



Name: Dr.Y.FATHIMA

Designation: PROFESSOR

Specialization: Finance , Marketing , Entrepreneurship

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Qualification

BBA., MFC., M.Phil., DGT., Ph.D

Work Experience

| Position Held | Institution/College | Period |
|---------------------|--|-----------------------|
| PROFESSOR | JAIN (Deemed To Be University), Bangalore | JULY 2022 - Till Date |
| ASSOCIATE PROFESSOR | JAIN (Deemed To Be University), Bangalore | Oct 2020 - JULY 2022 |
| ASSISTANT PROFESSOR | MSN Pioneer Meenakshi College for Women, Madurai.South India | Dec2019 – Aug2020 |
| ASSISTANT PROFESSOR | E.M.G. Yadava Women’s College, Tamilnadu, South India. | Sep 2011- Dec 2019 |
| LECTURER | MSN Pioneer Meenakshi College for Women, Madurai.South India | June 2006 – June 2008 |
| LECTURER | Ambiga College of Arts and Science, Tamilnadu, South India | Dec 2005 – April 2006 |
| LECTURER | Thiagaraja College of Arts and Science, Tamilnadu, South India | July 2003 – June 2005 |
| LECTURER | Alagappa University Study Centre, Tamilnadu,South India | June 2002 – June 2003 |

Courses Facilitated

Career Summary

Dr.Y.FATHIMA, BBA.,MFC.,MBA.,M.Phil.,DGT.,Ph.D., is a Professor in the School of Commerce at Jain (Deemed-to-be-University) Bangalore. An accomplished educator with demonstrated ability to teach, motivate, and direct students while maintaining high interest and achievement. Articulate communicator able to effectively interact with diverse population of students at a variety of academic levels. She has 17 years of Teaching Experience and 9 years of Research experience.

Research Interest

Acted as a research guide for M.Phil Research scholars and now guiding three Ph.D. research scholars

Research Publications

Publications - SCOPUS
 Paper titled “A Study on Women Entrepreneurship with Special Reference to Select Self-Help Groups in Madurai District” in Res Militaris(resmilitaris.net), vol.12,Summer-Autumn 2022,Social Science Journal (Impact Factor : 0.46 ; h-index 2)

 Paper titled “AI in Circular Economy- The Linkage between Sustainable Growth and Development - An Indian Perspective” in Tianjin Daxue Xuebao/ Journal of Tianjin University Science and Technology with ISSN (ONLINE)access under the Vol : 55 Issue : 05: 2022

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| <p>B.COM</p> <p><u>Member on Committees / Editorial Boards</u></p> <p>NA</p> <p><u>Professional Memberships</u></p> <p>NA</p> | <p>Articles / Case Studies</p> | <p>NA</p> |
| | <p>Consultancy / Projects</p> | <p>Doing Minor Research Project titled “ A study on the Hygiene Practices of Street Food Vendors with regard to Food Hygiene and Safety in Karnataka- With special reference to Bangalore City “.</p> |
| | <p>Books / Chapters</p> | <p>Books</p> <p>Entrepreneurship Skills for Bachelor of Commerce Publisher: SAPNA Book House, ISBN : 978-93-5456-396-6</p> <p>Contemporary Accounting, Publisher: Literative International Publishers, ISBN: 978-93-5747-097-1</p> <p>E-Business for II Semester B. Com of All Universities of Karnataka Publisher: SAPNA Book House, ISBN : 978-93-5456-099-6</p> <p>Books Chapters</p> <p>Title of the Chapter: Financial articulacy accelerates economic growth related to GST transition Name of the Book: International Journal of Electronic Finance Name of the Publisher: Inderscience Publishers, Geneva 15, Switzerland Edition: Volume 13, Issue 2, 2024, ISSN:1746-0069, EISSN:1746-0077 Copyright: © 2024 Pages: 21 DOI: 10.1504/ijef.2024.13.issue-2</p> <p>Title of the Chapter: Emerging digitalization trends in human resource management Name of the Book: <i>Data-Driven Intelligent Business Sustainability</i> Name of the Publisher : IGI Global – INDEXED in SCOPUS Edition : Copyright: © 2024 Pages: 21 DOI: 10.4018/979-8-3693-0049-7.ch015</p> <p>Title of the Chapter : The Relevance and Importance of Blockchains in Industry 4.0 and a New Perspective - Evolving a Framework Name of the Book : Blockchain - The</p> |

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| | | <p>Chain for the Changing Marketing Sphere Name of the Publisher : Nova Science Publishers, Inc, New York Edition : 2023</p> <p>Title of the Chapter: An Empirical Study on Recruitment Management Systems: Start of a New Era Name of the Book: Applications of Emerging Technologies and AI/ML Algorithms Name of the Publisher: Springer Edition: 2023</p> <p>Title of the Chapter: Improving Citizen Lifestyle in Green Smart City Name of the Book: Green Blockchain Technology for Sustainable Smart City Name of the Publisher: Elsevier Edition: 2023</p> <p>Title of the Chapter: Major Schemes of Micro, Small, and Medium Enterprises for Economic Development of India - A Study ISBN : 978-93-95944-20-5 Name of the Publisher: Paramount Publishing House, Hyderabad. Edition: First , 2023</p> |
| | <p>Activities</p> | <p>Delivered Lecture in NATIONAL CONFERENCE on " Entrepreneurship and Innovation Ideas in the Digital Era (NCEID – 2K24) " on 26th Feb 2024 at P.S.Y.Arts and Science college, Sivagangai Dt, Tamilnadu.</p> <p>Delivered Lecture in Three Day's Workshop on " How to write a research proposal for M.Phil. and Ph.D admission" on 28th Sep 2021on Online Mode at St.Joseph's College of Arts and Commerce, Satpala</p> |
| | <p>Recognition / Awards</p> | <p>Won 2nd Best Research Paper Award in Online International Conference on 'Reimagining Entrepreneurship and Corporate Governance in the Digital Era" held on 29th January 2021 organized by Faculty Research Cell, School of Commerce, JAIN (Deemed- to- be University), Bangalore.</p> |

**Seminar
Conferences
Attended**

Attended National Level Conference on "Driving Innovation for India: 2030 " and Presented Paper titled on ***“CSR as a Mechanism for Workforce Skill development and Future Development – An Empirical study”*** Organized by Faculty Research Cell – Samsodhana, School of Commerce, JAIN (Deemed-to-be University) on 18th January 2024.

Attended the ICSSR Sponsored National Seminar on "Empowered India - Kaamiyaabi@75" and Presented Paper titled on ***“Major Schemes of Micro, Small and Medium Enterprises for Economic Development of India - A Study”*** Organized by the Department of Management Studies on 24th and 25th January 2023 at Tellakula Jalayya Polisetty Somasundaram College, Guntur, in association with Indian Council of Social Science Research