



**Name SHWETHA BV**

Designation ASSISTANT PROFESSOR

Specialization : ACCOUNTING AND TAXATION

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**Qualification**

**M.COM**

**Work Experience**

TOTAL - **12 YEARS**  
IN JAIN (DEEMED TO BE )  
UNIVERSITY - **10 YEARS**

**Career  
Summary**

M.COM  
IN TOTAL 12 YEARS EXPERIENCE  
10 YEARS EXPERIENCE IN (JAIN DEEMED TO BE ) UNIVERSITY

**Research  
Interest**

**HUMAN RESOURCE MANAGEMENT**

**Courses Facilitated**

**B.com regular and B.com  
honours and BMS  
programs**

**Member on Committees /  
Editorial Boards**

**Professional  
Memberships**

**Research  
Publications**

Developer for MOOC for the course Corporate Law

- Presented the Research Paper Titled," Operational cost benefits through Social Media marketing-an empirical analysis from a managerial perspective" in a Two-Day International Conference held on April 4th & 5th 2024, organised by Faculty Research Cell – Samshodhana, School of Commerce, JAIN (Deemed-to-be University) in association with International Skill Development Corporation (ISDC) & Association of Chartered Certified Accountants (ACCA)
- Presented The Research Paper Titled." Exploring The Impact Of Social Media In Enhancing Sustainable Development Of Startup's" in the 18th national conference held at Jain university on 18<sup>th</sup> January 2024
- "CONSUMER CONSIDERATION FOR HERBAL COSMETIC PRODUCTS WITH RESPECT TO

PRESENT SCENARIO” Journal of Pharmaceutical Negative Results Volume 14 Regular Issue 02 ,2023.

- “Employee well being and work life balance - A literature Review”. Journal of the Asiatic Society of Mumbai,2022.
- “INVESTOR'S PERCEPTION TOWARDS STOCK MARKET INVESTMENT - FROM THE VIEWPOINT OF FACULTIES OF SELECTED EDUCATIONAL INSTITUTIONS”, Journal of the Asiatic Society of Mumbai, 2022.
- “Analytical study on Customer Buying Perception towards Android Smartphone over IOS Smartphone in Bangalore City” UGC care 2022.
- Presented a research paper ,“Relationship between employee compensation, benefits job satisfaction- an academicians perspective” at international conference in SDMIMD college ,Mysore on 4th Dec 2015 with ISBN no:978-93-83302-079
- Presented paper on “ A study demographic changes on EHRM practices” at international conference on 29th Jan 2016 at Jain university.
- Presented a research paper titled, ”Impact Of 360 degree performance appraisal on Job Satisfaction in IT Sector- A Study” in one day National Conference on 3<sup>rd</sup> march 2016 held at Jain(deemed to be ) University
- Presented a research paper titled,” Challenges faced by Women at Workplace- A Study in education sector at Bengaluru”. At the National HR conference held on 23<sup>rd</sup> of march 2017 at Jain(deemed to be ) University.
- Presented the research paper titled,” THE CONCEPT OF COMPETENCIES- NEED AND LIMITATIONS”. In the National seminar on Business Dimensions in Digital Era held at Dayananda Sagar Business School on 19<sup>th</sup> December 2019.

<b>Articles / Case Studies</b>	<b>NIL</b>
<b>Consultancy / Projects</b>	<b>NIL</b>
<b>Books / Chapters</b>	<ul style="list-style-type: none"> <li>• Authored for two study material of Jain(deemed to be ) University .</li> <li>1. Forex management</li> <li>2. International finance</li> </ul>
<b>Activities</b>	<b>NIL</b>
<b>Recognition / Awards</b>	<b>NIL</b>
<b>Seminar Conferences Attended</b>	<ol style="list-style-type: none"> <li>1. Webinar on NDLI user awareness organized by NDLI on 13 th May, 2020.</li> <li>2. Webinar on Awakening Business Trends 5 days 5 topics7 industry experts organized by Saveetha engineering college from 11.5.2020 to 15.5.2020.</li> <li>3. Seminar on GST- evolution in last 1 year organized by skilling India and Purnatvam foundation on May 8,2020</li> <li>4. Attended one day international conference on “Happiness in Higher Education for Excellence and Holistic Development” conducted by Jain (Deemed-to-be-university) on 21<sup>st</sup> November 2019.</li> <li>5. Participated in the 4<sup>th</sup> National conference on “HR 360 – Talent, Technology and Ideas”, conducted by Jain (Deemed-to-be-university) on 28<sup>th</sup> Feb 2019</li> <li>6. Participated in the 3<sup>rd</sup> International conference on “Emerging Global Trends in Accounting, Finance and Taxation’ conducted by Jain (Deemed-to-be-university) on 27<sup>th</sup> Feb 2019.</li> <li>7. Attended International conference on ‘Emerging Global Trends in Accounting, Finance and Taxation’ conducted by Jain (Deemed-to-be-university) on 27<sup>th</sup> Feb 2018.</li> <li>8. Participated in the FDP programme on “ Digitalization in Accounting and Taxation” conducted by Jain (Deemed-to-be-university) on 6<sup>th</sup> sept 2018</li> <li>9. Attended one day international conference on ‘Emerging Global Trends in Accounting and Finance’ conducted by Jain (Deemed-to-be-university) on25th Feb 2017.</li> <li>10. Participated in the one day National conference on “ Opportunities &amp; Challenges for Businesses Under Climate Change Scenario” conducted by Jain (Deemed-to-be-university) on 8<sup>th</sup> March 2017</li> </ol>

11. Participated in the FDP on 'Simplifying GST- Its Dynamic & Academic Approach' conducted by Jain (Deemed-to-be-university) on 20<sup>th</sup> Sept 2016.
12. Completed the Workshop on Education skills in Graduate Employability, Universal Design for Learning & Mobile Learning conducted by Jain (Deemed-to-be-university) on 17<sup>th</sup> Nov 2016.
13. Attended two day National Conference on Winning with VUCA- Innovations and Strategies conducted by I Nurture held on 2<sup>nd</sup> & 3d of March 2015.
14. Participated in the Faculty development programme on 'Changing Laws & Academic Implications, conducted by Jain (Deemed-to-be-university) on 3<sup>rd</sup> Sept 2015.
15. Attended a three day train the Trainer workshop for ACCA conducted by ISDC at Jain (Deemed-to-be-university) on 15/05/2015.