



Mr. Vivek Gupta

Assistant Professor

Specialization: Accountancy & Finance

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Qualification

- Ph.D. (Research Scholar)
- UGC-NET Qualified
- CA- PE-II (Group-I)
- CA – Foundation
- M.Com

Work Experience- 17 Years

2020 - Present - Assistant Professor - JAIN (Deemed-to-be University) Center for Management Studies Bangalore

- 2007 – 2020 - Teacher/Director – Gupta Institute of Commerce, Patna
- 2016– 2018 - Visiting Faculty - College of Commerce, Arts & Science, Patna
- 2009 – 2020 – Visiting Faculty – RabindraBalika Inter College, Patna

Career Summary

Vivek Gupta is an Assistant Professor at JAIN (Deemed-to-be University) Center for Management Studies. He has qualified the prestigious UGC-NET Exam, CA-PE-II(Group-I) & CA-Foundation Exams. He is expert in CA and US-CMA professional courses. He is eager to bring professionalism to students using a unique combination of knowledge and experience coupled with industrial experience in mentoring students to achieve their goal, using well-rounded domain expertise and interpersonal skills.

Under his shrewd and keen guidance students had qualified CA(CPT), CA(IPCC) and performed outstandingly in Graduation & BBA Exams. Moreover, his observance of very strict discipline as well as motivation to the students from very entry level (10+2), towards the studies had yielded a high dividend in terms of producing district and state toppers among top 5.

Research Interest

Accountancy, Finance, Stock-Market, Fintech, Taxation (Direct & Indirect), Economics.

Research Publications

Sl. No.	Title of the Paper	Journal Name	Impact Factor	ISSN No.	Scopus Index	Year
1.	A Study on Customer Perception towards Online Trading App With reference to Angel Broking.	Wesleyan Journal of Research, in UGC Care Approved, Peer Reviewed and Referred Journal	6.7	0975 – 1386, Vol. 14, No. 1 (XV)	No	2021
2.	An Exploratory Study on Impact of Digital Learning on Teenagers	International Journal of Creative Research Thoughts (IJCRT), An International Open Access, Peer-reviewed, Referred Journal	7.97	2320 - 2882	No	2023
3.	An Investigative Study on the	International Journal for Research in	7.538	2321 – 9653,	No	2023

Courses Facilitated &**Taught**

- Advanced Accounting
- Corporate Accounting
- Financial Accounting
- Management Accounting
- Cost Accounting
- Income Tax
- Financial Analysis & Planning (FAP)
- Quantitative Techniques
- Business Law
- Auditing
- Economics

Member on Committees / Editorial Boards

- Task Force Implementation Committee
- Stock Market Committee
- Discipline Committee
- Khelo-India Committee

Professional Memberships

	Awareness of Bio Diesel and its Sustainable Impact on Environment in the City of Bengaluru	Applied Science & Engineering Technology (IJRASET), International Peer Reviewed and Referred Journal		Volume 11, Issue V		
4.	Era of Sustainability in Textile Industry: A study on Rising Concerns towards Sustainable Fabrics in Indian Fringe	International Journal for Research in Applied Science & Engineering Technology (IJRASET), International Peer Reviewed and Referred Journal	7.538	2321 – 9653, Volume 11, Issue IV	No	2023
5.	Paradigm Shift of Digital Education Systems in Indian Education Industry	International Journal for Research in Applied Science & Engineering Technology (IJRASET), International Peer Reviewed and Referred Journal	7.538	2321 – 9653, Volume 11, Issue IV	No	2023
6.	A Study on Perception of Consumers on E – Vehicles in Bengaluru	International Journal for Research in Applied Science & Engineering Technology (IJRASET), International Peer Reviewed and Referred Journal	7.538	2321 – 9653, Volume 11, Issue IV	No	2023
7.	An Analytical Study of Changing Dynamics of the Indian Market with Reference to E-Marketplaces	International Journal for Research in Applied Science & Engineering Technology (IJRASET), International Peer Reviewed and Referred Journal	7.538	2321 – 9653, Volume 11, Issue IV	No	2023
8.	An Analytical Study of Employee Performance and Its Relationship with Equal Opportunities in Service Industry	International Journal for Research in Applied Science & Engineering Technology (IJRASET), International Peer Reviewed and Referred Journal	7.538	2321 – 9653, Volume 11, Issue IV	No	2023
9.	Impact of Co-Working Spaces on Employee Productivity and Innovation in Emerging Economies	International Scientific Journal of Engineering and Management (ISJEM)	NA	2583 – 6129, Volume 02, Issue 04	No	2023
10.	The Relationship	International Journal	7.538	2321 –	No	2023

