



Ms. Yashoda L

Assistant Professor

Specialization: Business Economics

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Qualification

- MA
- BEd
- PhD (Pursuing)

Work Experience

- 2007 - 2008 Lecturer - Silicon City College, Bangalore
- 2008 - 2009 - Lecturer -SBMJC, Bangalore
- 2009 – 2010 - Lecturer -Evening College, VV Puram (SBMJC), Bangalore
- 2009 – 2020 - Assistant Professor - Center for Management Studies, Jain (Deemed-to-be University), Bangalore

Courses Facilitated

BBA

- International Business
- Business Trends
- Business Economics
- Environmental Science
- Banking and Insurance
- Entrepreneurship Development

BAJ

- Managerial Economics for Media

Career Summary

Yasodha L is a highly dedicated teacher of Business Economics. It is an honour for her to teach student community for the betterment of society at large. Center for Management Studies has provided her with a huge opportunity to excel in all academic life and career sphere. As a steppingstone, different ups and downs have sharpened her teaching skills. Teacher and Student Engagement has been the gateway for excellence, and different pedagogy in a hybrid environment has thrown light on the required methodology for bringing adequate skills.

Research Interest

FDI in Retail Sector

Research Publications

Sl.No	Title of the Paper	Journal Name	Impact Factor	ISSN	Scopus Indexed	Year
1	Capital Flow Liberalization: A Sustainable Policy Process in India	Shanlax International Journal of Arts, Science and Humanities	2.114	2321-788X	NO	2017
2	Capital Investment in India: Analysis of Impact of FDI on Health Sector	Asian Journal of Development Matters	--	0973-9629	NO	2017

Articles / Case Studies

-NIL-

Consultancy / Projects

-NIL-

Books / Chapters

-NIL-

Activities

- IM Day
- Education Expedition
- Digital Summit
- NSS

BBM

- Business Economics
- Business Environment
- Indian Constitution

BCom

- Business Economics
- Managerial Economics
- Business Environment

BCA

- Indian Constitution
- EVS

Member on Committees / Editorial Boards

- NSS
- Industrial Visits
- Timetable
- Examination

Recognition / Awards**-NIL-****Seminar Conferences Attended**

Sl No	Title of National Conference / International	Name of the Institution	Paper Presented/Attended	Year
1	Emerging Trends in Public Policy and Implications for Development	Jyothi Nivas College Autonomous, Bangalore	Attended	2018
2	Emerging Rural Health Issues in India	Mysore University, Mysore	An Analysis of status of FDI in Indian Health Sector	2018
3	Innovative Pedagogy in Business and Management	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2009
4	Modinomics - Myth or Magic for Indian Economy	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2014
5	Business Potential in India in Global Recession Scenario	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2009
6	Work-Life Balance	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2010
7	Emerging Trends in Business and Finance	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2019
8	National Conference on Emerging Trends in Business and Finance	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020
9	International Conference on Rediscovering Management of Business Post COVID - 19	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020

Memberships

Jury Member for FKCCI – Manthan 2020

National / International Webinars Attended

Sl. No.	Title of National Webinar / International	Name of the Institution	Attended / Presented	Year
1	Gender Implications of COVID-19 Pandemic	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020
2	Moving Forward Through the Challenges Posed by Covid - 19 in the	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020

	Manufacturing Sector			
3	A Sustainable Response to Covid – 19 The New Normal	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020
4	Goal Setting That Cannot Fail	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020
5	Mindfulness for Educators	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020
6	Impact of COVID-19 On the Indian Stock Market	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020
7	Covid – 19 Crisis: The Global Economy Reshaping	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020
8	Teaching- An Amalgamation of Negotiation, Performance and Struggle for Acceptance	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020
9	Juggling in the Midst of New Normal	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020
10	IQAC Webinar with NAAC Experts	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020
11	Acharyadevo Bhava	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020
12	Leading the Way Forward in the Unprecedented Times: With Special Reference to the Global Markets and Economy	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020
13	English Language Teaching: Course Planning Tools, for Hybrid Classroom Teaching, and Learning	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020
14	International Research Conclave	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020
15	FDP on Data Analysis Using SPSS, AMOS & R	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020
16	Indian Economy During Unprecedented Times and Way Forward	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020
17	Consumer Awareness E-Quiz 2020	GTN Autonomous College, TN	Attended	2020
18	Grooming	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020
19	Information Systems During and After COVID-19	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020
20	FDP on Rudiments of Finance: Teaching and Research Perspective	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020
21	Need and Relevance of Universal Health Care - Post COVID Scenario	BMA, Bangalore	Attended	2020

22	India is an Ideal Destination for Investment in Agricultural Entrepreneurship	BMA, Bangalore	Attended	2020
23	International Webinar on Yoga	Rotary International: Global Yoga and Meditation Fellowship in association with S -VYASA Yoga University and BMA	Attended	2020
24	COVID-19: Our Situation	BMA Bangalore	Attended	2020
25	Opportunities and Challenges in Higher Education - Pre and Post COVID 19	BMA Bangalore	Attended	2020
26	How to Attain Tranquility Calmness	BMA Bangalore	Attended	2020
27	Training on Emotional Counselling	BMA Bangalore	Attended	2020
28	Adolescent and Students	BMA Bangalore	Attended	2020
29	Addiction and Stress Management	BMA Bangalore	Attended	2020
30	COVID - 19 and Macroeconomic Uncertainty Fiscal and Monetary Response	St. Pauls College, Kalamassery	Attended	2020
31	Real Estate Industry and the Impact of COVID 19	BMA Bangalore	Attended	2020
32	The Educator Sector - An Alternative Point of View	BMA Bangalore	Attended	2020
33	NEP 2020: Heralding A New Era in National Building	BMA Bangalore	Attended	2020
34	Nep 2020: Way Forward	BMA Bangalore	Attended	2020
35	Health Effects of Mind Body Interventions	BMA Bangalore	Attended	2020
36	Reimagining University Education in the Light of NEP 2020	BMA Bangalore	Attended	2020
37	NEP 2020: Challenges and Opportunities	BMA Bangalore	Attended	2020
38	Banking Landscape and Emerging Trends	BMA Bangalore	Attended	2020
39	Self-Management	BMA Bangalore	Attended	2020
40	Challenges in Time, Challenges in Education	BMA Bangalore	Attended	2020
41	Importance of Mental Well-Being in Continuing Pandemic Times	JU -CERSSE	Attended	2020
42	Atmanirbhar Bharat Abhiyan: Opportunities and Challenges	JU - SHSS	Attended	2020
43	1 Million By 2025: Future Technologies Jobs in India - Framework & Action Plan	IET - The Institute of Engineering and Technology, India	Attended	2020
44	2020: Year in Retrospect	JU -CERSSE	Attended	2020
45	Creating New Knowledge: A Blend of Research and Data Analysis	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020
46	Managing Your Finances and Investment During COVID	Center for Management Studies, Jain (Deemed-to-be	Attended	2020

		Time	University), Bangalore		
	47	Session on NEP	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020
	48	Media and Politics	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020
	49	Marketing During COVID - 19	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020
	50	Cyber Security - How AI is Helping in Secure Living in a Digital Universe?	School of Engineering and Technology, Jain (Deemed to be University), Bangalore	Attended	2020
	51	Learning, E-Learning and Re-Learning in The Post COVID World	CERSSE - Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Attended	2020