



Name: Dr. Priyadharshini B

Designation: Assistant Professor

Specialization: Finance

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Qualification

MBA
M.COM
UGC NET - Management
UGC NET - Commerce
Doctorate

Career Summary

- Proficient in teaching for Graduate and Post Graduate studies.
- Teaching experience in the Commerce and Management subjects
- Interaction with various departments to ensure that systems, process and procedures are in place in involving, motivating, and leading students to achieve classroom goals
- I have contributed significantly to ensuring fair and rigorous evaluation processes being a part of examination committee
- As the Student Council Head I effectively lead and represent the student body, organized events, and advocated for the students' needs and concerns.
- Responsible for Academia Industry relationship to prepare and enable the students to achieve their career aspirations
- Published research papers.
- Fostered a classroom environment conducive to learning and promoting excellent student engagement
- Served as mentor for students and involved with Counselling activities for building up self-confidence and self-development for the students
- Guided BBA students on projects.

Work Experience

10 years
(2 years PG)

Research Interest

Behavioral Finance & Strategic Management

Courses Facilitated

Fundamentals of Management Accounting (CIMA)
Management Accounting (CIMA)
Advance Management Accounting(CIMA)
Financial Strategy(CIMA)

Research Publications

| Sl No. | Title | Journal Name | Indexing | Year |
|--------|---|------------------------------|----------|------|
| 1 | Leveraging The Performance Of MSME By Strategic Management | Wesleyan Journal of Research | UGC CARE | 2020 |
| 2 | Assessment of the Impact of Covid 19 on Indian Economy and Recommendations | Wesleyan Journal of Research | UGC CARE | 2020 |
| 3 | Impact of Vision and mission statement on the Organizational Performance of MSMEs | Studies in India Place Names | UGC CARE | 2020 |

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|--|-------------------------------------|---|--|----------------|------|
| Risk Management (CIMA) Cost Accounting Business Law Principles of Investment Management Advance Financial Management Financial Management Management Accounting Corporate Administration | 4 | Problems in adopting Strategic Management in Indian MSMEs | Journal of Tianjin University Science and Technology | Scopus | 2022 |
| | 5 | Redefining Blended Learning; Through A Case Study Approach | BioGecko- A Journal for New Zealand Herpetology | Web of Science | 2023 |
| | 6 | Impact Of Business Analytics And Innovation On Firm Performance | European Chemical Bulletin | Scopus | 2023 |
| | 7 | Financial articulatory accelerates economic growth related to GST transition | Int. J. Electronic Finance, Vol. 13, No. 2, 2024 | Scopus Indexed | 2024 |
| Member on Committees / Editorial Boards | Articles / Case Studies | - | | | |
| | Consultancy / Projects | - | | | |
| | Books / Chapters | - | | | |
| | Activities | - | | | |
| Professional Memberships | Recognition / Awards | Received BEST PAPER AWARD in International conference for research paper "Pandemic Risk Management in relation to Indian Scenario". | | | |
| | Seminar Conferences Attended | <ul style="list-style-type: none"> • International conference :Business resilience in the era of global turbulence. – 2024 Jain deemed to be university • International conference : Sustainable Entrepreneurship – Rethink, Redesign & Redefine – 2022 , Jain deemed to be university. • International conference : Redefining and transforming the role of higher education for sustainable development"- 2021 , Jain deemed to be university. • International conference : Rediscovering management of business post covid-19 – 2020 , CMS Jain deemed to be university. • International conference : Collective and sustainable action for transparency and ethics in higher education – 2018, Bangalore University • National conference : Impact of sectoral Reforms in Indian Economy on growth and development of business – 2018 , Aurobindo college. • International conference : Global Paradigm shift in Management , Information Technology & Higher Education. March 2014 | | | |