



## Dr. Priya Makhija

Associate Professor

**Specialization:** Finance and HR

**Email:** [priya\\_m@cms.ac.in](mailto:priya_m@cms.ac.in)

**Linked In:** <https://www.linkedin.com/in/dr-priya-makhija-09580a3b/>

### Qualification

- PhD
- FDA
- MPhil
- M.Com
- MBA
- PGDHRM
- B.Com

### Work Experience – 15 Years

- 2017 - Present  
Assistant Professor  
JAIN (Deemed-to-be University) Center for Management Studies Bangalore
- 2016 – 2017 - HOD of UG and PG – Indo Asian Academy Degree College
- 2005 – 15 - Faculty and HOD - Baldwin Methodist College

### Courses Facilitated & Taught

- BBA –
  - Quantitative Techniques I
  - Quantitative Techniques II
  - Business Finance
  - Management Accounting
  - Advanced

### Career Summary

Dr. Priya Makhija is Associate Professor at JAIN (Deemed-to-be University) Center for Management Studies Bangalore with fifteen years of academic experience in teaching, research, team building, academic administration, faculty development, and research enhancement. She has published over twenty-eight research papers in reputed journals. She was awarded as Prof. Indira Parikh 50 Women in Education Leaders at the World Education Congress and Distinguished Teacher Award by MTC Education Global.

Teaching being her ancestral Profession has always motivated her to nurture herself in the same field. She believes that "A teacher must always remain a student only then they enjoy both learning and teaching". Her research interest areas are Occupational Role Stress, Women Growth as Investor, Women Leadership in Higher Education, Enhancing Quality of Higher Education and Employee Retention. As an academician, she strongly believes in R3 Approach, i.e., Respect, Responsibility and Resilience.

### Research Interest

Occupational Role Stress, Leadership, Mutual Fund & Investor's Behaviour

### Research Publications

S.N	Title of the Paper	Journal Name	Impact Factor	ISSN	Scopus Indexed	Year
1	Exploring the MDH 'Spice King' Saga Unveiling Entrepreneurial Insights and Leadership Wisdom	IIUM Journal of Case Studies in Management	0.4	2710-7175	UGC	2024
2	A Global Taxonomy of Flash Crashes: Cases Demonstrating the Operation and Impact of High-Frequency Traders	BANKING RESILIENCE: New Insights on Corporate Governance, Sustainability and Digital Innovation	Nil		Scopus	2024
3	CBDC's FinTech Innovations: Socioeconomic Implications and the Need for Digital Detox	Business Drivers in Promoting Digital Detoxification – IGI Global	Nil	Nil	Scopus	2024
4	Sustainable Investing with ESG-Variables Impacting Individual Investor Decisions.	SDMIMD Journal of Management	4.3	0976-0652	UGC	2023

Accountancy

- SAPM

**Member on Committees / Editorial Boards Committees**

- BBA-Time Table: 2020 – 21
- First Year PCL Coordinator
- Patent and Consultancy Committee

**Editorial Board**

- Member of Editorial Board “Blue Eyes Intelligence Engineering & Science” Membership No 201963.
- Member of Editorial Board - Samvakti Journals – A Multi-Disciplinary International Research Journals
- Reviewer for Sage, Inderscience and IGI Global

**Professional Memberships**

- Member of AIMS International
- Lifetime Member of MTC Global Trust

5	Impact of Retail Industry Service Innovation and Employee Engagement on the Marketing Performance of Modern Trade in India	International Journal of Health Sciences (IJHS)	0.410	2550-696X	Yes	2022
6	The Impact of the Advertisements on the social media and Networking Sites	International Journal of Health Sciences (IJHS)	0.410	2550-696X	Yes	2022
7	Contribution Of Higher Education Institutions Curricular Fostering Entrepreneurship In TheDigital Era Using Thematic Analysis	IJRAR	7.17	2348-1269,	UGC	2021
8	COVID-19 lockdown: Impact on migrant workers and suggestive measures	Samvakti Journal of Research in Business Management	Nil	2582-8347	No	2021
9	"Sustainable Investment and the COVID-19 Effect - Volatility Analysis of ESG Index"	Int. J. of Sustainable Economy.	0.410	International Journal of Sustainable Economy, 2021 Vol.13 No.4, pp.357 - 368	Yes	2021
10	A Correlative Study on ORS Among the Employed Feminine of Bangalore City	International Journal of Advanced Science and Technology	0.410	2207-6360	Yes	2020
11	Performance and Growth of Artificial Intelligence in Service Sector	Test Engineering and Management	0.1 (SJR)	01934 120	Yes	2020
12	Relationship Between Time Pressure in Information Search and Demographics – An Econometric Application	ITI HAS Journal of Indian Management	0.454	2456-7302	No	2019
13	Financial Inclusion Status of Urban Households in	International Journal of Exclusive Management	5.76	2249 – 8672	No	2019

