

	<p><b>NAME:</b> Dr. MEGHANA C</p> <p><b>DESIGNATION:</b> Assistant Professor</p> <p><b>QUALIFICATION:</b> M.Com, KSET, PDF&amp;T,DISEM, Ph.D</p> <p><b>TOTAL EXPERIENCE:</b> 9 Yrs</p> <p><b>MAIL-ID:</b> <a href="mailto:meghana-bcom@dayanandasagar.edu">meghana-bcom@dayanandasagar.edu</a></p>
<p><b>SPECIALIZATION</b></p>	<p>Accounting &amp; Taxation</p>
<p><b>AREA OF INTEREST</b></p>	<p>Accounting, Taxation, Finance &amp; Business Statistics</p>
<p><b>SUBJECTS TAUGHT</b></p>	<p><b>PUC</b> Accountancy, Business Studies and Statistics</p> <p><b>BCom</b></p> <ul style="list-style-type: none"> <li>➤ Financial Accounting</li> <li>➤ Corporate Administration</li> <li>➤ Advanced Financial Accounting</li> <li>➤ Corporate Accounting</li> <li>➤ Quantitative Analysis for Business Decisions - I</li> <li>➤ Advanced Corporate Accounting</li> <li>➤ Quantitative Analysis for Business Decisions -II Advanced Accounting</li> <li>➤ Income Tax law and Practices – I</li> <li>➤ Advanced Accounting</li> <li>➤ Business Taxation</li> <li>➤ Income Tax law and Practices – - II</li> <li>➤ Principles and Practice of Auditing</li> </ul> <p><b>BBA</b></p> <ul style="list-style-type: none"> <li>➤ Fundamental of Accounting</li> <li>➤ Financial Accounting</li> <li>➤ Quantitative Methods for Business - II</li> <li>➤ Business Research Methods</li> <li>➤ Advanced Accounting</li> <li>➤ Income Tax - I</li> <li>➤ Investment Management</li> <li>➤ Income Tax –II</li> </ul>
<p><b>NO. OF CERTIFICATIONS</b></p>	<ul style="list-style-type: none"> <li>➤ Lay Counselling from NIMHANS</li> <li>➤ Completed Online 2 week Patent Course conducted by Turnip Innovations from 30 Jan 2024 to 12 Feb 2024.</li> <li>➤ Online two months certificate course on Fundamentals of .GST from Ramanujan College university of Delhi from 22nd Aug to 21st Oct 2023.</li> <li>➤ Certificate in Accounting and Finance by Oxford Home Study</li> <li>➤ Centre dated 29th June 2023.</li> <li>➤ E- filling of Tax Returns dated 28-02-2023</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Understanding Mutual Funds and Role of a Transfer Agency 6-02-2023</li> <li>➤ Financial Literacy Awareness Program from NJ FLAP.</li> </ul>
<p><b>PAPERS PRESENTED</b> [NATIONAL &amp; INTERNATIONAL]</p>	<p><b>NATIONAL</b></p> <ul style="list-style-type: none"> <li>➤ Fintech application in banking sector with reference to Customers: Extended TAM – Organized by Dept. of Commerce and Management (DSCASC) on 24/08/2024.</li> <li>➤ Integrating Sustainability practices in Accounting and Taxation: A focus on India’s evolving landscape – Organized by Dept. of Commerce and Management (DSCASC) on 24/08/2024.</li> <li>➤ Impact of Goods and Services Tax on salaried individual’s consumption and spending behavior - Organized by Dept. of Commerce and Management (DSCASC) on 24/08/2024.</li> <li>➤ Application of forensic Accounting and its advisory services to companies – Organized by Dept of Commerce and Management (DSCASC) on 31/05/2023.</li> <li>➤ An overview of block chain in accounting as an emerging trend – Organized by Dept of Commerce and Management (DSCASC) on 31/05/2023</li> <li>➤ An empirical study on factors influencing individuals buying behavior towards online shopping – Organized by Dept of Commerce and Management (DSCASC) on 31/05/2023</li> <li>➤ An empirical study on Green Banking awareness among graduates in Bengaluru- Organized by DSCASC held on 2/Dec/2022.</li> <li>➤ Determinants of Capital structure theories - Organized by DSCASC held on 2/Dec/2022.</li> <li>➤ An Exploratory study on Identifying to factor influencing social innovation learning in Higher Education Institutions - Organized by RNS First Grade College and Bangalore University held on 26<sup>th</sup> &amp; 27<sup>th</sup> May 2022.</li> </ul> <p><b>INTERNATIONAL</b></p> <ul style="list-style-type: none"> <li>➤ Measuring of Digital banking services quality on customer satisfaction with reference to Bengaluru at International conference (ICAHMST) on 24<sup>th</sup> &amp; 25<sup>th</sup> 2024.</li> <li>➤ Factors affecting Individual tax payer satisfaction with reference to the online tax filing system in India using the DeLon and McLean Information system success model at International Finance and Accounting Conference hosted by IIM Jammu dated 8 th &amp; 9 th Sept 2023</li> <li>➤ “Factors Influencing the individual donor’s Intention to Donate to</li> </ul>

