



Name: Dr.Mahalakshmi.V
Designation: Associate Professor & HOD M.Com
Qualification: M.Com., MBA., M.Phil., Ph.D.
Total Experience: 28 Years
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Specialization	Accounts and Taxation, Management Accounting, Cost Accounting, Corporate Governance, Financial Management, Research Methodology, Block chain technology & AI
Area of interest	AI, Fintech, Management accounting, Financial Management, Governance, Agricultural entrepreneurship, Engineering Governance, Accounting Governance, water governance, Governance in Education, etc
Positions Worked	Head of the Institution, Head of the Department, Professor, Associate Professor, Book editor, IQAC coordinator, Custodian of Revaluation unit of BU, BOS, BOE of UG & PG
Research articles published	Assessment of the Impact of Digital Marketing Strategies on Consumer Purchasing Decisions in the Present Era of AI and Social Media, IJME, 2025
	Consumer Perception and Awareness on Skincare Cosmetic Products, AMR, 2025
	A Critical Review of Corporate Governance Reports in India Compared to Other Reports and Enumeration Of Value Based Innovative Approaches to The Study, 2024
	Futuristic Trends in Management Chapter2 Enumeration of Corporate Governance concepts, Theories and reports, 2023
	Capital Market Short-termism and Indian Company Long-term Prospects, SSRN, Elsevier ,2023
	Organization Behaviour in Modern Organizations, SSRN, Elsevier 2023
	Job Satisfaction in Women employees in Management SSRN, Elsevier, 2023
	Development of Medium size enterprise SSRN, Elsevier s ,2023
	Fresh Water Governance and Water Usage Analysis of Industries and Domestic Usage in India and Attributes for Conserving Industrial Water Usage, Shodh Brabha, 2023
	Higher Education New pathways in teaching learning process and Governance, IJARESM, 2022
	Elements of corporate governance, the key to success for start-up companies, IJARESM, 2022

	Sociocultural Psychology in reading the behaviour of employees and determining organization culture, ISPEC, 2021
	The use of ICT in Education: A survey, IJSE 2018
	Corporate Governance and Presence of Women Directors on Board” –IOSR, 2017
Books published	Marketing Management: with Vision Publishers
	Indian Financial system: VINS A Publications
	Business Statistics : Himalaya Publications
	Business Analytics: Himalaya Publications
	Marketing Management: Himalaya Publications
	Organisation Behaviour: Himalaya Publications
	Managerial Communications: Himalaya Publications
	International Business : Himalaya publication
Patents published	1.Title: Event Management Automation Platform with AI-Driven Event Planning, Ticketing and Feedback Analysis
	2.Multitool Adaptable SCARA Robot for Automated Industrial and Non-Industrial Tasks
	3.Antigravity AI shoes
	4.Aparatus for Event Management automation platform with AI driven event planning ticketing and feedback analysis
	5.Machine Learning Based model for corporate governance risk assessment analysis
	6.Machine learning Based rural entrepreneurship Model leveraging local resources
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Conference, Seminars presentations	Presented at National conference Title”Innovation and Entrepreneurship- Women entrepreneurs” GJ-IMT, Mohali India 2008
	Presented at International conference, paper tile:” Globalisation and Inclusive growth: Corporate Governance and presence of Women directors on Board”, Bangalore University, 2011
	Presented at National conference Title “ Building investor confidence-with special reference to retail investors in India” at RV Institute of Management, Bangalore 2010
	Presented at National level Conference & Knowledge Utsav on paper title:”The compliance and results of Listed public limited companies with reference to clause 49 of SEBI”. Jain University, 2010

	Presented at Multidisciplinary International conference on Paper title "A critical review of Corporate governance reports in India compared to other reports and enumeration of value based Innovative approach to the study". At SDC, Bangalore 2019
	Presented paper at International conference on paper title: "The Use of ICT in education-A survey", SJES, Bangalore, 2018
	Presented at International conference on paper title "Socio cultural Psychology, in reading the behaviour of employees and determining organisation culture" online at Newyork conference, 2020
	Presented at International conference on paper title " Fresh water governance & water usage analysis of Industries and domestic usage in India and attributes for conserving Industrial water usage" at KLE Society, 2023
	Presented at International conference on paper title " EU-India Collabrative Governance : Strengthening Trade relationship among Micro Enterprises", Bangalore, 2025
Commemorations & Achievements	Resource person for Guest lecture On Topic "Research Methodology" at SABS, Bangalore 2019
	Guest lecture for MBA students on Research and Future requirements, IAME Institute, Kanakpura road, Bangalore 2023
	Keynote speaker in IPR Conclave, 2024, wegrow Institution, Bhubaneshwar, India 2024
	Guest of Honour , speaker on Topic " Empowering Innovation through Research", At Jindal college for women, Bangalore, 2025
	Academic Excellence Award in the field of Commerce and Accountancy by Simandhar Becker, Bangalore 2026
	10 students presented paper at national and international level conference and seminar under my guidance.
	KASSIA Life member
	Institute of Directors, New Delhi, Member
	Successfully completed Diploma in Block chain Technology, 2024
	IQAC coordinator 2020
	Organising secretary for International conference, symposium, workshops seminars, FDPs
	Question Paper setter/Evaluator/ Moderator: for Bangalore University, Bangalore North University, Acharya Business School, Surana college (autonomous), Bangalore city University.