



Name: VIPANCHI.V

Designation: ASSISTANT PROFESSOR

Specialization: FINANCE

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Qualification

MBA (FINANCE)

Pursuing Ph.D

Career Summary

I am an MBA graduate in the field of finance and currently pursuing Ph.D at R.N.Shetty Institute of Technology. My research interests include innovative and Sustainable financing mechanism for funding the infrastructure projects, reducing the carbon footprint and taming inflation which is now more of a geopolitical tension. Previously I have worked as a Sr. Investment Performance Analyst at Northern Trust Operating Services, Finance Expert under the Government of India flagship scheme AMRUT at the Directorate of Municipal Administration, Government of Karnataka and as a Consultant at Urban Development Department, Vikasa Soudha, Government of Karnataka, where I have been instrumental in preparing the Memorandum to the 15th Finance Commission and also worked on achieving Sustainable Developmental Goals, 2030 among several other initiatives and projects. I have participated in various research programmes like FDP/MDPs, seminars, workshops, quiz, webinars and presented research articles at national and international conferences along with publishing research articles in ABDC journal. I have also delivered several guest lectures on GST, Monetary and Fiscal Policy and the latest banking crisis.

Work Experience

8YEARS

Research Interest

Sustainable Financing Mechanism

Courses Facilitated

BCOM (HONOURS)

1. **Portfolio Managemnet**
2. **Financial Risk Managemnet**
3. **Corporate Valuation**
4. **Business Technology**
5. **Fundamentals of Trading in Stocks and currencies.**
6. **Banking Insurance and Policy**
7. **Research Methodology**
8. **Doing Business in India**
9. **Environmental Studies**

Research Publications

1. **Dec ember 2022**, Published a paper Manager- The British Journal of Administrative Management (ABDC), titled “Storytelling Marketing on Brand Management – An Indian Perspective”, ISSN: 1746-1278.
2. **December 2022**,published a paper in KOREA REVIEW OF INTERNATIONAL STUDIES, titled A STUDY ON SERVICE QUALITY DIMENSIONS AND SERVICE GAP IN INFORMATION TECHNOLOGY WITH RESPECT TO CUSTOMER LOYALTY IN BANKING, Volume 15 | Issue 41, ISSN - 1226-4741
3. **April 2023**, Published a paper in Madhya Bharti (UGC care Group I Journal), titled “The Impact of Personality traits on risk tolerance in Gen Z investors: A Study”, ISSN: 0974-0066, Vol-83 No.18
4. **June,2023**, published a paper in SOUTH INDIA JOURNAL OF SOCIAL SCIENCES titled “AN EXAMINATION OF THE FACTORS THAT INFLUENCE MOONLIGHTING AND ITS POTENTIAL EFFECTS ON EMPLOYEE’S HEALTH, WELL-BEING AND PRODUCTIVITY”, Vol. XXI, January – June 2023, No.10, ISSN: 0972 – 8945
5. **June 2023**, Published a paper in SOUTH INDIA JOURNAL OF SOCIAL SCIENCES titled “AN EXAMINATION OF THE FACTORS THAT INFLUENCE MOONLIGHTING AND ITS POTENTIAL EFFECTS ON EMPLOYEE’S HEALTH, WELL-BEING AND PRODUCTIVITY” Vol. XXI, No.23, ISSN: 0972 – 8945
6. **Aug 2023**, Published a paper in Rivista Italiana di Filosofia Analitica Junior, titled “A study of video Marketing as strategic tool for E- Commerce in Bangalore”. ISSN: 2037-4445.
7. **September 2023**, Published a paper in RABINDRA BHARATI UNIVERSITY JOURNAL OF ECONOMICS, titled “PLARN: AN INNOVATIVE APPROACH FOR SUSTAINABLE WASTE MANAGEMENT AND ENVIRONMENTAL CONSERVATION” Vol. : XXVII, No:4, 2023 123