	Bangalore District	Research				
14	A Comparative Study on Occupational Stress Among Working Women Using Statistical Tool T-Test with Reference to Bangalore City	International Journal of Current Research	7.749	0975-833x	No	2018
15	Occupational Stress Among Working Women: A Literature Review	International Journal of Research in Management & Social Science	3.42	2320-0626	No	2018
16	A Comparative Study of ORS Among the Age Group of Women's Working in Selective Service Sector Bangalore	Pacific Business Review International	6.56	0974-438X	No	2017
17	Occupational Stress Amongst Women Employees -A Systematic Review of Literature	Asia Pacific Journal of Management	6.58	2320 – 5504	No	2016
18	Impact of Work - Related Stress Well-Being Among Corporate Women	International Journal in Management and Social Science	4.358	2321-1784	No	2016
19	Independent Learning & Future Development	International Journal of Social Science & Interdisciplinary Research IJSSIR	3.503	2277 3630	No	2013
20	Women & Career and Conflicts are Disagreements	Human Rights International Research Journal (issue 1& 2)		2320-6942	No	2013
21	Women Empowerment, Entrepreneurship & Economic Growth	OORJA International Journal of Management & IT		0974-7869	No	2013

### **Articles / Case Studies**

Hierarchical Mismanagement – Case Study published in the Book - Facing Challenges in the Era of Globalization (Book published by EXCELLENT PUBLICATION HOUSE in association with Shri Vaishnav Institute of Management Indore.

### **Consultancy / Projects**

- NIL -

### **Books / Chapters**

1. **Chapter** - An Empirical Study of Stress on Wellbeing: Again Corporate Women Challenging Strategies for Business & Management (Book Published by Vishisht Institute of Professional Studies and Research) ISSN 978-81-927004-0-3. (2014)
2. **Chapter**- Human Resource and Gamification – Ethnography of Strategic Leadership Towards Sustainability – Book Published by Kunal Books – New Delhi. (2020)
3. **Chapter**:"AI BASED TECHNOLOGIES FOR DIGITAL AND BANKING FRAUD DURING COVID -19" - Artificial Intelligence for COVID-19 by Springer Nature Switzerland AG (2022)
4. **Chapter**:Transforming Financial Sector Through Financial Literacy and Fintech Revolution - FINANCIAL INCLUSION IN EMERGING MARKETS: A ROAD MAP FOR SUSTAINABLE GROWTH by Springer Nature Switzerland AG (2021)
5. **Chapter**: EFFICIENCY AND ADVANCEMENT OF ARTIFICIAL INTELLIGENCE IN SERVICE SECTOR WITH SPECIAL REFERENCE TO BANKING INDUSTRY - FOURTH INDUSTRIAL REVOLUTION AND BUSINESS DYNAMICS: ISSUES AND IMPLICATION by Springer Nature Switzerland AG (2021)
6. **Chapter**: Energy Efficient Smart Cities with Green IOT - Green Technological Innovation for Sustainable Smart Societies - Post Pandemic Era by Springer Nature Switzerland AG (2021)

### **Activities**

- Student Development Programme APAROKSHA – 2014.
- Organised National Conference “A Paradigm Shift in Service Sector – Emerging the Future” March 2017.
- Mentoring for IM Day and Management EXPO.
- Organized Project Centric Learning: Two Day Students Conference on Industrial Symbiosis through Eco-Innovation and Sustainable Management to be held on 17th & 18th April 2023 at the JAIN (Deemed-to-be University) Center for Management Studies Bangalore

### **Recognition / Awards**

- 1) Best Research Paper Award at Presidency University on 08<sup>th</sup> May 2021.
- 2) Best Research Paper Award at JyothiNivas College on 31st October 2014.
- 3) Judged Business Plan for Intercollegiate Commerce, Management and Cultural Fest – Disha&Nakshatra – 2015 at Government RamnarayanChellaram College of Commerce and Management, Bangalore.
- 4) Awarded as Prof. Indira Parikh 50 Women in Education Leaders at the World Education Congress.
- 5) Chaired Session for National Conference on “Multi-Disciplinary Perspectives on Digital Disruptions” organized on 6<sup>th</sup> March 2020 at TIMS, Bangalore.
- 6) Elected for “Distinguished Teacher Award” by MTC Education Global.

