



Name: Dr. Nasreen Sayyed

Designation: Associate Professor

Specialization: Accountancy

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Qualification

**M.Com.Accountancy
Ph.D.**

Work Experience

19 Years - Academic

**Career
Summary**

Academic

- From **June.2009** – Jain (Deemed-to-be-University), Bengaluru.
- **June 2007 – April 2009** – Royal College of Arts, Science and Commerce-Mumbai.
- **June 2004– March 2007** – Anandibai Damodar College, Mumbai.

Courses Facilitated

Financial Accounting
Management Accounting.
Corporate Accounting.
Cost Accounting.
Financial Management.
Advanced Financial
Management.

Research Interest

Finance

**Member on Committees /
Editorial Boards**

**Professional
Memberships**

	Research Publications	1. "Impact of Personality measures and investors biases on Decision-Making Skills of Women Investors in Mutual Funds", in Indian Journal of Finance, Volume 13, Issue-4. SCOPUS indexed Journal, Impact Factor 7.081, Apr-19, ISSN: 0973-8711. 2. "A Conceptual and Analytical Review of the Growth of Digital Payment in India" in International Journal of Advance and Innovative Research Volume 6, Issue 1 (XXXVIII): January – March 2019: Part – 8, ISSN 2394 – 7780. 3. "A Conceptual and Contextual Overview of ICT Based and Digital Education and Learning with Special Reference to Academic and Business Application", in International Journal of Research in Social Sciences, Volume 9 Issue 1 (Special Issue) Pg. No. 20-29, ISSN: 2249-2496, impact factor 7.081, January, 2019. 4. "A Study of Impact of the Internet on Saving and Investment Approach of Middle-Class Households with special reference to Bangalore", International Journal of Research and Analytical Reviews (IJRAR), Vol 5, Issue 3, E:2348-1269 P:2349-5138, impact factor 5.75, 01-09-2018. 5. "A Study on the Application Areas of lot to Improve the Life of Differently Abled with Special Reference to Physically, Hearing and Visually Impaired Individuals", in International Journal of Research and Analytical Reviews (IJRAR), Vol 5, Issue 3, E:2348-1269 P:2349-5138, impact factor 5.75, 01-09-2018. 6. "A Study of Impact of Internet on Saving and Investment Approach of Middle-Class Households with special reference to Bangalore", International Journal of Research and Analytical Reviews, September 2018, E-ISSN 2348-1269, P- ISSN 2349-5138), Volume 5, Issue 3, page 206to 222. 7. "A Conceptual and Contextual Overview of ICT based and Digital Education and Learning with special reference to Academic and Business Application" in Wesleyan Journal of Research, Vol. 14 No 1(XXIV) 8. "Investors perception towards long term financial plan-A study in Bengaluru city" in Wesleyan Journal of Research, Vol. 14 No 1(XXIV). 9. "An Empirical study of the behaviour of Indian investors, with special reference to loss aversion and anchoring" in Wesleyan Journal of Research, Vol. 14 No 1(XXIV). 10. "Impact of Digital Marketing on Customers' Purchase Decisions -A Conceptual review" in Turkish Journal of Physiotherapy and Rehabilitation 32(3), Pg. no. 43975 – 43985. 11. "Study on Saving Behaviour of Women Faculty Members Working in Private Colleges in Bengaluru" in Turkish Journal of Physiotherapy and Rehabilitation 32(3), Pg. no. 43986- 43995. 12. "A Study on Behaviour of Youth with Respect to Spending Money in Bangalore" in Journal of Informatics Education and Research, ISSN: 1526-4726 Vol 3 Issue 2. 13. "A study on Perception of people on Artificial Intelligence and can it be replaced by Human Being" in Journal of Research Administration, ISSN:1539-1590 E-ISSN:2573-7104 Vol. 5 No. 2. Patents - Published a Patent titled "An Internet of Things (IoT) based Solar-powered Water Cooler System to Fortify National Economic Growth" in 2023. Patent application no. 202211072392. - Published a Patent titled "Impact for Direct Marketing Services in India" in 2023. Patent application no. 202341002089.
	Articles / Case Studies	

