



**NAME :** Niveditha K

**Asst. Professor, Professor ETC:** Asst. Professor

**QULIFICATION :** MBA, KSET

**SPECIALIZATION :** Finance

**ACADEMIC EXPERIECE :** 05

Ms. Niveditha, a young professor specialized in the area of Finance holds an MBA degree from Global Academy of Technology and is KSET qualified. She has more than 5 years of academic experience and is currently working as an Assistant Professor in the MBA department of Dayananda Sagar College of Arts, Science & Commerce. She has strong ambitions in pursuing PhD programme in the area of Micro and Macro finance from a reputed university. She is already working towards her goals by authoring research papers in not just finance domain but interdisciplinary research as well. She has authored more than 5 research papers and book chapters and has published the same in UGC approved journals.

**SUBJECTS TAUGHT :** Accounting for Managers, Financial Management, Quantitative techniques & Operation Research, International Business Dynamics, Project & Operation Management, Risk & Derivative Management, Marketing for Customer Value, Management research methods.

**QUALIFICATION/s :** MBA, KSET

**AREA OF INTERESTS :** Derivative & Stock Market, Financial Institutions

#### **PUBLISHED RESEARCH ARTICLES**

<b>SL. NO.</b>	<b>TITLE OF THE ARTICLE</b>	<b>NAME OF THE JOURNAL</b>	<b>VOL (ISSUE)</b>	<b>YEAR</b>	<b>ISSN/ISBN/D OI</b>	<b>PAGE NO.</b>
1.	Impact of Job Crafting and Employee Personality on Work Engagement and perceived career satisfaction of employees across IT industries in Bengaluru	International Journal of Management, Technology And Engineering	Volume XIV, Issue VIII	August 2024	ISSN- 2249-7455	-
2.	Augmented and Virtual reality's impact on reshaping the	Global Perspectives on Digital	Book Chapter	August 2024	978-81-972597-7-7	-

	educational landscape and its trajectory.	Transformation in Education				
3.	The Role of CSR in Higher Education- Special Reference to Universities	Corporate Social Responsibility for Sustainability	Conference Proceedings	December 2020	ISBN -13: 978-81-941978-4-3	

**Participation and Presentation of Research Papers: 03**

**No. of Students Guided PG & Doctorate level: 100**

**Participation of FDP/MDP/Workshop/Orientation Programme (Just Numbers): 35**

**Special Achievements: As a Guest Speaker -** A Session on - Leadership Qualities in Students Life – UG students - Adityas Global Institute of Management- 3/12/2023

A session on - Developing a Change Mindset- Adityas Pre University College- 5/12/2023

**Judges:** For the event Cooking without Fire organized by Adityas Global Institute of Management on 8/07/2023.