



## Dr Supriya Rai

Associate Professor, Course Facilitator, Coordinator: IQAC & Swayam

**Specialization:** Finance & Accounting

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### Qualification

- **PhD** – CSJM University, Kanpur
- **MPhil** – Vinayaka University, TN
- **M.Com**- Karnataka University
- **B.Com** – Mangalore University

### Work Experience – 20 Years

- 2009-Present Associate Professor JAIN(DEEMED-TO-BE UNIVERSITY) (Deemed-to-be University Center for Management Studies Bangalore
- 2007-09 Assistant Professor - St. Joseph's College, Bangalore
- 2004-07 Assistant Professor -

### Career Summary

Dr Supriya Rai is a dedicated and experienced faculty with over 20 years of experience delivering educational assistance to undergraduate level students. Being a committed faculty member, she is passionate about working to further enhance the educational offerings of an institution. She has an outstanding ability to handle syllabus at the undergraduate and graduate curriculum along with a remarkable ability to teach, inspire and develop young minds.

### Research Interest

- Analysis of Satisfaction of Broad Band Subscription with respect to BSNL
- Investment Decision of Endowment Plans in Insurance Companies with respect to Karnataka.

### Research Publications

Title of Paper	Journal Name/ Book Name	Impact Factor	ISSN / ISBN No.	Month of Publication	Year of Publication	Scopus Publication (Yes/No)
Role of Educators in Developing Entrepreneurial skill & Competencies among Students	Pariprashna-JAIN(DEEMED-TO-BE UNIVERSITY) publication			October	2009	NO
An Empirical Study on Customer's Perception towards Online Banking adoption in Bangalore City	Journal of Acharya's Bangalore B-School, "Amber" Volume 1 – Issue 2.		978-81-8488-938-6	December	2009	NO
Performance Coaching in a Business School	Journal of Bharathidasan University, Tamilnadu			March	2010	NO
Investors Decision Making Pattern For Life Insurance Products & Customization	International journal of Advance and Innovative Research	7.36	ISSN 2394-7780	MARCH	2019	

<p>Yadav College, Bangalore</p> <ul style="list-style-type: none"> <li>2000 – 04 Lecturer in GFGC College, Mangalore</li> </ul> <p><b><u>Courses Facilitated &amp; Taught</u></b></p> <p><b>BBA -</b></p> <ul style="list-style-type: none"> <li>Financial Accounting</li> <li>Corporate Accounting</li> <li>Financial Management/B business Finance</li> <li>Cost Accounting</li> <li>Management Accounting</li> <li>Income Tax</li> </ul> <p><b><u>Member on Committees / Editorial Boards</u></b></p> <p>IQAC 2013-Present SWAYAM 2018-Present Research Journal – Catalyst (CMS-JU) 2019-Present</p> <p><b><u>Professional Memberships</u></b></p> <p>-NIL-</p>	Impact of social media on the behaviour of consumers	Journal of The Gujarat Research Society	4.3	ISSN: 0374-8588	DEC	2019	YES
	Impact of social media on digital marketing	Journal of The Gujarat Research Society	4.3	ISSN: 0374-8588	DEC	2019	YES
	Role of Microfinance in Economic Empowerment of Women in India	The International journal of analytical and experimental modal analysis	6.3	ISSN NO: 0886-9367	November	2020	NO
	Analysis and performance of fixed assessment managing by inferring the appliance alignment procedures	Indian Journal of Adult Education		ISSN : 0019-5006	December	2020	YES
	Identification of financial risk management hazards and improving initiatives for accruing profits in an organization	Wesleyan Journal of Research		ISSN:0975-1386	FEB	2021	YES
	Quality in Higher Education: a review on the measurements & affecting factors of Performance Coaching	Journal of Huazhong University of Science and Technology		ISSN-1671-4512	MARCH	2021	YES
	Analysis of corporate company employee and effect on compensation packages depending on performance and retention	Journal of the Maharaja Sayajirao University of Baroda	5.544	ISSN : 0025-0422	MARCH	2021	NO
	An analytical study of an employee retention techniques of organization in motor company	1. Kala : The Journal of Indian Art History Congress	6.125	ISSN : 0975-7945	April	2021	NO

