	NAME: PARIMALA R DESIGNATION: ASSISTANT PROFESSOR QUALIFICATION: M.Com, PGDBA, PDBA, MBA, (Ph.D.) TOTAL EXPERIENCE: 8.5 years MAIL-ID: parimalar-bcom@dayanandasagar.edu
SPECIALIZATION	M.Com (Accounting and Taxation), MBA (Banking and Finance)
AREA OF INTEREST	Accounting and Taxation, Finance
SUBJECTS TAUGHT	Advanced Financial Accounting, Financial Accounting, Advanced Corporate Accounting, Corporate Accounting, cost accounting, Management Accounting, Business Statistics, Elements of Cost accounting, Company Law and Administration, Business regulations, Business Management and Start-ups, Banking Innovations, Human Capital Management, Business Taxation, Goods and Services Tax, Indian financial services, public relation and corporate communication, Business Ethics, Income Tax- I and
NO. OF CERTIFICATIONS	05
PAPERS PRESENTED [NATIONAL & INTERNATIONAL]	 Presented a paper in National Conference conducted DSCASC on the topic Titled "Customers perspective using Digital Payment systems for online buying" during August 24th, 2024. Presented a paper in National Conference conducted DSCASC on the topic Titled "Understanding Consumer Behavior in Digital Age: A Study of online shopping habits" during August 24th, 2024 Presented a paper in National level Conference Conducted by Jain University on the topic titled "An Analysis of E-Commerce and its impact on Consumers with reference to FMCG" during August 2nd and 3rd, 2024. Presented a paper in International Conference conducted by Acharya Institute of Graduate Studies on the topic titled "Artificial Intelligence and Management in Personal Finance" during May 3rd and 4th 2024.

- Presented a Paper titled "Assessment on role of ICT Tools in Education" in 2 days National Conference on "Internationalization of Higher Education" held at M S Ramaiah College of Arts, Science and Commerce-Autonomous, Bengaluru during March 2024.
- Presented a paper in National Conference Conducted by Tumkur University on the topic titled "Green Economy in context of India" during March 6th 2024.
- Presented a paper in National Conference Conducted by Shri Krishna Swamy College for women on the topic titled "work life balance -perspectives of teaching professionals" during March 12th and 13th, 2024.
- Presented a Paper in Two Days Multi-Disciplinary Virtual conference conducted by Sheshadripuram Institute of Commerce and Management on the topic tiled "Understanding the role of Financial Performance" ERUIDITE-2024 28 &29th, February 2024.
- Presented a paper in International Conference organized by Soudarya Institute of management Science on the topic titled "Sustainable synergy: A Multidisciplinary exploration of possibilities across Industries"-15th December 2023.
- Presented a paper in National conference organized by Jain university, Bangalore on the topic "HR Technology and insight for leadership effectiveness".
- Presented a paper in a one-day national conference conducted by GT Institute of management studies on the topic of "FDI in Indian Banking and Non-Banking financial companies".
- Presented a paper in National conference organized by Surana college, Bangalore on topic of "Digitalization in the field of Banking Sector".
- Presented a paper in National conference organized by St. Paul Degree College on topic "sustainable and renewable green marketing".
- Presented a paper in National conference organized by St. Claret college, on topic "impact on online advertisements on consumer attitude with special reference to Bangalore"
- Presented a paper in National Conference organized by Dayananda Sagar College of Arts, Science and Commerce, on topic "An impact of Human resource accounting on Organizational Performance"
- Presented a paper in National Conference organized by Dayananda Sagar College of Arts, Science and Commerce, on topic "A study on green accounting practices in Indian Companies: A way to sustainable development".
- Presented a paper in international conference organized by St. Francis College, Bengaluru on 30th June 2023, on topic "A Study on Mergers and Acquisitions and their impact on the Indian Economy"

JOURNALS [NATIONAL & INTERNATIONAL]	 4726 "Green economy in context of India"- "Business Innovations for Sustainable Development"- 978-93-5840-723-5(Tumkur University- March 2024) "Green Banking in India: Sustainable Practices shaping the future of Banking Sector" - ISSN: 0378-1143-UGC-CARE List Group I "Renewable energy in Corporate and Agricultural Sector"- ISSN:0974-8946 – UGC Care approved, Peer Reviewed and Referred Journal" "A Study on Green Accounting Practices In Indian Companies: A Way To Sustainable Development"- ISBN 978-93-95196-76-5, Organized by DSCASC "A Study on Green Banking"- ISBN 978-93-95196-76-5, Organized by DSCASC Radha, Samisha B, Parimala R, Anitha A (2024), "Ethics
BOOK/ BOOK CHAPTER PUBLISHED	1 1
CHAPTER PUBLISHED	 93-6010-201-2. Radha T, Dr Inayath Ahmed S B, Samisha B, Parimala R
	(2024), "A Hand Book on Goods and services Tax"-
	Prime International Publication- 978-93-6010-201-2.
	 Effectiveness of Reward system on Employees -Dynamics of E-Commerce & Employees -Dynamics
	 Prospectus and Challenges of young workforce – The Ethnography of everyday life
FDP ATTENDED	 FDP on "Creating Research a Ecosystem in higher educational institutions" FDP on "Art of Mentoring and Counselling" Higher Education and Teaching Learning Management National Level Online Faculty Development Program on Outcome Based Education (OBE) Teachers' Empowerment Integrating Interdisciplinary Research for Innovation and Sustainable Development Creating Eco systems in Higher Educational Institutions Research Methodology Essentials Of Research and Publications Unleashing the Potential: Transforming Research Using

	Artificial Intelligence in Higher Education: Teaching and
	learning languages
	 Consumer Rights and Education
	 Developing Leadership Skills among Academics
	Empowering teachers with Multidimensional Teaching
	Skills
	 Crafting Effective OBE: Strategies and Assessment
	Methods
	Power of Resilience
	 Entrepreneurship and Innovation Management.
	Integrating Interdisciplinary Research for Innovation and
	Sustainable Development
	Dissertation Report Preparation
1	

Professional Memberships	• BUTCCM
	• CMAOI