## **Seminar Conferences Attended**

### **Conferences:**

<b>S.N.</b>	<b>Title of Conference</b>	<b>Institute Full Name &amp; Location</b>	<b>Paper Presented</b>	<b>Date</b>
1	The Third Annual International Capital Markets Conference 2022 on "Role of Capital Markets for Sustainable Growth of Economy"	NISM, Patalganga on	"Sustainable Investing with ESG – Variables Impacting Individual Investor Decisions"	2022
2	International conference on Management of MSMEs (ICMM 2022) organized by IIM – Amritsar on the theme Realigning business practices in era of disruptions.	IIM - Amritsar	"A Study on observable determinants of E-Working (Remote Working) among academicians – A reflective Confirmatory Factor analysis approach"	2022
3	Fortune Institute of International Business (FIIB), Katastasi - the 3rd International Case Conference on 26th of March 2022 – Case study	FIIB	"MDH 'Spice King' journey — entrepreneurial decision-making and leadership lessons"	2022
4	ICRC- AIMA, Case Writing Competition, 25th March 2022.	AIMA	"The Evolution of Financial services from Traditional to Fintech - A Case Study of Neo Banks"	2022
5	International Conference on Applied Management Trends and Perspective in Business Growth Trajectory	Presidency University	Performance and Growth of Artificial intelligence in service sector	2021
6	International Web Conference on Women Empowerment Through Education, Employment & Entrepreneurship (We Through E <sup>3</sup> )	Department of Economics – St. Mary's College (Autonomous), Tamil Nadu	A Study on Women Migrant Work – Threat and Opportunities During COVID – 19 Pandemic	2020
7	10 <sup>th</sup> International Online Conference on Impact of COVID– 19 on Local & Global Economy & Recovery Strategies	Sai Ram Institute of Management Studies – An Autonomous Institutions, Chennai	Pandemic 2020 – A Study on Transformational Journey of Education Sector for Sustainability	2020
8	17 <sup>th</sup> AIMS International Conference on Management Organised at IIM – K	IIM, Kolkata	A Correlative Study on ORS Among Working Women of Bangalore City	2020

9	International Conference on Global Strategies in Business, Banking & Finance & Management	Guru Nanak College, Chennai	Financial Inclusion Status of Urban Households in Bangalore District	2019
10	3rd Annual Convention of ICBE & International Conference on Global Entrepreneurship - Emerging Opportunities & Challenges	Bangalore University	Role & Growth of Women as an Start up Entrepreneur and Financed by Angel Investors	2019
11	National Conference on Contemporary Practices & Trends in Digital Marketing & Social Media	Kasturi Ram College of Higher Education, New Delhi	Role of Social Media in Faculty Advancement & Improved Performance in Educational Institutions	2019
12	International Conference on Entrepreneurship – 2017	JAIN (Deemed-to-be University) Center for Management Studies Bangalore	Entrepreneurship in High Potential Economies in the Digital Era	2017
13	HR Conclave – 2017	JAIN (Deemed-to-be University) Center for Management Studies Bangalore	HR Conclave – 2017 - Confluence of Minds – Emerging Trends in HR	2017
14	UGC Sponsored International Conference on Futuristic Innovations and Challenges to Diversity Management, Emerging Technologies and Sustainability for Inclusive Industrial Growth	JyothiNivas College, Bangalore	Financial Inclusion – A Study with reference to Urban Household in Bangalore District	2014
15	National Conference on Emerging Sectors: Growth Drivers for Indian Economy	M S Ramaiah Institute of Management, Bangalore	Participated - Emerging Sectors: Growth Drivers for Indian Economy	2013
16	International Conference on Role of Women in Achieving a Sustainable Future – An Economic Perspective	Adarsha Group of Institutions	Women and Leadership	2013
17	International Conference on Managing Change in Business and Economy	Pacific University	Wellness and Benefits in the Changing Workplace Scenario	2013
18	Redefining Quality Standards in Higher Education in the Changing Global Scenario	ABBS	Changing Expectations of Student Community	2013
19	National Conference on Merging Trends in Business	Christ (Deemed-to-be University), Bangalore	Work Life Balance	2013

20	PPP National Conference	IIT – Roorkee	Spirituality in the Workplace	2013
21	International Conference on Sustainability – Success for Organizational Transformation	KristuJayanti College of Management and Technology, Bangalore	Sustainability of Women Human Resource	2013
22	3 <sup>rd</sup> International Conference on IMBP – 2013	SMBS India and SMBS Canada	Gender and Leadership	2013
23	International Conference Managing Human Resources at the Workplace	SDMIMD, Mysore	Managing Stress Among Women Working Employees	2012
24	International Conference on Paradigm Shift in Innovative Business Management	VISHISHT Indore	Work Life Balance – A Case Study on Working Women	2012
25	National Conference on New Strategies, Innovations and Changes in Functional Areas of Management	-	Innovation in Employee Development	2012

