

	<p><b>NAME:</b> SHRUTHI H S</p> <p><b>DESIGNATION:</b> ASSISTANT PROFESSOR</p> <p><b>QUALIFICATION:</b> MCOM, KSET, (PhD)</p> <p><b>TOTAL EXPERIENCE:</b> Teaching: 11 Years</p> <p><b>MAIL-ID:</b> shruthihs-dscasc@dayanandasagar.edu</p>
<p><b>SPECIALIZATION</b></p>	<p>Accounts and Taxation</p>
<p><b>AREA OF INTEREST</b></p>	<p>Accounts and Tax</p>
<p><b>SUBJECTS TAUGHT</b></p>	<p>Management Accounting, Cost Accounting, Marketing Management, Business Data Analysis, Indian Financial System, Income Tax, GST.</p>
<p><b>NO. OF CERTIFICATIONS</b></p>	<p>02</p>
<p><b>PAPERS PRESENTED</b> [NATIONAL &amp; INTERNATIONAL]</p>	<ul style="list-style-type: none"> <li>❖ “Digital Transformation Through Renewable Energy: A Comparative Analysis of BRICS Nations” conducted on 31/01/2025 To 01/02/2025.</li> <li>❖ “A study of Strategic Human Resource Development in Local Government Facilitating Digital Transformation Workforce Planning and Proactive HR Intervention” on 9/05/2025 and 10/05/2025</li> <li>❖ Presented paper on “Examining the Impact of Grassroots Efforts, Technological Advancements and Innovative Approaches on Handloom Sector” conducted on 20/02/2025.</li> <li>❖ Presented paper on “Understanding how and why Indian ESL learners engage in code-switching and code-mixing in their language learning process” conducted by IPS Academy – Institute of Engineering and Science 24/4/2025 and 25/4/2025.</li> <li>❖ Presented paper on “ESG Integration In investment strategles” 5/10/2024.</li> </ul>
<p><b>PUBLICATION</b> (NATIONAL AND INTERNATIONAL JOURNAL)</p>	<p><b>Shruthi H S (2025)</b>, Strategic Human Resource Analytics as A Catalyst for Workforce Agility: An Empirical Assessment of Data- Driven Decision- Making - Journal of Informatics Education and Research – ABDC</p>

	<p><b>Shruthi H S (2025)</b>, From Predictive Modelling to Prescriptive Strategy: The Evolving Role of Analytics in HR and Marketing – Journal of Economic Sciences – ABDC</p>
<p>BOOK CHAPTER / PATENT/ Memebership</p>	<ul style="list-style-type: none"> <li>❖ Design Patent – Shifts Attendance and Timesheet Interactive Computer Device.</li> <li>❖ Life time membership into CMAoI with number CMA/25/01033</li> </ul>
<p>FDP ATTENDED</p>	<ul style="list-style-type: none"> <li>❖ 6 – Day FDP on “Introduction to Intellectual Property Rights” organized by BRB College of Commerce”</li> <li>❖ 5 – Day FDP on FDP on “Next-Gen Educators: A Faculty Development Journey into Research, Innovation and Creativity”</li> <li>❖ 2- Day FDP on “Data Analysis Using IBM-SPSS”.</li> <li>❖ FDP on “Digital Marketing” organized by SkillDzire”</li> <li>❖ FEP on “Opportunities in Advanced Technologies for Teachers” organized by East West College of Management</li> <li>❖ FDP on “From Predictive Modelling to Prescriptive Strategy: The Evolving Role of Analytics in HR and Marketing”.</li> <li>❖ FDP on “Exploring Research Fundamentals: A Practical Exposure for Academic Excellence”</li> <li>❖ FDP on “Process of Innovation Development, Technology Readiness level and Technology”</li> <li>❖ Knowledge session on “Importance of Emotional Wellness for Mental Health” conducted by SEMS Welfare Foundation.</li> <li>❖ Training on EBSCO Business Course.</li> <li>❖ Online FDP Titled “From idea to Funding: Crafting Successful Research Grant Proposals”.</li> <li>❖ FDP on “Pedagogical use of Technology in Commerce Education”</li> <li>❖ FDP on “Data Analysis using MS-Excel”</li> <li>❖ 5- Day FDP on Innovative Approaches to technology</li> </ul>

driven quality Enhancement.

- ❖ FDP on “Empowering Academic Excellence: Elevating Skills in Literature Review, Research Design and Data Analysis”