



Name: Dr.Umaheswari.S

Designation: Associate Professor

Specialization: Accounting and Finance

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Qualification: PHD

Career Summary

20 year experience in the Academic field, Accounting and Finance subjects are specialisation and 4 years' experience in stock market Working as Associate professor in school of commerce, Jain deemed to be university, Bangalore.

Work Experience: 20yrs

Research Interest

Courses Facilitated: M.com and PHD

Research Publications

1. An Empirical study: Factors Determining the Performance of Fund Managers in Indian Mutual Fund Industry, Adarsh Journal of Management Research, [Volume 3, Issue 2, September 2010](#) (Print ISSN 0974-7028 and Online ISSN 2582-0923).

2. A Study on Managerial Resourcefulness and Factors determining Performance of Fund Managers. RVIM –Journal of Management Research, Vol.5, Issue 2, July- December- 2013, ISSN 0974-6722.

3. A study on impact of Demonetization on Unorganized retail sector-Bangalore. International conference, Seshadripuram commerce and Management, August 2017, pg:280-285, Bangalore, SICM 2017, Star publication ISBN-978-81-031132-4. **UGC General.**

4 A study on Budget announcement and its impact on stock price volatility: Evidence from National stock exchange, Asian pacific journal of research, Feb 2018, Vol 1, special issue -4, pg:207-210, print ISSN-2320-5504, Online-E-ISSN-2347-4793. **UGC General.**

5. Evaluating the investment pattern of mutual fund investors-Bangalore, Emperor international journal of finance and management research, Vol .4, special Issue-3, pg:443-449, March 2018, ISSN no.2595-5929.

6. Adoption of IFRS and its impact on financial performance of IT Sectors-Evaluate, International Journal of Research in Humanities, Arts and Literature, Jan 2019. **UGC General.**

7. Employee engagement and Organizational commitment on employee of higher educational institutions-Evaluate, International journal of research and Analytical reviews, FEB 2019, UGC General-ISSN:2321-8878. **UGC General.**

Member on Committees BOS and BOE./

Post graduate , M.com , School of Commerce

Editorial Boards -IJCRT

Professional Memberships-NIL

8. An Analytical Study on Investors Perception towards Mutual Funds, IJRAR- International Journal of Research and Analytical Reviews: IJRAR21443635 E Issn 2348 –1269, [Volume 6 | Issue 2 | April– June 2019. **UGC General**.
9. Empirical Analysis of Customer Satisfaction Towards Online food products, Our Heritage, Jan 2020, UGC Care list-ISSN:0474-9030.
10. Evaluating the pre- and post-merger impact on financial performance of Bank of Baroda and Kotak Mahindra bank, International Journal of Creative Research thoughts, IJCRT | Volume 8, Issue 11 November 2020 | ISSN: 2320-2882
11. Analytical view on the Investment Preference In Pradhan Mantri Suraksha Bima Yojana & Pradhan Mantri Jeevan Jyoti Bima Yojana, Wesleyan Journal of Research, Vol.13 No4(VI) June 2020. **Ugc Care Group**
12. An Analysis on Investors perception Towards Derivative Market, Wesleyan Journal of Research, Vol.13 No4(VI) June 2020. **Ugc Care Group**
13. Evaluating the financial efficiency of Public And Private Sector Banks-A DEA approach, Wesleyan Journal Of Research, Vol.13 No4(Vi), June 2020. **Ugc Care Group**
14. A Study on Individuals' awareness of CBDC and the volumes of transactions in India, Kanpur Philosophers: International Journal of humanities, Law and Social Sciences ISSN 2348-8301 Vol. IX, Issue 1, No.07: 2022. **UGC CARE** Approved, Group I, Peer Reviewed and Referred Journal.
15. A Study on the Impact of Parental Pressure and Self Esteem Among School Students. Shodhasamhita : Journal of Fundamental & Comparative Research Vol. VIII, No. 1(XVII) : 2022 ISSN: 2277-7067. **UGC CARE** Approved, Group I, Peer Reviewed and Referred Journal.
16. A Study on the Impact Of Cyber Security towards Internal Audit, Shodhasamhita : Journal of Fundamental & Comparative Research Vol. VIII, No. 1(XVIII) : 2022 ISSN: 2277-7067. **UGC CARE Approved, Group I**, Peer Reviewed and Referred Journal.
17. A study on awareness of renewable energy sources for transportation with special reference to BMRCL -Namma Metro. IJCRT.ORG, ISN 2320-2882. **UGC approved**
18. The study on surge in demat accounts and Increase in Financial Literacy, Ijrar, Volume 9 | Issue 4 | December 2022, E-ISSN 2348-1269, P- ISSN 2349-5138.
19. A Study on Mergers and Acquisitions In the Indian Banking System, Ijrar December 2022, Volume 9, Issue 4, E-ISSN 2348-1269, P- ISSN 2349-5138.
20. A Tax System in India compare with International Tax System, Ijrar - International Journal of Research and analytical reviews (Ijrar),

