



NAME: ASHWINI BASAVARAJU

DESIGNATION: ASSISTANT PROFESSOR

QUALIFICATION: M.COM, UGC-NET, (PhD)

TOTAL EXPERIENCE: 17 YEARS

MAIL-ID: bashwini-dsjbs@dayanandasagar.edu

SPECIALIZATION

Accounts and Management

AREA OF INTEREST

Accounting, taxation and Management.

SUBJECTS TAUGHT

Fundamentals of Accounting, Financial Accounting, Advanced Financial Accounting, Financial Accounting and Reporting, Indian Financial System, Banking law and operations, Banking Innovations, Stock and Commodity market, Corporate administration, Cost Accounting, Management Accounting, Principles of Management, Business organisation and Environment, Business Law, Business Organisation and Market dynamics, Business Statistics, Quantitative analysis for Business decisions.

NO. OF CERTIFICATIONS

- Successfully completed ‘certificate course on Lay Counselling’ held between February 2024 to May 2024 from National Institute of Mental Health and Neuro Science, Bengaluru.
- Successfully completed online two months certificate course on “Fundamentals of GST” From Teaching Learning Centre, Ramanujan College University of Delhi under Ministry of Education from 22 August 2023 to 21st October 2023.
- Completion of online certification Course on “AICTE Evaluated 2-Week Patent Course” from 30/01/2024 to 12/02/2024.

PAPERS PRESENTED

[NATIONAL &
INTERNATIONAL]

- Presented research paper titled “Digital India” in the International Conference held at Seshadripuram College on 30th August 2017 at Bangalore.
- “Financial inclusion is the key for Women Empowerment with special reference to Karnataka State” in the International Conference held at DSU on 5th April 2019 at Bangalore.
- Presented Research Paper titled “Digitalization impact on Banking Sector” in the International Conference held at Nagarjuna College of Management Studies on 12th April 2019 at NCMS, Chikkabalapura.
- Participated and Presented paper in “International Conference on Corporate social responsibility” held on 11th & 12th December 2020 at DSJBS, Bengaluru.
- Presented paper titled “A Study on impact of Global Financial Crisis with reference to National and Global level” in the International Conference on “Digital and Data Driven Decision making for Business and Management, DSU on 17th and 18th February, 2021.
- Presented Research paper titled “Digital Platform – the new normal” in International Conference at St.Claret College, Bengaluru on 28th an 29th July 2021.
- Presented Research paper titled “Innovations in Agriculture value chain and producer’s organization” in International Conference at St.Claret College, Bengaluru on 28th an 29th July 2021.
- Presented a paper titled ‘Understanding Traditional Indian education system in comparison with Modern education system’ from NEP perspective, in two day National Conference

on Multidisciplinary approach organized by SBMJEC on 24th and 25th January 2022.

- Presented paper entitled ‘A literature survey on role of Self Help Groups and Women Empowerment’ in two days National conference on ‘Nurturing business creativity and innovations for sustainable development’ held on 26th and 27th May 2022.
- Presented a research paper titled ‘An empirical study on Green Banking awareness among graduates in Bengaluru in NCMT 2022 – One day National Conference on Modern trends in Commerce, Management and Information Technology held on 2nd December 2022.
- Participated and Presented Research paper titled “Decline of Foreign Automobile Industry in India” in the National Conference on Changing Paradigms of Business, Management and Commerce” organized by Department of BBA/B.Com, DSCASC held on 31.5.2023.
- Participated and Presented Research paper titled “Green Marketing and sustainable development challenges and opportunities” in the National Conference on Changing Paradigms of Business, Management and Commerce” organized by Department of BBA/B.Com, DSCASC held on 31.5.2023.
- Presented research paper in International conference on Sustainable synergy: A multidisciplinary exploration of possibilities across Industries “at Soundarya Institute of Management and Science on 15th December 2023.
- Presented research paper titled “Measuring of Digital banking service quality on customer satisfaction with reference to Bengaluru” in the International Conference on Advancement in Humanities, Management, Science and Technology 2024 held on 24th and 25th July 2024 at

