



Ms. Shalya Accamma CG

Assistant Professor

Specialization: Marketing

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Qualification

- Bcom
- Mcom
- Pursuing PhD (Registered)

Career Summary

She is an aspiring teacher with experience in education and highly refined skill set, including classroom management and lesson planning. Prior work history in student teaching has provided ample preparation for teaching and developed a diverse range of skills. Her strengths are enthusiastic, agility, hard-working, passion to achieve success in her career. This 1 year of teaching experience taught her a lot about what it means to be a lecturer and a lot about herself, as a future educator. She is very excited to get plugged into real classrooms and get even more insight on what it really is like to be a professor.

- Extensive participation on committees and extra-curricular activities.
- Excellent knowledge of the subject and also has great practical knowledge.
- Proficient in giving conceptual knowledge.

Work Experience

3 Years

- Assistant Professor
2019 - Present
3 year of UG teaching in JAIN (Deemed- to be - University)- Center for

Research Interest

Management

Research in management reduces uncertainty by providing information that improves the decision-making process.

Objectives:

- To appreciate how views of management and its research have evolved over time.
- To appreciate different models of management and business research and how they link to different levels of study

Research Publications

SL.NO	Title of paper	Journal Name	Impact Factor	ISSN NO.	Scopus Indexed	Year

Courses Facilitated
Nil

Member on Committees / Editorial Boards

Committees

- Conference: 2019-present
- FDP Committee: 2019-present
- SDP -2022
- Academic Coordinator

1	Study on Impact of Exchange rate on India's Export	International Journal of Management, Technology and Engineering	6.3	45550	No	2019
2	Modeling the Impact of Political Risk Components on Major Macro economic Variables	Asian Economic and Financial Review	0.5	2222-6737 2305-2147	Yes	2019
3	“The Role of Birth order in the Emotional Intelligence of Mass Communication Students”	International Journal of Management, Technology and Engineering	6.3	2249-7455	No	2020
4	The Influence of Covid-19 Pandemic on the Global Economy	Palarch’s Journal of Archaeology of Egypt/Egyptology	0.11	1567-214x	Yes	2021

5	Perception on New Education Policy (2020) among the UG and PG Teachers.	International journal of research and analytical reviews (IJRAR.ORG)	5.75	E-ISSN NO : 2348-1269 P-ISSN NO:2349-5138	No	2021
6	“An empirical study on Emerging trends in Digital payment transactions in India”	International Journal for Research in Engineering Application & Management (IJREAM)	6.46	ISSN : 2454-9151	No	2021
7	“Customer Loyalty towards Branded Jewellery”	Review of International Geographical Education Online	0.55	2146-0353	Yes	2021
8	A Study on The Impact of Millennials Conspicuous Online Consumption on Their Social Media Use Along with Self-Congruity And Self-Esteem	IJCRT	7.97	2320-2882	No	2022

9	A Study On Consumer Perception Towards Digital Payment Systems In Selected Parts Of Karnataka	JCRT	7.97	2320-2882	No	2022
10	Job Stress and its impact on Employee Motivation and Organizational Commitment	Journal of Positive School Psychology	4.197	4781-4790	Yes	2022
11	Relationship between Social Distancing and Emotional Intelligence of University Students during COVID 19	Empirical Economics Letters (ABDC)	ABDC	1681-8997	ABDC	2022
12	Impact of Poverty on Education in India	International Journal of Creative Research Thoughts (IJCRT)	7.97	2454-9150	No	2022

**Articles /
Case Studies**

NIL

Consultancy / Projects	NIL			
Books / Chapters	SL.NO	Title of Book	Publisher	ISBN
	1	360 degrees of Journalism	Amazon Publication	978-1659624755
	2	Conflict Management	Notion Press	978-1648920608
Activities	SL NO.	Activity	Title	Year
	1	(Organizer) "Science of Retail"	National Level FDP	2019
	2	CMS Chronicle	Journalism day	2020
	3	"Happily, Retired – Retirement benefits from finance perspective "	National Level FDP	2020
	4	(Committee member) "Innovative teaching pedagogy in education for Gen Z and Gen Alpha in the era of information explosion"	National Level FDP	2020
	5	"Trending teaching for participation and performance"	National Level FDP	2020
	6	"Mental wellbeing-identifying signs of stress/illness and self-care in care giving profession"	National Level FDP	2019
	7	(Organizing Team) Creating New Knowledge - A Blend of Research and Data Analysis	webinar	2020
	8	"Goal setting that cannot fail"	National Level Webinar	2020
	9	"Microbiologists' Eye	National Level	2020

	view on Covid-19”	Webinar	
10	Crafting the Post Covid bounce back	webinar	2020
11	Marketing Conclave	GrahaQ	2022
12	Professional Ethics - People Empower People	Faculty Enrichment Programme	2022
13	CMS Employee Engagement Activity	Employee Engagement Activity	2022
14	In this world of race, Create your own space	Student Development Program	2022

