

	<p><b>NAME: FASEEHA BEGUM</b>  <b>DESIGNATION: Assistant Professor</b>  <b>QUALIFICATION: M.Com, MFM, B.Ed</b>  <b>TOTAL EXPERIENCE: 9 Years</b>  <b>MAIL-ID: <a href="mailto:mrs.faseeha-dsjbs@dayanandasagar.edu">mrs.faseeha-dsjbs@dayanandasagar.edu</a></b></p>
<p><b>AREA OF INTEREST</b></p>	<p><b>Accounts and Taxation, Finance, Banking</b></p>
<p><b>SUBJECTS TAUGHT</b></p>	<p>Management Accounting, Corporate Accounting, Cost Accounting, Advance Financial Management, Elements of Costing, Entrepreneurship Development Program, Financial Accounting GST, Banking Law, and operations, Corporate Administration, Banking Law and Operations, Costing Methods  Advanced Corporate Accounting,</p>
<p><b>NO. OF CERTIFICATIONS</b></p>	<ul style="list-style-type: none"> <li>• <b>Swayam online course - 5</b></li> <li>• Introduction to Marketing Essentials,</li> <li>• Kannada Certification Course,</li> <li>• Tally Course,</li> <li>• Fundamentals of Digital Marketing</li> <li>• Super Memory Master class</li> <li>• Basics of Customer Services</li> </ul>
<p><b>PAPERS PRESENTED [NATIONAL &amp; INTERNATIONAL]</b></p>	<p><b>International Conference-</b></p> <ul style="list-style-type: none"> <li>• Paper presented at International Conference on” Global Business Strategies in the Pandemic landscape –Navigating Challenges and Opportunities” at Christ University in collaboration with specific Asia University, Malaysia on <b>1<sup>st</sup> March 2024.</b></li> <li>• A Collaborative work Environment in-depth Analysis of Co-Working Spaces”</li> <li>• An Empirical Study on Employee engagement in organizations associated to renewable energy sectors in Bangalore”</li> <li>• Resistance to Digital Banking by Senior Citizens in India – A Review.</li> <li>• A Study On Cryptocurrency And Central Bank Digital Currency (CBDC)</li> <li>• Global business strategies -Pandemic View</li> <li>• A study on stakeholder’s perception towards CSR initiatives of Indian organizations.</li> <li>• CSR Initiative taken by the Corporate Sector for effective teaching and learning system.</li> </ul>

	<p><b>National Conference –</b></p> <ul style="list-style-type: none"> <li>• Dynamics of entrepreneurship problems and prospects of new age entrepreneurs</li> <li>• Emerging Trends in Curriculum Design in Higher Education.</li> <li>• women entrepreneurship- the road ahead</li> <li>• Impact of Goods and service tax in Indian economy</li> <li>• Green marketing challenges &amp; opportunities</li> <li>• Foreign Direct Investment In India: Past &amp; Present Scenarios</li> <li>• An Analysis of E-commerce and its Impact on Consumers with special reference to FMCG in Kumaraswamy layout, Bangalore</li> <li>• A Study on e-commerce and its impact on customers.</li> <li>• Benefits of GST to consumers.</li> </ul>
<p><b>Publication in Scopus and Journals</b></p>	<p><b>“Resistance to Digital Banking by Senior citizen in India”</b></p> <p><b>1. Publication in Scopus WOS</b>  ISSN/ eISSN 0976-8653/2231-6396  <a href="https://scientifictemper.com/index.php/tst/article/view/775">https://scientifictemper.com/index.php/tst/article/view/775</a></p> <p><b>2. Published in Journal RBUJE</b>  “An Empirical Study on Employee engagement in organizations associated to renewable energy sectors in Bangalore” Published in -  ISSN: 0975-802x Vol. : XXVIII, No:3,2024  <a href="https://journalsearches.com/journal.php?title=Rabindra%20Bharati%20University%20Journal%20of%20Economics">https://journalsearches.com/journal.php?title=Rabindra%20Bharati%20University%20Journal%20of%20Economics</a></p>

