



**Name: Dr.Sudha.B.S**

Designation: Assistant Professor

Specialization: Costing and Banking

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**Qualification**

**M.Com P.hd**

**Career Summary**

Started my career as a lecturer in commerce in SJR College for Women and promoted as Head of the Department of Commerce and Management and worked as Principal as well. Joined CMS, Jain (Deemed-to-be University) and worked in Surana College as Assistant Professor and M.Com Coordinator also worked in APS College of Commerce as a M.Com Coordinator. Joined School of Commerce Studies, Jain (Deemed-to-be University) from 1<sup>st</sup> June 2022 and serving as on date.

**Work Experience**  
**35 years**

**Research Interest**

Guiding 8 scholars in Mysore University.

**Courses Facilitated**

**Financial Accounting,  
Corporate Accounting and  
other accounting and  
auditing papers.**

**Research Publications**

- Published an article in Scopus Indexed Journal Tianjin Daxue Xuebao (Ziran Kexue yu Gongcheng Jishu Ban)/ Journal of Tianjin University Science and Technology with the title of “Evaluation of Investment Returns on Selected Manufacturing Companies In India - An Analytical Study”, Vol: 57 Issue: 05, ISSN (Online):0493-2137, pp.55-63, May 2024
- Published an article in Scopus Journal Community Practitioner with the title of “Investment Valuation and Portfolio analysis of selected Banking Companies in India”, Volume 21; Number 1; Ref No: Comm\_5478231031, ISSN: 1462-2815, pp.260-267, January 2024
- Published in peer review International Journal on “Examining the influence of HRM practices in the manufacturing Industry” -HTL Journal Vol.30, Issue 3, March 2024
- Published an article in an UGC Journal International Journal for Research in Applied Science and Engineering Technology (iJRASET) with the title of “A Conceptual Study on Implications of Green Finance in India”, Volume 12, Issue III, ISSN: 2321-9653, pp.1977-1983, March 2024.
- Published an article in a Scopus Journal High Technology Letters with the title of “Examining the influence of Human Resource Practices on performance in the Manufacturing Industry”, HTL Journal, Volume 30, Issue 3, March 2024.
- Published an article in NIFM - Journal of Public Financial Management with the title of “A Systematic Review of Sustainability Assessment Instruments: Examining the Sustainability Accounting Standards Board (SASB) and the Global Reporting Initiative (GRI)” ISSN: 2347 -1549, pp.33-41, February 2024.
- Published an article titled “Greening HR Recruitment – An Empirical Study” Volume 15 Issue 11, November 2023
- Published an article titled “Effect of crude oil price variations of stock with special reference to NSE”, December 2023

**Member on Committees /  
Editorial Boards**

**BOS member in Surana  
Autonomous College**

**Professional  
Memberships**

	<ul style="list-style-type: none"> <li>Published an article titled "A STUDY ON PERFORMANCE APPRAISAL OF FACULTY MEMBERS IN BANGALORE URBAN DISTRICT" Bharathiya shika shodh patrika, ISSN No-0970-7603 with IF-7.28.</li> <li>Published in peer review International Journal on "Examining the influence of HRM practices in the manufacturing Industry "-HTL Journal Vol.30, Issue 3, March 2024.</li> <li>Published an article in an ABDC Journal, KOREA REVIEW OF INTERNATIONAL STUDIES, with the title of "An Overview of SPAC and Its Relevance in Indian Context" Volume 16 Issue 46, May 2023.</li> <li>Publishes an article in Scopus Journal The Manager – The British Journal of Administrative Management with the title of "Analyzing the Influence of Story telling marketing on Brand Management – An Indian Perspective", volume 58, Issue 156,ISSN: 1746 – 1278,2022</li> <li>Published in Journal of Emerging Technology In Research, with the title of " Impact of Economic Policies During Pandemic Lockdown – A Perspective", Volume 9 Issue 11, November-2022</li> <li>Greening HR Recruitment – An Empirical Study Volume 15 Issue 11, November 2023</li> <li>Effect of crude oil price variations of stock with special reference to NSE, December 2023</li> <li>Published in Bharathiya shika shodh patrika an article titled 'A STUDY ON PERFORMANCE APPRAISAL OF FACULTY MEMBERS IN BANGALORE URBAN DISTRICT'.ISSN No-0970-7603 with IF-7.28</li> <li>Published in peer review International Journal on "Examining the influence of HRM practices in the manufacturing Industry "-HTL Journal Vol.30, Issue 3, March 2024</li> <li>Published in Community Practitioner with ISSN1462-2815, vol-21-, Ref. No.-comm-5478231 titled INVESTMENT VALUATION AND PORTFOLIO ANALYSIS OF SELECTED BANKING COMPANIES IN INDIA,Jan-2024</li> </ul>
<b>Articles / Case Studies</b>	<b>Nil</b>
<b>Consultancy / Projects</b>	<b>NIL</b>
<b>Books / Chapters</b>	<p>Book Published with the title of Financial system in Economic Development, Scientific International Publishing House, August 2023, ISSN: 978 - 93 - 5757 - 468 – 6</p> <p>Book authored on the title International Business – Himalaya Publications, 2016</p> <p>Book authored on Business Dynamics and Entrepreneurship – Skyward Publishers, 2019</p> <p>Book authored on the title Organizational Management – Skyward Publishers, 2015</p>
<b>Activities</b>	<b>NA</b>
<b>Recognition / Awards</b>	Patent registered and granted with the title of "Empowering Employee Engagement and Feedback systems through AI - Powered Linguistic Innovations", Patent Office Journal – India, Accepted and Published on 29/03/024.

**Seminar  
Conferences  
Attended**

**National:**

- a. E.commerce Industry and growth of Indian Economy at Tellakula Jalayya Polisetty Somasundaram College, Guntur -2022
- b. Workshop on Blue Ocean Strategy for Entrepreneurship Promotion conducted by National Institute of Technical Teachers Training & Research , Chandigar-2022

**International:**

- a. A study on 360 Degree Performance Appraisal in Public Sector Undertaking with Specific Reference to Bharat Electronics Limited (BEL)-A Theoretical Assimilation -2023
- b. Presented and won Best paper award in International conference on sustainability –Future perspective of Business organized by Internal quality Assurance Cell in collaboration with Bangalore North University on the title “ Greening Human Resource Recruiting”