



**NAME:** Chitra.D.Rao  
**DESIGNATION:** Assistant Professor  
**QUALIFICATION:** B.com (Vocational-Taxation), MBA (Finance & Human Resource) , M.Phil , M.COM  
**TOTAL EXPERIENCE:** 01 Industry ( Ernst & Young – Tax Analyst)  
**Academic:** 17 years  
**MAIL-ID:** chitrarao-bba@dayanandasagar.edu

<b>SPECIALIZATION</b>	Taxation, Finance, Human Resource
<b>AREA OF INTEREST</b>	Taxation, Finance, Human Resource
<b>SUBJECTS TAUGHT</b>	Organizational Behaviour, Business Statistics, Business Economics, Business Law, Principles of Management, Marketing Management, Entrepreneurial Development Programme, Operation Research, Business Regulation, Strategic Management.
<b>NO. OF CERTIFICATIONS</b>	01
<b>PAPERS PRESENTED</b> [NATIONAL & INTERNATIONAL]	<ul style="list-style-type: none"><li>• “The Future of Indian Sector – Emerging Trend” at National Conference on “Paradigms of Business Management and Commerce” DSCASC</li><li>• Impact of Fintech on the Banking Industry at National Conference on “Innovate to elevate: Fostering Creativity for Sustainable Business” DSCASC</li></ul>
<b>PUBLICATION (INTERNATIONAL JOURNAL)</b>	<ul style="list-style-type: none"><li>• One Paper is in progress on Marketing to be Published in Motherhood International Journal of Research &amp; Innovation – Blind Review Journal.</li></ul>
<b>PUBLICATION (CONFERENCE PROCEEDINGS)</b>	nil
<b>OP-ED ARTICLE PUBLISHED (Provide Online Link)</b>	nil
<b>BOOK/ BOOK CHAPTER PUBLISHED</b>	nil

FDP ATTENDED	<ul style="list-style-type: none"> <li>• Six Days Faculty Development Program on RESEARCH METHODOLOGY organized by Department of M.COM, DSCASC</li> <li>• Faculty Development Programme By Dr. Nagraj Shenoy. On Disciplines in Faculty Members.</li> <li>• Faculty Development Programme on Teacher’s Empowerment on 21/4/2023</li> <li>• FDP on Creating Research Ecosystems in Higher Education Institutions DSCASC in association with Research cell (ANVESHANA) in association with IQAC</li> <li>• FDP on “Art of Mentoring and Counselling” DSCASC organised by Personal Counselling &amp; Mentoring Cell (APHAMITHRA) under the guidance of IQAC,</li> <li>• 2 days FDP on “Soft Skills for Teachers” at DSCASC</li> <li>• “One Week National Level Online Faculty Development Programme (FDP) on Research Methodology” by Christ Academy – Institute for Advance Studies.</li> </ul>
Conference Attended	<ul style="list-style-type: none"> <li>• National Conference on “Paradigms of Business Management and Commerce” DSCASC</li> <li>• National Conference on “Innovate to elevate: Fostering Creativity for Sustainable Business” DSCASC</li> </ul>
Workshop Attended	<ul style="list-style-type: none"> <li>• 6<sup>th</sup> Semester B.COM &amp; BBA CBCS SYLLABUS ORIENTATION, IQAC Cell in association with BU&amp; BUTCCM</li> <li>• National Level webinar on “ Speak up and Stand out: Building Dynamic Communication Skills for today’s World” by Yash Tiwari conducted by GIBS.</li> <li>• A National Webinar on “Social Development Through Financial Empowerment to Citizens” by Department of Sociology, Management and Commerce, P.K. University, Shivpuri, M.P in Collaboration with Association of Mutual Funds in India ( AMFI )</li> <li>• National Webinar on “Managing Personal Finance And Wealth Creation” Bhartiya Jyotish Sansthanam Trust, Varanasi, UO. India in collaboration with [AMFI] ASSOCIATION OF MUTUAL FUNDS OF INDIA</li> <li>• National Webinar on “Indirect Tax for Management” by MQI COLLEGE OF MANAGEMENT – MCM</li> <li>• Webinar on “Preparing an Effective Research Proposal for Research Funding” by Dr. Purushothama Chippar MBA(BU)-DSCASC</li> <li>• A National Webinar on “Starting Early : The benefits of Investing at a young Age” by Vibhor Varshney – Founder Vighnahara Investment Solutions, SEBI registered Research Analyst</li> <li>• National Webinar in collaboration with AMFI On “Financial Empowerment and Career Opportunities in Financial and Securities Market”</li> </ul>
Seminar Attended	nil