An analytical study of policy performance of equity & nifty with respect to its risk& return.	International Journal of Science and Research (IJSR)	5.6	ISSN: 2319-7064	June	2021	NO
A study on non performing assets in public sector banks of india	International Journal of Scientific & Engineering Research	4.2	ISSN 2229-5518	DEC	2021	NO
Overview of rise and development of it industry in india	International Journal of Research and Analytical Reviews (IJRAR)	7.17	E-ISSN 2348-1269, P-ISSN2349-5138	MARCH	2022	NO
Indian insurance scenario - a critical review on life insurance industry	International journal of Advances in Engineering and Management (IAEM)	7.429	ISSN: 2395-5252	JUNE	2022	NO
A Critical Review on Management of Non-Performing Assets and Public Sector Banks in India	International journal of Advances in Engineering and Management (IAEM)	7.429	ISSN: 2395-5253	JULY	2022	NO
Globalization: managing cross-cultural diversity in finance	International Journal for Research in Applied Science & Engineering Technology (IJRASET)	7.538	ISSN 2321-9653	OCT	2022	NO
An impact analysis on natural stone and marble market size & share in india	International journal of research and analytical reviews (ijrar.org)	7.17	ISSN   No: E-ISSN 2348-1269, P-ISSN 2349-5138	JAN	2023	NO
Indian Insurance Scenario vs Global Insurance	International Journal for Research in Applied Science & Engineering Technology (IJRASET)	7.538	ISSN: 2321-9653	FEB	2023	NO
A Study on Stock Brokerage Services for Youth in India	International Journal of Research and Analytical Reviews - IJRAR	7.17	E-ISSN:2348-1269; P-ISSN 2349-5138	APRIL	2023	NO
A study on financial technology & cyber security in india	International Scientific Journal of Engineering and Management(ISJEM)	SJIF 2023: 5.081	ISSN: 2583-6129	APRIL	2023	NO

Assessment and Analysis of Luxury Brands and Their E-com Marketing Strategies in Indian Market	International Journal for Multidisciplinary Research (IJFMR)	9.24	E-ISSN: 2582-2160	APRIL	2023	NO
Long Term Impact of Demonetization on Indian Economy	International Journal of Emerging Technologies and Innovative Research(www.jetir.org)	7.95	ISSN: 2349-5162	APRIL	2023	NO
The impact in supply chain management during COVID 19 and after COVID its influence and business – startups	Tijer - international research journal	8.57	ISSN : 2456-3315	APRIL	2023	NO
A Study of Smart Pillow with respect of sleep quality & advance health	International Journal of Emerging Technologies and Innovative Research(www.jetir.org)	7.95	ISSN: 2349-5162	APRIL	2023	NO
Disruption in Supply Chain Management	Iconic Research And Engineering Journals(IRE Journals)	5.83	ISSN: 2456-8880;e-ISSN: 2456-8880	APRIL	2023	NO
FinTech Pre COVID vs Post COVID	Iconic Research And Engineering Journals(IRE Journals)	5.83	ISSN: 2456-8880;e-ISSN: 2456-8881	APRIL	2023	NO
Smart Traffic Management Using Internet of Things (IoT)	Iconic Research And Engineering Journals(IRE Journals)	5.83	ISSN: 2456-8880;e-ISSN: 2456-8882	APRIL	2023	NO

### **Articles / Case Studies**

- NIL -

## Consultancy / Projects

- NIL -

## Books / Chapters

S.N.	Title of Book	Publisher	ISBN
1	Financial Accounting-Part I	JAIN (Deemed-to-be University) (Deemed-to-be University)	In-house Publication
2	Financial Accounting- Part II	JAIN (Deemed-to-be University) (Deemed-to-be University)	In-house Publication
3	Cost Accounting	JAIN (Deemed-to-be University) (Deemed-to-be University)	In-house Publication
4	Corporate Accounting	JAIN (Deemed-to-be University) (Deemed-to-be University)	In-house Publication
5	Business Finance	Himalaya Publication	In process

