

<p>Photo</p> 	<p>NAME: Vidhya Shree S</p> <p>DESIGNATION: Asst Prof</p> <p>QUALIFICATION: MBA, M.Com, PGDAA</p> <p>TOTAL EXPERIENCE: 16</p> <p>MAIL-ID: vidhya-bbabcom@dayanandasagar.edu</p> <p>CONTACT NUMBER-8147430373</p>
<p>SPECIALIZATION</p>	<p>Human Resource Management , Accounts.</p>
<p>AREA OF INTEREST</p>	<p>Human Resource Management , Accounts.</p>
<p>SUBJECTS TAUGHT</p>	<ol style="list-style-type: none"> 1. Quantitative Analysis For Business Decision 2. Consumer Behaviour 3. Auditing and Reporting 4. Cost Management 5. Cost Accounting 6. International Financial System 7. Entrepreneurship Development and startups. 8. Human Capital Management. 9. Retail Management 10. Organization Behavior.
<p>NO. OF CERTIFICATIONS</p>	<ol style="list-style-type: none"> 1. Simplilearn Certification course- Basics Tutorial on Business June 2024 2. NPTEL Certification course – International Business (IIT-Roorkee) Jan-April 2023 3. Simplilearn Certification course- Digital Marketing March 2023 4. Simplilearn Certification course- Introduction to Affiliate Marketing for Beginners April 2023 5. Great Learning Certification course – Goods and service Tax Fundamentals December 2023 6. Great Learning Certification course – Fundamentals of Tax December 2023

National Conference

PAPERS PRESENTED

[NATIONAL &
INTERNATIONAL]

1. 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
2. Presented a Paper titled “Analysis of Family owned Business- A Study on Tata Group” in the National Conference on “Changing Paradigms of Business, Management and Commerce” during May 2023 held at DSCASC.
3. Presented a Paper titled “Hybrid Work” in Two Days National Conference on “Nurturing Business Creativity and Innovation for Sustainable Development” held at RNS First Grade College during May 2022
4. Presented a paper titled Efforts and Challenges Paved By Start-Ups During Pandemic in the International Conference on Recent Advancements in Commerce, management and Technology organized by IQAC in Association with Research and IPR Cell.
5. Presented a paper titled “Opportunity and challenges in entrepreneurship and business management” held at Maharani Lakshmi ammami college for women during January 2022.
- 6 . Presented the paper entitled “Hybrid work” in 2 days National Conference held at RNS First Grade College held on 26th and 27th may 2022
7. Presented in the National level seminar on “POSH ACT in the New Normal” organized by ABBAS Khan College for women in 2021.
8. Presented a paper entitled “green marketing” in one day multi-disciplinary national conference” Erudite” organised on 20th September 2019.
9. Presented a paper entitled “Impact of Consumer Attitude towards Green Marketing” in 2nd one-day National Conference presented by IQAC and organized by New Horizon College, held on March 3 2017.
10. Presented a paper entitled “Impact of Consumer Attitude towards Green Marketing ” in a day National Conference presented by IQAC and organised by New Horizon College, held on 3rd March 2017.
11. Participated in State Level Seminar on Human Rights held on 28th February 2018 at VET First Grade College.

