



NAME: NAGARAJESWARI M
DESIGNATION: ASSISTANT PROFESSOR
QUALIFICATION: MCOM (PHD)
INDUSTRY EXPERIENCE: 3 YEARS
TEACHING EXPERIENCE: 14Yrs
MAIL ID: nagarajeswari-bcom@dayanandasagar.edu

AREA OF INTEREST

ACCOUNTING, FINANCE & TAXATION

SUBJECTS TAUGHT

ACCOUNTING

- Financial Accounting
- Advanced Financial accounting
- Cost accounting
- Corporate Accounting
- Advance Corporate Accounting
- Accounting Information system
- Cost Management
- Cost Accounting
- Costing Methods and Practices
- Management Accounting

FINANCE

- International Finance
- Advanced Financial Management
- Financial Management
- Financial Institutions and markets
- Performance Management
- Corporate Reporting Practices
- Indian Financial system

Others

- Principles of Marketing
- Principles and practices of Auditing
- E Business and computerised Accounting
- Advertising and Media Management
- Retail Management
- Consumer Behaviour & marketing Research
- E- Business & Accounting

| | |
|---|--|
| | <ul style="list-style-type: none"> ➤ Corporate Administration ➤ Productions & Operations Management ➤ Business Dynamics & Entrepreneurship ➤ Banking Operations & Innovations ➤ Management Process ➤ Strategic HRM ➤ Business Regulations ➤ Life & general insurance ➤ Sales & Distribution Management ➤ Marketing Research ➤ Services Management ➤ Business Research Methods ➤ Entrepreneurship Development Programme ➤ International Business Environment ➤ Organisational Behaviour ➤ Law & Practice of Banking ➤ Business law ➤ Labour Laws ➤ Marketing & services Management ➤ Compensation Management ➤ Indian Constitution ➤ Environmental studies ➤ Culture & diversity ➤ Computer application In Business |
| NO. OF CERTIFICATIONS | 05 |
| PAPERS PRESENTED [NATIONAL & INTERNATIONAL] | <ul style="list-style-type: none"> ➤ Savings pattern among college students ➤ The Impact of Online Shopping on Consumer Behaviour ➤ An Analysis of E-commerce and its Impact on Consumers with reference to FMCG ➤ Customer Perspective of using Digital Payment Systems for Online Buying ➤ “Financial Literacy among college students “ ➤ A Study on consumer Behaviour on online shopping “in the National conference on “Changing paradigms of Business, Management and Commerce” |
| JOURNALS [NATIONAL & INTERNATIONAL] 2022 Onwards | <ul style="list-style-type: none"> ➤ Determinants of Profitability of Digital Marketing Companies using SCP Model –NATIONAL JOURNAL (SAMYOGA- UGC INDEXED) |

| | |
|----------------------------|---|
| | <ul style="list-style-type: none"> ➤ A study on Relationship between future price and spot price of rubber commodity in India- INTERNATIONAL JOURNAL(JETIR) |
| <p>FDP Attended</p> | <ul style="list-style-type: none"> ➤ FDP on “Johari Window with Emotional Quotient”. ➤ FDP on “Art of Mentoring and Counselling “ ➤ FDP on “Creating Research Ecosystems in Higher Educational Institutions “ ➤ FDP on “Mastering Research paper and Enhancing case study writing for Leading publications” ➤ Five Days FDP on” RESEARCH METHODOLOGY “Organised by Bangalore Teacher’s council of commerce and Management. ➤ Five Days FDP on “Empowering Educators: Navigating Intellectual Property in Education “ ➤ FDP on “Developing Leadership skills among Academicians “ ➤ FDP on “Management of Emotion for success in Career and Life” |
| <p>MEMBERSHIP</p> | <p>BUTCCM MEMBER</p> |