	<p>Narayana Institute of Technology and Science, Shailpet, Hyderabad & Global Conference Hub, Coimbatore, Tamil Nadu, India.</p>
<p>PUBLICATION (INTERNATIONAL JOURNAL)</p>	<ul style="list-style-type: none"> ➤ Published a research paper titled “Financial inclusion is the key for Women Empowerment with special reference to Karnataka State” in the Academic Research Publishers with ISSN: 9781733892902. ➤ Published Research article entitle “Digitalization impact on Banking Sector” in Primax International Journal of Commerce and Management Research, Volume No.8, Issue 2, Year 2020. ➤ Published Research article entitle “Contribution towards personal and social causes using donation based crowd funding platforms working in India” in PRIMAX IGCMR, Volume No.4, Issue 4, Year 2021. ➤ Paper titled “Digital Platform – the new normal” Published in Vidyabharati International Interdisciplinary Research Journal – ISSN- 2319-4979 ➤ Paper titled “Innovations in Agriculture value chain and producer’s organization” Published in Vidyabharati International Interdisciplinary Research Journal – ISSN- 2319-4979. ➤ Paper titled ‘Understanding Traditional Indian education system in comparison with Modern education system’ from NEP perspective, published in review of research ISSN: 2249-894X with impact factor: 5.7631 (UIF). ➤ Publication of Research Paper titled “Factors

influencing the adoption of Social media marketing with reference to SMEs in IJIRSET, Volume 13, Issue 7, July 2024 , ISSN -2319-8753/2347-6710.

- Publication of Research Paper titled “Measuring of Digital banking services quality on customer satisfaction with reference to Bengaluru, in IRJAEM, Volume No.2 Issue 08 August 2024 eISSN No.2584-2854.

PUBLICATION (CONFERENCE PROCEEDINGS)	<ul style="list-style-type: none"> ➤ “Financial inclusion is the key for Women Empowerment with special reference to Karnataka State” in the International Conference held at DSU on 5th April 2019 at Bangalore. ➤ Publication of Research Paper titled “Measuring of Digital banking services quality on customer satisfaction with reference to Bengaluru, in IRJAEM, Volume No.2 Issue 08 August 2024, ISSN No.2584-2854.
OP-ED ARTICLE PUBLISHED (Provide Online Link)	Nil
BOOK/ BOOK CHAPTER PUBLISHED	One of the authors in Seven Authors - Fundamentals of Accountancy, Vision Book House, ISBN: 978-93-5495-641-6.

FDP ATTENDED

- ❖ Participated in Online National level FDP on “Powering up Personality and Positivity – 3P’s” held on 30th May 2020 at SSMRV College, Bengaluru.
- ❖ Participated in Two days FDP on “Online Teaching Methods: Retraining and Reskilling teachers” held on 29th & 30th July 2020 at SSMRV College, Bengaluru.
- ❖ One Week Online Faculty Development Program on “Structural Equation Modeling using AMOS & Smart PLS” held on 14th to 19th July 2020 at CMR College of Engineering and Technology.
- ❖ Participated in faculty development programme on the Art and Science of Question paper setting with reference to Bangalore University examinations on 8th January 2022.
- ❖ Participated in FDP titled ‘Implementation of NEP – Roadmap for quality education research and academic excellence held at DSCASC from 2nd March to 4th March 2022.
- ❖ Participated in FDP on ‘Advance in Research Methodology and publication techniques organized by MCA, on 10th May 2022.
- ❖ Participated in FDP on orientation of II Semester B.Com and BBA syllabus conducted by Surana College held on 3rd June 2022.
- ❖ Participated in One week FDP on ‘Discovering statistics for effective research’ at Department of Management studies, DSCE from 18th July to 22nd July 2022.
- ❖ Participated in Six days Faculty Development Program on Research Methodology organized by Department of M.Com from 27th March to 1st April 2023.
- ❖ Participated in Faculty Development Programme on “Creating Research Ecosystems in Higher Educational Institutions” organized by Department of BBA/B.Com, DSCASC held on 19th May 2023.
- ❖ Participated in Faculty Development Programme on “Art of Mentoring and Counseling” organized by Department of BBA/B.Com, DSCASC held on 29.5.2023.
- ❖ Participated in Two Day Faculty Development Program on “Soft Skills for Teachers” on 30th September and 6th

October 2023.