	<p><u>International Conference</u></p> <ol style="list-style-type: none"> 1. Presented Research paper on “Impact of covid 19 on Consumer Behaviour” held on 11th and 12th December 2020. 2. Presenting a paper entitled “Overcoming negative emotions at the workplace” in 2 day International Conference presented by IQAC and organized by Dayananda Sagar Institution, which will be held on 25th and 26th April 2019.
<p>PUBLICATION</p>	<ol style="list-style-type: none"> 1. . Published Paper on “The Role of ICT in Teaching and Learning- In context to Indian Education system” at TIJER International Research Journal Tijer.ORG ISSN : 2349-9249 in volume 11 Issue 3 march -2024. 2. Published Paper on “Role of Financial Technology in Modern Life” at Annals of the Bhandarkar Oriental Research Institute, Published in Vol.101(2024) ISSN:0378-1143 UGC-CARE List Group I. 3. Published Paper on “Green Economy in Context of India” at Himalaya Publishing House with ISO 9001:2015 certified with ISBN: 978-93-5840-723-5 4. Published Paper on BUSINESS BEGINNINGS IN INDIA: A STUDY OF WOMEN ENTERPRENEURS at TIJER International Research Journal Tijer.ORG ISSN : 2349-9249 Published in Volume 10 Issue 4, April – 2023. 5. Published paper on “ Crypto Currency: Two steps forward one step Back: at PRIMAX INTERNATIONAL JOURNAL OF COMMERCE AND MANAGEMENT RESEARCH ISSN: Print ISSN: 2321-3604 Online ISSN: 2321-3612 & Open Access ON 30-04-2021. 6. The impact of a pandemic on consumer behaviour in purchasing decision of essentials and hygiene products , a covid-19 perspective ISBN-978-81-941978-1-2,IMDR edition 2021, ICCSRS.

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| | <ol style="list-style-type: none">7. “Published a paper entitled” Impact of Demonetisation in Indian Economy” in Indian Journal of Applied Research in volume 08, issue 03 march 2018.8. .“Published a paper entitled” Impact of Demonetizations in Indian Economy” in Indian Journal of Applied Research in volume 08, issue 03 march 2018.9. “Published a paper entitled ”Impact of Consumer Attitude towards Green Marketing” in 2nd the day National Conference presented by IQAC and organized by New Horizon College on March 3, 201710. Published a paper entitled “Impact of Advertising on Individual Emotions at VET First Grade College held on 5th May 2015 |
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<p>OP-ED ARTICLE PUBLISHED (Provide Online Link)</p>	<p>https://www.dsiinsights.com/strategy/the-evolution-of-mobility-as-a-service.</p>
<p>FDP ATTENDED</p>	<ol style="list-style-type: none"> 1. Participated in 5 days of online FDP on “ Mastering Research Paper and Enhancing Case Study Writing for Leading Publication” Organized by DSCASC BBA/B.com Department from 22nd July to 26th July 2024 2. Participated in FDP on “ Developing Leadership Skills among Academicians” Organized by the DSCASC BBA/B.com Department in February 2024. 3. Participated in one Week National Level Online FDP on “ Empowering Teachers with Multidimensional Teaching Skills” Organized by Department of Commerce at St Claret College, Bengaluru from 15th to 20th January 2024 4. Participated in one Day Virtual workshop on “ Startup Innovation” Organized by HKBK Degree College in Association with IIC and CED Club during January 2024. 5. Participated in one Week National Level Online FDP on “ AI in Education and Business ” Organised by Department of Business Administration at Hindusthan College of Arts and Science College, Tamilnadu from 8th to 12th January 2024 6. Participated in one Week Online FDP on “Unleashing the Potential: Transforming Research using Modern Tech- Tools ” Organised by St Pauls College, BEngaluru from 19th June to 23rd June 2023 7. Participated in 8Days Online FDP on “Sustainable Teaching Practices in Academic4.0” Organised by Primax Foundation, Bengaluru from 28th May to 04th June 2023 8. Participated in one day FDP on “ Art of mentoring and Counselling” organised by Personal Counselling and Mentoring Cell, DSCASC held on 29th May 2023. 9. Participated in one day FDP on “ Creating Research Eco system in Higher Educational” organised by Personal Counselling and Mentoring Cell, DSCASC held on 19th May 2023. 10. Participated in one week FDP on “ Essentials of Research and Publication” organized by Easwari Engineering College,Kuala Lumpur From 13-03-2023 to 17-03-2023

