



**Name:** Dr Vidya Chandrasekar

Designation: Associate Professor

Specialization: Accounts and Auditing

Email : c.vidya@jainuniversity.ac.in

**Qualification**

**M.com, Mphil, PhD**

**Work Experience**

ITC Ltd Bhopal  
Batliboi Ltd, Coimbatore  
Varman Aviation P Ltd, Bangalore  
Christ University, Bangalore  
Jain University, Bangalore

**Courses Facilitated**

**M.Com, B.Com, B.Com (H), BMS and BBA**

**Member on Committees / Editorial Boards**

**Career Summary**

Stared my career in Corporate and have put in around 10 plus years of experience in companies such as ITC Ltd., Bhopal and Batliboi Ltd, Coimbatore to name a few. Moved over to academics by joining Christ University as Research Associate, coordinating the research activities of the University as well as pursuing my PhD. After the completion of PhD., worked as Adjunct faculty in Christ University, in the departments of Commerce and Professional Studies for 3 years before joining Jain (Deemed-to-be University), in 2019 as a full time faculty

**Research Interest**

Accounts, Finance, Banking and Corporate valuation

**Research Publications**

Centre for Research Projects Monograph on “Managing market for Castings” - in India and abroad, ISSN No. 978-81-922281-2-9

“An empirical analysis of factors and variables influencing internet banking among Bangalore customers”, International Journal of Research in Computer Application and Management, Vol.2, Issue 10. ISSN No. 2231 – 1009

“Systematic Approach to Correct the Cross-Subsidization of Product Costing to Arms-Length Price: A Case Study of Jina Bakul Forge Private Ltd: Belgaum, Karnataka State of India”, Journal of Financial Management & Analysis; Mumbai Vol. 24, Iss. 2, (Jul-Dec 2011): 61-75

“International Financial Reporting Standards and their impact on Financial Performance of Mindtree Ltd: A Case Study” in Indian Journal of Social Science Research, Vol 1, No. 2. ISSN No. 2321-208X

“Financial Management Analysis of Dividend Policy pursued by select Indian Manufacturing Companies” in Journal of Financial Management and Analysis, Vol 27 No.1. ISSN No. 0970-4205

“Impact of IFRS Adoption on Financial Decisions Case Study of Indian Information Technology Industry: Wipro Ltd” in Journal of Financial Management and Analysis, Vol 29(2), 2016

**Professional Memberships**

	<p>“Impact of IFRS on the Financial Statements of Select IT companies in India”, Indian Journal of Finance, Vol 11(5), 2017</p> <p>“IFRS reporting and its effect on Earnings Management – A study on select IT companies in India”, Wesleyan Journal of Research, Vol 13, (4,VIII), 2020</p> <p>“Emerging Graduates and their inclination towards Green Entrepreneurship – A Study Among College Students of Bengaluru”, Journal of Asiatic Society of Mumbai, ISSN: : 0972-0766, Vol. XCV, No.22, 2022</p> <p>“UPI Adoption Process-With Special Reference to Behavioral Factors”, South India Journal of Social Sciences; ISSN: 0972-8945, Vol.XX, No.8, July-December 2022.</p> <p>“Financial Performance Analysis of Reliance Industries Ltd”, Journal of Emerging Technologies and Innovative Research, ISSN: 2349-5162, Vol 10, No.7, July 2023</p> <p>“Issues and Challenges Faced by Small Finance Banks in Debt Collection with Special Reference to Rural Areas - A Conceptual Study”, Ushus- Journal of Business Management, ISSN 0975-3311, Vol.22,No.1, 41-51</p> <p>Impact of Social Media on Tourism Industry, Journal of Economics (A UGC CARE Peer Reviewed Journal), ISSN 0975-802X, Vol XVII, Special Issue 2023.</p>
<b>Articles / Case Studies</b>	
<b>Consultancy / Projects</b>	
<b>Books / Chapters</b>	A Study on Pink Tax Price Disparity of Gender Variation With Specific Reference To Comestible Goods (2024), In <i>Data-Driven Intelligent Business Sustainability</i> (pp. 310-327). IGI Global.
<b>Activities</b>	
<b>Recognition / Awards</b>	
<b>Seminar Conferences Attended</b>	<p>Workshop on SPSS organized by Institute of Management, Christ University Institute of Management, Bangalore.</p> <p>Workshop on Time Series Modelling and Forecasting Oct 22-24, 2014 organised by Dept of Economics, Christ University, Bangalore</p> <p>Workshop on A Guide to Getting Published Sep 17, 2012 by Emerald Literati Network at Christ University</p> <p>Routledge Editorial Workshop 2014 organised by Taylor &amp; Francis India on Sep 25, 2014</p>