E-ISSN 2348-1269, Issn 2349-5138, Volume.9, Issue 4, , December 2022.

21. A Study on Investment Avenues And Decision Making With Reference to College Teachers, Journal of The Asiatic Society of Mumbai, Issn: 0972-0766, **Ugc Care Group 1 Journal**.

22. A Study on Financial Performance of Private Banks of India, Ijrar - International Journal Of Research And Analytical Reviews (Ijrar), E-Issn 2348-1269, P- Issn 2349-5138, Volume.9, Issue 4, December 2022

23. A Study on Investor Behavior towards NFT'S AND CRYPTO ASSETS INVESTMENT, Journal Of The Asiatic Society Of Mumbai, Issn: 0972-0766, Vol. 96, No.10, November 2022. **Ugc Care Group**

24. A Study on E-Governance Initiatives by Indian Direct Tax Department, Journal of the Asiatic Society Of Mumbai, Issn: 0972-0766, Vol. 96, No.10, November 2022. **Ugc Care Group**

25. Impact of Russia and Ukraine War on Indian stock market –An event study with reference to S&P BSE Sensex.

26. A Study on Awareness of Renewable Energy Sources for Transportation with Special Reference TO BMRCL- NAMMA METRO. IJCRT | VOLUME 10, ISSUE 8 AUGUST 2022 | ISSN: 2320-2882.

27. Artificial Intelligence (AI) in Oncology, 2022 IJRAR December 2022, Volume 9, Issue 4, (E-ISSN 2348-1269, P- ISSN 2349-5138.

28. A conceptual Study on Healthcare Affordability in India, Ijrar December 2022, Volume 9, Issue 4, E-Issn 2348-1269, P- Issn 2349-5138.

29. A Study on Relevance of Folk and Tribal Art In Today's Culture. Phalanx: A Quarterly Review for Continuing Debate, April -June 2023, ISSN: 2320-7698 (UGC Care Listed. ABCD Indexed.

30. A Study on Stock Market Reaction to the Union Budget Announcement in India-An Event Study Approach, ISSN: 2320-7698 April -June, 2023 ,(UGC Care Listed Journal).

31. A Study on The Influence of Artificial Intelligence on Human Resource Management, April - June 2023, ISSN: 2320-7698(UGC Care Listed Journal).

32. A Study on Role of Karnataka State Small Industries Development Corporation in promoting and Developing Small Scale Units, Shodh-Prabha, (ISSN :0974-8946) -March 2023.

33. A Study on the Role of Fitness Smartwatches in Promoting Active Lifestyles among Different Age Groups, ISSN PRINT 2319 1775, Jan 2022.<https://www.ijfans.org/uploads/paper/254388d688d48602bc48613731423838>.

34. Employees' Perception towards the Pre-Merger And Post-Merger Of Lakshmi Vilas Bank. Journal Of The Asiatic Society Of Mumbai, Issn: 0972-0766, Vol. Xcvi, No.32, 2023.

35. A Study On Influence Of Demographic Factors On Perception Towards Performance Appraisal Practices Among Private Bank Employees In Bangalore District.

