

	<p>NAME: Lalitha</p> <p>DESIGNATION: Assistant Professor</p> <p>QUALIFICATION: M.Com, PGDBA, B.Ed, MBA, (Ph.D)</p> <p>TOTAL EXPERIENCE: 08</p> <p>MAIL-ID: lalitha-bcom@dayanandasagar.edu lalitha2708@gmail.com</p>
<p>SPECIALIZATION</p>	<p>Accounting and taxation, Finance.</p>
<p>AREA OF INTEREST</p>	<p>Accounting and taxation, Finance, Management(HR)</p>
<p>SUBJECTS TAUGHT</p>	<p>Income Tax, Financial Accountancy, Management accounting, Cost Accounting, Financial Management, Advanced Financial Accounting, Advanced Financial Management, Costing Methods, Business Law, Banking Operation and Innovation, Business Management and Startup, Business Research Method, Corporate Administration, Corporate Communication, Economic of Insurance, Employability Skills.</p>
<p>NO. OF CERTIFICATIONS</p>	<p>04</p>
<p>PAPERS PRESENTED [NATIONAL & INTERNATIONAL]</p>	<ul style="list-style-type: none"> ➤ Presented paper on A Study on Digitalization & Its Impact on Business with Special Reference to Peenya Industrial Area in Padmashree College ➤ Presented paper on A Study on Digital Marketing in Social Media and its Effects on Consumers with special reference to Bangalore- National conference on Modern Trends in Commerce, Management and IT in Dayananda Sagar College of Arts, Science and Commerce. ➤ Presented paper on A sector wise comparative study on CSR activities in India - National conference on Modern Trends in Commerce, Management and IT in Dayananda Sagar College of Arts, Science and Commerce held on 2nd December 2022 ➤ Presented paper on An Analysis of E-commerce and its Impact on Consumers with special reference to FMCG in Kumaraswamy layout, Bangalore – National conference on Nurturing Business Creativity Innovations for the Sustainable Development, RNS First Grade College in association with BUTCCM. ➤ Presented paper on A Study on cashless transactions and its challenges and opportunities with special reference to Bengaluru, in National Level Conference on India’s

	<p>Transformation in the new Millennium organised by Seshadripurm college held on 28th April 2023.</p> <ul style="list-style-type: none"> ➤ Presented research paper on “Customer Perspective of Using Digital Payment Systems for Online Buying” in National Conference on Innovate to Elevate: Fostering Creativity for the Sustainable Business-NCIEFCSB held on 24th August 2024.
<p>PUBLICATION (INTERNATIONAL JOURNAL)</p>	<ul style="list-style-type: none"> ➤ Conference paper called “A study on Hospitality and Tourism management pre and post covid” The paper got published in Scopus (Name of the publisher: NeuroQuantology-An Interdisciplinary Journal of Neuroscience and Quantum Physics) (ISSN No: 1303-5150, Link: https://www.neuroquantology.com/article.php?id=10089) VOLUME 20, ISSUE 16, PAGE 21-30 ➤ Conference paper called “Investment and saving pattern of working women in education institutions with specific reference to Bengaluru South” selected for Scopus Journal of Philanthropy and Marketing, E- ISSN No: 2691-1361, Vol 3 No 1 (2023) Link: https://journalofphilanthropyandmarketing.org/page.php?name=Abstract-284 ➤ Conference paper called “Effect of Social media Digital Marketing on Consumers purchasing Decision with specific reference to Bangalore.” Selected for Peer Reviewed Monthly Journal International Journal of Management and Social Science Research Review (IJMSRR)- E-ISSN : 2349-6746, ISSN : 2349-6738, October 2023, Volume No – 10 Issue No – 10 ➤ Presented paper on “Inclusive Financial Literacy with special reference to housewives in Bengaluru south” national Conference conducted in SRN Adarsh college on 21st December 2023. This paper got published in Journal of the School of Language, Literature and Culture Studies. ISSN: 0972-9682, Series: 26, Book No. 06, Year: 2024 ➤ Presented paper on “Saving and investment pattern of housewives in Bengaluru South” conducted in RTE society’s arts, science and commerce degree college, Ranebennur held on 30th December 2023. This paper

