



## Name: Parimala S

Designation : Assistant Professor

**Specialization:** Accounts and Taxation

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### Qualification

M.Com,(Ph.D)

### Work Experience

6 years 5 months

### Courses Facilitated & Taught

I have instructed various courses encompassing Advanced Accounting, Management Accounting, Corporate Accounting, Cost Accounting, Direct and Indirect Taxation, Marketing Management, Human Resource Management, Digital Business, Financial Management, and more. These courses were tailored for students in the fields of Commerce, Management, and Aviation Management. Throughout my career, I have also provided guidance for academic projects, contributing to the comprehensive learning experience of students under my mentorship.

### Career Summary

- I am currently serving as an **Assistant Professor in the Department of Management at the JAIN (Deemed-to-be University) Center for Management Studies Bangalore** a position I have held since **September 20, 2023**.
- Prior to this, I held the role of Assistant Professor at the Department of Management, Acharya Institute of Graduate Studies, from July 2017 to August 2023. Notably, from **October 1, 2021, to May 2022, I was deputed as the In-Charge Head of Department for Aviation Management**. During this period, I achieved the following milestones:

- ✓ Established a significant partnership by signing an MOU with Maruthsakha Aerospace & Aviation Private Limited.
- ✓ Initiated and led the Awis Wing Forum, organizing various activities, including a Logo competition, Aero Model Making, Inter-department Aero Fest Competition, Outbound training for Freshers, and ISR activities.
- ✓ Coordinated and facilitated Airport visits to HAL, Mysore Airport, and Kempegowda International Airport.
- ✓ Accompanied 50 students to Delhi Aviation Academy in Delhi for Airport Operation Control Center training.

This diverse experience has allowed me to contribute significantly to both academic and administrative aspects, fostering innovation, industry collaboration, and holistic student development.

### Research Interest

I possess a keen research interest in the areas of Investment, Finance, and Digital Business. My focus lies in exploring and contributing to the evolving landscape of these domains, seeking to advance knowledge and understanding in Investment strategies, Financial markets, and the intersection of traditional business models with emerging digital paradigms. Through my research pursuits, I aim to make meaningful contributions to the academic community and industry by addressing contemporary challenges and uncovering new opportunities in these dynamic fields.

### Research Publications

1. "AN INFLUENCE OF COVID-19 TOWARDS STREET VENDOR"  
Publisher-Cape forum  
Other credentials: volume 1, Issue Jun.2020 (ISBN9788194287155)
2. "Impact of Covid-19 on students in Higher education"

**Member on Committees**

Throughout my career, I have actively contributed to various committees, taking on diverse roles to enhance the overall academic and administrative functioning of the institution. At the department level, I served as the Management Club Coordinator, Internal Exam Committee member, Time Table Coordinator, Class Teacher, and Proctor. At the institutional level, I took on responsibilities as the Grievance Committee Coordinator, Research and Development Associate Coordinator, and NAAC 3rd Criterion Associate Coordinator. These roles have allowed me to actively engage in decision-making processes, contribute to organizational development, and ensure the smooth functioning of academic and administrative affairs.

**Professional Memberships**

1. Cape forum – you trust number “CRFAM2020-A184”
2. Rest Society for research International “LM: AA0171”

- Publisher-Cape forum  
Other credentials: volume 1, Issue Jun.2020 (ISBN9788194287155)
3. “A study on behavioral Changes in people Due to Covid-19”  
Publisher-Cape forum  
Other credentials: volume 1, Issue Jun.2020 (ISBN9788194287155)
  4. Expostulation in Execution of National Education Policy – 2020 in Government Educational Institution.  
Publisher:- Cape Forum  
Other credentials: Volume 1, Issue August 2020 (ISBN 9788194287193)
  5. A role of Non-Government Organization’s (NGO) in the Course of Covid – 19 Pandemic.  
Published by:-Kala Journal of Indian Art History Congress.  
Other Credentials:- volume 26,No.2(XII):2020-2021 (ISSN:0975-7945)
  6. An impact of agricultural app’s in selling the crops by farmers.  
Published by:- Rest publisher  
Other Credentials:- Volume 6,Issue 4 2020,P.no (115-119), (ISSN: 2455-4537)  
**DOI: <https://doi.org/10.46632/6/4/5>**
  7. \_A study on E-consumer awareness towards E-commerce Consumer Protection Act, 2019  
Published by, AIP Conference Proceedings  
Other credentials;- Recent Trends in Science and Engineering AIP Conf. Proc. 2393, 020110-1-020110-6; <https://doi.org/10.1063/5.0074805>

**Books / Chapters**

1. Factors affecting the Gender Equality in Developing nations and mediating role of Government schemes towards gender equality, Department of Human Resource management ,Dr .MGR Education & Research Institute.  
Other Credentials:-ISBN 978-93-95054-49-2, P.N: 561-566.

**Activities**

Throughout my career, I have actively organized a diverse range of events, including seminars, conferences, Faculty Development Programs (FDPs), and workshops. These events covered a spectrum of topics such as research methodology, self-defense for women, avoiding plagiarism in articles, digital business, and the utilization of statistical software like SPSS. Additionally, I have orchestrated outbound training sessions for students, providing them with valuable experiential learning opportunities. I have also led students on various industry visits and visits to airports, enhancing their understanding of real-world applications in the fields of study.

