



**Name: Srinivas G**

Designation : Assistant Professor  
 Specialization : Accounting and Taxation  
 Email : g.srinivas@jainuniversity.ac.in  
 LinkedIn:

**Qualification**

**M.Com, (Ph.D.)**

**Work Experience**

**15 years - Academic**

**Courses Facilitated**

- Income tax
- Financial Accounting
- Corporate Accounting
- Advance Financial Accounting
- Cost accounting
- IFRS
- Financial Management
- Banking Theory and Practice
- Indirect Tax
- Business Taxation

**Career Summary**

**Academic:**

- 15+years of experience in the field of Commerce and Management Education at Pre- University, UG and PG level
  - KSET -2015.
  - Co-authored undergraduate textbooks – Income tax, Corporate Accounting, Business Taxation, GST
  - Organized various National and International Level Conferences, Faculty Development Programs and Webinars
  - NSS Program Officer -
  - Competent in designing the curriculum and the course design, efficient in managing day-to-day operations of the department.
- 2009 -JAIN(Deemed-To-Be University)
  - June 2008 – Sept 2009: Lecturer, Department of Commerce, **Jana Jyothi College of Business**, teaching, B.com, BBA and M.Com
  - June 09 – May 2010: Lecturer, Department of Commerce, **St. Joseph PU Evening College.**
  - June 2010 – May 2018, Lecturer, Department of Commerce, **Jain Evening V.V Puram.**

**Research Interest**

**Accounting and Taxation - CSR**

**Research Publications**

1. **“Overall Tax Implications on Individual ”**, UGC -CARE listed journal, Studies in Indian Place Names, ISSN 2394-3114, Volume 40, Issue 60, IF 6.3, Mar-2020
2. **A Study on Impact of Goods and Service Tax (GST) on Revenue of the State with Reference to Karnataka.** International Conference ISSN(P): 2395-5929- Emperor International Journal of Finance and Management Research
3. **A Study on Changing Patterns of Cash flow in Competitive Arena in Telecom Industry -** International Conference ISSN 2393-9796 Indo Global Journal of Commerce And Economics

**Member on Committees /  
Editorial Boards**

Member of BOS and BOE,  
School of Commerce,  
JAIN(Deemed-To-Be University)

**Professional  
Memberships**

4. **A Study on Savings and Investment Decisions of Working women with special reference to Bangalore city.** International Conference ISSN\_2393-9796 Indo Global Journal of Commerce And Economics
5. **A Study on Consumer Buying Behavior of Branded Electronic Gadgets - International Conference - ISSN\_2393-9796**\_Indo Global Journal of Commerce and Economics
6. **A study on the tax planning practices of it professionals in Bangalore city** in peer reviewed referred and UG listed Journal Ajanta ISSN 2277 – 5730 volume – VII, issue – III July 2018
7. **Corporate social responsibility in higher education for a sustainable development** - Global summit on corporate social responsibility, Guntur - ISBN 978-93-86435-04-0
8. **A study on transformation of leadership** - national conference on innovative approaches to business excellence - paper published with ISBN No 978-1-941505-65-6
9. **“From Best Practices to Next Practices – A Way to Perpetual Succession”**, Adarsh Research Cell – Research Edited Papers Series -Vol III, pp no. 284-288, with ISBN-978-163102078-0, 2014
10. **“HR Next Practices for Sustainability – A Study on Faculty Engagement”**, National Conference on “Changing Role of HRM- The Strategic Opportunities and Challenges”, organized by JAIN University, Bangalore, ISBN:978-81-920992-7-9.
11. **“The Impact of Taxation on Micro, Small & Medium Enterprises - Pre and Post Implementation of GST in Bengaluru Urban”** in Wesleyan Journal of Research, ISSN 0975-1386.
12. **“New Education Policy of India and its Implications on Academic Community - A Conceptual Study”** in Journal of Education: Rabindra Bharati University ISSN 0972-7175.
13. Published a paper titled **“Faculty Demographics and its Influence on Faculty Pedagogy and Efficacy”** in South India Journal of Social Sciences (UGC-CARE), Vol. XXI, No. 11 with ISSN 0972-8945 during **January – June 2023**.
14. Published a paper titled **“A Study on Tax Savings Strategies of Salaried Employees as part of the Financial Planning”** in South India Journal of Social Sciences (UGC-CARE), Vol. XXI, No. 11 with ISSN 0972-8945 during **January – June 2023**.