10. Constitutional Values Member on Committees / Editorial Boards 1. Enactus(JU) (2022-2023) Faculty Supervisor 2. Time Table Team (Honors) 2023-2024 Professional Memberships		8. January 2024, Published research paper on “ Understanding Spending Behavior and Money management among college students in Bangalore: An Empirical Analysis” , Mukta Shabd Journal, Volume XIII, Issue I, JANUARY/2024 ISSN NO : 2347-3150																										
	Articles / Case Studies	NIL																										
	Patents Publication	CUSTOMER FEEDBACK KIOSK, Design No. : 401663-001 Date : 08/12/2023																										
	Books / Chapters	Effect of Crude Oil Price Variations on Stocks With Special Reference to NSE, DOI: 10.4018/979-8-3693-2193-5.ch017/https://www.igi-global.com/chapter/effect-of-crude-oil-price-variations-on-stocks-with-special-reference-to-nse/335576																										
	Activities	Details of guest lectures / invited talks delivered (Resource activities) <table border="1"> <thead> <tr> <th>SL.NO</th> <th>Organiser</th> <th>TITLE</th> <th>DATE</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>BES COLLEGE, JAYANAGAR</td> <td>GOODS AND SERVICE TAX</td> <td>18.11.2023</td> </tr> <tr> <td>2.</td> <td>GOVERNMENT FIRST GRADE COLLEGE, BASAVANGUDI, GAVIPURAM</td> <td>MONETARY AND FISCAL POLICY</td> <td>06.06.2023</td> </tr> <tr> <td>3.</td> <td>GOVERNMENT FIRST GRADE COLLEGE, YEDIYUR</td> <td>MONETARY AND FISCAL POLICY</td> <td>18.10.2023</td> </tr> <tr> <td>4.</td> <td>COMMUNITY INSTITUTE OF MANAGEMENT STUDIES</td> <td>MONETARY AND FISCAL POLICY</td> <td>31.10.2023</td> </tr> <tr> <td>5.</td> <td>GOVERNMENT FIRST GRADE COLLEGE, BASAVANGUDI, GAVIPURAM</td> <td>“PERSONAL FINANCE AND PLANNING: AN INSIGHT”</td> <td>10.01.2024</td> </tr> </tbody> </table>				SL.NO	Organiser	TITLE	DATE	1.	BES COLLEGE, JAYANAGAR	GOODS AND SERVICE TAX	18.11.2023	2.	GOVERNMENT FIRST GRADE COLLEGE, BASAVANGUDI, GAVIPURAM	MONETARY AND FISCAL POLICY	06.06.2023	3.	GOVERNMENT FIRST GRADE COLLEGE, YEDIYUR	MONETARY AND FISCAL POLICY	18.10.2023	4.	COMMUNITY INSTITUTE OF MANAGEMENT STUDIES	MONETARY AND FISCAL POLICY	31.10.2023	5.	GOVERNMENT FIRST GRADE COLLEGE, BASAVANGUDI, GAVIPURAM	“PERSONAL FINANCE AND PLANNING: AN INSIGHT”
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4.	Hands on writing and publishing research paper for reputed journals”	Silicon City of Management and Commerce from	05.04.2021 to 14.04.2021
5.	Employability Enhancement Program	HKBK Degree College	27.05.2021 & 28.05.2021
6.	Mutual Fund Investment, (Investment Awareness Program initiated by SEBI)	HKBK Degree College-IQAC	26.06.2021
7.	Implementation of NEP 2020- Opportunities & Challenges	V.E.T First grade college	23.08.2021
8.	“Nuances of Writing Research Proposals and Funding Opportunities”	Dayananda Sagar Academy of Technology & Management	15.11.2021 & 20.11.2021
9.	National Webinar on values and fundamental principle of Indian Constitution	GOVT.ADARSH COLLEGE	27.11.2021
10.	Faculty Development Programme on the Topic “ Crafting a Research Paper,	HKBK Degree College	05.02.2022
11.	“Inculcating Universal Human Values in Education an aspiration of NEP 2020”	HKBK Degree College	09.05.2022 to 13.05.2022
12.	Business and Soft skill Management	Entrepreneurship Development and Industrial Coordination Department, Ministry of Education , GoI	19/09/2022 to 23/09/2022
13.	Sustainable Entrepreneurship – Rethink, Redesign & Redefine	Jain (Deemed- to-be University)	10.10.2022
14.	‘Understanding SPSS for Analysing Research Data’	School of Applied Management, RGPV, Bhopal.	13th -17th March, 2023
15.	Social Development Through Financial Empowerment	PK University, Shivpuri (M.P)	17.04.2023

16.	Prevention of Sexual Harassment (POSH) at campus or workplace	Aparajitha – Women Empowerment Cell, R.V Educational Institution	08.03.2023
17.	Data Analysis using SPSS	Star International Foundation for Research and Education	11.03.2023 & 12.03.2023
18.	National Webinar on Financial Empowerment through wealth creation	Alliance School of Business, Bengaluru in collaboration with Association of Mutual Funds of India	9.03.2023
19	Outcome Based Education – A Perspective	Jain (Deemed –to-be-University), Bengaluru	18.05.2023
20.	A study on sustainable sources of finance for financing the urban infrastructure	Faculty Research Cell-Samshodhana, School of Commerce, Jain (Deemed –to-be-University), Bengaluru	04.04.2024-05.04.2024
21.	National Webinar on “Financial Empowerment and Career Opportunities in Financial and securities market”	Sanketika Vidya Parishad Engineering College and Srinivasarao College of Pharmacy, Visakhapatnam, Andhra Pradesh and Association of Mutual Funds in India	26.012.2023
22.	National Level Awareness Quiz in commemoration of “ National Consumer Right Day”	HKBK Degree College	24.12.2023
23.	Inclusive approach for Business sustainability: Fostering Sustainable Development Goals”	Sanskriti School of Business	08.12.2023 &09.12.2023