

	<p>NAME:SOWMYA.G</p> <p>DESIGNATION: ASSISTANT PROFESSOR</p> <p>QUALIFICATION:MCOM,B.ED,(PHD)</p> <p>TEACHING EXPERIENCE: 10 Yrs.</p> <p>MAIL: Sowmya.g-dscasc@dayanandasagar.edu</p> <p>CONTACT NO.: 7349631991</p>
<p>SPECILIZATION</p>	<p>Accounting and Taxation.</p>
<p>AREA OF INTEREST</p>	<p>Accounts, Finance, Marketing&HR.</p>
<p>SUBJECTS TAUGHT</p>	<p>Financial Accounting, Indian Financial System, Cost Accounting, Financial Management, Auditing and Insurance, Management Accounting, Digital Marketing, Business Regulations.</p>
<p>PAPERS PRESENTED NATIONAL & INTERNATIONAL</p>	<ul style="list-style-type: none"> ➤ Business starts ups in India- The Era of New opportunities and challenges-Nurturing Business Creativity and Innovation for sustainability Development. ➤ “International conference on Modern Trends in Commerce and Management” 2nd December 2022. ➤ E-commerce Boom or Bane?-Post Covid 19-“International Conference on Emerging Post Pandemic Trends in Business Trade and Governance”-Fusion 2022.
<p>PUBLICATION (INTERNATIONAL JOURNAL)</p>	<ul style="list-style-type: none"> ➤ THE ROLE OF ICT IN TEACHING AND LEARNING IN CONTEXT TO INDIAN EDUCATION SYSTEM.ISSN:2349-9249. ➤ IP INNOVATIVE PUBLICATION PVT LTD .ISSN 2394-2762.

FDP ATTENDED	<ul style="list-style-type: none"> ➤ FDP on Contemporary Management and commerce Education through Research Excellence. ➤ FDP on “Artificial Intelligence”. ➤ FDP on “Academic Integrity and Role of IPR in effective Implementation of NEP. ➤ Expert Lecture Series. ➤ FDP on “Learning Ignited :Learners Inspired”. ➤ National Level FDP on Adaptation of new normal to a new future. ➤ FDP on Advances in Research Methodology and Publications Techniques ➤ International Faculty Development Programme on “Essentials of Research and Publications”. ➤ FDP on bridging gap between Teaching and Learning Practice. ➤ FDP on “Mastering Research Paper and Enhancing Case Study Writing for Leading Publications”. From 22.7.24 to 26.7.24. ➤ FDP on Art of Mentoring and Counseling. ➤ FDP on Innovative Teaching Practices and Enhancing Learning Practices.
CONFERENCES ATTENDED	6 National Conference
PUBLICATIONS	2
WORKSHOP & WEBINAR ATTENDED	<ul style="list-style-type: none"> ➤ 2 Workshop attended on Advanced Research Methodology using SPSS. ➤ 1 Webinar on Advanced Research Methodology. ➤ 1 Workshop attended on Data Analysis using SPSS. ➤ 5 National Webinar in the area of Marketing & Research. ➤ 3 National Webinar in the area of Business Management.