



**NAME: GEETHASHREE.K**

**DESIGNATION: Assistant professor**

**QUALIFICATION: M.com, (MBA, PhD)**

**TEACHING EXPERIENCE: 9 Yrs.**

**MAIL-ID: [geethashreek-bcom@dayanandasagar.edu](mailto:geethashreek-bcom@dayanandasagar.edu)**

**AREA OF INTEREST**

Accounting, Taxation and Rural Marketing

**SUBJECTS TAUGHT**

Financial Accounting, Corporate Accounting, Cost Accounting, Management Accounting , Cost Management, Income tax ,Goods and service tax, Business taxation, Corporate environment, Modern Banking

**PAPERS  
PRESENTED  
[NATIONAL &  
INTERNATIONAL]**

- Awareness of Digitalization in Indian Rural Marketing in International Conference at Jain college on 2018
- Analysis on opportunities and challengers for Adoption of National Education Policy -2020 by Indian Higher education system in National conference at SDC.
- Adoption of digital learning to reshape class room leaning in National Conference on Emerging Paradigm in Artificial Intelligence (AI) paper at Imperial Degree college
- Practicing 5R's of sustainability with reference to QSR model- 10<sup>th</sup> National conference, ABBS
- CSR initiatives in SMEs: A Feasibility Study with Reference to Peenya industrial Area in National conference at DSCASC

<p><b>JOURNALS</b> [NATIONAL &amp; INTERNATIONAL] 2018 Onwards</p>	<ul style="list-style-type: none"> <li>➤ UGC Care listed Journal - Kanpur Philosophers: International Journal of Humanities, law and social science. “Stress Management of Employees in BPO’S with special Reference to Bangalore”. ISSN 2348-8301, vol. VIII, Issue VI:2021</li> <li>➤ Web of Science-Vidya Bharti International interdisciplinary Research Journal - Analysis of coping Strategy towards Covid Warriors. ISSN 2319-4979 Special issue on International Conference on Emotions and Multidisciplinary Approaches- ICEMA 2021- October 30-31, 2021</li> <li>➤ UGC Care listed journal - Awareness of Digitalization in Indian Rural Marketing. ISSN: 2321-788X on 2018</li> </ul>
<p><b>BOOK CHAPTERS PUBLISHED</b></p>	<ul style="list-style-type: none"> <li>➤ Perception of Rural Customers towards Digital Insurance with Reference to Mandya District in Karnataka. Edited book titled Digitalization of Insurance sector in India.</li> </ul>

**FDP /WOKSHOP/  
WEBINAR ATTENDED**

- ❖ FDP on Research Methodology
- ❖ FDP on Kaushal Vikas
- ❖ FDP on GST practical Approach to classroom Teaching
- ❖ National workshop on GST practical Approach
- ❖ National workshop on Outcome Base Education
- ❖ FDP on Research Methodology
- ❖ FDP on NAAC Awareness programme
- ❖ QIP on SPSS for Research paper
- ❖ QIP on Research Methodology and Plagiarism
- ❖ Webinar on POST - Pandemic Marketing: The Future of Brands
- ❖ Webinar on “MSME Benefits and Salient Features of Atmanirbhar Packages”
- ❖ National Webinar on Ecosystem Restoration”
- ❖ International webinar on “ Impact of post Covid -19 on Indian Economy organized
- ❖ National Webinar on Taxation Regime- Old Tax v/s New Tax System
- ❖ National Webinar on International Entrepreneurship
- ❖ National Webinar on Crafting the Post Covid Bounce Back
- ❖ webinar on “Accept, Equip and Emerge – Opportunities for Graduates after COVID- 19 Pandemic”
- ❖ International FDP on “New Paradigms in Management Education
- ❖ FDP on Enhancing Faculty Orientation and Productivity in Qualitative and Quantitative Research.
- ❖ FDP on Mastering Research Paper & Enhancing Case Study Writing For Leading Publications