



**Name: Nikhil M S**

Designation: Assistant Professor

Specialization: Taxation and Finance

Email: ms.nikhil@jainuniversity.ac.in

Linkedin: [linkedin.com/in/nikhil-iyengar-438671120](https://www.linkedin.com/in/nikhil-iyengar-438671120)

**Qualification**

- M.com (University of Mysore)
- B.com (University of Mysore)
- PUC (P.U. Education Board)
- SSLC (Karnataka State Secondary Education Board)

**Work Experience**

- Assistant professor (Present)
- Event manager (3 years)
- Marketing intern and office incharge (2 months)
- Emcee and content developer (Present)

**Courses Facilitated**

- Strategic Business Leader \*
- Taxation
- Business and Technology
- Corporate and Business Law
- Supply Chain Operations
- Supply Chain Efficiency
- Supply Chain Diligence

\*Accredited

**Career Summary**

To work in a competitive organizational environment where there is scope for the enhancement of personal and professional skills thereby developing my career as an eminent administrator and contributing to the organizational growth and success.

**Research Interest**

- Behavioral Finance and Economics
- Marketing and Case Study Analysis

**Research Publications**

- “Impact of Covid-19 on Airline Industry” in Wesleyan Journal of Research, a UGC care approved, peer reviewed and refereed Journal , Vol 13. NO.4 (VIII) Pg: 141-151
- “A CONCEPTUAL STUDY ON ENTREPRENEURSHIP CHALLENGES POST START-UP; SUCCESS TO STAGNATION” JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI, ISSN: 0972-0766, Vol. XCV, No.22, 2022
- “CRYPTOCURRENCY INVESTMENT DECISION – FROM THE PERSPECTIVE OF GENERATION Z AND MILLENNIALS” Kanpur Philosophers : International Journal of humanities, Law and Social Sciences ISSN 2348-8301 Vol. X, Issue I (H) : 2023 UGC CARE Approved, Group I, Peer Reviewed and Referred Journal by New Archaeological & Genealogical Society Kanpur India
- “HOW CLOTH DIAPERS CAN BE THE NEXT BIG SEGUE INTO A BOOM MARKET” in Education and Society (शिक्षण आशण समाज) : ISSN 2278-6864 with IF=6.718 Vol. 47, Issue 01, No. 12, January - March : 2023 UGC CARE Approved, Group I, Peer Reviewed, Bilingual, Multi-disciplinary Referred Journal
- “EFFECTOF CHATGPT ON STUDENTS CREATIVITY FROM ACADEMICIAN’S AND STUDENTS PERSPECTIVE” Karnataka Published in SOUTH INDIA JOURNAL OF SOCIAL SCIENCES ; ISSN: 0972 – 8945 Vol. XXI, No.23, January – June : 2023, UGC CARE Approved, Group I, Bi-Annual Journal,
- “Cost And Beneficial Analysis Of The Edible Cutlery – A Case Study With Khaady” Published in Indian Journal of Psychology ISSN: 0019-5553 Book No.04 2023 with IF: 7.986 UGC CARE Approved, Peer Reviewed Journal.
- “Aromatherapy And Its Preference In Self-Care Products” Published in Indian Journal of Psychology ISSN: 0019-5553 Book No.01 2023 with IF: 7.986 UGC CARE Approved, Peer Reviewed Journal.
- “Understanding Financial Decision-Making: A multidimensional approach” Published in SOUTH INDIA JOURNAL OF SOCIAL SCIENCES: ISSN: 0972-8945, UGC Care Approved.
- EFFECT OF CHATGPT ON STUDENTS CREATIVITY FROM ACADEMICIAN’S AND STUDENTS PERSPECTIVE

**Member on Committees / Editorial Boards**

- Faculty Coordinator at Enactus JAIN (Deemed-to-be University)
- Faculty Coordinator at JAIN Alumni
- Senior Content Developer at Mysuru Memes
- Social media in charge at School of Commerce, JAIN (Deemed-to-be University)

**Professional Memberships**

SOUTH INDIA JOURNAL OF SOCIAL SCIENCES ISSN: 0972 – 8945 Vol. XXI, No.23, January – June : 2023