Participated in the 4<sup>th</sup> India Finance Conference 2014, Conducted by Indian Institute of Management, Bangalore, Dec 17-19, 2014

Participated in 5-day National Level FDP titled “Rudiments of Finance: Teaching and Research Perspective” organized by CMS, Jain Deemed to be University from Nov 2-6, 2020

Completed one week FDP on “Advanced Pedagogical Techniques” organized by Teaching Learning Centre, Ramanujam College, University of Delhi under the aegis of MHRD, PMMMNMTT, from Oct 29 – Nov 5, 2020

Participated in International 5 days online FDP on “Financial Innovations for Holistic Development” from Oct 12-16, 2020, organized by Faculty Research Cell – Samshodhana, School of Commerce, Jain Deemed to be University

Participated in National Level 3 days online FDP on “Unleashing Excellence of Academia through Pedagogic Tools” from Sep 9-11, 2020, organized by Faculty Research Cell – Samshodhana, School of Commerce, Jain Deemed to be University

Completed “Three days Online Multi Criteria Decision Making Workshop”, from April 23 – 25, 2020 organized by Rest Society for Research International (REST)

Completed two weeks FDP on “Managing Online Classes and CO-Creating MOOCs: 2.0” from May 18-June 03, 2020 organised by Teaching Learning Centre, Ramanujam College, University of Delhi under the aegis of MHRD, PMMMNMTT

Participated in FDP on “Case Teaching and Writing (In Finance and Financial Management) from Aug 24-28, 2020 conducted by Department of School of Management, National Institute of Technology, Warangal

Completed “Three days Basic Online Research Method Workshop”, from April 28 – 30, 2020 organized by Rest Society for Research International (REST)

Participated in Five Day National Research Conclave “Scaling Techniques and Data Analysis using Excel and SPSS” from Apr 26-30, 2021, conducted by CMS, Jain (Deemed to be University), Bengaluru

Participated in Three Days National level Online FDP on “A C T Right Now, Covid 19 and its implications ” from Apr 29-May 01, 2020, conducted by School of Commerce, Jain (Deemed to be University), Bengaluru

Participated in Virtual Five Days FDP on “Advanced Excel for Research ” from Apr 19- 23, 2021, conducted by Faculty Research Cell – Samshodhana, School of Commerce, Jain (Deemed to be University), Bengaluru

Participated in a Five- day Virtual FDP titled “Dimensions of Research” from 13th to 17th September 2021 organised by Faculty Research Cell - Samshodhana, School of Commerce, JAIN (Deemed-to-be University), Bengaluru

Participated in a Five-Day Virtual International MDP titled “Data Analytics with R” from 12th to 16th July 2021, organised by Faculty Research Cell – Samshodhana, School of Commerce, JAIN (Deemed-to-be University), Bangalore in collaboration with Institute of Analytics (IoA), London

Participated in workshop titled “Writing Quality Technical Papers – IEEE” organized by IEEE and JAIN (Deemed to be University), Bangalore on 7<sup>th</sup> August 2023.

Participated in “A Virtual International Conference on Evolving Landscape Of Global Business” organized by Student Research Cell-Shodha, JAIN (Deemed to be University), Bangalore on 30.09.2022

Participated in IP Awareness/Property Awareness Wellness Mission, organized by Intellectual Property Office, India on August 1, 2023.

Participated in a workshop on “Outcome Based Education (OBE) – A Perspective, Organised by Faculty Research Cell-Samshodhana, On 18<sup>th</sup> May 2023.

Successfully completed a course on “SEEK: Self Directed Emotional Learning for Empathy and Kindness, from UNESCO MGIEP in June 2023.