Recognition / Awards

Nil

Seminar Conferences Attended

SL.NO	Title of Conference	Institute Name	Paper presented	Year
1	International conference	SSMRV College	"Study on Impact of Exchange Rate on India's Export rate"	2019
2	International Conference	Alagappa University	“Importance of Virtual Reality Towards Consumer Purchase Behaviour in Gaming Industry”	2021
3	International Conference	St.Joseph’s College of Commerce	Enhancing Teaching Competencies through Professional Ethics .	2021
4	International Conference	IIMB	Public Policy and Management	2021
5	International Conference	Sri Bhagwan Mahaveer Jain Evening College	A study on the use of virtual reality to investigate consumer perception and final purchase behaviour in gaming industry	2022
6	International Conference	JAIN (Deemed-to-be University)- Center for Management Studies	The Impact of Social Media Marketing Activities on Consumer Purchase Intension	2022

7	International Conference	JAIN (Deemed-to-be University)-Center for Management Studies	The impact of education in India	2022
8	International Conference	JAIN (Deemed-to-be University)-Center for Management Studies	The impact of education in India	2022
9	International	IIM Shillong	Moderation effect of Work related stress on Employee Motivation and Organisation Commitment	2022

**Online Certifications:
08 Certifications with 1 specialization.**

SI No	COURSE	UNIVERSITY	YEAR
1	Market Research and Consumer Behavior	IE Business School	2020
2	Intercultural Management	ESCP Business School	2020
3	Types of Conflict	University of California,	2020
4	Conflict Resolution Skills	University of California	2020
5	Marketing Mix Fundamentals	IE Business School	2020
6	Introduction to Psychology	University of Yale	2020
7	Managing the Company of the Future	University of London	2020
8	Intercultural Communication and Conflict Resolution	University of California, Irvine	2020
9	CIM	University of UK	2023

Webinars-FDP/MDP

SL NO	FDP/MDP-WEBINAR	INSTITUTION	YEAR
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Online Certifications and Webinars

1	“Mindfulness for Educators”	JAIN (Deemed- to- be University)- Center for Management Studies	Jul-20
2	“Managing stress during uncertain times”	JAIN (Deemed- to- be University)-Vishwas	Jun-20
3	Covid-19 Crisis: The Global Economy Reshaping	JAIN (Deemed- to- be University)- Center for Management Studies	Jun-20
4	Paradigm shift in Teaching Pedagogy - Post Covid-19	JAIN (Deemed- to- be University)-IQAC	Jun-20
5	“Goal setting that cannot fail”	JAIN (Deemed- to- be University)- Center for Management Studies	Jun-20
6	"Marketing during COVID-19".	JAIN (Deemed- to- be University)- Center for Management Studies	May-20
7	“E-Learning Tools for Empowering Quality of Education”	Savitha School of Management	May-20
8	Digital marketing 101	IIDE	May-20
9	" Inquest of Research - SPSS and AMOS	JAIN (Deemed- to- be University)- Center for Management Studies	May-20
10	“Creating New Knowledge: A Blend of Research and Data Analysis”	JAIN (Deemed- to- be University)- Center for Management Studies	Apr-20
	“Crafting the Post-Covid Bounce Back”	JAIN (Deemed- to- be University)- Center for Management Studies	May-20
	Emphasizing The Centrality Of Marketing To Business	FDP	2021
11	“Public Policy and Management”	IIMB	August -2021
12	“Redefining Social Responsibility and Ethical Leadership”	JAIN (Deemed- to- be University)- Center for Management Studies	4-August 2021
13	“Beyond Sustainability – Trends in Regenerative, Socially Responsible, Community Ventures”	International Entrepreneurship Summit ‘AVLOKAN 2.0’	2022
14	Professional Ethics – People Empower People	JAIN (Deemed- to- be University)- Center for Management Studies	2022

			“Leading The Way Forward In Unprecedented Times: With A Special Reference To The Global Market And Economy”	JAIN (Deemed- to- be University)- Center for Management Studies	2022
		15	Research Paper writing	JAIN (Deemed- to- be University)- Center for Management Studies	2022
		16	Hands on Workshop	JAIN (Deemed- to- be University)- Center for Management Studies	2022