- ❖ Participated in Professional Development Program on “The application of Accounting and Finance integration” held on 16th October 2023.
- ❖ Participated in Faculty Development Program on “Johari Window with Emotional Quotient” held on 1st February 2024.
- ❖ Participated in Faculty Development Program on “Developing leadership skills among Academicians” held on 2nd February 2024 at DSCASC.
- ❖ Participated in FDP on ‘Counselling and Mentoring Skills’ held on 29th February 2024 at DSCASC.
- ❖ Participated in 8 Days Virtual FDP on ‘Quantitative Data analysis using SPSS with interpretation and writing research article with AI, Conducted from 14th June 2024 to 21/6/2024 at Sindhi College, Bengaluru.
- ❖ Participated in online FDP on ‘Mastering Research Paper and enhancing case study writing for leading publication’ held from 22nd to 26th July 2024 at DSCASC.

Conference Attended	<ul style="list-style-type: none">➤ Participated and Presented research paper titled “Digital India” in the International Conference held at Seshadripuram College on 30th August 2017 at Bangalore.➤ Participated and Presented research paper titled “Financial inclusion is the key for Women Empowerment with special reference to Karnataka State” in the International Conference held at DSU on 5th April 2019 at Bangalore.➤ Participated and presented Research Paper titled “Digitalization impact on Banking Sector” in the International Conference held at Nagarjuna College of Management Studies on 12th April 2019 at NCMS, Chikkabalapura.➤ Participated and Presented paper in “International Conference on Corporate social responsibility” held on 11th & 12th December 2020 at DSJBS, Bengaluru.➤ Participated and Presented paper titled “A Study on impact of Global Financial Crisis with reference to National and Global level” in the International Conference on “Digital and Data Driven Decision making for Business and Management, DSU on 17th and 18th February, 2021.

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- Participated and Presented Research paper titled “Green Marketing and sustainable development challenges and opportunities” in the National Conference on Changing Paradigms of Business, Management and Commerce”

	<p>organized by Department of BBA/B.Com, DSCASC held on 31.5.2023.</p> <ul style="list-style-type: none"> ➤ Participated and presented research paper in International conference on Sustainable synergy: A multidisciplinary exploration of possibilities across Industries “at Soundarya Institute of Management and Science on 15th December 2023. ➤ Participated and presented research paper titled “Measuring of Digital banking service quality on customer satisfaction with reference to Bengaluru” in the International Conference on Advancement in Humanities, Management, Science and Technology 2024 held on 24th and 25th July 2024 at Narayana Institute of Technology and Science, Shailpet, Hyderabad & Global Conference Hub, Coimbatore, Tamil Nadu, India. ➤ Participated and Presented research paper titled “Fintech application in banking sector with reference to Customers: Extended Technology Accepted Model” in the National Conference on Innovate to Elevate: Fostering creativity for sustainable business on 24th August 2024 at DSCASC.
<p>Workshop Attended</p>	<ul style="list-style-type: none"> ❖ Participated in a ten days Workshop on “Business Research Skills Enhancement and Intensive Proposal Writing” Organized by “School of Commerce and Management Studies, Dayananda Sagar University” Bangalore, from 23rd January 2019 to 1st February 2019. ❖ Participated in Seven days online workshop on “Data Analysis and Interpretation using SPSS” from 15th to 21st June 2020 at DSU, Bengaluru. ❖ Participated in Two day workshop on “Research and Publication Ethics” held on 5th & 6th Aug 2020 at DSU,

	<p>Bengaluru</p> <ul style="list-style-type: none"> ❖ Participated in the virtual workshop on ‘how to prepare business plan for 4th Semester BBA organized by Padmashree Institute of Management and Sciences in association with Bangalore University.
<p>Seminar Attended</p>	<ul style="list-style-type: none"> ❖ Participated in National Webinar titled “Research and Publication Roadmap!” on 27/07/2020 in Online Cisco WebEx platform. ❖ Participated in National Webinar titled “An insight into data analysis using SPSS” on 28/07/2020 in Online Cisco WebEx platform. ❖ Participated in Webinar titled “Innovation Ecosystem & Technology Business Incubation” on 12/08/2020 in Online Zoom Platform. ❖ Participated in E-Symposium on Post Covid 19 Situation – Economics, Education, Management and Security held on 16th Jan 2021 at DSJBS, Bengaluru. ❖ Participated in a webinar on ‘Revisiting the girl effect: Policy and agency level interventions for women empowerment’ on 24th January, 2022. ❖ Participated in Webinar on ‘CV writing workshop tips and tricks conducted by BBA/B.Com Department in association with RIT KOSOVA (A.U.K) held on 9th Dec 2022. ❖ Participated in Webinar on the complete roadmap for thesis writing held on 7th January 2023.