



**Name:** VINUTHA N V

Designation: Assistant Professor

Specialization: **ACCOUNTS AND TAXATION**

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Linkedin:

Qualification

Work Experience

Courses Facilitated

Member on Committees / Editorial Boards

Professional Memberships

Career Summary

Degree	Year of Passing	Subjects / Specialization
UG	2013	ACCOUNTING
PG / PG Diploma	2015	ACCOUNTS AND TAXATION
NET / SLET	2017	CLEARED NET
MBA (PURSUING)	2024	GENERAL MANAGEMENT

Work experience: 3.10 years

Research Interest

Research Publications

**International:**

- Published Article titled “ Assertiveness and Satisfaction Level of Purchasing Behaviour of Working Women with Special Reference to Select Service Sector” in korea review of international studies in the year 2022
- Published Article titled “ Analyzing the Influence of 'Story telling Marketing' on Brand Management- An Indian Perspective” in The British Journal of Administrative Management in the year 2022.
- Published Article titled “**FACTORS AFFECTING SUSTAINABILITY OF TOURISM DEVELOPMENT: A STUDY**” IN *Eur. Chem. Bull.* **2023**, 12(Special Issue 9), 1432-

- Published Article titled “ **EXPLORING GLOBAL EXPANSION TRENDS AND STRATEGIES IN THE**

**FOOD AND BEVERAGE INDUSTRY: A COMPREHENSIVE ANALYSIS”** in Forum for Linguistic Studies 2024, 6(2)

**National: 05**

- Published Article titled “ A STUDY ON ADOPTION OF GREEN PRACTISES IN CORPORATE SECTOR- AN OVERVIEW” in South india journal of social sciences in the year june 2023, ISSN: 0972 – 8945
- Published Article titled “ The impact of personality traits on risk tolerance In gen z investors: A study” in “Madhya Bharti -Humanities and Social Sciences” in the year Jan- june 2023, : ISSN **0974-0066** with IF=6.28
- Published Article titled “ **A Study of Video Marketing as a Strategic Tool for E-Commerce in Bangalore** ” Rivista Italiana di Filosofia Analitica Junior, Vol 14, No. 2 (2023),ISSN: 2037-4445
- Published Article titled “ **A STUDY ON E-COMMERCE’S EFFECTS ON INDIA’S EMERGING MARKETS “** in **Rabindra Bharati University Journal of Economics** ,ISSN : 0975-802X Vol. : **XVII - No.10, 2023** with IF: 6.986
- Published Article titled “ **ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE“** in **Rabindra Bharati University Journal of Economics** ,ISSN : 0975-802X Vol. : **XVII - No.10, 2023** with IF: 6.986

**Articles / Case Studies**

**Consultancy / Projects**

**Books / Chapters**

- Published Book Chapter in E commerce Industry and Growth of Indian Economy of Paramount Publishing House in the year 2023.
- Published Book Chapter in Research Trends in Commerce & Management of Red shine Publication in Year 2022.

**Activities**

**Recognition / Awards**

**Seminar  
Conferences  
Attended**

- Attended the FDP on Sustainable Teaching Practices- Education 4.0 in the month of Jan 23-27<sup>th</sup> 2023.
- Attended and successfully completed 30-day NEP-aligned Guru Dakshata-Faculty Induction Programme held during November 2-December 7, 2022 at JAIN (Deemed-to-be University), Bangalore .
- [IP Awareness/Training program under NATIONAL INTELLECTUAL PROPERTY AWARENESS MISSION ON AUG 1<sup>ST</sup> 2023 BY NIPAM.](#)
- SUCCESSFULLY COMPLETING THE COURSE ON SEEK: Self-directed Emotional Learning for Empathy and Kindness BY UNESCO MGIEP IN JUNE 2023
- Attended FDP on AI POWERED ACADEMIC RESEARCH ON 25 & 26<sup>TH</sup> SEPTEMBER 2023 BU INDIAN INSTITUTE OF INDUSTRIAL AND SOCIAL RESEARCH.
- Attended 6 DAY VIRTUAL FACULTY DEVELOPMENT PROGRAM TITLED “FUNDED RESEARCH PROJECTS” ON 16<sup>TH</sup> -21<sup>ST</sup> OCTOBER 2023 FROM ATLAS SKILLTECH UNIVERSITY
- Certificate on workshop titled “writing Quality Technical papers - IEEE by Jain university & IEEE on August 2023
- successfully participated in IP Awareness/Training program under **on August 01,2023 on National intellectual property awareness programm.**
- Participated in guest talk on “ Experiential learning-How to Facilitate teaching and Evaluation” by Dr s Srikanta Swamy- Director center for CRTA, by IQAC& JAIN (DEEMED-TO-BE UNIVERSITY), On AUGUST 2 ND 2023.
- Participated in 5 day national level Online FDP titled “Innovative teaching and learning methods in management” 14-18 AUG 2023, DJ ACADEMY FOR RESEARCH AND INNOVATIONS.
- Participated in 5 day Virtual Faculty Development Program on “Research article writing and Publishing” from 8-12 Jan 2024, from One School of Business, in collaboration with Bangalore North University.
- **Participated in 5 day national level Online FDP titled** “ Innovative Teaching and Learning Pedagogy Date: 20-24 May 2024, Organized By: Research Foundation of India & RFI Care
- Participated in 5 day national level Online FDP titled “ Enhancing Research paper and case study writing for top Tier Publication” from 21-25<sup>th</sup> may 2024, organised by K S Rangaswamy college of Technology.