<p><b>PUBLICATION ( CONFERENCE PROCEEDINGS)</b></p>	<ul style="list-style-type: none"> <li>❖ CSR Initiative taken by Corporate Sector for effective teaching and learning system. <b>ISBN -14:978-81-941978-4-3</b></li> <li>❖ A study on stakeholders perception towards CSR initiatives of Indian organizations <b>ISBN -13: 978-81-941978-4-3</b></li>   <li>❖ Recent trends in Human Resource management <b>ISBN 978-93-5258-244-0</b></li>   <li>❖ An Analysis of Green Accounting &amp; its Implementation in India. <b>ISBN 978-81 963009-1-3</b> Krupanidhi Group of Institution</li>   <li>❖ A Review of ONDC's Digital Revolution in India Taking on Three Commerce Giants <b>NCCP BMC2023- 978-93-95196-76-5</b></li>   <li>❖ Institute of Management Development of Research <b>978-81-941978-1-2</b> <b>Edition 2021</b></li>   <li>❖ An Overview of Financial Analytics of Tata Motors- <b>NCCP BMC2023- 978-93-95196-76-5</b></li> </ul>
<p><b>OP-ED ARTICLE PUBLISHED (Provide Online Link)</b></p>	<p><b>Title:</b> 1. Can Renewable Energy Be India's Saving Grace <a href="https://www.dsiinsights.com/strategy/can-renewable-energy-be-indias-saving-grace">https://www.dsiinsights.com/strategy/can-renewable-energy-be-indias-saving-grace</a></p> <p><b>Article "Rise of the Dark Stores" Published at DSI Insights.</b> <a href="https://www.dsiinsights.com/strategy/rise-of-the-dark-stores">https://www.dsiinsights.com/strategy/rise-of-the-dark-stores</a></p>
<p><b>BOOK/ BOOK CHAPTER PUBLISHED</b></p>	<p><b>Elements of Costing</b> First Edition -2021 CBCS Syllabus for 3<sup>rd</sup> Semester B.com Vision Book House <b>ISBN: 978-93-5495-374-3</b></p> <p><b>Cost Accounting</b> First Edition -2023 NEP Syllabus for 4<sup>th</sup> Semester B.com <b>Vision Book House</b> <b>ISBN: 978-93-5693-679-9</b></p>

**FDP ATTENDED**

- Five days FDP on “Enhancing Research paper and Case study writing for Tier publication” on 21-25 -May 2024, by KSRCT.
- FDP on “Johari Window with Emotional Quotient”.
- FDP on “Developing Skills among Academicians”.
- Six days FDP on “Research methodology”.
- Five-day FDP on “Innovation and Sustainability in bank”.from10th April to 14<sup>th</sup> 2023.
- Goods and Service Tax.
- Recent developments in the Banking sector, the Companies Act 2013, Revolution of AI in E-commerce.
- Academic integrity & role of IPR in effective Implementation.
- NEP Orientation Programme.

<p><b>Conference Attended</b></p>	<p>“Economic Development through Financial Empowerment of Citizens” on <b>24 March 2024</b>, by AMFI.</p> <ul style="list-style-type: none"> <li>• Women entrepreneurship- the road ahead</li> <li>• Opportunities to build workplace skills</li> <li>• Educating on Minds to Faster Sustainable Development Goals</li> <li>• Innovative pedagogies for powerful teaching</li> <li>• Implementation of NEP 2020</li> </ul>
<p><b>Workshop Attended</b></p>	<ul style="list-style-type: none"> <li>• Computer Application</li> <li>• Faculty Orientation programme on the 5<sup>th</sup>semester B.com syllabus</li> <li>• BBA/B.com Syllabus Orientation Program in Association with BUTTCM.</li> </ul>
<p><b>Seminar Attended</b></p>	<ul style="list-style-type: none"> <li>• Educating on Minds to faster Sustainable Development Goals</li> <li>• HR Conclave</li> <li>• National Webinar on “<b>Union Budget 2024 Analysis &amp; Implications</b>”</li> </ul>
<p><b>Professional Memberships</b></p>	<p><b>AAI</b></p>