- THE RESTORATION OF NATURAL DYES IN FABRICS THROUGH THE PROCESS OF STEAMING Rabindra Bharati University Journal of Economics ISSN : 0975-802X Vol. : XXVII, No:1, 2023 96
- “A study on ethical dimensions of AI integration in auditing: Challenges and recommendations” Published in Bharatiya Shiksha Shodh Patrika: ISSN 0970-7603 with IF= 7.28, Vol. 43, No.1(VII), January-June 2024
- “Examining the influence of social media on eating disorders among young adults” Published in Bharatiya Shiksha Shodh Patrika: ISSN 0970-7603 with IF= 7.28, Vol. 43, No.1(VII), January-June 2024
- “The impact of online reviews on consumer purchasing decisions: A comprehensive analysis” Published in Bharatiya Shiksha Shodh Patrika: ISSN 0970-7603 with IF= 7.28, Vol. 43, No.1(VII), January-June 2024
- “Impact of CSR Activities on the Life of Beneficiaries” in International Research Journal of Engineering and Technology (IRJET) peer reviewed International Journal, [Vol-7, Issue- 10] with an Impact factor of 7.529. e-ISSN: 2395-0056 p-ISSN: 2395-0072.
- “Manufacturing Industry and Corporate Social Responsibility” in International Journal of Research in Engineering, Science and Management (IJRESM) an International Journal, [DOI: <https://doi.org/10.47607/ijresm.2020.361>] with an Impact factor of 4.308
- “REDEFINING BLENDED LEARNING; THROUGH A CASE STUDY APPROACH” in Biogecko Journal, a WOS approved Journal, Vol 12, Issue – 01 Pg: 701-706 DOI : <http://biogecko.co.nz/.2023.v12.i01.pp701-706>
- “Impact Of Business Analytics and Innovation On Firm Performance” Published in European Chemical Bulletin; ISSN: 2063-5346
- “Empowering Sustainability: Enactus JUs impact on NGO sustainability from the perspective of members” Published in International Journal of Cultural studies and Social Sciences: ISSN 2347-4777 with IF = 7.138, Vol-20, Issue-01, No.25, January-June 2024
- “Quantum Fluctuations, The Big bang, and the enigma of time: Exploring the interplay of quantum physics and the origin of the universe” Published in International Journal of Cultural studies and Social Sciences: ISSN 2347-4777 with IF = 7.138, Vol-20, Issue-01, No.25, January-June 2024

<p><b>Articles / Case Studies</b></p>	<ul style="list-style-type: none"> <li>• “How cloth diapers can be the next big segue into a boom market?” - accepted by Scopus Journal Linguistic and Culture; Yet to be published.</li> <li>• "Redefining Blended Learning through a Case Study Approach" - sent for publication in Web of Science; Details of publication yet to be received.</li> </ul>
<p><b>Consultancy / Projects</b></p>	<p>Worked on a project “The impact of CSR activities on the life of beneficiaries”.</p>
<p><b>Books / Chapters</b></p>	<p>-</p>

	<b>Activities</b>	<ul style="list-style-type: none"> <li>• Winner of a state-level management fest held by JSS Women's College, Mysore.</li> <li>• Runner-up in a state-wide marketing management competition conducted by JSS Ooty Road, Mysore.</li> <li>• Runner-up in the Vidya Vardhaka College of Engineering's national marketing management competition.</li> <li>• Enactus Projects</li> <li>• Enactus Day</li> </ul>
	<b>Recognition / Awards</b>	<ul style="list-style-type: none"> <li>• Participated and won the first prize for a paper titled "Redefining Blended Learning through a Case Study Approach" in the Virtual International Conference organized by Faculty Research Cell - Samshodhana, JAIN (Deemed-to-be University), Bengaluru.</li> <li>• Participated and won the Best Poster Award for the paper titled "Impact of Environmentally Sustainable projects on Achieving SDGs – An Enactus JU initiative" at the Model G20 Summit 2023 organized by School of Sciences, JAIN (Deemed-to-be University), Bengaluru</li> </ul>
	<b>Seminar Conferences Attended</b>	<ul style="list-style-type: none"> <li>• Attended 4 International and 4 National level Conferences,</li> <li>• 10 Faculty Development Programs,</li> <li>• 44 various Seminars,</li> <li>• 80 LinkedIn Learning certification courses, and</li> <li>• 6 Coursera courses on management and commerce concepts</li> </ul>