	<p>Donation-based Crowdfunding Campaigns: An Empirical Study using the UTAUT Model “at International Finance and Accounting Conference hosted by IIM Jammu. Dated 8 th &amp; 9 th Sept 2023.</p> <ul style="list-style-type: none"> <li>➤ Understanding the donor’s behavior towards donation based crowdfunding using TPB organized by DSCASC on 15 &amp; 16 Dec 2022.</li> </ul>
<p>PUBLICATION (INTERNATIONAL JOURNAL)</p>	<ul style="list-style-type: none"> <li>➤ <i>Prof Ashwini Basavaraju<sup>1</sup>, Prof Meghana C<sup>2</sup>, Prof Rashmi S<sup>3</sup>, Prof Lohith Kumar S<sup>4</sup>, Prof Rajendra Kumar V R<sup>5</sup> and Prof Vinay M<sup>6</sup></i>, Measuring of digital banking service quality on customer satisfaction with reference to Bengaluru, "<b>International Research Journal on Advanced Engineering and Management</b>" IRJAEM Vol.02 Issue 08- [August 2024] eISSN: 2584-2854. <a href="https://doi.org/10.47392/IRJAEM.2024.0382">https://doi.org/10.47392/IRJAEM.2024.0382</a>, <a href="https://goldncloudpublications.com/index.php/irjaem/article/view/451">https://goldncloudpublications.com/index.php/irjaem/article/view/451</a></li> <li>➤ <b>Meghana C</b> &amp; Ashwini Basavaraju , Factors influencing the adoption of Social Media marketing with reference to SMEs, “International journal of Innovative Research of Science, Engineering and Technology (IJIRSET), Vol 13, Issue 2, July 2024, e-ISSN : 2319-8753. DOI: 10.15680/IJRSET.2024.1307176.</li> <li>➤ Donors behavior towards donation based crowdfunding : An Empirical study using ETPB, Journal of Commerce and Accounting Research, Vol 13 Issue 1 Jan 2024 ISSN : 2277-2146 (<b>ABDC</b>)</li> <li>➤ Meghana C &amp; Yutha D, “The Digital Currency {E-rupee} in India” - Call for papers in an International peer reviewed Edited book – Beyond Borders: Uniting perspectives in multidisciplinary research. 190-194, July 2023, ISBN : 978-93-5809-011-6</li> <li>➤ “A study on green banking among graduates in Bengaluru” (TIJER – International Research Journal ) 276-283, Vol 10, Issue 4, April 2023 ISSN No: 2349-9249.</li> <li>➤ Awareness of Crowdfunding Platforms in Bengaluru City : An Empirical Study- Indian Journal of research in capital markets. <a href="#">Volume 7, Issue 4, October-December 2020</a> DOI: <a href="https://doi.org/10.17010/ijrcm/2020/v7i4/157915">10.17010/ijrcm/2020/v7i4/157915</a></li> <li>➤ <a href="http://indianjournalofcapitalmarkets.com/index.php/ijrcm/article/view/157915">http://indianjournalofcapitalmarkets.com/index.php/ijrcm/article/view/157915</a></li> <li>➤ General Factors Influencing Creators and Contributors: An Exploratory Study on Crowdfunding in Bengaluru- Asian Journal of Management. 11(4): October – December, 2020- ISSN 0976-495X (Print) 2321-5763 (Online)- DOI: <a href="https://doi.org/10.5958/2321-5763.2020.00073.6">10.5958/2321-5763.2020.00073.6</a> , <a href="https://ajmjournal.com/AbstractView.aspx?PID=2020-11-4-18">https://ajmjournal.com/AbstractView.aspx?PID=2020-11-4-18</a></li> </ul>

	<ul style="list-style-type: none"> <li>➤ CONTRIBUTION TOWARDS PERSONAL AND SOCIAL CAUSES USING DONATION-BASED CROWDFUNDING PLATFORMS WORKING IN INDIA- : PRIMAX INTERNATIONAL JOURNAL OF COMMERCE AND MANAGEMENT RESEARCH ISSN: Print ISSN : 2321-3604 Online ISSN: 2321-3612 &amp; Open Access DOI: <a href="https://doi.org/10.17605/OSF.IO/3TYHP">10.17605/OSF.IO/3TYHP</a> Impact Factor: 7.184.</li> <li>➤ A Study on Financial Alternative for New Start – Ups Crowdfunding in India- Review of Research Journal – 2018- 2249-894X- 75-79.</li> <li>➤ A study on Platforms relating to Crowdfunding in India - Suraj Punj Journal for Multidisciplinary Research - 8(12), 2018, 2394-2886,29-31.</li> <li>➤ A Study on Financial Alternative services Crowdfunding Versus Other Alternatives relating to India Context - International Journal of Advance and Innovative Research - 6(1), 2019, 2394-7780,20-23.</li> <li>➤ A Study on Donation Based Crowd Funding Relating to Indian Platforms- International Journals of Multidisciplinary Research Academy- IJRSS - 9(4), 2019, 2249-2496, 312-319.</li> </ul>
PUBLICATION (CONFERENCE PROCEEDINGS)	Converting the dreams into reality by using the online sources- Crowdfunding India- Global Innovative Research Dimensions – 3, 2018, 978-1-387-88471-1, 140-144.