11. Participated IN FDP Programme on International Business Organised NPTEL _ AICTE Jan-April 2023 (12 weeks)
12. Participated in 8 days FDP on “ Higher Education and Teaching Learning Management” organized by KCES’s Institute of Management and Research, Jalgaon from 10th February to 17th February , 2023
13. Participated in 2 days National Workshop on Implementation of National Education Policy(NEP)2020: Research and Development Cell” organized by Dr . D.Y. Patil centre for management and Research , Chikhali, Pune. On 16th and 17th February 2023.
14. Participated in National Webinar on “Financial Empowerment and Career Opportunities in Financial and Securities market” organized by Divine Bliss Foundation in Collaboration with Association of Mutual Funds in India(AMFI) on 9th May, 2023.
15. Participated in National Webinar on “Strategy for Managing Personal Finance”organized by department of Economics, J S University, Shikohabad, U P in collaboration with Association of Mutual Funds in India (AMFI), on 10th April 2023.
16. Participated in one week virtual International workshop on“Life Skills For Professional Competence From 28th July to 3rd August 2021 organized by Government First Grade College, Bidadi by IQAC, in Association with National Institute of Mental Health and Neuroscience (NIMHANS) ,Bengaluru.
17. Participated in online National Level Webinar on “POSH ACT 2013 IN THE NEW NORMAL”, Organized by SURAKSHA-Prevention Of Sexual Harassment Cell under IQAC from Abbas Khan College for Women on 2 nd August 2021.
18. Participated in a National Level HR Seminar on Reimagining People Management and Employee Experience on 23rd July 2021 conducted by CMS, JAIN (Deemed-to-be University), Bengaluru.
19. Participated in the National Level Webinar on "Grooming for the Global World" on 15.05.2021 organized by the department.
20. Participated in One day National Level Webinar on PROFESSIONALISM AMONG FACULTY MEMBERS IN HIGHER EDUCATION Organized By

Department of Business Administration and IQAC

21. Participated in a Guest Lecture titled "HRIS and Digital Talent Gap" on 13.05.2021 organized by K.S.School of Engineering and Management
22. Participated in Five Days Online National Level FDP On "ADAPTATION OF NEW NORMAL TO A NEW FUTURE", Organised by IQAC from 26th to 30th July 2021.
23. Participated in one Day FDP on “ Shaping Post Pandemic Tourism: Key Factors of Consideration” on 31 July 2021 organized by the Department of commerce and management RRIMS,Bengaluru.
24. Participated in one day FDP on “Financial planning during Financial crisis” organized by Ballari Institute of Technology and Management ,Department of Management Studies on 28 August 2021
25. Participated in Seven Days Virtually organized NAAC Criteria based International Level Faculty Development Programme from Seshadripuram Institute of Commerce and Management from 25th to 31st August 2021.
26. Presenting a paper entitled “overcoming negative emotions at workplace”in 2 day International Conference presented by IQAC and organized by Dayananda Sagar Institution,which was held on 25th and 26th April 2019
27. Presented a paper entitled “Impact of Demonetisation in Indian Economy” in one day state level seminar held on 13th April 2017, organized by the Department of Commerce, BMS College for Women.
28. Presented a paper entitled “Impact of Consumer Attitude towards Green Marketing ” in one day National Conference presented by IQAC organised by New Horizon College, held on 3rd March 2017.
29. Attended a National Seminar on “choice based credit system as an approach to skill based student centered learning in Higher Education” held on 11th February 2015 organised by Post Graduate Department of Commerce and Management, Mount Carmel College, Bangalore.
30. Attended PM YUVA 7 days training programme in Association with ministry of Human Resource Development
31. Participated in State Level Seminar on Human Rights held on 28th February 2018 at VET First Grade College.

