

Curriculum vitae

1	Name: Dr. Sushmitha V
2	Designation: Assistant Professor, Department of Commerce and Management, MES Institute of Management
3	Email. Id: sushmithanaidu9319@gmail.com
4.	Professional Experience: 9.6 years
5	Academic Qualification: M. Com, NET, K-SET , PH.D Doctorate of Philosophy in Commerce from University of Mysore
6	<u>Research Papers/Books Published.</u> <ul style="list-style-type: none">• Banking Innovations And its Role in Economic Development with ISSN 0974-6722• Digital India: The path towards a digitally empowered economy with ISBN: 978-81-940365-0-0• A Study on the Impact of Microfinance on Socio-Economic Empowerment of Women (RDA 2018 – Won Best Paper Award)• Commuter’s Perception on Service Quality of Bengaluru Metro Rail Corporation: An Empirical Study UGC CARE JOURNAL “OUR HERITAGE” FEBRUARY 2020 ISSN:0474 9030, Vol. 68 – Issue 3 (WON BEST PAPER AWARD FOR THE ABOVE PAPER AT ONE DAY INTERNATIONAL CONFERENCE ON “MULTIDISCIPLINARY RESEARCH ON CHALLENGES TO CHANGE AND DEVELOPMENT”)• Digitalized Financial Inclusion in India: The path towards digitally and financially empowered economy UGC Care List journal Dogo Rangsang Research Journal, July 2020, ISSN: 2347-7180, Vol-10 Issue 07• A conceptual study on the impact of COVID-19 on public transportation: current assessment, prospects and possible Remedies, Sustainable Management January 2021 ISBN: 978-81-951108-518• A Conceptual Study on the Impact of COVID-19 On E-Commerce In Rural India Page no.: 50-57, UGC Care Group Journal I, JOURNAL OF MANAGEMENT; ENTREPRENEURSHIP January-March 2022, ISSN: 2229-5348, Impact Factor:4.257• A comparative study of service quality among commuters of South Zone Metro Rail – India, Indian Journal of Natural Sciences, June 2023, ISSN 0976-0997, Impact Factor: 2.452, UGC CARE List II.• Participated and Presented a paper titled "Towards an Empowered India : Role of Women Entrepreneurs in Viksit Bharat 2047" on the focal theme Viksit Bharat 2047 in 15th National Women's Science Congress organised by Swadeshi Vijnana Andolana - Karnataka held at Karnataka Samskrit University and received "Young Scientist Award" in the focal theme of the three days National Conference.

