

	<p>NAME: SHRUTHI B K</p> <p>DESIGNATION: ASISSTANT PROFESSOR</p> <p>QUALIFICATION: BCOM, MCOM</p> <p>TOTAL EXPERIENCE: 10 YEARS</p> <p>MAIL-ID: shruthibk-bcom@dayanandasagar.edu</p>
<p>SPECIALIZATION</p>	<p>Accounts & Taxation, Finance</p>
<p>AREA OF INTEREST</p>	<p>Accounts & Taxation</p>
<p>SUBJECTS TAUGHT</p>	<p>Advanced Financial Accounting, Income tax, Indian Accounting Standards, Financial Management, Banking Innovations, Business Regulations, Stock and Commodity market, Advanced Financial Management, Corporate Accounting, Risk management & Derivatives, Indian financial system.</p>
<p>NO. OF CERTIFICATIONS</p>	<p>02</p>
<p>PAPERS RESENTED [NATIONAL & INTERNATIONAL]</p>	<ul style="list-style-type: none"> ➤ “An impact of HR Accounting on organization performance” – May 2023 National Conference ➤ “Role Of cyber security in the modernization”-2023 National Conference ➤ “Unravelling the urban-cooperation bank crisis in India, examining the socio-Economic & Psychological impact on customers”-ICFTSEM Feb 2024- International Conference. ➤ “Navigating The buy now pay later landscape in India: Balancing Convenience &Responsibility”-IRJAEM August 2024 International conference. ➤ “Understanding consumer behavior in Digital Age: A Study of online shopping Habits”-August 2024 National Conference.
<p>PUBLICATION (INTERNATIONAL JOURNAL)</p>	<ol style="list-style-type: none"> 1. Unravelling the urban-cooperation bank crisis in India, examining the socio-Economic & Psychological impact on customers” 2024-International Conference 2. “Navigating The buy now pay later landscape in India: Balancing Convenience &Responsibility”- 2024 International conference