



NAME: VINUTHA K
DESIGNATION: ASSISTANT PROFESSOR
QUALIFICATION: M. Com, (PGDMM), (Ph. D)
TOTAL EXPERIENCE: 10 Yrs.
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SPECIALIZATION	Accounting and Taxation
AREA OF INTEREST	Accounts, Finance, Marketing.
SUBJECTS TAUGHT	Financial Management, Strategic Management Corporate Administration Accounting and Financial Management, Corporate Environment Financial Management, International Auditing and Assurance, Management Accounting Business Regulations Accounting for Government Local Bodies, Advance Financial Management, E-business and Computerized Accounting, India Financial Services, Goods and Service Tax, Cost Accounting, Principles and Practices of Auditing.
NO. OF CERTIFICATIONS	06
PAPERS PRESENTED [NATIONAL & INTERNATIONAL]	<ul style="list-style-type: none"> ➤ Waste Management through CSR –An enriching opportunity for Corporate India- International Conference on “Corporate Social Responsibility for Sustainability” ICCSRS 2020 - 11th and 12th December 2020 ➤ Future of E-Commerce in India National Conference on “Empowering to Create Smart Future through Digital Economy” – 18th February 2022 ➤ Business Start Ups in India -The Era of New opportunities and Challenges – “Nurturing Business Creativity and Innovation for Sustainability Development” - 26 &27 May 2022.

	<ul style="list-style-type: none"> ➤ A Study on Forensic Accounting and its impact on detecting Frauds “International Conference on, Modern Trends in Commerce and Management” 2nd December 2022. ➤ Efforts and Challenges Paved by Start-ups during Pandemic- International Conference on, Modern Trends in Commerce and Management” 2nd December 2022 ➤ Recapitulation of financial crime in banking sector and modern indicators of financial crime detection-National Conference on Changing Paradigms of Business, Management and Commerce,2023 ➤ E-Commerce is Boon or Bane? - Post Covid 19 “International Conference on Emerging Post Pandemic Trends in Business Trade and Governance”- Fusion 2022 ➤ Challenges of Adaptation of Digitalization in Banking Sector- Conference on Multidisciplinary- ERUIDITE-2023 1&2nd March 2023. ➤ Understanding the role of Financial Performance ERUIDITE-2024 28 &29th February. ➤ Work Life Balance -Perspectives of Teaching Professionals - International Conference on Embracing Transformation, Metaverse Shifts and Leadership Evaluation and sustainability-Sri Krishna Swamy College for Women -March 12 &13 2024. ➤ Assessment of Role of ICT Tools in Education-National Conference on Internationalization of Higher Education 27 &28th March 2024. ➤ A Study on Role of Big Data Analytics in Business Intelligence with Special Reference to Students -National Conference on Innovate to Elevate Fostering Creativity for Sustainable Business 24th August 2024. ➤ Assessing the importance of Operational Performance of financial Institutions- National Conference on Innovate to Elevate Fostering Creativity for Sustainable Business 24th August 2024. ➤ Analysis of family-owned business- A Study on Tata Group National Conference on Changing Paradigms of Business, Management and Commerce,2023
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JOURNALS (NATIONAL &INTERNATIONAL)

- A Study on role of Karnataka State Small Industries Development Corporation in promoting and developing Small Scale Units. - Published in Vol.48, Issue:1, January-March 2023 SHODHA PRABHA (ISSN:0974-8946) UGC -CARE List Group I
- Waste Management through CSR –An enriching opportunity for Corporate India- Institute of Management Development and Research A National Publishing House Bangalore: Coimbatore ISBN- 13:978-81-941978-4-3
- Challenges of Adaptation of Digitalization in Banking Sector – 58424-5828 (Indian Journal of Natural Sciences) Print No- 0976-0997 Volume -10, Issue -57, ISSN :0976-099.
- Role of ICT Tools in Teaching and Learning in context with Indian Education System-International Journal of Multidisciplinary Research Review (IJMDRR) Volume No 11 Issue 3 March 2024. ISSN :2349-9249.
- Impact of Service Quality on Customer Satisfaction in Online Banking Journal of Informatics Education and Research ISSN: 1526-4726Vol 4 Issue 2(2024)
- Impact on e-commerce with reference to Amazon- Journal of the School of Language, Literature and Culture Studies, ISSN: 0972-9682, Series: 26, Book No. 06, Year: 2024.
- Work Life Balance -Perspectives of Teaching Professionals - International Conference on Embracing Transformation -Embracing Transformation: Metaverse shifts, leadership evolution and sustainable business, ISBN: 978-93-340-1853-0
- Recapitulation of financial crime in banking sector and modern indicators of financial crime detection, Journal -International Journal of Multidisciplinary Research Review (IJMDRR) ISSN -2395-1877
- Efforts and Challenges Paved by Start-ups during Pandemic- International Conference on, Modern Trends in Commerce and Management”, PRIMAX Foundation - ISBN-978-93-92993-03-9,
- The Role of ICT in Teaching and Learning – In context to Indian Education System TIJER International Journal (ISSN: 2349-9249), March 2024

<p>BOOK/ BOOK CHAPTER PUBLISHED</p>	<ul style="list-style-type: none"> ➤ Sustainability and Innovation - Role of Business in Context of Digitalization E-Book- 978-93-91413-68-2, Volume IV Business-The Native Tribe ISBN -978-93-91413-72-9 ➤ Dynamics of E-commerce and Management-Prime International Publishing House, VOLUME 1, ISBN: 978-93-6010-178-7- DEC 2023 ➤ Green Economy in Context of India -Business Innovation for Sustainable Development Volume IV Business- The Native Tribe SDG Publishers-ISBN-978-93-91413-72-9-Himalaya Publishing House ISO 9001-2005.
<p>➤ FDP ATTENDED</p>	<ul style="list-style-type: none"> ➤ FDP on Contemporary Management and Commerce Education through Research. ➤ FDP on “Academic Integrity and Role of IPR in effective Implementation of NEP ➤ Expert Lecture Series III on “Union budget 2022-2023-The Macroeconomic Framework of Union Budget”. ➤ FDP on Bridging gap between Teaching and learning Practice- Dr MGR Educational and Research institute. ➤ FDP on Artificial intelligence in Higher Education: Teaching and Learning Languages. ➤ FDP on Soft Skills for teachers. ➤ FDP on Advances in Research Methodology and Publication Techniques ➤ National level FDP on Adaptation of new normal to a new future. ➤ Online One Week Faculty Development Programme on Research Methodology. ➤ International Faculty Development Program on “ESSENTIALS OF RESEARCH AND PUBLICATIONS” ➤ FDP on Art of Mentoring and Counselling. ➤ FDP on Johari Window with Emotional Intelligence. ➤ FDP on Developing Leadership Skills among Academicians. ➤ FDP on AI in Business and Education. ➤ FDP on Financial Statements Analysis.

	<ul style="list-style-type: none">➤ FDP on Empowering Educators: Navigating Intellectual Property in Education-Rural➤ 5 Days National Level FDP on Advanced Research Methodology.➤ FDP on Soft Skills for teachers➤ FDP on Unleashing the Potential-Transforming Research using Modern Tools.➤ FDP on Art of Mentoring and Counselling.➤ FDP on Research Methodology.➤ FDP on Innovation and Sustainability in Banks.➤ FDP on Teachers Empowerment.➤ FDP on Data Analysis using SPSS.➤ FDP on Mastering Research Paper and Enhancing Case Study Writing in Publications.➤ FDP on Transformative Teaching.
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