

 <p>PIC</p>	<p>Name: SHIMNA JAYARAJ</p> <p>Designation ASSISTANT PROFESSOR</p> <p>Specialization: MCOM</p> <p>Email : shimna.j@jainuniversity.ac.in Linkedin:</p>	
<p><u>Qualification</u></p> <p><u>Work Experience</u></p> <p><u>Courses Facilitated</u></p> <p><u>Member on Committees / Editorial Boards</u></p> <p><u>Professional Memberships</u></p>	<p>Career Summary</p>	<ul style="list-style-type: none"> Worked as an Assistant Manager in Geojit Financial Services Ltd from September 2005-April 2010. Worked as a Guest Lecturer in AMC College, Department of Commerce and Management Studies from February 2020 – January 2021. <p>Responsible for teaching International Finance, International Auditing, Marketing, Financial Market and Securities at UG levels (B.Com and BBA)</p> <ul style="list-style-type: none"> Working as an Assistant Professor in Jain (Deemed-to-be University) since 12/12/22. Been a facilitator for various courses such as International Business, Indian constitution, Strategic Marketing , Behavioral finance, Financial institutions, Stock markets , Business plan Development, Advertising and brand management at UG level.
	<p>Research Interest</p>	
	<p>Research Publications</p>	<p>“Effect of Crude Oil Price Variations on Stocks With Special Reference to NSE” IGI Global.</p> <p>AN EMPIRICAL ANALYSIS ON ISSUES FACED BY THE USERS OF Nykaa Product” IGI Global Publication, 418-428. 2024</p>
	<p>Articles / Case Studies</p>	<p>A study on the role of social media marketing using Instagram and repurchase intention in customer engagement</p>
	<p>Consultancy / Projects</p>	

	Books / Chapters	
	Activities	Been a Teacher Coordinator for SCAPS PLACEMENT CELL
	Recognition / Awards	
	Seminar Conferences Attended	Attended a two-day International Conference on Business resilience in the era of Global Turbulence