



Name: Rashmi K M
Designation: Assistant Professor
Qualification: M.Com, (PhD), (MBA)
Total Experience: 13 years
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SPECIALIZATION:	Accounting and Taxation
AREA OF INTEREST:	Accounts, Marketing, Sustainability, HRM, Supply chain Management, Production and Operations, Stock and commodity market, Cost accounting, Consumer Behaviour, Retail Management, Auditing, EVS, Business Ethics, GST, Banking Innovation.
SUBJECTS TAUGHT:	Marketing, Banking Operations, Principals of event management, Auditing, Accounting I and Accounting II, GST, Business Environment, Income Tax, Tourism and Management, Corporate Accounting, Retail marketing, Cost Accounting, Financial Management.
NUMBER OF CERTIFICATIONS	01 - LEADERSHIP AND CHANGE MANAGEMENT from IIM Lucknow
PAPERS PRESENTED [NATIONAL & INTERNATIONAL]	<ul style="list-style-type: none">• Paper Presentation on Building Resilience for Sustainable Industry at Jain University• Paper Presentation on Green Entrepreneurship at Jain University• Paper Presentation on Moonlighting at Reva University• Paper Presentation on Smart City and smart Farming at Jain University• Paper presentation on Perception and Readiness for Ancient Vs Modern Lifestyle• Paper Presentation on Artificial Intelligence in Marketing at Jain University• Paper Presentation on Importance of Girl's Education at Jain University• Paper Presentation on Customer Co-Creation in Social Media Marketing at Jain University

	<ul style="list-style-type: none"> • International Paper Presentation on Harnessing AI for Sustainable Agriculture at Sunway University, Malaysia • Paper presentation on Sustainability and Consumer Purchase Intention for Organic FMCG Products: The Mediating Role of Perceived Value and the Moderating Effect of Greenwashing Risk at Manipal University, Dubai • Paper presentation on on Harnessing AI for Sustainable Agriculture at Jain University, bangalore • Paper presentation on AI-Driven Insights for Sustainable FMCG Marketing at Dayanandasagar University, Bangalore
PUBLICATION (NATIONAL AND INTERNATIONAL JOURNAL)	<ul style="list-style-type: none"> • Paper Published in South India Journal of Social Science on Green Entrepreneurship • Paper Published in ISBN on Perception and Readiness for ancient vs Modern Lifestyle • Paper Published in IPE Journal of Management on Artificial Intelligence in Marketing • Paper Published in Business and Economic Research Journal on AI driven insights for Sustainable FMCG marketing. • Paper published on AI-Driven Insights for Sustainable FMCG Marketing at https://eco-sci.org/article/view/35
BOOK/ BOOK CHAPTER PUBLISHED	Corporate Accounting for B. Com for Bangalore University
FDP ATTENDED	<ul style="list-style-type: none"> • Attended a Five-Day Seminar on FDP by CeRSSE and CRTA at Jain University • Attended a Five-Day Seminar on FDP and Data Analysis • Attended Five-Day FDP on Leveraging AI tools for SCOPUS Publication • Attended 15 days online certification course on Governance in Action • Attended One day National Level Webinar on “Gateway to Financial freedom for Woman” at HKBK Degree College. • Attended FDP on Generative AI • Attended workshop on Mindfulness and Mental wellbeing for Faculty • Attended Workshop on Mastering Research proposal writing

	<ul style="list-style-type: none"> • Attended one day conclave on Finance research • Attended Two days workshop on Data Analysis using IBM-SPSS • Attended FDP on Journey into Research, Innovation and Creativity • Attended 8 days virtual FDP on Research Paper writing and Publication in High impact journals • Attended ATAL six-Day FDP • Attended FDP on Research Methodology for social sciences by University of Calicut • Attended 36-hours FDP on Indian Knowledge system: Pathways to Address Contemporary Global Challenges by Jain University
RESOURCE PERSON EVENTS	<ul style="list-style-type: none"> • At Imperial College for a talk on “Equal Opportunities to be provided amongst Students” • At SVYAS for a talk on Digital Marketing
VISITING FACULTY	<ul style="list-style-type: none"> • Sheshadripuram College for M.Com • Mount Carmel College for MBA • APS College • Project Guide at Sheshadripuram College for M.Com students