36. Organisational Climate and Its Impact On Job Satisfaction: A Comparative Study Of Public, Foreign, And Private Sector Banks In Bengaluru City. Journal Of Management And Entrepreneurship Issn : 2229-5348 UGC Care Group 1 Journal.

37. The Impact of Organizational Climate on Employee Well-Being and Employee Turnover In The Banking Sector. Journal of Management and Entrepreneurship
Issn : 2229-5348 UGC Care Group 1 Journal.

38. A Study On Investment Strategies Used By Different age Groups Of Investors-Special Reference To Bangalore, Madhya Bharti-83, January-June, 2023, Issn 0974-0066, Ugc Care List, (Multidisciplinary)

39. Healthcare Affordability in India- An Analytical Study, Madhya Bharti-83, January-June, 2023, Issn 0974-0066, Ugc Care List, (Multidisciplinary).

40. A Study on Mergers and acquisitions In The Indian Banking System, Madhya Bharti-83, January-June, 2023, Issn 0974-0066, Ugc Care List, (Multidisciplinary).

SCOPUS JOURNALS:

41. **Scopus Journal 1:** An exploratory factors analysis on the service quality of educational institutions, Journal of Xi'an University of Architecture & Technology, ISSN No: 1006-7930, Page No: 2037, Volume XII, Issue III, 2020.

42. **Scopus Journal 2:** An empirical study on effect of financial accounting indicators towards stock market price volatility, World Review of Science, Technology and Sustainable Development. Inderscience DOI: 10.1504/WRSTD.2021.10036120.

43. **Scopus 3:** An empirical study on influential factor of investors' investment towards Futures and Options trading in India. IP Conference Proceedings 2393, 020052 (2022)
<https://doi.org/10.1063/5.0075127> Published online: 19 May 2022.

44. **Scopus 4:** Online Education and Price Volatility of Selected NSE & BSE Stocks of Education Sector., publication in Neuro Quantology, an interdisciplinary journal of Neuroscience and physics, Issn.13035150., , September 2022 | Volume 20 | Issue 9 | Page 4727-4732 doi:10.14704/nq.2022.20.9.NQ44548

45. **Scopus 5:** Impact of Body Area Network (BAN) Market Products towards Adoption Intention Of Wearable Fitness Devices Among Iot Customers In Bengaluru City-A Study.

46. **Web of Science 1:** Stress management by women entrepreneurs, International Journal of Health Sciences, 6(S2), 14617–14623. <https://doi.org/10.53730/ijhs.v6nS2.8845>

47. **Web of science 2:** A Study on Impact of Financial Literacy on Women in Bengaluru City, *Journal of Contemporary Issues in Business and Government*, 2021, Volume 27, Issue 2, Pages 4512-4522.

48. **Web of science 3:** Evaluating the Investor's Attitude towards Investment Decision Making on Indian Stock Market, *Vidyabharati International Interdisciplinary Research Journal (Special Issue on Engineering Technologies and Management)* October 2021, Page No: 3446, ISSN 2319-4979.

44. Book chapter

1. Impact of financial literacy on Investment choices for working women in Bengaluru, , *Contemporary Research in Business Management and Economics* Vol.9

2. An Empirical study on Managerial resourcefulness of Mutual fund Managers, work-in -progress

PATENT

Articles / Case Studies

Articles

Consultancy / Projects

Nil

Books / Chapters

Book chapter1:

Book chapter 2 : An Empirical study on Managerial resourcefulness of Mutual fund Managers, work-in -progress

Book publication

Here attached online published links and certificates for book ID: IIP1010

Amazon:

https://www.amazon.in/dp/9357470972?ref=myi_title_dp

Flipkart: <https://www.flipkart.com/contemporary-accounting/p/itm1435bf0b3a9?pid=9789357470971>

Instamojo Link:

<https://iip.stores.instamojo.com/product/3810909/contemporary-accounting/>

Patent Publication

1. **Idea:** Child Safety Tag Application no: 202341003707
<https://ipindiaservices.gov.in/publicsearch>
2. **Idea:** Automated deep water drip irrigation system-process
<https://ipindiaservices.gov.in/publicsearch>
Application ID 202341012549
3. **Idea:** Daily wages employment Application-Process.
<https://ipindiaservices.gov.in/publicsearch>
Application ID : 202341012550.
4. Research Idea Report On Property And Construction Alert System Has Been Published On November 24, 2023 Application No: 202341071635
<https://iprsearch.ipindia.gov.in/Patentsearch/Patentsearch/Viewapplicationstatus>
5. Student Dbms: Enhanced Education Management Has Been Published On November 24, 2023 Application No: 202341071639
<https://iprsearch.ipindia.gov.in/Patentsearch/Patentsearch/Viewapplicationstatus>
6. Taste Trackers Has Been Published On November 24, 2023 Application No: 202341071630
<https://iprsearch.ipindia.gov.in/PatentSearch/PatentSearch/ViewApplicationStatus>
7. SMART FIRE SENSOR ALARM APPLICATION Application number 202341071627 publication date 03/11/2023
8. BRAILLE SCRIPT IN PRODUCT LABELLING application number 202341071626 A publication date 03/11/2023.

Activities**Resource Person :**

1. "Demystifying Cost Accounting: Key Concepts and Practices" which is scheduled on 12th June 2024, Dayanand Sagar College of Engineering and Technology, Kumaraswamy layout, 1st stage, Bengaluru.
2. Introduction to Securities market program on 26th December 2023 at Dayananda Sagar College of Engineering Bangalore.
3. Expert talk on 'Taxation: Various Taxes Applicable to MSME' on 06.1.22-Online Technology based Entrepreneurship Development Program (TEDP) organized by SRM Institute of Science & Technology, Ramapuram Campus, Chennai.
4. Expert talk on "Challenges and opportunities of Agri-Entrepreneurship in India" on 11.1.22 -Online Technology based Entrepreneurship Development Program (TEDP) organized by SRM Institute of Science & Technology, Ramapuram Campus, Chennai.
5. Resource Person for "Deeksharambh" on the topic "Capital market –case-study analysis" held on 12th August 2021 at School of Commerce, JGI Knowledge Campus, JAIN (Deemed-to-be University).

6. Resource Person for “Deeksharambh” on the topic “Case discussion on Business Model” held on 19th August 2021 at School of Commerce, JGI Knowledge Campus, JAIN (Deemed-to-be University).

5. Resource person for Online Footstep PG on 20th August 2020 Introduction of Jamovi Open source software

PROGRAMME OR WORKSHOP CONDUCTED

1. Aug 20th and 21st 2014 Research Methodology and SPSS-Resource person M.M. Shankar, CARES, Bangalore, M.com, SSMRV College, Bangalore.
2. 14th Nov 2014Capital Marketing-SEBI, M.com – Intercollegiate Workshop, SSMRV College, - Bangalore.
3. 12th Feb 2015 Project Report-Data Analysis-Resource person Prof.Mehirdas, Alliance University
4. One day workshop for M.com- SSMRV College, 25th March 2015 , One day Students Research Seminar
5. Title ‘A Recent Trends on Commerce’- PG Dept. of Commerce, Students Research Forum.M.com – Intercollegiate Paper presentation, SSMRV College. 30th October 2015
6. Fundamental analysis and Technical analysis-Mr. Rabindrababu, Adarsh college. One-day workshop programme for M.com-I- & II-year students-SSMRV College, March 2016
7. One day Commerce Fest- PG Dept. of Commerce, Students Research Forum.M.com – Intercollegiate
8. Paper presentation, SSMRV College. March 2018
9. One day students intercollegiate conference-Organizer, Department of commerce, Jain deemed to be university, March 2019
10. One day students intercollegiate conference on "Innovation and Creativity in Business management"- Organizer .Department of commerce, Jain deemed to be university,.
11. 26th and 27th September 2019, Two day students workshop on NSIM F&O on Stock market trading.PG Department of commerce, Jain deemed to be university.