	Consultancy Projects /	
	Books Chapters /	
	Activities	1. Area Coordinator of Department of Business Studies, JAIN (Deemed-To-Be University) – Managing the day today activities of the Department 2. Member of Faculty Research Cell - Samshodhana, School of Commerce, JAIN (Deemed-To-Be University) – Organising Conferences, Webinars, FDPs/MDPs and workshops for Academia 3. Managing Student Research Development Cell – Shodha - Organising Research Workshops, Conference, Case Study Analysis Competitions for students, guiding students to develop research papers. 4. Developing and reviewing discipline specific study materials for the students. 5. Internal Member of BoS - School of Commerce, JAIN (Deemed-To-Be University) 6. Developed Syllabus for B.Com, B.Com(Honours) and BMS programs 7. As a member of BOE, School of Commerce, conducting the review process of Term End Examination question papers for B.Com, B.Com(Honours) and BMS programs 8. Maintaining the research related documentation of the Department for NAAC, UGC and other Rating Agencies reference
	Recognition Awards /	
	Seminar Conferences Attended	1. One Day International conference on Redefining Human Resources and Marketing Management Perspectives” on 28th February 2020. 2. 4th International Conference on “Emerging Global Trends in Accounting, Finance and Taxation” on 27th February 2020. 3. Strategic shift in Business Excellence for Sustainable Development in Indo- Indo-Global business and Technology, Ganesh School of Business Management. 10th Feb 2017. School of Commerce, Jain (Deemed-To-Be University) 4. 3th International Conference on “Emerging Global Trends in Accounting, Finance and Taxation” on 27th February 2019. 5. 2nd International Conference on “Emerging Global Trends in Accounting, Finance and Taxation” on 25th March, 2018. 6. 3rd National HR Conference on "The Paradigm Shift Towards Sustainability" on 26th February 2018. 7. 4th Business Summit on "Future of Work - The New Realities" 28th Feb 2018 8. Emerging Global Trends in Accounting and Finance, Emerging Global Trends in Accounting and Finance, Department of Commerce, Jain University, Bangalore, 25th February 2017. 9. One day National Conference on Contemporary Issues In Economics, Commerce, Humanities, Social Sciences, Engineering, Technology, and Management, Abhinav College of Arts, Science and Commerce, Thane, 28th January 2017. 10. One-day National Conference on Changing Role of HRM-The strategic opportunities and challenges, Jain University, Bengaluru, 3rd

March, 2016.

11. One day National Conference on Suitability for Business Initiatives, Ideas and Challenges, Mother Teresa Women's University, Kodaikanal, 1st September 2016.

12. One day National Conference on Winning with VUCA-Innovations and strategies, Jain University, Bengaluru, March 2nd and 3rd 2015.

13. One day National Conference on B.L. Amlani College of Commerce and Economics and M.R. Nathwani college of Arts, Mumbai, 23rd August, 2014.

14. One day National Conference on Managing Uncertainty & Complexity, Kristu Jayanti College, Bangalore, April 3rd and 4th, 2014.

15. Participated in a 5-Day Virtual FDP titled Statistical Analysis in Research using SPSS from 4th to 8th October 2021 organized by School of Commerce, JAIN (Deemed-to-be University).

16. Participated in the two-day Virtual Entrepreneurship Conclave on 16 & 17th December 2021 organized by School of Commerce, JAIN (Deemed-to-be University).

17. Participated in the Virtual International Conference on Redefining and Transforming the Role of Higher Education for Sustainable Development on 30th September 2021 organized by School of Commerce, JAIN (Deemed-to-be University).

18. Participated in a 5-Day Online FDP titled Strategies for Investing in Stock Market from 26th to 30th July 2021 organized by School of Commerce, JAIN (Deemed-to-be University).

19. Participated in a 5-Day Virtual FDP titled Dimensions of Research from 13th to 17th September 2021 organized by School of Commerce, JAIN (Deemed-to-be University).

20. Participated in the AICTE Recognized Faculty Development Programme on "Business and Soft Skill Management" Conducted by Entrepreneurship Development and Industrial Coordination Department, NITTTR, Ministry of Education, Government of India from 19/09/2022 to 23/09/2022 (One Week) at Jain Deemed to be University Bangalore Karnataka.

21. Participated in the AICTE Recognized Faculty Development Programme on "Leadership and Management Development" Conducted by Entrepreneurship Development and Industrial Coordination Department, NITTTR, Ministry of Education, Government of India from 09/01/2023 to 13/01/2023 (One Week) (One Week) at Jain Deemed to be University Bangalore Karnataka.

22. Participated in the AICTE Recognized Faculty Development Programme on "Blue Ocean Strategy for Entrepreneurship Promotion" Conducted by Entrepreneurship Development and Industrial Coordination Department, NITTTR, Ministry of Education, Government of India from 13/03/2023 to 17/03/2023 (One Week) (One Week) at Jain Deemed to be University Bangalore Karnataka.

23. Participated in a 5-Day Online FDP titled Data Analysis using SPSS from 20th to 24th February 2023 organized by School of Commerce, JAIN (Deemed-to-be University).

24. Participated in a 5-Day Online FDP titled Data Analysis using R from 17th to 21st April 2023 organized by School of Commerce, JAIN (Deemed-to-be University).

25. Participated in the National Level Conference on "Driving

		Innovation for India: 2030” held on 18th January 2024 Organized by Faculty Research Cell- Samshodhana, School of Commerce Jain(Deemed-to-be University) 26. Participated in A Two-Day International Conference on “Business Resilience in the Era of Global Turbulence” held on 4th & 5th of April 2024 Organized by Faculty Research Cell- Samshodhana, School of Commerce Jain(Deemed-to-be University)
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