

	<p><b>NAME: SHYLAJA N</b></p> <p><b>DESIGNATION: ASSISTANT PROFESSOR</b></p> <p><b>QUALIFICATION: MBA (FINANCE)</b></p> <p><b>TEACHING EXPERIENCE: 24 Yrs.</b></p> <p><b>MAIL-ID: shylajan-bba@dayanandasagar.edu</b></p> <p><b>CONTACT NO.: 8310865561</b></p>
<p><b>AREA OF INTEREST</b></p>	<p>Finance, entrepreneurship, digital marketing</p>
<p><b>SUBJECTS TAUGHT</b></p>	<p>Entrepreneurship, Production and operations management, international finance, financial markets, advertising and media management, income tax, GST, consumer behaviour, international financial management</p>
<p><b>NO. OF CERTIFICATIONS</b></p>	<p><b>01</b></p>
<p><b>PAPERS PRESENTED</b> [NATIONAL &amp; INTERNATIONAL]</p>	<ol style="list-style-type: none"> <li>1. "A STUDY ON RURAL MARKETING STRATEGIES ADOPTED BY FMCG COMPANIES AND THEIR EFFECTIVENESS" SANGRAHANA-VOLUME 4 ISSUE 1 ISSN09757724 DEPARTMENT OF MANAGEMENT, DAYANANDA SAGAR COLLEGE OF ENGINEERING</li> <li>2. "AN OVERVIEW OF GLOBAL ECONOMIC CRISIS AND INDIA'S RESPONSE" AT NATIONAL CONFERENCE, RRCE ISBN: 978-93-5051-634-8</li> <li>3. "FINANCIAL INCLUSION OF WOMEN AND THEIR EMPOWERMENT THROUGH SHGS" AT INTERNATIONAL CONFERENCE ON EMERGING TRENDS, CHALLENGES AND OPPORTUNITIES IN GLOBAL BUSINESS, MANAGEMENT, IT AND TOURISM ON SEPTEMBER 28<sup>TH</sup> AND 29<sup>TH</sup> 2013, GOA. ISBN: 978-81-920965-2-0 ALSO AWARDED BEST PAPER</li> <li>4. "A STUDY ON CONSUMER EXPENDITURE PATTERN TOWARDS BIG BAZAAR STORES, BANGALORE URBAN, INDIA" on 17<sup>th</sup> January 2015, INTERNATIONAL CONFERENCE ON PARADIGM SHIFTS IN MANAGEMENT, TECHNOLOGY AND SOCIAL SCIENCES, UDAIPUR, INTERNATIONAL JOURNAL OF RESEARCH IN MANAGEMENT &amp; SOCIAL SCIENCES, VOL-3, ISSUE1(1) ISSN: 2322-0899</li> </ol>

	<p>5. “A STUDY ON PERCEPTION OF CUSTOMERS TOWARDS E-RETAILING ININDIA” AT TWO-DAY INTERDISCIPLINARY NATIONAL CONFERENCE ON ‘DIGITAL TRANSFORMATION’ ORGANIZED BY SURANA COLLEGE, BANGALORE ON 8<sup>TH</sup> AND 9<sup>TH</sup> SEPTEMBER 16</p> <p>6. FARMERS AWARENESS LEVEL ON ARTIFICIAL INTELLIGENCE IN HORTICULTURE (AI4H) IN CHIKKABALLAPURA DISTRICT at one day national conference on Innovate to Elevate on 24<sup>th</sup> August at DSCASC</p>
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**JOURNALS**  
 [NATIONAL &  
 INTERNATIONAL]  
 AL]  
 2018 Onwards

NIL

**BOOK CHAPTERS  
PUBLISHED**

- STRATEGIC MANAGEMENT- VI Sem BBM-BU- Vision Book House-978-93-5202-278-6
- E-BUSINESS- VI Sem BBM-BU- Vision Book House-978-93-5202-323-3

**FDP ATTENDED**

Road map for effective implementation and management of core competencies at Mount Carmel Institute of Management, Bangalore.
Role of teachers in nation building at Amity Global Business School
Best Practices in Corporate Governance and Management Ethics at Jain University Bangalore
National Conference on Corporate Governance at Surana PG Centre
Transformation -2012 at MCIM, Bangalore
Teacher-a coach and a mentor at APS evening college Bangalore
Career Opportunities in Central and State Government Services at Surana College Bangalore
Revised syllabus of III-BBM of BU, Maharani's College for Women, Bangalore
Revised syllabus of V-BBM of BU, Central College, Bangalore
Faculty Development Program on Holistic teaching and learning process, Centre for PG Studies, Surana College, Bangalore
Faculty Development Programme, IBS, Bangalore
FDP on Intellectual Property Rights-Significance for Academia held at Surana College, Bangalore-04
International conference on paradigm shifts in management, technology and social sciences, Udaipur
One day Workshop on Revised syllabus for II & VI Sem BBM Course of Bangalore University at Seshadripuram Institute of Commerce and Management, Bangalore
FDP on "New age Business Accounting with Tally.Erp9" organized by Tally Education Pvt Ltd in association with Department of Commerce, Bangalore University.
One day Seminar on "Emerging Trends in Company Law" held at Seshadripuram Institute of Commerce & Management, Bangalore.
NAAC sponsored National Conference on Quality Initiatives and Bench marking in HEI's at Surana College, Bangalore
Special Storytelling Workshop held at Surana College
ABHIVRUDDHI-2016, A Management Development Programme for Leaders at East-West college of Management, Bangalore
Two-day interdisciplinary National Conference on 'Digital Transformation' organized by Surana College, Bangalore
One day Staff Improvement programme on Empowerment of Educational Professionals at Surana College, South End, Bangalore
Quality improvement program organized by Commerce and Management Department, Surana College
Seminar by Rexona Confidence Academy organized by Surana College

	<p>“Technology integration to enhance intelligence in teachers to connect with next Gen adolescents organized by Noble Group of institutions, Bangalore</p> <p>Two-day interdisciplinary National Conference on ‘Reaching the unreached’ organized by Surana College, Bangalore</p> <p>Entrepreneurship Awareness camp organized by Entrepreneurship development institute of India, Ahmedabad.</p> <p>“Social development through financial empowerment to citizens” National Webinar organized by PK University, MP</p> <p>“Creating research ecosystems in higher educational institutions” DSCASC</p> <p>“Art of mentoring and counselling” DSCASC</p> <p>“Financial empowerment through wealth creation” National Webinar by Youth Empowerment Organization, J &amp; K</p> <p>“Economic empowerment through financial empowerment of citizens” National Webinar by Dr. Agarwal’s health plus clinic and research centre, Kolkata.</p> <p>Adapting digital landscape by GIMS</p> <p style="text-align: center;">❖</p>
<b>MEMBERSHIPS</b>	<b>NIL</b>