



NAME: ANITHA A
DESIGNATION: ASSISTANT PROFESSOR
QUALIFICATION: M.Com, NET, K-Set
TOTAL EXPERIENCE: 7 years
MAIL-ID: anitha-dscasc@dayanandasagar.edu

SPECIALIZATION	Accounting and Taxation
AREA OF INTEREST	Accounting and HRM
SUBJECTS TAUGHT	Advanced Corporate Accounting, Corporate Accounting, International Financial reporting standards, cost accounting, Management Accounting, Fundamentals of accounting, Business Mathematics, Quantitative analysis for business decisions I and II, Elements of Cost accounting, Management accounting, Corporate administration, Business regulations, Banking Innovations, Human resource management, corporate law and practice Services management, Employee welfare and social security, Compensation management, Banking Innovation.
NO. OF CERTIFICATIONS	14 certifications in areas like accounting, human resources management, product management, inclusive learning, business law, gender discrimination and so on.
PAPERS PRESENTED [NATIONAL & INTERNATIONAL]	<ul style="list-style-type: none"> Presented and published a paper in National level conference organised by Sheshadripuram Institute of Commerce and Management. Paper titled “Challenges and opportunities of working in a diverse Multi- generational workforce. Presented a paper in National level conference organised by Mangalore University. Paper titled “A study on employees’ perspective to talent management practices followed in their organisation”. Presented and Published Paper in PSG college of Technology, Coimbatore on “A study on recent trends in environmentally sustainable practices with special reference to Indian Textile Manufacturing Industry.

	<ul style="list-style-type: none">• Presented and Published a paper in a journal on “A study on Customers perception and experience of recent trends in Banking sector with special reference to contactless Banking”.• Paper presentation Titled “A Study on Growth Prospects and Challenges of Health Tourism” in Two days national conference -Nurturing business creativity & Innovations for sustainable development. Event organized by RNSIT in association with Bangalore University Teachers council for Commerce and Management.• Paper presentation Titled “A sustainability prospectus through Green Finance” in Two days national conference - Nurturing business creativity & Innovations for sustainable development. Event organized by RNSIT in association with Bangalore University Teachers council for Commerce and Management.• Paper presentation in DSCASC National Conference. Paper titled “Green Marketing- An Emerging Marketing approach for sustainable development”.• Paper presented and published in DSCASC International Conference. Paper titled “Application of RFID on manifold avenues and implication on general business”- Prelude of Digital India.• Paper presented and published in DSCASC International Conference. Paper titled “A study on Opportunities and Challenges of Start-up India Mission”.• Paper presented and published in DSCASC International Conference. Paper titled “A Study on Prospect of Make in India initiative with special reference to Indian Defence manufacturing sector”.• Paper presented and published in DSCASC National Conference. Paper Titled “The Role of Rural Women Entrepreneurship in India”.• Paper presented and published in DSCASC National Conference. Paper Titled “A Study on influence of advertising on the purchase decisions with special reference to FMCG products”.• Paper presented and published in DSCASC National Conference. Paper Titled “An overview of Crypto Currency”.• Paper presented and published in International Conference Organised by Army Institute of Management and Technology, UP. “Paper Titled Application of RFID on
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	<p>manifold avenues and implication on Business: A Prelude of Digital India”</p> <ul style="list-style-type: none"> • Paper presented and published in National Conference “A Study on Opportunities and Challenges of Start-ups in India”. Conference titled Role of Entrepreneurship in changing economic Environment by KPR college of Arts, Science and research.
<p>PUBLICATION (INTERNATIONAL JOURNAL)</p>	<p>NIL</p>
<p>PUBLICATION (CONFERENCE PROCEEDINGS)</p>	<ul style="list-style-type: none"> • Presented and published a paper in National level conference organised by Sheshadripuram Institute of Commerce and Management. Paper titled “Challenges and opportunities of working in a diverse Multi- generational workforce. <i>“Issues Pertaining to Talent Acquisition with Generational Diversity in Developing Economies” ISBN 978-93-5321-105-9</i> • Presented and Published Paper in PSG college of Technology, Coimbatore on “A study on recent trends in environmentally sustainable practices with special reference to Indian Textile Manufacturing Industry. <i>ISBN: 978-93-95105-04-0</i> • Presented and Published a paper in a journal on “A study on Customers perception and experience of recent trends in Banking sector with special reference to contactless Banking”. <i>Indian Journal of Natural Sciences Vol.13 / Issue 73 / August / 2022 International Bimonthly (Print) ISSN: 0976 – 0997</i> • Paper presentation Titled “A Study on Growth Prospects and Challenges of Health Tourism” in Two days national conference -Nurturing business creativity & Innovations for sustainable development. Event organized by RNSIT in association with Bangalore University Teachers council for Commerce and Management.<i>ISBN 9789391841713</i> • Paper presentation Titled “A sustainability prospectus through Green Finance” in Two days national conference - Nurturing business creativity & Innovations for sustainable development. Event organized by RNSIT in association with Bangalore University Teachers council for Commerce

and Management. **ISBN 9789391841713**

- Paper presented and published in DSCASC International Conference. Paper titled “Application of RFID on manifold avenues and implication on general business”- Prelude of Digital India.