**Patents Published**

- Published a Patent titled **“An Internet of Things (IoT) based Solar-powered Water Cooler System to Fortify National Economic Growth”** in 2023. Patent application no. 202211072392.

	<ul style="list-style-type: none"> <li>Published a Patent titled “<b>Impact for Direct Marketing Services in India</b>” in 2023. Patent application no. 202341002089.</li> <li>Published a Patent titled “<b>Customer Feedback KIOSK</b>” on 2024. Patent application no 401663-001.</li> </ul>
<b>Articles / Case Studies</b>	-
<b>Consultancy / Projects</b>	Social Inclusion Through Financial Inclusion: An Analytical Study Of Pradhan Mantri Jeevan Jyoti Bima Yojana And Pradhan Mantri Suraksha Bima Yojana (ongoing)
<b>Books / Chapters</b>	<ul style="list-style-type: none"> <li>➤ Income Tax A.Y. 2023-24 as per NEP syllabus for 5<sup>th</sup> and 6<sup>th</sup>-semester B.com and BBA - Kalyani Publisher - 978-93-5359-594-4. (From 2011 onwards)</li> <li>➤ GST – for BU B.Com Elective paper – Kalyani Publisher – 978-93-272-8115-6</li> <li>➤ Business Taxation – I, 5<sup>th</sup> sem B.com 1<sup>st</sup> Edition Kalyani Publisher</li> <li>➤ Advanced Corporate Accounting 1<sup>st</sup> Edition Vikas Publisher</li> <li>➤ Co-authored a book chapter titled “Man, Mind, and Machine: A Vulnerable Symbiosis” in the book Opportunities and Challenges of Business 5.0 in Emerging Markets with ISBN 9781668464038 published by IGI Global in 2023.</li> <li>➤ Co-authored a book chapter titled “<b>Emotional Intelligence &amp; Job Performance in the IT Sector on the Mediating Effect of Occupational Role Stress</b>” in the book titled Data-Driven Intelligent Business Sustainability in the book titled Data-Driven Intelligent Business Sustainability with ISBN 9798369300497, published by IGI Global in Feb 2024.</li> <li>➤ Co-authored a book GST Law and Practice – ISBN 978-93-5540-991-1, Published in 2023 in Kalyani Publishers.</li> </ul>
<b>Activities</b>	<ul style="list-style-type: none"> <li>➤ NSS Programme Officer</li> <li>➤ Developing and reviewing study materials for the students</li> <li>➤ Developed Syllabus for B.Com, B.Com(Honours) and BMS programs</li> <li>➤ As a member of BOE, School of Commerce, conducting the review process of Term End Examination question papers for B.Com, B.Com(Honours) and BMS programs</li> <li>➤ Part of Organizing committee for various National and International Level Conferences, Research Workshops, Faculty Development Programs and Webinars for Academia and Students.</li> </ul>
<b>Recognition / Awards</b>	Received a prize as <b>Best Research Paper</b> “ <b>Overall Tax Implications on Individual</b> ” presented at International Conference - March 2020 at, JAIN University, Bangalore.
<b>Seminar Conferences Attended</b>	<ul style="list-style-type: none"> <li>➤ National Seminar on “<b>Role of Educators in Developing Entrepreneurial Strengths and Competencies among Students for Micro, Small and Medium Enterprises-An Indian Perspective</b>” on October 2009 at JAIN University Bangalore, India.</li> <li>➤ National Seminar on “<b>Strategic Human Resource Management Practice paradigms – Challenges and Opportunities in the Indian Context</b>” on 27<sup>th</sup> &amp; 28<sup>th</sup> March 2014 at <b>Maharani’s Arts, Commerce &amp; Management College for Women</b>. Bangalore, India</li> </ul>