## Activities

S.N	Activity	Title	Year
1	IQAC/NAAC	Coordinator	2012-2020
2	CMS Festival-Precipice	International and National Level Fest	2009-2020
3	Grievance Cell	Coordinator	2014-2020
4	ICC	Coordinator	2015-2020
5	Swayam	Coordinator	2018-2020
6	Innovative Teaching Pedagogy in Education for Gen Z and Gen Alpha in the Era of Information Explosion	National Level FDP	2020
7	Trending Teaching for Participation and Performance	National Level FDP	2020
8	Created and Conceptualized CMS Chronicle	Journalism Day	2020
9	Creating New Knowledge-Blend of Research and Data Analysis	National Level FDP	2020
10	Faculty Development Programme	New Age Teaching	2020
11	Inquest of Research-SPSS and AMOS	National Level FDP	2020
12	Happily, Retired – Retirement Benefits from Finance Perspective	National Level FDP	2020
13	Mental Wellbeing - Identifying Signs of Stress/Illness and Self-care in Care-giving Profession	National Level FDP	2019
14	National Conference	National Level Conference on Business & Finance	2019
15	Teaching Pedagogy-International	National Level FDP	2018
16			
17	Women cell-JU	Chief Co-ordinator	2015 & 2016
18	Leadership Training	Outbound Activity TCL - Bangalore	2015

19			
20	Student Welfare	Coordinator	2013
21	Fresher's Day	College Activity	2012
22	TEL (Technical Education Learning Center)	Coordinator	2009-2011
23	Leadership Training	Outbound Activity TCL - Bangalore	2010
24	Threshold	Inter- collegiate Management Fest	2010

### **Recognition / Awards**

- NIL -

### **Seminar/ Conferences Attended**

SN	Title of Conference/Seminars/FDP/Workshop	Name of the Institute	Presented/Attended	Year
1	UGC sponsored National level Workshop on "Revised frame work on NAAC	JAIN(Deemed-to-be University)(Deemed-to-be University) Bangalore	Attended	2019
2	National Conference on Emerging Trends in Business and Finance	Center for Management Studies, JAIN(Deemed-to-be University) (Deemed-to-be University)	Paper Presented on Investors Decision Making Pattern for Life Insurance Products & Customization	2019
3	State level FDP on Data Analysis in Research	JAIN(DEEMED-TO-BE UNIVERSITY) (Deemed-to-be University) Center for Management Studies Bangalore	Attended	2018
4	National level FDP on 'Teaching Vs Research: A New Chapter to Begin'	Surana Evening College, Bangalore	Attended	2018
5	State Level Seminar on 'The Paradigm Shift towards Sustainability'	JAIN(Deemed-to-be University) (Deemed-to-be University), Knowledge Campus	Attended	2018
6	International Level Seminar 'Preparation of Business Plan'- by Prof. Matthew Exton, Program Manager, Cardiff University, Cardiff, UK	JAIN(Deemed-to-be University)(Deemed-to-be University) Bangalore	Attended	2016
7	State Level Seminar on 'Technology: The Emerging Trends and What the future holds'	JAIN(Deemed-to-be University)(Deemed-to-be University) Bangalore	Attended	2016
8	National Level seminar on 'Doing Business in Europe - Business Risk Management & Mitigation' by	JAIN(Deemed-to-be University)(Deemed-to-be University)	Attended	2016

	Prof.DavorVuchkovski, Asst. Professor, University of Ljubljana, Slovenia	Bangalore		
9	National Level seminar on 'Marketing Strategies Teaching skills for present generation' and 'Importance of PhD's for Fculties'	JAIN (Deemed-to-be University)(Deemed-to-be University) Bangalore	Attended	2016
10	National Level Conference on 'Modinomics- Myth or Magic for Indian Economy'	JAIN (Deemed-to-be University)(Deemed-to-be University) Bangalore	Attended	2014
11	National Level FDP	IBS Business School, held in IBS, Bangalore	Attended	2014
12	State Level FDP on 'Teaching and Learning Strategies'	JAIN (Deemed-to-be University)(Deemed-to-be University) Bangalore	Attended	2012
13	State Level FDP on 'Case Study Analysis' - International Conference on SANMARGA - the Influence of JAIN (Deemed-to-be University)ism in Art, Culture and Literature	JAIN (Deemed-to-be University)(Deemed-to-be University) Bangalore	Attended	2011
14	FDP at National Level on 'Work –Life Balance'	JAIN (DEEMED-TO-BE UNIVERSITY) (Deemed-to-be University) Center for Management Studies Bangalore	Attended	2010
15	International Conference on Management Research	Bharathidasan Institute of Management, Bharathidasan University, Tiruchirappalli, Tamilnadu	Attended & Presented Paper on "Performance Coaching in a Business School"	2010
16	International Conference on Business Vision 2020	Acharya's Bangalore B-School, Bangalore	Attended & Presented Paper on "An Empirical Study on Customer's Perception towards Online Banking adoption in Bangalore City"	2010
17	International Conference on "Innovative Teaching Pedagogy in Business and Management Education"	JAIN (DEEMED-TO-BE UNIVERSITY) (Deemed-to-be University) Center for Management Studies Bangalore	Attended	2009
18	National level Conference on Business Potential of India in a Global Recession Scenario	JAIN (DEEMED-TO-BE UNIVERSITY) (Deemed-to-be University) Center for Management Studies Bangalore	Attended	2009

