



**NAME: Yashaswini S**

**DESIGNATION: Assistant Professor**

**QUALIFICATION: MBA (PhD)**

**TEACHING EXPERIENCE: 5 years**

**MAIL-ID: Yashaswini-bcom@dayanandasagar.edu**

**AREA OF INTEREST**

Finance, Marketing, Entrepreneurship and Human Resource Management

**SUBJECTS TAUGHT**

Income Tax 1, Organizational Behaviour, Human Resource Management (HRM), Management Principles and Applications, Law & Practice of Banking, Financial Education & Investment Awareness and Business Regulatory Framework

**NO. OF CERTIFICATIONS**

**24**

**PUBLICATIONS**

[NATIONAL & INTERNATIONAL]  
AL]  
2020 Onwards

- Published research article in one of the UGC care listed journal named International Journal Of Research And Analytical Reviews on the topic THE STUDY ON IMPACT OF COVID-19 ON RECRUITMENT IN NON-IT SECTOR.  
  
E-ISSN No. 2348-1269 P-ISSN No. 2349-5138, Published In IJRAR (www.ijrar.org) UGC  
  
Approved - Journal No : 43602 & 7.17 Impact Factor Volume 9 Issue 3 July 2022, Date of Publication: 18-July-2022
- Published research article in one of the UGC care listed journal named International Journal Of Research And Analytical Reviews on the topic STILL LEFT BEHIND: PATHWAYS TO INCLUSIVE EDUCATION FOR YOUNG WOMEN WITH DISABILITIES- AN AEM APPROACH. E-ISSN No. 2348-1269, P-ISSN No. 2349-5138, Published In IJRAR (www.ijrar.org) UGC Approved (Journal No: 43602) & 7.17 Impact Factor Volume 9 Issue 4 October 2022, Date of Publication: 16-October-2022
- Completed Virtual Workshop on A Complete “RESEARCH METHODOLOGY AND DATA ANALYSIS” Using “SPSS & AMOS for Beginners” conducted from 14-07-2022 to 27-07-2022.
- Participated in the Three-day Online Workshop jointly organized by

	<p>All India Management Association &amp; HKU Business School ACRC held on 25-27 August 2022 on the topic of INTERNATIONAL CASE TEACHING &amp; CASE WRITING WORKSHOP TEACHING &amp; DEVELOPING CASES IN DATA ANALYTICS AND DIVERSITY</p> <ul style="list-style-type: none"> <li>➤ Published Research article in one of the Scopus listed journal named Judishapur Journal of Microbiology on the topic A Study on Green Commuting: A Perspective of the employees of the IT sector in Bangalore City. ISSN no. 2008-3645 E-ISSN No. 2008-4161 <a href="https://jjmicrobiol.com/index.php/jjm/issue/view/9">https://jjmicrobiol.com/index.php/jjm/issue/view/9</a></li> <li>➤ Published Research article in one of the Scopus listed journal named Gradiva Review Journal on the topic A Study on The Attitudes Of Consumer Behaviour Towards Neuromarketing Between The Age Group Of 18-60 Years In Bengaluru City ISSN no. 0363-8057 Paper ID: GRJ/5114 <a href="https://gradivareview.com/volume-9-issue-4-2023/">https://gradivareview.com/volume-9-issue-4-2023/</a></li> <li>➤ Published Research article in one of the Scopus listed journal named Gradiva Review Journal on the topic A Study on Customers Impression and Engagement On Online Shopping In Bengaluru City ISSN no. 0363-8057 Paper ID: GRJ/5072 <a href="https://gradivareview.com/volume-9-issue-3-2023/">https://gradivareview.com/volume-9-issue-3-2023/</a></li> <li>➤ Published Research article in one of the UGC-CARE Approved journal named GIS Science Journal on the topic Impact of Language: Value perception of ‘Brand’ with regards to the language. Dated on 01.08.23 ISSN No: 1869-9391 Paper ID: GSJ/11422 <a href="http://www.gisscience.net/VOLUME-10-ISSUE-8-2023/">http://www.gisscience.net/VOLUME-10-ISSUE-8-2023/</a></li> </ul>
<p><b>FDPs Attended</b></p>	<ul style="list-style-type: none"> <li>❖ FDP on “Winning Edge” Facilitated by Born to Win</li> <li>❖ FDP on Teaching to change Lives</li> <li>❖ Orientation program of 6<sup>th</sup> semester BBA syllabus 2019-2020</li> <li>❖ 5 Days National FDP on Mastering Research paper and enhancing case study writing for leading publications</li> <li>❖ Participated in International webinar on Environment, Social and Governance Reporting: A new Dimension in achieving sustainable Development Goal”</li> <li>❖ Participated in webinar on “National education policy: Curriculum framework for multidisciplinary undergraduate Education”.</li> <li>❖ Participated in webinar on Employability skills and career development.</li> </ul>

**PAPERS PRESENTED  
[NATIONAL &  
INTERNATIONAL]**

- ❖ Participated in National Conference on “Emerging Paradigm in Artificial Intelligence – A rejuvenation of higher education”
- ❖ Participated in National conference on Innovative to Elevate: fostering creativity for sustainable business – NCIEFCSB – 24