

	<p>NAME: PARIMALA R</p> <p>DESIGNATION: ASSISTANT PROFESSOR</p> <p>QUALIFICATION:</p> <p>M.Com, PGDBA, PDBA, MBA, (Ph.D.)</p> <p>TOTAL EXPERIENCE: 8.5 years</p> <p>MAIL-ID: parimalar-bcom@dayanandasagar.edu</p>
<p>SPECIALIZATION</p>	<p>M.Com (Accounting and Taxation), MBA (Banking and Finance)</p>
<p>AREA OF INTEREST</p>	<p>Accounting and Taxation, Finance</p>
<p>SUBJECTS TAUGHT</p>	<p>Advanced Financial Accounting, Financial Accounting, Advanced Corporate Accounting, Corporate Accounting, cost accounting, Management Accounting, Business Statistics, Elements of Cost accounting, Company Law and Administration, Business regulations, Business Management and Start-ups, Banking Innovations, Human Capital Management, Business Taxation, Goods and Services Tax, Indian financial services, public relation and corporate communication, Business Ethics, Income Tax- I and II</p>
<p>NO. OF CERTIFICATIONS</p>	<p>05</p>
<p>PAPERS PRESENTED [NATIONAL & INTERNATIONAL]</p>	<ul style="list-style-type: none"> • Presented a paper in National Conference conducted DSCASC on the topic Titled “Customers perspective using Digital Payment systems for online buying” during August 24th, 2024. • Presented a paper in National Conference conducted DSCASC on the topic Titled “Understanding Consumer Behavior in Digital Age: A Study of online shopping habits” during August 24th, 2024 • Presented a paper in National level Conference Conducted by Jain University on the topic titled “An Analysis of E-Commerce and its impact on Consumers with reference to FMCG” during August 2nd and 3rd, 2024. • Presented a paper in International Conference conducted by Acharya Institute of Graduate Studies on the topic titled “Artificial Intelligence and Management in Personal Finance” during May 3rd and 4th 2024.

	<ul style="list-style-type: none"> • Presented a Paper titled “Assessment on role of ICT Tools in Education” in 2 days National Conference on “Internationalization of Higher Education” held at M S Ramaiah College of Arts, Science and Commerce- Autonomous, Bengaluru during March 2024. • Presented a paper in National Conference Conducted by Tumkur University on the topic titled “Green Economy in context of India” during March 6th 2024. • Presented a paper in National Conference Conducted by Shri Krishna Swamy College for women on the topic titled “work life balance -perspectives of teaching professionals” during March 12th and 13th, 2024. • Presented a Paper in Two Days Multi-Disciplinary Virtual conference conducted by Sheshadripuram Institute of Commerce and Management on the topic titled “Understanding the role of Financial Performance” ERUIDITE-2024 28 & 29th, February 2024. • Presented a paper in International Conference organized by Soudarya Institute of management Science on the topic titled “Sustainable synergy: A Multidisciplinary exploration of possibilities across Industries”-15th December 2023. • Presented a paper in National conference organized by Jain university, Bangalore on the topic “HR Technology and insight for leadership effectiveness”. • Presented a paper in a one-day national conference conducted by GT Institute of management studies on the topic of “FDI in Indian Banking and Non-Banking financial companies”. • Presented a paper in National conference organized by Surana college, Bangalore on topic of “Digitalization in the field of Banking Sector”. • Presented a paper in National conference organized by St. Paul Degree College on topic “sustainable and renewable green marketing”. • Presented a paper in National conference organized by St. Claret college, on topic “impact on online advertisements on consumer attitude with special reference to Bangalore” • Presented a paper in National Conference organized by Dayananda Sagar College of Arts, Science and Commerce, on topic “An impact of Human resource accounting on Organizational Performance” • Presented a paper in National Conference organized by Dayananda Sagar College of Arts, Science and Commerce, on topic “A study on green accounting practices in Indian Companies: A way to sustainable development”. • Presented a paper in international conference organized by St. Francis College, Bengaluru on 30th June 2023, on topic “A Study on Mergers and Acquisitions and their impact on the Indian Economy”
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	<ul style="list-style-type: none"> • Artificial Intelligence in Higher Education: Teaching and learning languages • Consumer Rights and Education • Developing Leadership Skills among Academics • Empowering teachers with Multidimensional Teaching Skills • Crafting Effective OBE: Strategies and Assessment Methods • Power of Resilience • Entrepreneurship and Innovation Management. • Integrating Interdisciplinary Research for Innovation and Sustainable Development • Dissertation Report Preparation
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<p>Professional Memberships</p>	<ul style="list-style-type: none"> • BUTCCM • CMAOI
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