	<p>got published in UGC care journal called Rabindra Bharati University Journal of Economics, ISSN:0975-802X, Vol:XXVIII, No:3</p> <ul style="list-style-type: none"> ➤ Presented research paper on “Customer preference and satisfaction towards digital banking” in National conference held on 18th January 2024 organized by Jain deemed to be university, school of commerce. It got published in UGC CARE Listed Journal: IPE Journal of Management, ISSN 2249-9040 with IF=7.138, Vol-14, No-4, July-December 2024.
ACHEVIEMENTS	<ul style="list-style-type: none"> ➤ Received Best paper award in the National conference on Modern Trends in Commerce, Management and IT December 2, 2022 “A Study on Digital Marketing in Social Media and its Effects on Consumers with special reference to Bangalore” ➤ Received Best paper award in the National conference Innovate to Elevate: Fostering Creativity for the Sustainable Business-NCIEFCSB held on 24th August 2024 titled called “Customer Perspective of Using Digital Payment Systems for Online Buying”

PUBLICATION (CONFERENCE PROCEEDINGS)	<ul style="list-style-type: none"> ➤ A Study on Digitalization & Its Impact on Business with Special Reference to Peenya Industrial Area ISSN No: 2277-5684 ➤ A study on Consumer Buying Behavior from Retailer Perspective in Bangalore ISBN No- 978-93-92993-03-9
OP-ED ARTICLE PUBLISHED (Provide Online Link)	<ul style="list-style-type: none"> ➤ Has Pay Equity Reached Indian Shores? https://www.dsiinsights.com/human-resources/has-pay-equity-reached-indian-shores ➤ Is Print Media Relevant Anymore? https://www.dsiinsights.com/strategy/isprint-media-relevant-anymore
BOOK/ BOOK CHAPTER PUBLISHED	<p>“Elements of Costing” 3rd sem BBA affiliated to Bangalore University, ISBN No: 978-93-5596-993-4, Publisher: Vision Book House.</p>

FDP ATTENDED	<ul style="list-style-type: none"> ➤ "Mastering Research Paper and Enhancing Case Study Writing for Leading Publications" held from 22.07.2024 - 26.07.2024. ➤ Developing leadership skills among academicians (feb 2024) ➤ "Entrepreneurship and Innovation Management" jointly organized by DSCASC, Bengaluru and CMAOI Association from 24th of June to 28th of June, 2024. ➤ Consumer behaviour by NPTEL JAN -MAR 24 ➤ Creating research ecosystem in higher education institution ➤ Soft skills for teachers ➤ Art of mentoring and counselling ➤ Corporate social responsibility ➤ Business law for manager ➤ A national level professional development PROGRAMME on the topic "RESEARCH METHODOLOGY & DATA ANALYSIS" held from August 09,2023 to August 19,2023
Conference Attended	04 conference attended on National Educational Policy, Novel corona and novel challenges.
Workshop Attended	<ul style="list-style-type: none"> • Resources person for the subject "Fundamentals of Accounting" on 4th and 5th August 2023 held for MBA students at Vidyavardhaka College of Engineering, Mysuru. • Resources person for the subject "Income Tax implications on the income from Mutual Funds" on 20th February 2024 held for MBA students at Vidyavardhaka College of Engineering, Mysuru. • 08 workshop on Business plan, Communication skill, NET and KSET exam, case study record book.
Seminar Attended	18 Seminal attended on research funding, CV writing, socio economic impact of covid 19, NEP policy 2020, Higher education in India, E-Resource for Research, International women's Day.
Professional Memberships	Commerce and management association of India (CMAOI) Member in BUTCCM