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	Between Job Satisfaction and Work Motivation in IT Industry	for Research in Applied Science & Engineering Technology (IJRASET), International Peer Reviewed and Referred Journal		9653, Volume 11, Issue IV		
11.	An Analysis of the Emerging Market and Future Trends of Smart Wearable in Indian Fitness Periphery	International Journal of Scientific Research in Engineering and Management (IJSREM)	8.176	2582 – 3930, Volume 07, Issue 04	No	2023
12.	A Study on the Consumer Perception towards Green Marketing Practices in FMCG Products	International Journal for Research in Applied Science & Engineering Technology (IJRASET), International Peer Reviewed and Referred Journal	7.538	2321 – 9653, Volume 11, Issue IV	No	2023
13.	A Study on Consumer Perception Regarding the Adoption of Electric Vehicles in Bengaluru	International Journal of Creative Research Thoughts (IJCRT)	7.97	2320 – 2882, Volume 11, Issue 4	No	2023

Articles / Case Studies

-NIL-

Consultancy / Projects

-NIL-

Books / Chapters

-NIL-

Activities

1. Conducted Quiz Competition for Quantitative Technique – II for second semester students on 15th May 2021.
2. Conducted Master Talk on 3rd September 2022, “Income-Tax Raids – Process & Consequences”.
3. Conducted Master Talk on 13th March, 2023, “Strategic Cost Management – A Realistic View”.

Recognition / Awards

-NIL-

Seminar Conferences Attended, Online Certifications and Webinars

Sl. No.	Title of Conference & Course	University/Institute	Year
1.	“Transition to IFRS: Insights into Implications on Financial Statements”	JAIN (Deemed-to-be University) Center for Management Studies Bangalore	2021
2.	“Bridging the Gap between Academia and Industry through Advanced Pedagogical Techniques”	JAIN (Deemed-to-be University) Center for Management Studies Bangalore	2021
3.	“Sustainable Business Management Practices and Social Innovation”	SRDC – Vidyanidhi, Center for Management Studies Jain (Deemed-to-be University)	2021
4.	“Empower, Enthuse and Excel in Research”	JAIN (Deemed-to-be University) Center for Management Studies Bangalore)	2021
5.	“Quantitative Data Analysis using R”	JAIN (Deemed-to-be University) Center for Management Studies Bangalore	2021
6.	“Atmanirbhar Bharat (Self-Reliant India): Building Global Competitiveness through Innovation, Integrity and Inclusion”	JAIN (Deemed-to-be University) Center for Management Studies Bangalore	2021
7.	“Employees Benefit Related Accounting Including ESOP”	WIRC, The Institute of Chartered Accountants of India (ICAI)	2021
8.	Deferred Tax Concept & Other Common Errors in Financial Statements”	WIRC, The Institute of Chartered Accountants of India (ICAI)	2021
9.	“Artificial Intelligence for Business for Business Management” – “Manthan”	JAIN (Deemed-to-be University) Center for Management Studies Bangalore	2021
10.	International Conference on Innovative Practices for Sustainable Development: Business Management and Analytics	JAIN (Deemed-to-be University) Center for Management Studies Bangalore	2022
11.	KSHITHIJA: Beyond the Horizon National Conference	SSEB, Board of Studies Operations, The Institute of Chartered Accountants of India (ICAI)	2022
12.	“Accounting Trends Now and Beyond”	JAIN (Deemed-to-be University) Center for Management Studies Bangalore	2022

Research Paper Presentation

1. Financial Reporting in Global Scenario or Perspective – A Comparative Study between International Financial Reporting Standards (IFRS) with Indian Accounting Interest (Ind. AS) (2022)