#### Faculty Development Programme:

S.No	FDP	Institute	Year
1	Four-Week Induction/Orientation Programme for Faculty in Universities/Colleges/Institutes of Higher Education	Ramanujan College, University of Delhi, Sponsored by MHRD	2020
2	Open-Source Tools for Research	Ramanujan College, University of Delhi, Sponsored by MHRD	2020.
3	International Academia Research and Development Programme on Research Insights and Publication Strategies	National Foundation for Entrepreneurship Development in association with MTSP	2020
4	Online FDP on Risk Management Using Derivatives	KristuJayanti College, Bangalore	2020
5	Online FDP on Qualitative and Quantitative Research Analysis	KristuJayanti College, Bangalore	2020
6	International FDP on Managing Stress, Teaching and Learning During This Period of Social Distancing	MTC Global Trust along with Dhaka University	2020
7	Online FDP on Learning, Pedagogy and Effective Use of Case Methodology	ASMA Group	2020
8	Three-Day FDP on Introduction to Structural Equation Modelling for Social Science Research	Self-Financing Stream, NGM College (Autonomous)	2020
9	Online FDP on DuPont Analysis	Accounting and Taxation Club of Department of Commerce, SSMRV College, Bangalore	2020
10	Two-Week FDP on Managing Online Classes and Co-Creating MOOCs:2.0	Ramanujan College, University of Delhi, Sponsored by MHRD	2020
11	FDP – One-Week STTP on Statistical Analysis in SPSS Software (online mode)	REST Society for Research International (RSRI), Krishnagiri, Tamil Nadu	2020

12	Two-Day FDP on Publishing in Scopus Indexed Journals	CMS Business School, Bangalore	2019
13	MDP on People Analytics: Data Driven Performance	Acharya Bangalore B – School	2018
14	MDP on SPSS AMOS	Adarsh Institute of Management and Information Technology	2013

#### Webinar:

S.NO	Name of the topic	Organised by	Date
1	National Level COVID-19 Awareness Quiz in Management Accounting	Department of Commerce, V.S.R. Govt. Degree & P.G. College, Movva	2020
2	One-Week Distinctive Webinar Series on Latest Trends in IT	Dept. of Information Science and Engineering, Sir M Visvesvaraya Institute of Technology, Bangalore	2020
3	Gender Implications of COVID-19 Pandemic	JAIN (Deemed-to-be University) Center for Management Studies Bangalore	2020
4	GCNI's 2 <sup>nd</sup> Virtual Knowledge Sharing Session on Adverse Effects of COVID -19 on Girl Child Education and Efforts to Mitigate	Sustain Verse	2020
5	Impact of Banking and Financial Sector in the Post COVID 19 Economy	Department of Commerce (PG) KristuJayanti College (Autonomous), Bangalore	2020
6	Women in the Changing World of Work hosted by UN Women and UN GCNI	Sustain Verse Webinar	2020
7	Microbiologists' Eye View on COVID-19	JAIN (Deemed-to-be University) Center for Management Studies Bangalore	2020
8	Research Proposals Preparation for Funding Agencies in Social Science Studies	Department of Management Studies, St. Joseph's College of Engineering	2020
9	Information Systems During and After the COVID-19	JAIN (Deemed-to-be University) Center for Management Studies Bangalore	2020

#### Certifications:

S.No	Name of Course	University	Year
1	Introduction to Systematic Review and Meta-Analysis	Johns Hopkins University	2020
2	Python and Statistics for Financial Analysis	The Hong Kong University of Science and Technology	2020
3	Excel Skills for Business – Intermediate I	Macquarie University	2020
4	Excel Skills for Business – Essentials	Macquarie University	2020
5	Managerial Accounting Fundamentals	University of Virginia	2020
6	Women in Leadership: Inspiring Positive Change	Case Western Reserve University	2020
7	Introduction to People Analytics Change	Moscow Institute of Physics and Technology	2020



<b>8</b>	Behavioural Investing	Indian School of Business	2020
<b>9</b>	Introduction to Corporate Finance	Corporate Finance Institute	2020
<b>10</b>	Math Fundamentals for Capital Markets	Corporate Finance Institute	2020
<b>11</b>	Statistics/ Data Analysis with SPSS: Descriptive Statistics	Udemy	2020
<b>12</b>	RPA and Machine Learning in Finance/ Accounting	IMA Bangalore Chapter	2020
<b>13</b>	Financial Inclusion: Evolution and Contemporary Challenges	ADBI Institute	2020