



Name: VAINIK V S

Designation: Assistant Professor

Specialization: Commerce with Accounting and Taxation

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Qualification

M.com, NET, KSET (Ph.D)
Professional Accounting
Certificate in Tally

Work Experience

Assistant Professor

June'2019 - Present
Jain (Deemed-to-Be-
University)

July'2018 - March'2019
Williams International
College

**Career
Summary**

- Having over a 6 years of Academic experience in the Finance and Accounting Industry, I have worked in firms and educational providers and the goal has always been to facilitate knowledge and enhance the abilities of students helping them towards understanding their potential. Currently working at JAIN(deemed-to-be University) which is one of the leading university in India.
- Accomplished Master of Commerce to succeed career in teaching after successfully qualified for Assistant Professor in Karnataka State Eligibility test while studying M.com and National Eligibility test in Dec 2019 and
- In August - 2018 started teaching career as an Assistant Professor in Williams International College
- In June 2019, started working in school of Commerce, JAIN (Deemed-to-be University) as an Assistant Professor.
- Pursuing Ph.D in University of Mysore since Nov 2022 and completed Research Coursework.

**Research
Interest**

Accounting, Finance, Banking and Taxation

Courses Facilitated

B.com, BBA, M.com

**Research
Publications**

1. A Study on Changing Scenario Cashless Economy and Innovations in Digitalization. (ISSN: 2581-6748) in Nov-2019
2. An Analytical study on the perception of public on merging of PSB's in India in Dec -2020 (ICBENGR- Proceedings)
3. An empirical study on bridging the digital divide in business education through story telling - Published in IJEAST Journal - Vol. 6, Issue 10, February 2022
4. An empirical study on bridging the digital divide in business education through story telling - KOREA REVIEW OF INTERNATIONAL STUDIES ISSN - 1226-4741
5. The role of artificial intelligence in enhancing business and services sector performance and innovation in the digital era Published in IJRAR (www.ijrar.org) UGC Approved (Journal No: 43602) & 7.17 Impact Factor

**Member on Committees /
Editorial Boards**

	<p>6. A study on investors perception towards mid cap, small and large cap investments with special reference to Bangalore city Published in International Journal of Cultural Studies and Social Sciences ISSN 2347-4777 with IF=7.13</p>
Activities	<ol style="list-style-type: none">1. Successfully completed Two Weeks Faculty Development Programme on "MANAGING ONLINE CLASSES and CO-CREATING MOOCS"2. Successfully completed Four-day course on "Use of Statistical tools & Techniques for Social science research conducted by Davanagere University.3. Successfully completed the ARPIT course for Career Advancement Scheme(CAS) promotion ARPIT Refresher Course in Commerce.4. Teacher Coordinator - NSS Wing - School of Commerce5. Acted as University Liason Officer in Khelo India University games in 20216. Acted as a committee member for Judges Co-ordination at JAIN Utsav in 2022.
Recognition / Awards	<ol style="list-style-type: none">1. Presented a paper titled Challenges for Rural Women Entrepreneurs - A Study in Southern Karnataka Districts in the Virtual International Conference held on 16th December 2021 and won 1st Prize, organized by Faculty Research Cell - Samshodhana.
Seminar Conferences Attended	<ol style="list-style-type: none">1. Presented a paper unleashing the power of ai: exploring the impact of influencer marketing in the age of automated tools in the International Conference on "The future of work: Redefining Business Management in the Age of Automation & Artificial Intelligence.2. Participated in the AICTE Recognized Faculty Development Programme on Leadership and Management Development.3. Presented a paper titled Challenges for Rural Women Entrepreneurs - A Study in Southern Karnataka Districts in the Virtual International Conference held on 16th December 2021 and achieved Best Paper award, organized by Faculty Research Cell - Samshodhana.4. Presented a Research Paper titled A Study on Role of Higher Education In India: Growth, Challenges And Opportunities in the Virtual International Conference held on 30th September 2021, organized by Faculty Research Cell - Samshodhana.5. Published Paper in Peer-reviewed Journal titled "An empirical study on bridging the digital divide in business education through story telling" ISSN: 2455-21436. Research publication in UGC Care list in an International Conference paper titled " An analytical study on the Perception of Merging of PSBs in India"

		<p>7. Presented and Published in Seshadripuram Journal of Social Sciences ISSN: 2581- 6748 paper titled “Innovations in Digitalization” .</p> <p>8. Presented a Research Paper titled Examining The Synergy: Digital Advertising Strategies For Enhanced Consumer Engagement With Artificial Intelligence in a Two-Day International Conference on business resilience in the era of global turbulence.</p> <p>9. Presented and published more than 10 in-house Research papers.</p> <p>10. Attended more than 50 Webinars and Workshops.</p>