	<ul style="list-style-type: none"> • Participated and published a paper titled "SERVICE QUALITY OF METRO RAIL AND ITS IMPACT ON COMMUTERS SATISFACTION: A COMPARATIVE STUDY OF SELECTED SOUTH INDIAN CITIES" in mLAC Journal for Arts, Commerce and Sciences (m-JACS) ISSN: 2584-1920 in a Two Day International Conference - Global Goals, Local Solutions - Integrating Sustainability in Everyday Life (GGLS) 2025 organised by mLAC and BCU.
7.	<p><u>Attended Certification program/ Faculty Development Program</u></p> <ul style="list-style-type: none"> ➤ FDP ON BLENDED LEARNING & MOOC CREATION, INDIAN INSTITUTE OF MANAGEMENT BANGALORE. ➤ FDP ON “TEACHING TECHNIQUES FOR MILLENNIUM LEARNERS” organized by MLA Academy for Higher Learning in association with CARES ➤ FDP ON “HOW TO APPROACH RESEARCH PAPER?” ➤ FDP ON “VALUES & PROFESSIONAL ETHICS IN TEACHING” ➤ NAAC WORKSHOP ON REVISED ACCREDITATION FRAMEWORK ➤ FDP ON “ACCOUNTANT IN BUSINESS(F-1) & CORPORATE AND BUSINESS LAW(F-4) FROM INTERNATIONAL SKILL DEVELOPMENT CORPORATION(ISDC) ➤ SECOND INTERNATIONAL CONFERENCE ON INNOVATIONS IN TECHNOLOGY, BUSINESS AND MANAGEMENT ➤ INTERNATIONAL CONFERENCE ON GLOBAL CHALLENGES AND LOCAL PROSPECTS ➤ INTERNATIONAL CONFERENCE ON MULTIDISCIPLINARY RESEARCH ON CHALLENGES TO CHANGE AND DEVELOPMENT ➤ FDP ON NEW VISTAS IN SOCIAL SCIENCE RESEARCH ISSUES AND CHALLENGES ➤ FOUR-DAY FDP ON OLMS AND MANAGING STUDENT PROGRESS ONLINE ORGANIZED BY MHRD (MINISTRY OF HUMAN RESOURCE DEVELOPMENT) ➤ TWO-DAY NATIONAL LEVEL E-CONFERENCE ON “INNOVATIONS IN MANAGEMENT TEACHING AND RESEARCH METHODS” ➤ A 10 DAY NATIONAL LEVEL ONLINE FDP ON CHANGING ASPIRATIONS IN DYNAMIC SCENARIO- AN INTELLECTUAL DELEBERATION ➤ 5-DAY VIRTUAL FACULTY DEVELOPMENT PROGRAMME ON "MASTERING RESEARCH PAPER AND ENHANCING CASE STUDY WRITING FOR LEADING PUBLICATIONS" ➤ PARTICIPATED IN IP AWARENESS /TRAINING PROGRAM UNDER NATIONAL INTELLECTUAL PROPERTY RIGHTS MISSION ORGANISED BY INTELLECTUAL PROPERTY OFFICE UNDER MINISTRY OF COMMERCE AND INDUSTRY, DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE, GOVERNMENT OF INDIA.
8.	<p>Invited as a resource person :</p> <ul style="list-style-type: none"> ➤ Induction program to first year Engineering Students of BGS Institute of Technology on Time and

	<p>Stress Management at Adichunchanagiri University – BGS Institute of Technology</p> <ul style="list-style-type: none"> ➤ Workshop on Resume writing and career progression at RC Government College of Commerce and Management ➤ Guest Lecture for the topic “ Negotiable Instruments & Indian Contract Act” at the Government RC College of Commerce and Management ➤ Guest Lecture for the topic “ Understanding Consumer Behaviour and Factors influencing Consumer Behaviour” in DEEKSHARAMBHA-2025, PG Department of Management at the Government RC College of Commerce and Management ➤ External examiner for fourth semester BBA students in SESHADRIPURAM DEGREE COLLEGE ➤ External examiner for sixth semester BBA students in GOVERNMENT RC COLLEGE OF COMMERCE AND MANAGEMENT ➤ Judge for Commerce and Management events organised by MLA ACADEMY FOR HIGHER LEARNING ➤ Judge for Commerce and Management events organised by PG DEPARTMENT OF SESHADRIPURAM COLLEGE ➤ Judge for Commerce and Management events organised by VET FIRST GRADE COLLEGE ➤ Judge for Commerce and Management events organised by GOVERNMENT RC COLLEGE OF COMMERCE AND MANAGEMENT
9.	<p>Community outreach/social responsibility</p> <ul style="list-style-type: none"> ➤ AN ACTIVE BLOOD DONOR (donated 6 times for RED CROSS & once for KIDWAI) ➤ PARTICIPATED IN NSS TREKKING CAMP , POLIO WALKATHON PROGRAM, TRAFFIC AWARENESS WALKATHON AND NSS SOCIAL SERVICE ACTIVITIES
10.	<p>Specific achievements/ recognition:</p> <ul style="list-style-type: none"> ➤ PARTICIPATED IN SINGING COMPETITION ORGANISED BY SHANKARA TV CHANNEL
11	<p>Area of Interest</p> <ul style="list-style-type: none"> ➤ SINGING, DANCING & ADVENTUROUS TRAVEL