

	<p>NAME: Rashmi.S</p> <p>DESIGNATION: Assistant Professor QUALIFICATION: MCOM, Diploma in Management (PhD)</p> <p>TOTAL EXPERIENCE: 16</p> <p>MAIL-ID: rashmi-bbabcom@dayanandasagar.edu</p>
<p>SPECIALIZATION</p>	<p>Finance & Accounts</p>
<p>AREA OF INTEREST</p>	<p>Marketing Management & Human Resource Management</p>
<p>SUBJECTS TAUGHT</p>	<p>Financial Accounting, Advanced Financial Accounting, Cost Accounting, Financial Management, Cost Management, Advanced Financial Management, Banking law & Operations, Corporate Financial Policy, Marketing Behaviour and Cost Analysis, Corporate Administration, Marketing Management, Service Management, Human Resource Management, Business Ethics, Corporate Financial Policy, Indian Financial System.</p>
<p>NO. OF CERTIFICATIONS</p>	<p>GST Online certification Course from Ramanujam College University of Delhi from 22nd Aug 2023 to 21st Oct 2023.</p> <p>Two week Patent Course - AICTE, from 30th January 2024 to 12th Feb 2024.</p> <p>Certificate Course on Lay Counselling held between February to May 2024 from NIMHANS Bangalore.</p>

**PAPERS
PRESENTED**
[NATIONAL
&
INTERNATIONAL]

- Presented Research Paper titled “Artificial Intelligence & Management in Personal Finance” in International Conference held at Acharya Institute of Graduate Studies on 3rd & 4th May 2024.
- Presented Research Paper titled “Sustainable Business Practices : The Challenges and Remedies in India’s EV Industry” in International Conference held at St.Aloysius Deemed to be University on 19th March 2024.
- Presented Research Paper titled “Measuring of Digital Banking Services quality on Customer Satisfaction with reference to Bangalore” in International Conference held at ICAHMST - 24th & 25th July 2024.
- Presented Paper in National Conference paper titled “The Role of Cyber security in the Modernization Process” organised by DSCASC on 31st May 2023.
- Presented Paper on Bit Coins, Crypto currency and Digital Currency in CMS Jain (Deemed to be University) on 22nd January 2022.
- Presented a Research Paper titled “Digitalization impact on Banking Sector” in the International Conference held at Nagarjuna College of Management Studies on 12th April 2019 at NCMS, Chikkabalapura.
- Presented a research paper titled “Digital India” in the International Conference held at Sheshadripuram College on 3^{0th} August 2017 at Bangalore.
- Presented Paper on Energy Management in Acharya Patashala College of commerce.

<p>PUBLICATION (INTERNATIONAL JOURNAL)</p>	<ul style="list-style-type: none"> • “Measuring of Digital Banking Services quality on Customer Satisfaction with reference to Bangalore” in International Journal held at ICAHMST - 24th & 25th July 2024 ISSN: 2584-2854. • “Adoption of Digital Payment System - Innovation Resistance Theory” in High Technology Letters International Journal - Scopus - ISSN:1006-6748 • “A study on impact of Demonetisation to Digitalisation on Digital Banking Sector” in MUKT SHABD UGC Care listed Journal ISSN: 2347-3150. • “Digitalization Impact on Banking Sector” in Primax International Journal of Commerce and Management Research Journal- ISSN:2321-3612 • “A literature review on Demonetization effect on Indian Banking sector” in JUNI KHYAT UGC Care listed Journal ISSN:2278-4632.
<p>PUBLICATION (CONFERENCE PROCEEDINGS)</p>	<ul style="list-style-type: none"> • “Contribution towards Personal and Social causes using donation-based Crowdfunding platforms working in India” in Primax International Journal of Commerce and Management Research Journal ISSN:2321-3604. • Presented and published a research paper titled “Financial inclusion is the key for Women Empowerment with special reference to Karnataka State” in the International Conference held at DSU on 5th April 2019 at Bangalore, ISSN: 9781733892902. • “Impact of Covid – 19 on the Indian tourism sector and strategies to tackle the problem caused by the pandemic” in A National Publishing House –Bangalore / Coimbatore Journal ISBN - 9788-1921-79728

<p>BOOK/ BOOK CHAPTER PUBLISHED</p>	<ul style="list-style-type: none"> • Financial Accounting CBCS syllabus of Bangalore University 2020. • Advanced Financial Accounting CBCS syllabus of Bangalore University 2020. • Financial Analysis and Reporting for CBCS Syllabus of Bangalore University 2019-20. • Financial Accounting NEP syllabus of Bangalore University 2021. • Advanced Financial Accounting NEP syllabus of Bangalore University 2022. • Financial Accounting SEP syllabus for Bangalore University 2024.
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<p>FDP ATTENDED</p>	<ul style="list-style-type: none"> • Faculty Development Programme on Data Analysis using SPSS & AMOS conducted from 16/11/2023 to 19/11/2023 Organised by “VET College Bangalore. • Faculty development Programme On “Soft skills for teachers” organised by DSI, on 30/9/2023& 06/10/2023. • Faculty development Programme On “Ultra Paradigm in Research Methods” organised by Community Center group of educations held on 11th Oct 2023. • Faculty Development Program on “Creating Research Ecosystems in Higher educational Institutions” organised by DSCASC, held on 19th May 2023. • Faculty Development Program on Research Methodology organised by DSCASC(MCom) from 27th March 2023 to 1st April 2023. • Faculty Development Programme on New age Financial and Investment Organised by “DSCASC and DMBA” on 28th March 2019 • Participated in a one day Workshop on “Narrative Review – Application to meaningful publications and Thesis Writing” Organised by Jain College, V.V.Puram Bangalore on 29th March 2019.
<p>Conference Attended</p>	<ul style="list-style-type: none"> • Participated in National Conference titled “An impact of Human Resource Accounting on organizational Performance” in DSCASC held on 31st May 2023.

<p>Workshop Attended</p>	<ul style="list-style-type: none"> • International workshop on “Basic Statistical Analysis and its interpretations using SPSS” organised by Global Institute of Statistical Solutions on 9th to 11th December 2023 • Participated in a ten days Workshop (ICSSR) on Business Research Skills Enhancement and Intensive Proposal Writing Organized by “ School of Commerce and Management Studies, Dayananda Sagar University”, Bangalore, from 23rd January 2019 to 1st February 2019 • Participated in seven days hands on training on data analysis using SPSS conducted by DSU held on April 2020.
<p>Seminar Attended</p>	<ul style="list-style-type: none"> • Participated in National Webinar “Marketing Analytics for enhanced data driven Marketing Decisions”. • Attended National Webinar on “Financial Empowerment and career opportunities in Financial and Securities Market” on 7/12/2024. • Attended Webinar On “Personal Financial Planning & Wealth Creation through mutual funds” organised by Imperial Institutions, held on 5th April 2023.