



**Name: MINU SUBRAMANYA**

Designation: Assistant Professor

Specialization: Finance

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**Qualification**

NET  
M.Com  
B.Com

**Work Experience**

NMKRVCW(2016-2018)  
Dayananda Sagar  
Institutions(2015-2016)  
RJS FGC (2012-2015)  
VD Fashions (2010-2011)

**Courses Facilitated**

Financial Reporting (ACCA)  
Management Accounting  
(ACCA)  
Business Management  
(GAP)  
Financial  
Management(ACCA; CF)  
Advanced Financial  
Management (ACCA)  
Cost Accounting  
Business Economics

**Member on Committees /  
Editorial Boards**

**Career  
Summary**

Passionate educator and dynamic classroom facilitator committed to delivering an engaging and enriching learning experience to a diverse population. Student centric instructor and academic facilitator promoting safe and positive learning environment. Enthusiastic collaborator with colleagues, administrators and students & community members to promote high level of student learning

**Research  
Interest**

Behavioral finance  
Consumer Psychology  
Finance  
Marketing

**Research  
Publications**

“UPI Adoption process-With special reference to behavioral factors”  
South India Journal of Social Sciences; ISSN: 0972-8945  
“Perception and Expectation of service and manufacturing industry towards GST ruling & documentation- A study in Bengaluru, The Syebold Report; ISSN 1533-9211  
“Employee Job Satisfaction in Higher Education sector, with reference to Bangalore city.”: Think India Journal; ISSN : 0971-1260  
“Role of Social Media in Brand Building Exercise” Synthesize: An Interdisciplinary Conference on Management and Social Sciences, Christ College.  
“Inflated NPAs, Saddles Indian Economy.” International Conference, Sri Dharmasthala Manjunatheshwara Institute of Management.  
“Corporate Social Responsibility – Issues and Challenges ahead.” (in purview of the Companies Act, 2013) UGC sponsored National Level Seminar, BMS College for Women.  
“Analysis of Jan Dhan Yojana with reference to Financial Inclusion.” Zenith International Journal.  
“Inexplorable growth of Credit Derivatives.” International Journal of Management and Social Development

**Articles / Case  
Studies**

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**Consultancy /  
Projects**

“ 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.”  
Minor Research Project, Jain (Deemed-to-be-university), 2024

**Books /  
Chapters**

“MAJOR SCHEMES OF MICRO, SMALL, AND MEDIUM ENTERPRISES FOR ECONOMIC DEVELOPMENT OF INDIA- A STUDY”  
“Empowered India- Kaamiyaabi@75” National Seminar- Tellakula Jalayya Polisetty Somasundaram College, Jan 2023

<b>Activities</b>	-
<b>Recognition / Awards</b>	-
<b>Seminar Conferences Attended</b>	<p>International conference on “Industry5.0—Progress, People, Planet.” paper presented on “3D printing in building and construction industry”;Shodha, Jain (Deemed to be-university.), Sep,2023</p> <p>Workshop “Conducting Ethical research using ChatGPT: Best practices” methodsimplify.com, Jun,2023</p> <p>Virtual Faculty Development Program “Data Analysis with R” Samshodhana, Jain (Deemed-to-be-university.), Apr,2023</p> <p>“Data Analysis Using SPSS” FDP, Jain (Deemed-to-be university), Feb, 2023</p> <p>“Sustainable teaching practices-Education 4.0” Sanskrithi School of Business, Jan,2023</p> <p>“Impact &amp; Influence of NEP-2020 on Humanities &amp; Social sciences FDP, Jain (Deemed-to-be university), Mar,2022</p> <p>“Analysis of factors influencing consumer’s perception towards E- payment” International Conference on Emerging Trends in Engineering and Technology, Pandian Saraswathi Yadav Engineering College, Apr,2022</p> <p>“Digital Disruption &amp; Business transformation” International Conference,Jain (Deemed-to-be university), Sep,2021</p> <p>Dimensions of Research; FDP, Jain Deemed-to-be University, Apr,2021</p> <p>“Advanced Excel for Research”;FDP, Jain (Deemed-to-be university), Sep,2020</p> <p>“Unleashing Excellence of Academia Through Pedagogic Tools” National Level Online FDP, Jain (Deemed-to-be university), Oct,2020</p> <p>“Financial Innovations for Holistic Development” Jain (Deemed-to-be university), Aug,2020</p> <p>“Implications of AI and ML on Marketing Landscape”;National Level Webinar, Jain (Deemed-to-be university), Jul,2020</p> <p>“Digital Thinking &amp; Mobile Learning”, National Level Webinar, Jain (Deemed-to-be university), Jun,2020</p> <p>"Managing Online Classes and Co-creating MOOCs:2.0", Ramanuja College, University of Delhi, May 2020</p> <p>“NDLI User Awareness Webinar” , National Digital Library of India, MHRD, Apr,2020</p> <p>“ACT-Right Now” COVID 19 &amp; its implications, Jain (Deemed-to-be university),International Conference, Feb,2019</p> <p>“Develop the ability to write research proposal”, International FDP, Adarsh Group of Institutions., Feb 2019</p>

National HR Conference  
"HR-360- Talent, Technology and Ideas", Jain (Deemed-to-be university),  
International Conference, 2018

"Emerging trends in Accounting, Finance and Taxation", Jain  
(Deemed-to-be university), Sep,2018

Faculty Development Program  
Digitalization in Accounting & Taxation Jain Deemed-to-be University Sep,2018

Faculty Development Program  
"Case Analysis & Teaching", Kautilya Entrepreneurship And Management Institute,  
Jul,2017

GST-Practical Approach to Classroom Teaching, MLA College Emerging Issues in  
Accounting, Global Academy of Technology, Dec,2016

Education Leadership and Creative Teaching technique,  
NMKRV College for Women, Jun,2016

Faculty Empowerment Program  
St. Joseph's College of Commerce & Mount Carmel College, May,2016

Recent trends in Banking, Faculty Study Circle SSMRV  
College, Mar, 2016

Paradigm Shift in New Research methods  
NMKRV College for Women, Feb,2016

Innovation through marketing  
Philip Kotler Centre for Advanced Marketing, Dec,2014

Leadership and Attitudinal Development,  
Reddy Jana Sangha First Grade College, Nov 2011