Recognition / Awards

- Appreciation prize received from RV trust on 26th Jan 2015.
- ‘GURUVANDANA memento received from Sri Gnana Jyothi Primary and High School.
- Appreciation prize received from RV trust on 26th Jan 2016.
- **Best paper award on "A study on impact of Demonetization on Unorganized retailed sector-Bangalore". International conference, Seshadripuram commerce and Management, August 2017,**

		<p>Bangalore, SICM 2017, Star publication ISBN-978-81-031132-4.</p> <ul style="list-style-type: none"> • Best paper award on "A study on Budget announcement and its impact on stock price volatility: Evidence from National stock exchange, one day international conference, Accounting and finance, Jain university, Asian pacific journal of research, Feb 2018, Vol 1, special issue -4, pg:207-210, print ISSN-2320-5504, Online-E-ISSN-2347-4793. • Best paper award / Certificate on "Adoption of IFRS and its impact on financial performance of IT Sectors-Evaluate" has been selected for International Journal of Research in Humanities, Arts and Literature, vol 7, issue 1, Jan 2019.
	Seminar Conferences Attended	Seminar Conferences Attended /Conducted
	February , 2024	Finance Mania-Intra Discipline quiz competition Event conducted by: M Com –Finance specialisation students,28th
	9 th April 2021	"Emerging Global Trends in Accounting, Finance and Taxation"
	29 th January 2021	"Reimagining Entrepreneurship and Corporate Governance in the Digital Era" (ICRECGDE)
	22 nd Dec 2020	Business and Education in the New Global Realities" on 22nd December 2020 .
	27 th & 28 th Feb 2018	One day international conference on "Emerging Global trends in Accounting, Finance
	24 th Feb 2017	One day international conference on "Emerging Global trends in Accounting, Finance and Taxation".

	6th & 7th Feb 2018	One day international conference on "Sustaining a competitive edge in the changing global scenario: challenges, practices and innovations".
	August 2017	One day national conference on "Sustainability of financial sector in current digital financial revolution'.
	18 th and 19 th August 2017	FDP on Scale development and Validation using 'R' Software
	19 th and 20 th Nov 2016	Two-day workshop Fundamental and Technical analysis in Stock Market.
	26 th August 2014	One day workshop on Research Methodology and SPSS
	12 th Dec 13	International Conference on Global crisis on 'Management strategies of Sustainability and Development'
	14 th Dec 10	International conferences on 'Demographic profiles of fund managers in MF in India'
	28 th July 10	International conferences on 'The sustainable growth of Management'. International conferences on 'Finance and Human resource management'.
	17 th May 08	Research and Statistical Method-Workshop
	FDP from 2020 to 2023	<ol style="list-style-type: none"> 1. FDP on Research paper and Academic Writing on May 10th 2020, CARES LTD 2. FDP on Qualitative Research scheduled on July 10th 2020, CARES LTD 3. MDP on Financial Modelling Scheduled on July 14th 2020, IMS Ghaziabad 4. FDP on Smart PLSEM and CBSM Scheduled on 12th 2020 , CARES LTD , Bangalore

		<p>5. FDP on Dimensions of Research from 13th to 17th September 2021 organized by Faculty Research Cell - Samshodhana, Jain deemed to be University.</p> <p>6. FDP on Sustainable teaching practices from January 23rd 2023 to 27th Jan 2023 by Samskrith business school –Andhra Pradesh.</p> <p>7. FDP on Blue Ocean Strategy for Entrepreneurship Promotion from March 13 to 17 2023.NTTR Chandigarh.</p> <p>8. Data analysis by Google sheets and AI Tools, 22nd to 24th June 2024.</p>
ONLINE COURSES		<p>Swayam</p> <ol style="list-style-type: none"> 1. Financial accounting 2. Financial Management 3. Management Accounting for decisions 4. ARPIT-refresher course <p>Linkedin Certificate courses</p> <ol style="list-style-type: none"> 1. Online teaching and AI for beginners- 2. Excel in business 3. Financial modelling
	PHD Guide	<p>6 students submitted thesis 3 are pursuing PHD Total 9candidates</p>