



**Name: Dr SRIVIDHYA G**

Designation: Assistant Professor

Specialization: Accounting & Finance

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**Qualification**

**M.Com.,M.phil., Ph.D**

**Work Experience**

**19 years**

**Courses Facilitated**

**Advanced Financial accounting, Corporate Accounting, People Management, Trends in commerce, Human Capital Development, International Financial Reporting Standards, Advanced Cost and Management Accounting, Company Law, Marketing, Financial Management, International Business Environment, Fundamentals of trade in stock exchanges**

**Member on Committees / Editorial Boards**

**Career Summary**

Beginning my journey as the Head of the Department of Commerce at Vivekananda College of Arts & Science For Women in Sirkali, I served from June 15th, 2005, to April 30th, 2012. Following this, I took on the role of Assistant Professor at Shri Shankarlal Sundarbai Shasun Jain College for Women in Chennai, where I served from June 1st, 2012, to February 17th, 2023, contributing significantly to the academic community. Currently, I continue my academic journey as an Assistant Professor at JAIN (Deemed-to-be University) in Bangalore, starting from March 9th, 2023, till the present.

**Research Interest**

Marketing and Finance

**Research Publications**

- Research Paper titled on “Awareness and Knowledge on Portfolio Management among Individuals” published on International Journal of Novel Research and Development, ISSN No. 2456-4184, Vol 8, Issue 12, December 2023.
- Research Paper titled on “Factors Affecting Sustainability of Tourism Development: A Study”, published in Scopus Indexed Journal, European Chemical Bulletin, ISSN 2063-5346, Vol 12, Spl Issue 9, pp 1432-1441, June 2023.
- “A Study on Digital Transformation with Regards Own UPI Offerings”, published in IJBARR, Peer reviewed & Indexed Journal, Impact factor: 6.304, ISSN: 2348-0653x, Vol10, Issue-2, pp. 34-36 April-June 2023.
- “A Study on Reimaging Banking in India - Next Era” published in Journal of the Asiatic Society of Mumbai, ISSN: 0972-0766, Vol. XCV, Issue No.13, pp. 161-165, February 2022.
- “A Study on Performance of Indian Agriculture During Covid’19” published in Anvesak, ISSN: 0378 – 4568, Vol 51, Issue No.1(VII), pp. 79-82, Jan-June 2021.
- “Sustainability and Success of MSME in India” published in Anvesak, ISSN: 0378 – 4568, Vol. 51, Issue No.1(IV), pp. 180-184, Jan-June 2021.
- “An Analysis of Asset-Liability Management in Banking Sector with Special Reference of HDFC Bank” published in Think India Journal, ISSN: 0971-1260, Vol.22, Issue No.14, pp. 12400-12406, December 2019.
- “Bank Wise Asset Quality and its Impact on Performance of Public Sector Banks in India” published in International Journal of Analytical and Experimental Modal Analysis, ISSN: 0886-9367, Vol.

**Professional Memberships**

**Life Member - IARA**

**Life Member – IAA**

**Life Member - ERDA**

	<p>XI, Issue IX, pp. 2280-2288, September 2019.</p> <ul style="list-style-type: none"><li>• A research paper entitled “Deterioration in Asset Quality: A Sectoral Study of Non -Performing Assets of Public Sector Banks in India” published in Root International Journal of Multidisciplinary Researches, ISSN: 2349-8684, Vol 4, Spl Issue 5, pp. 90-93, Feb 2018.</li><li>• “Impact of Reforms on the Asset Quality of Selected Public Sector Banks in India” published in Journal of Management, ISSN: 2347-3940, Vol 4, Issue 2, pp.819-823, October 2017.</li><li>• A research paper entitled “Asset Quality –A Comparative Study of IDBI &amp; SBI, published in Research Explorer, ISSN: 2250-1940, July – Dec 2017.</li><li>• A paper entitled “An Empirical Analysis on Asset Quality of Public Sector Banks in India: Non-Performing Assets to Advances”, published in IJRCM, ISSN: 2231-1009, July 2017.</li></ul>
<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>• Co-authored a book titled “Digital India, A progress towards sustainable Development Goals” published by Kitab Writing Publications, Mumbai, ISBN: 978-9-3586-8006-5, June 2023.</li><li>• Co-authored a book titled “Asset Quality of Public Sector Banks”, ISBN: 978-81-948552-5-5, Dec 2020.</li></ul>
<b>Activities</b>	<ul style="list-style-type: none"><li>• Part of the Review Committee at Jain JAIN (Deemed-to-be University), from May 2024.</li><li>• Part of the VAP Committee at Jain JAIN (Deemed-to-be University), from June 2023.</li><li>• Applied for a Patent for a “Bar Code Reader For Financial Awareness” in the month of March 2024.</li><li>• Acted as a resource person for the webinar on “Entrepreneurship” organised by NazaReth College of Arts &amp; Science, Chennai on 2<sup>4th</sup> June 2023.</li><li>• Completed Self-directed Emotional Learning for Empathy and Kindness organized by Jain JAIN (Deemed-to-be University), June 2023.</li><li>• Completed 4-week orientation programme for “Faculty in Universities/Colleges/Institutes of Higher Education” organized by Ramanujam College, university of Delhi, Jan-Feb 2022.</li><li>• Completed an NPTEL 12 week online course in “Intellectual property” from Jan-Apr 2022.</li><li>• Completed an NPTEL 4 week online course in “Teaching and Learning in General Programs” from Sep-Oct 2020 from Jan-Apr 2022.</li><li>• Completed one week online course in “Developing Moocs: Concept and Tools” organized by Ramanujam College, Delhi in collaboration with Shri Shankarlal Sundarbai Shasun Jain College, Chennai from 16<sup>th</sup> Dec to 22<sup>nd</sup> Dec 2021.</li><li>• Acted as a Controller of Examination at Vivekananda College of</li></ul>

		<p>Arts &amp; Science for Women, Sirkali .</p> <ul style="list-style-type: none"> <li>• Handled PCP Classes for Indira Gandhi Open University.</li> <li>• Acted as an External Examiner in Central Valuation conducted by <ul style="list-style-type: none"> <li>• Bharathidasan University</li> <li>• Annamalai University</li> <li>• A.V.C College(Autonomous) Mayiladuthurai</li> <li>• Guru Nanak College, Chennai and</li> <li>• Madras University.</li> </ul> </li> <li>• Acted as an External in Question Paper setting for Central Examinations conducted by Guru Nanak College (Autonomous), Chennai and Karpagam College of Engineering, Coimbatore.</li> </ul>
	<p><b>Recognition / Awards</b></p>	<ul style="list-style-type: none"> <li>• Received Best Faculty Award from Indian Academic Researchers Association on 21st May 2016.</li> <li>• Received Honor for Successful Completion of 10 Years as Assistant Professor at Shri Shankarlal Sundarbai Shasun Jain College For Women, T.Nagar, Chennai, June 2022.</li> </ul>
	<p><b>Seminar Conferences Attended</b></p>	<ul style="list-style-type: none"> <li>• International Conferences: 5</li> <li>• National Level Seminar: 2</li> <li>• FDP/Workshop : 24</li> </ul>