International Conference on Recent Advancements in Commerce, Management and Technology (ICRACMT - 2022) ISBN : 978-93-92993-03-9

- Paper presented and published in DSCASC International Conference. Paper titled “A study on Opportunities and Challenges of Start-up India Mission”. ***International Conference on Recent Advancements in Commerce, Management and Technology (ICRACMT - 2022) ISBN : 978-93-92993-03-9***

- Paper presented and published in DSCASC International Conference. Paper titled “A Study on Prospect of Make in India initiative with special reference to Indian Defence manufacturing sector”. ***International Conference on Recent Advancements in Commerce, Management and Technology (ICRACMT - 2022) ISBN : 978-93-92993-03-9***

- Paper presented and published in International Conference Organised by Army Institute of Management and Technology, UP. “Paper Titled Application of RFID on manifold avenues and implication on Business: A Prelude of Digital India”

ISBN 978-93-91355-74-6, Excel India Publishers.

- Paper presented and published in National Conference “A Study on Opportunities and Challenges of Start-ups in India”. Conference titled Role of Entrepreneurship in changing economic Environment by KPR college of Arts, Science and research ***ISBN 978-81-967053-7-4***

- Conference paper presented and published in a UGC care listed Journal “An Examination of the Start-up Ecosystem with Emerging Markets: Analysing the Structural Influence of Entrepreneurial Ventures in India-Issues, Challenges and Opportunities” ***ISSN 2249-9040 Volume 14, No 03, July-December 2024 IPE Journal of Management***

- Conference paper presented and published in a UGC care listed Journal “A Study on insights of health tourism and its challenges for future” ***Rabindra Bharati University Journal of Economics ISSN : 0975-802X***

OP-ED ARTICLE PUBLISHED (Provide Online Link)	NIL
BOOK/ CHAPTER PUBLISHED	<ul style="list-style-type: none"> • Book Chapter Published titled “Trends and initiatives of Green financing” <i>Digital frontier of e-commerce (volume 1) scientific international publishing house ISBN: 978-93-5757-758-8</i> • A book Published Titled “Ethics in Entrepreneurship” <i>ISBN 978-93-6010-608-9, Prime International Publisher.</i>
FDP ATTENDED	<ul style="list-style-type: none"> • 1 Week National Level Online Faculty Development Program on Outcome Based Education (OBE) • FDP on Basic Data analysis and its Interpretation using SPSS- For beginner • Online FDP on “Business law for Managers” from NPTEL • 3 days FDP in “Artificial Intelligence in Commerce and Management” • Attended student development program on Fundamental understanding of the changing Indian Economy dynamics and impact on Career path organized by DSCASC. • Implementation of NEP-Roadmap for quality education, research and academic excellence organized by DSCASC. • FDP on Contemporary management and commerce education through research excellence organized by DSCASC. • FDP on Advances in research methodology and Publication techniques • National level FDP on “ An overview of Union Budget 2022-23 • FDP on academic integrity and role of IPR in effective implementation of NEP. • FDP on outcome based education. • International webinar on Business, leadership and entrepreneurship in post pandemic era.

Conference Attended	<ul style="list-style-type: none"> • Presented and published a paper in National level conference organised by Sheshadripuram Institute of Commerce and Management. “Issues Pertaining to Talent Acquisition with Generational Diversity in Developing Economies” • Presented and Published Paper in PSG college of Technology, Coimbatore on “A study on recent trends in environmentally sustainable practices with special reference to Indian Textile Manufacturing Industry.
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- Presented and Published a paper in a journal on “A study on Customers perception and experience of recent trends in Banking sector with special reference to contactless Banking”.
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- Paper presentation Titled “A sustainability prospectus through Green Finance” in Two days national conference - Nurturing business creativity & Innovations for sustainable development. Event organized by RNSIT in association with Bangalore University Teachers council for Commerce and Management.
- Paper presentation in DSCASC National Conference. Paper titled “Green Marketing- An Emerging Marketing approach for sustainable development”.
- Paper presented and published in DSCASC International Conference. Paper titled “Application of RFID on manifold avenues and implication on general business”- Prelude of Digital India.
- Paper presented and published in DSCASC International Conference. Paper titled “A study on Opportunities and Challenges of Start-up India Mission”.
- Paper presented and published in DSCASC International Conference. Paper titled “A Study on Prospect of Make in India initiative with special reference to Indian Defence manufacturing sector”.
- Paper presented and published in DSCASC National Conference. Paper Titled “The Role of Rural Women Entrepreneurship in India”.
- Paper presented and published in DSCASC National Conference. Paper Titled “A Study on influence of advertising on the purchase decisions with special reference to FMCG products”.

	<ul style="list-style-type: none"> • Paper presented and published in DSCASC National Conference. Paper Titled “An overview of Crypto Currency”. • Paper presented and published in International Conference Organised by Army Institute of Management and Technology, UP • Paper presented and published in National Conference. Conference titled Role of Entrepreneurship in changing economic Environment by KPR college of Arts, Science and research • Conference paper presented and published in Jain College, Bangalore ,“An Examination of the Start-up Ecosystem with Emerging Markets: Analysing the Structural Influence of Entrepreneurial Ventures in India-Issues, Challenges and Opportunities” • Conference paper presented and published in a UGC care listed Journal “A Study on insights of health tourism and its challenges for future”
Workshop Attended	<ul style="list-style-type: none"> • Workshop on syllabus orientation for BCU 1st Year BBA and B.Com • Workshop on syllabus orientation for BU 4th Semester BBA
Seminar Attended	<p>Preparation of Business plan for BBA students. State Level Webinar on - “Laws on Social Security of Laborer in India”. Various seminars and webinars on Union budget, Intellectual property rights, corporate tax planning, Economic impact of Covid 19, teaching learning process in Covid 19, Commodity and derivatives market, financial assets and its report under IFRS, Business leadership and entrepreneurship and so on</p>
Professional Memberships	Member of BUTCCM