32. Attended one day National Seminar on “The Role of Higher Education for a Sustainable Future” held on 6th April 2018 at BES Evening college of Arts and Commerce.
33. Organized a Student seminar “Akrya Samantrana 2017 ”, “Akrya Samantrana 2018 ” at VET First Grade College
34. Attended one day workshop on “Research Methodology” held on 3rd February 2016, organized by Department of commerce, Bangalore University, Central College campus.
35. KayaKalpa Yoga-A Faculty Development programme in Association with Sky Professors.
36. Teacher-The Divine Work Faculty Development programme Organised by VET FGC in Association with knowledge and series.
37. Teacher- Faculty Focus Faculty Development programme Organised by VET FGC in Association with Sanit Solutions private limited.
38. Attended Investor Awareness Faculty Development programme Organised by VET FGC in Association with Future Ready Learning Solutions.
39. Relationship of teachers in an extraordinary Profession Faculty Development programme Organised by VET FGC in Association with HVLM (Training and Development).
40. Holistic Education Faculty Development programme Organised by VET FGC in Association with UA Educational Private Limited.
41. Participated in Faculty Study Circle- an initiative knowledge sharing on 22/07/2015 at SSMRV College.

Centum Awards	<p>December 2015 Risk Management</p> <p>June 2016 Strategic Cost Management</p> <p>January 2017 International Business,Risk Management,</p> <p>June 2017 Business Research Methodology</p> <p>January 2018 Business Ethics</p> <p>July 2018 Business Research Methodology.</p> <p>January 2019 International Business, Business Ethics,</p>
SPECIAL SKILLS	<ol style="list-style-type: none"> 1. Believe in leading the team and working with a team 2. Result oriented. 3. Possess an attitude to learn always. 4. Dedicated to work on regular activities and to focus on improvement. 5. Preparation of curriculum, implementation of University Regulations, syllabus completion, preparation of Time Table, 6. Implementation of Teaching Learning Process, Innovative methods of teaching, Developing Lesson Plans and Course Plans. 7. All-round development of students. Implementation of non-academic activities along with academic curriculum. 8. Guided Projects involved in UG and PG Programmes. 9. Good communication skills. Strong interpersonal and organizational skills, Excellent team player, Positive attitude and goal oriented.
Workshop Attended	<ol style="list-style-type: none"> 1. Participated in one week virtual International Workshop on “Life skills for Professional Competence” from 28 July to 03rd August 2021 held at Government first Grade College, Bidadi 2.Participated in “ C V Writing Tips and Tricks” Conducted by BBA/B.Com department in association with RIT Kosovo (A.U.K)on 9th December 2022. 3.Participated in a two days National Workshop on “Implementation of national Education Policy (NEP)2020 on 16th and 17th Feb 2023 held at Dr D Y Patil Center for Management and Research , Chikhali, Pune. 4.Participated in A one Day National Level Virtual Workshop on Girls Education Strengthens our Society” to observe National Girl Child Day” held on 18th January 2024 organised by Department HKBK Degree College. 5.Participated in the one day online workshop on “ Dissertation Report Preparation” on 05-07-2024 held from Bangalore University Department of Commerce.

<p>National and International Journal</p>	<ol style="list-style-type: none"> 1. Published Research Paper on Paper title corporate social responsibility- The perception of Building Developing Countries” in International Journal of Multidisciplinary Research Review(IJMDRR) peer reviewed and Refereed journal. Volume -9 issue-11 November 2023. 2. Published Paper entitled “The Role of ICT in Teaching and Learning- In Context to Indian Education System” in Tijer- International Research Journal Tijer.org / ISSN : 2349-9249 published in volume 11 issue 3 March -2024. 3. Published paper entitled “ Impact on E- Commerce with Reference to Amazon”in Journal of the School of Language, Literature and Culture studies Series :26, Book No 06, Year-2024. UGC Care Listed Journal.
<p>Professional Memberships</p>	<ol style="list-style-type: none"> 1. Member of Commerce and Management Association of India(CMAOI) from January 2024 2. Member of BUTCCM From 2002