- National Conference on “**Winning with VUCA- Innovations and Strategies**” on 2nd and 3rd March 2015 at **SCMS, JAIN University**, Bangalore, India.
- National Conference on “**Women Empowerment in India: Issues & Challenges in the 21<sup>st</sup> Century**” on January 2013\_at Sri Sai college sector for Women, Bangalore, India.
- International Conference on “**Global economic turbulence and its implication**” on September 2013 Krusti Jayanti college, Bangalore, India.
- International conference on Strategic shifts in Business Excellence for Sustainable Development in Indo-Global Business and Technology held on 10th Feb 2017 at Sri Ganesh School of Business Management ,Salem,
- 3<sup>rd</sup> National HR Conference on “**The Paradigm Shift towards Sustainability**” on 26th February 2018, School of Commerce Studies, **JAIN University**, Bangalore, India.
- National conference on **Innovative approaches to business excellence**, March 2018, Dr. SNS Raja Lakshmi College of Arts & Science, Coimbatore
- International Conference on “**Emerging Global Trends in Accounting, Finance and Taxation**” on 27th February 2018, **School of Commerce Studies, JAIN University**, Bangalore, India.
- 3<sup>rd</sup> International Conference on “**Emerging Global Trends in Accounting, Finance and Taxation**” on 27th February 2019, **School of Commerce Studies, JAIN (Deemed- To- Be University)**, Bangalore, India.
- 4<sup>th</sup> National HR Conference on “**HR 360 -Talent, Technology and Ideas**” on 28th February 2019, **School of Commerce Studies, JAIN (Deemed- To- Be University)**, Bangalore, India.
- 4<sup>th</sup> International Conference on “**Emerging Global Trends in Accounting, Finance and Taxation**” on 27th February 2020, **School of Commerce Studies, JAIN (Deemed- To- Be University)**, Bangalore, India.
- International Conference on “**Redefining Human Resource and Marketing Management Perspectives**” on 28th February 2020, **School of Commerce Studies, JAIN (Deemed- To- Be University)**, Bangalore, India.
  
- Participated in a 5-Day Virtual FDP titled **Statistical Analysis in Research using SPSS** from 4th to 8th October 2021 organized by School of Commerce, JAIN (Deemed-to-be University).
- Participated in the two day **Virtual Entrepreneurship Conclave** on 16 & 17th December 2021 organized by School of Commerce, JAIN (Deemed-to-be University).
- Participated in the Virtual International Conference on **Redefining and Transforming the Role of Higher Education for Sustainable Development** on 30th September 2021 organized by School of Commerce, JAIN (Deemed-to-be University).
- Participated in a 5-Day Online FDP titled **Strategies for Investing in Stock Market** from 26th to 30th July 2021 organized by School of Commerce, JAIN (Deemed-to-be University).

- Participated in a 5-Day Virtual FDP titled **Dimensions of Research** from 13th to 17th September 2021 organized by School of Commerce, JAIN (Deemed-to-be University).
- Participated in the AICTE Recognized Faculty Development Programme on **“Business and Soft skill Management”** Conducted by Entrepreneurship Development and Industrial Coordination Department, NITTTR, Ministry of Education, Government of India from 19/09/2022 to 23/09/2022 (One Week) at Jain Deemed to be University Bangalore Karnataka.
- Participated in the AICTE Recognized Faculty Development Programme on **“Leadership and Management Development”** Conducted by Entrepreneurship Development and Industrial Coordination Department, NITTTR, Ministry of Education, Government of India from 09/01/2023 to 13/01/2023 (One Week) (One Week) at Jain Deemed to be University Bangalore Karnataka.
- Participated in the AICTE Recognized Faculty Development Programme on **“Blue Ocean Strategy for Entrepreneurship Promotion”** Conducted by Entrepreneurship Development and Industrial Coordination Department, NITTTR, Ministry of Education, Government of India from 13/03/2023 to 17/03/2023 (One Week) (One Week) at Jain Deemed to be University Bangalore Karnataka.
- Participated in a 5-Day Online FDP titled **Data Analysis using SPSS** from 20th to 24th February 2023 organized by School of Commerce, JAIN (Deemed-to-be University).
- Participated in a 5-Day Online FDP titled **Data Analysis using R** from 17th to 21st April 2023 organized by School of Commerce, JAIN (Deemed-to-be University).
- Participated in the National Level Conference on **“Driving Innovation for India: 2030”** held on 18<sup>th</sup> January 2024 Organized by Faculty Research Cell- Samshodhana, School of Commerce Jain(Deemed-to-be University)
- Participated in A Two-Day International Conference on **“Business Resilience in the Era of Global Turbulence”** held on 4<sup>th</sup> & 5<sup>th</sup> of April 2024 Organized by Faculty Research Cell- Samshodhana, School of Commerce Jain(Deemed-to-be University)