### Recognition / Awards

- Best Writer Award on June 2020
- Outstanding Mentor Award July 2020
- Best Teacher Award Sep 2020
- Best E-Lecture Award Oct 2020
- Dronacharya Award Nov 2020
- Dr. Sarvapalli Radhakrishnan National Award Sep 2021
- Innovation and Inspiring Academician award in International Level Sep 2022
- Research Excellence award oct 2023

### Seminars and Conferences Attended

1. Webinar on Exploring the “**Fundamentals of ESG and Corporate Sustainability**” on 30<sup>th</sup> Oct 2023 from National Institute of Securities Market(NISM)
2. National Seminar on “**Unlocking the Alleys of LGBTQ+** on 30<sup>th</sup> April 2019 from Department of Psychology of Acharya Institute of Graduate Studies.
3. One day National workshop on “**Review of Literature –A step by step process**” on 1<sup>st</sup> March 2019 from Department of Commerce of Acharya Institute of Graduate Studies.
4. National Seminar on “**Prospects and Dimensions of Commerce in the New Era**” on 19<sup>th</sup> February 2019 from PG Department of Commerce & B.Com(CA) (Shift-II) From Sacred heart Colleges (Autonomous),Tirupattur, Vellore District.
5. National Level Faculty Development Program (FDP) on “**Scientific writing and research Publication**”on 25<sup>th</sup> January 2019 by the Learning Resource Centre and Department of Commerce of Jain university.
6. National level Conference on “**Ease of Doing Business –India**” as on 23<sup>rd</sup> October 2018 from department of commerce of K.L.E Society’s S ‘Nijalingappa College.
7. National Seminar on “**Plagiarism-free report writing technique in Social Science Research**” on 28<sup>th</sup> September 2018 from Department of Commerce and Management in association with Bangalore University Teacher’s council of Commerce and management.
8. One day symposium on “**Crypto Currency – A new paradigm in Economics**” on 3<sup>rd</sup> August 2018, of Bharatiya Vidhya Bhavan’s M.P Birla Institute of Management and Southeren Economist.
9. Faculty Development and Program on “**Research Methodology**” on 13<sup>th</sup> and 14<sup>th</sup> July 2018 from Internal Quality Assurance Cell of R.R Institute of Management Studies.
10. International Conference on “**Emerging Trends in Management**” on 27<sup>th</sup> June 2018 of Ramaiah Institute of Management.
11. Workshop on “**Preparation For UGC-NET/SLET**” on 10<sup>th</sup> June 2018, Organized by the Department of Library of Library & Information of NITTE Meenakshi Institute of Technology.
12. One day Training and Workshop on “**Sexual Harassment in Workplace (Prevention, Prohibition and Redressal ACT,2013**” on 6<sup>th</sup> April , 22018 from Research and Development Centre, AIGS in collaboration with Department of Social Work f Acharya Institute of Graduate Studies.
13. One day Faculty Orientation Programed on “**Business Taxation and Finance**

**Elective Subject**” on 16<sup>th</sup> February 2018 from Devanga Sangha Group of Institute.

14. Three days FDP on “**Research Methodology**” held on 24<sup>th</sup>,25<sup>th</sup> & 27<sup>th</sup> November, 2017 from Dr.N.S.A.M First Grade College.
15. Training and workshop on “**Sexual Harassment at Workplace (Prevention Prohibition & Redressal) Act 2013**” held on 20<sup>th</sup> November, 2018, by Research and Development Centre of Acharya Institute of Graduate Studies.
16. 7 day National Level Webinar on “**Revised Assessment & Accreditation of NAAC-Changes & Challenges**’ from 1<sup>st</sup> February to 8<sup>th</sup> February 2023 by SSMRV College and NAAC.
17. National level Webinar on “**Financial Empowerment and Career Opportunities in Financial and Securities Market**” on 3<sup>rd</sup> February 2023, PES’S RSN College of Arts and Science collaboration with Association of Mutual Fund of India (AMFI).
18. National Webinar on “**Managing Personal Finance and wealth Creation**” on 2<sup>nd</sup> February 2023 by Government Engineering College Godhra Panchmahal, Gujarat collaboration with Association of Mutual Fund of India (AMFI).
19. National Level Virtual FDP on “21<sup>st</sup> Century Development in Inventions and Innovation: A quality Initiative in Teaching and Learning Strategies” held from 20<sup>th</sup> June 2022 to 27<sup>th</sup> June 2022 from SRM Institute of Science and Technology.
20. Seminar on Entrepreneurship Development on 15<sup>th</sup> July 2022 organized by IQAC association with Research and development Cell of Acharya Institute of Graduate Studies.
21. Participated in World Investor Week-2020 on 26<sup>th</sup> November 2020 by Seshadripuram Academy of Business Studies association with SEBI,BSE and CDSL
22. One week Faculty Development Programme on “Outcome Based Education” from 12<sup>th</sup> October to 19<sup>th</sup> October 2020 at Acharya Institute of Graduate Studies.
23. Webinar on “Questionnaire Framing” on 26.8.2022 by Department of Research & Publication.A2Z Edu LearningHub LLP.
24. Seminar on Entrepreneurship Development on 12<sup>th</sup> July 2022 by IQAC association of Research and Development Cell of Acharya institute of Graduate Studies.

### Online Certifications and Webinars

- Content Marketing Principles of Business Dec, 2023
- Agile for Beginners Nov, 2023
- People Management on Nov, 2023
- Introduction to Six sigma Nov, 2023
- Course completed on Excel for Beginners in oct, 2023.
- Google analytics for the beginners in Oct, 2023.
- Introduction to Management in Oct, , 2023.
- Course on Understanding basics of Intellectual Property for Scientists: The IP Generators! Held on 22<sup>nd</sup> and 23<sup>rd</sup> of March 2022 from Acharya Institutes.
- MOOC course -NPTEL
- A service Marketing: A Practical approach
- A Financial Accounting
- Curriculum, pedagogy and evaluation of Higher Education (ARPIT)

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|  | <ul style="list-style-type: none"><li>• Training programme in English As medium of Instruction-EMI Skills from Acharya Education Service Pvt.Ltd</li></ul> |
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