BOOK/ BOOK CHAPTER PUBLISHED	<p>Corporate Accounting for III Semester B.Com – Vision Book House</p> <p>Advanced Corporate Accounting for IV Semester B.Com – Vision Book House</p> <p>Advanced Corporate Accounting IV Semester BCom– NEP 2021-22- – Vision Book House</p>
FDP ATTENDED	<ul style="list-style-type: none"> <li>➤ “Johari Window with Emotional Quotient” Organized by CIL on 01 Feb 2024.</li> <li>➤ “Developing Leadership Skills among Academicians” organized by BBA/BCom Dept – DSCASC.</li> <li>➤ Two days FDP on Soft Skills for Teachers Organized by Centre for Innovation and Leadership – Dayananda Sagar Institutions dated 30 th Sept &amp; 6 th Oct 2023</li> <li>➤ Professional Development Program on Application of Finance and Accounting Integration organized by Soundarya Institute of Management and Science on 16 th Oct 2023</li> <li>➤ Empowering Educators: Navigating Intellectual Property in Education Organized by Rural College Ramanagara Dist. On 17 Oct 2023.</li> <li>➤ Research Ecosystem in Higher Educational Institutions organized by DSCASC dated 19/05/2023.</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Art of Mentoring and Counselling organized by DSCASC dated 29/05/2023</li> <li>➤ Research Methodology on 27/03/2023 to 1/04/2023</li> <li>➤ Academic integrity and Role of IPR in effective implementation of NEP organized by DSCASC held on 20/10/2021.</li> <li>➤ ADVANCED METHODOLOGIES FOR CONTEMPORARY RESEARCH - A PRAGMATIC APPROACH organized by Govt RC College of commerce and Management from 16th to 23rd August, 2021.</li> <li>➤ Transition to IFRS: Insights into implications on financial statements from 3<sup>rd</sup> to 7<sup>th</sup> may 2021 by Jain College.</li> </ul>
<b>Workshop Attended</b>	<ul style="list-style-type: none"> <li>➤ International Workshop on “AI Tools for Research Writing” organized by Manuscriptpedia on 6th and 7th, January, 2024.</li> <li>➤ National Workshop on “Start-up Innovation” organized by HKBKDC 18th, January, 2024.</li> <li>➤ five-day workshop on Research Methodology, Academic Writing and Reference</li> <li>➤ Management organized by EdMaestro Pvt. Ltd on 30th Oct. – 3rd Nov.2023.</li> <li>➤ Workshop on Structural Equation Modelling using SmartPLS 4 organized by</li> <li>➤ EdMaestro Pvt. Ltd from 2 nd to 6 th Oct 2023</li> <li>➤ Identifying Research gap and Removing Plagiarism organized by Sun Virtual Learning dated 27&amp;28/05/2023</li> <li>➤ Questionnaire framing and selecting sampling technique on 20/04/2023.</li> <li>➤ Implementation of NEP 2020: Research &amp; Development Cell dated 16 &amp; 17-02-2023</li> </ul>
<b>Seminar Attended</b>	<ul style="list-style-type: none"> <li>➤ One day National Webinar on “Union Budget 2024” organized by SSMRV on 9 Feb 2024.</li> <li>➤ State Level Seminar on “Recent Trends in Research Methodology” organized by Govt Frist Grade College on 22 nd January, 2024.</li> <li>➤ “INTELLECTUAL PROPERTY RIGHTS” – organized by SESHADRIPURAM ACADEMY OF BUSINESS STUDIES, August 31, 2023</li> <li>➤ Financial Performance Analysis organized by Mc Graw Hill dated 31/05/2023</li> <li>➤ Personal Financial Planning &amp; Wealth creation through Mutual Funds on 5/Apr/2023.</li> <li>➤ Financial Empowerment and Career Oppourtities in Financial and Securities</li> <li>➤ Market on 11/Apr/2023</li> <li>➤ Strategy for Managing Personal Finance on 10/Apr/2023</li> </ul>

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|  | <ul style="list-style-type: none"><li>➤ Learn Financial Accounting through Examples and Storytelling dated 10-02-2023</li><li>➤ National Intellectual Property Awareness Mission dated 8-02-2023</li><li>➤ “Implementation of National Education Policy-2020 in Karnataka” organized by IQAC Government First Grade College For Women, Holenarasipura on 21st September 2021.</li><li>➤ Technology and Accounting interface oppourties and challenges among accounting educators by BUTCCM on 25<sup>th</sup> may 2021.</li><li>➤ Financial Investments – Growth and oppourties an investors and company’s perspective organized by SSMRV college held on 17<sup>th</sup> and 18<sup>th</sup> may2021.</li></ul> |
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