Engagement of Women Employees during Covid Pandemic' in the International Conference on Recent trends in Management and Engineering Research (ICREAMER' 24) organized by Dhanalakshmi Srinivasan College of Engineering and Technology ECR, Mamallapuram, Chennai, Tamil Nadu, India on 22nd and 23rd March, 2024. • Participated and presented a paper titled 'E-HRM - Transforming Human Resource Management in the Digital Age: A Conceptual study' in the International Conference on Recent trends in Management and Commerce (ICRMC 2024) organized by REST Labs & REST Society for Research International, Kaveripattinam, Krishnagiri, Tamil Nadu, India on 26th and 27th April, 2024. • Participated and presented a paper titled 'A Study on Occupational Health Issues of IT Employees' in the 2nd International Conference on Research and Development in Science, Technology and Management organized by Indian Academicians and Researchers Association In Association With Universite Ibn Zohr, Morocco And Center Ibn Zohr of Development and Research, Morocco on 10th May, 2022. • Participated and presented a paper titled 'A Study on Online Tools and Applications in Learning and Evaluation – A Students Perception' in the 2nd International Conference on Research and Development in Science, Technology and Management organized by Indian Academicians and Researchers Association In Association With Universite Ibn Zohr, Morocco And Center Ibn Zohr of Development and Research, Morocco on 10th May, 2022. • Participated in the International Research Summit AVLOKAN 2021 titled "Redefining Social Responsibility and Ethical Leadership" organized by CMS, Jain (Deemed-to-be University), Bangalore held on 10th August, 2021. • Participated and presented a paper titled 'A Study on Virtual Engagement of Women Employees during Covid Pandemic' in the Ninth International Conference Contemporary Issues in Advanced Business Management (ICCABM-2021) held on 18th-19th June, 2021 at Malla Reddy College of Engineering & Technology,

Hyderabad.

- Participated and presented a paper titled 'A Study on Students' Perception Towards E-Learning During Covid-19 Pandemic' in A Virtual International Conference organised by School of Commerce, JAIN (Deemed-to-be University), Bengaluru held on 10th March, 2021.
- Participated and presented a paper titled 'Adaption of Technology in Academia after Covid-19' in an Online International Conference on 'Business and Education in the New Global Realities' held on 22nd December, 2020 at School of Commerce, Jain (Deemed-to-be) University, Bangalore, Karnataka.
- Participated and presented a paper titled 'Health and Safety at Workplace: A Study with Special Reference to the Textile Industries of Namakkal and Erode District, Tamil Nadu' in the International conference on 'Industry 4.0: Developing sustainable competitive strategies' held during 08-09 March, 2019 at GRG School of Management Studies, PSGR Krishnammal College for Women, Coimbatore.
- Participated and presented a paper titled 'A Study on Work Life Balance of Women Teachers in Private School, Coimbatore' in 4th International Conference on 'Emerging Strategies for Business Advancements (ICESBA-2019)', held at Mallareddy Engineering College for Women, Secunderabad on February 8-9, 2019
- Participated and presented a paper titled 'A Study on Online Tools and Applications in Learning and Evaluation – A Students Perception' in 6th International Conference on 'Preparing for the Future: Learning and Teaching Management' held at Justice K.S.Hegde Institute of Management, NITTE University, Mangalore on 29th and 30th December 2018
- Participated 'AWSome Day' Online Conference on 31st October 2018
- Participated and presented a paper titled 'A study of Labour Welfare Measures at SAIL – Salem Steel Plant' in International conference on 'Contemporary Challenges in Service Sector and Manufacturing Sector' held at Excel Business School on 26th February 2016
- Participated and presented a paper titled 'A study on Nurturing Functional Skills for Employability' in National Conference on 'Role of higher educational Institutions in Reinventing Skills for Global Competency' organized by the Internal Quality Assurance Cell (IQAC), Kristu Jayanti College on January 21 & 22, 2016.
- Participated and presented a paper titled 'Employee's Occupational (Job) Satisfaction' in International Conference on 'Excellence of Innovations in Business Organizations' at Mahendra Engineering College, Mallasamudram held on 17th October 2014
- Participated and presented a paper titled 'Sailfish OS' in 5th National Level Technical Symposium held on 10th October 2014 at Knowledge Institute of Technology, Salem
- Participated and presented a paper titled 'Performance Management System' in one day International seminar on 'Impact of Global Crisis on Indian Business Scenario' at Vivekanandha college of Arts and Sciences for Women and Vivekanandha College for Women, Tiruchengode on 4th January 2014
- Participated and presented a paper titled 'Employee Satisfaction in IT Industries' in International seminar on 'Building Management Model for Sustainable Growth – Challenges and Opportunities' at Vivekanandha Institute of Information and Management Studies, Tiruchengode on 12th April 2013 & 13th April 2013.
- Participated and presented a paper titled 'Employees Performance in Job with special reference to IT Industry' in National Conference on 'New Paradigms in Corporate Management' on 19th October 2012 by K.S.R. College of Engineering, Tiruchengode
- Participated and presented paper on 'Performance and Compensation Management with special reference to IT Industries' in the International Conference on 'Emerging Trends in Global Business' at RVS Institute of Management Studies on 10th September 2011
- Participated and presented paper on 'E-Mail Dispersion Enforce Using Mail Server' in the first National Conference on 'Innovation in Computer Science and Engineering' held on 13th August 2011 at Maha College of Engineering, Salem.
- Participated and presented paper on 'Network Status Indicator' in the first National Conference on 'Innovation in Computer Science and Engineering' held on 13th August 2011 at Maha College of Engineering, Salem.

- Attended and paper has been presented with the title 'Micro, Small and Medium Enterprises (MSME's) in India' during the Regional Level Conference on MSME's held on 20th April 2011 at K.S.Rangasamy College of Technology, Tiruchengode.
- Participated and presented paper entitled 'A Study on Job Satisfaction Factors on IT Employees' during the International Seminar on 'Global Challenges of Emergent India – A Management Perspective' held on 14th & 15th, February, 2011 at Vivekananda Institute of Information and Management Studies, Tiruchengode.
- Participated and presented paper on 'Entrepreneurship in Engineering Education' during the 13th Indian Society for Technical Education Annual Convention (Tamil Nadu & Pondicherry Section) on 'Emerging Trends in Engineering Education – Indian Perspective' held on 29th & 30th October, 2010 at K.S.Rangasamy College of Technology, Tiruchengode.
- Participated and presented paper on 'Secured Broadcasting Method with Battery Lifetime and Distance Management' in the National Conference on 'Information and Communication Technology (NCICT'10)' conducted at K.S.Rangasamy College of Technology, Tiruchengode.
- Participated and presented paper on 'The Role of Goal Setting and Goal Striving in Consumer Behaviour' in the National Conference on 'Think Global – Go Rural' conducted on March 18th 2010 at K.S.Rangasamy College of Arts and Science.