19	National level Conference on 'Role of Educators in Developing Entrepreneurial skill & Competencies among Students'	SBMJC, JAIN (Deemed-to-be University) University, Bangalore, October	Attended and Presented Paper	2009
20	National level Seminar on "US Fulbright Fellowships"	JAIN (Deemed-to-be University) (Deemed-to-be University) and AAA, Bangalore	Attended	2009
21	FDP on 'Team Building'	JAIN (DEEMED-TO-BE UNIVERSITY) (Deemed-to-be University) Center for Management Studies Bangalore	Attended	2009
22	FDP on 'Out of Box Thinking'	JAIN (DEEMED-TO-BE UNIVERSITY) (Deemed-to-be University) Center for Management Studies Bangalore	Attended	2009
23	National level Conference	SBMJC, JAIN (Deemed-to-be University) University, Bangalore,	Attended	2009
24	FDP on 'learning Styles'	St. Joseph's College, Bangalore	Attended	2008
25	National level Workshop	St. Joseph's College, Bangalore	Attended	2008
26	National level Seminar on Effective Teaching Strategies'	St. Joseph's College, Bangalore	Attended	2008
27	National level Workshop on 'Attitude – What Every Teacher Need to Know'	St. Joseph's College, Bangalore	Attended	2008
28	UGC Sponsored State Level Seminar 'Gender Issues on the Campus in Co-educational Colleges'	St. Joseph's College, Bangalore	Attended	2008

#### Webinars-FDP/MDP

S.N.	FDP/MDP-Webinar	Institution	Year
1	Mindfulness for Educators	JAIN (DEEMED-TO-BE UNIVERSITY) (Deemed-to-be University) Center for Management Studies Bangalore	2020
2	Managing Stress During Uncertain Times	JAIN (DEEMED-TO-BE UNIVERSITY) (Deemed-to-be University) Center for Management Studies Bangalore	2020



3	Covid-19 Crisis: The Global Economy Reshaping	JAIN(DEEMED-TO-BE UNIVERSITY) (Deemed-to-be University) Center for Management Studies Bangalore	2020
4	Paradigm Shift in Teaching Pedagogy - Post Covid-19	JAIN(DEEMED-TO-BE UNIVERSITY) (Deemed-to-be University) Center for Management Studies Bangalore-IQAC	2020
5	Goal Setting That cannot Fail	JAIN(DEEMED-TO-BE UNIVERSITY) (Deemed-to-be University) Center for Management Studies Bangalore	2020
6	Marketing During COVID-19	JAIN(DEEMED-TO-BE UNIVERSITY) (Deemed-to-be University) Center for Management Studies Bangalore	2020
7	E-Learning Tools for Empowering Quality of Education	Savitha School of Management	2020
8	Digital Marketing 101	IIDE	2020
9	Inquest of Research - SPSS and AMOS	JAIN(DEEMED-TO-BE UNIVERSITY) (Deemed-to-be University) Center for Management Studies Bangalore	2020
10	Creating New Knowledge: A Blend of Research and Data Analysis	JAIN(DEEMED-TO-BE UNIVERSITY) (Deemed-to-be University) Center for Management Studies Bangalore	2020