



Dr. S RAJI

Assistant Professor

**Vice Principal, South East Asian College of Science,
Commerce and Arts, Bangalore**



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HIGHLIGHTS

- 1. NAAC – Supervision of All Criteria.**
- 2. Authored Eight Textbooks**
- 3. 2 times Custodian, PG, Bangalore North University 2021. (first and third sem)**
- 4. Assistant Custodian, Bangalore University For 3rd Semester B. Com in Nov/Dec 2016 examinations.**
- 5. Structure & Syllabus Development, Dr. BRAOU Member, Course Material Development of Business Ethics (MBA) in Dr. BRAOU, Hyderabad.**
- 6. Life Member of Indian Council of Business Education.**
- 7. BoS Member of Bengaluru North University**
- 8. BoE Member of Various Universities**

Oct 2007 to Feb 2024

1. Successfully handled Commerce and Management subjects, apart from handling the duties of being a Vice Principal.
2. Assist with defining and enforcing policies and guidelines for students, staff, and faculty at the College.
3. Interaction with College staff and administrators as well as representing the College at University level.
4. Involved in conceptualizing the goals of the institution and identifying objectives for instruction and extracurricular programs.
5. Managing the hiring requirements and day to day management of class allotments.
6. Supervised all activities related to NAAC.
7. One-point contact for external agencies and the parents.

<p>9. Editor of Various Publications of the Institute.</p> <p>9. Received Excellence Faculty Award from Research Gateway in Oct 2020.</p> <p>10. Received top 100 researcher Award from Indian Education Awards 2022.</p> <p>11. Research Guide, University of Mysore</p> <p>12. Research Guide, Bengaluru North University.</p> <p>13. Annual Member of Indian Accounting Association No. ANU-806</p> <p>14. Annual Professional Individual Membership From AIMA.</p> <p>15. Organised National Conference on AI For Accelerated Growth- Opportunities and Challenges</p> <p>16. Organised National Conference on Exploring the transformative power of literature as a powerful tool for social change.</p> <p>17. Chief Custodian of Revaluation NEP of 2nd, 4th, and 6th BNU on 2024.</p>	
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Subjects Taught

- **B. Com & BBM Subjects**
 - Corporate Accounting
 - Financial Accounting
 - Management Accounting
 - Methods and Techniques of costing
 - Auditing
 - Business Law
 - Cost and Financial Analysis

- **M.Com & MBA Subjects**
 - Accounting Standard and Corporate Reporting
 - Accounting for Managerial Decision
 - Human Resource Management
 - Advance Financial Management
 - Corporate Reporting and IFRS
 - Advanced E-Commerce and Mobile Commerce
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Referred Journal Publications

1. A Study on Challenges and Issues Involved in Convergence of IFRS in India published by Shanlax International Journal of Commerce, Jul 2017, Vol 5/ Issue 3/ UGC Approved 44120, 2320-4168.
2. A Study on Digital Currency - Cryptocurrency published by Shanlax International Journal; 3rd Mar 2018.

in North Bangalore published by Shanlax International Journal, Journal of Commerce, 13th Apr 2018, Vol 8 Spl Issue 1 Page No 109, 2320-4168 Impact Factor 4.118.
3. A Study on Impact of Digital Marketing on Consumer Buying Behaviour in Bangalore, published by Shanlax International Journals, 14th Apr 2018, Vol. 6 Spl Issue - 2, 2320-4168 Impact Factor 4.118 UGC No 44120.
4. A Study of Women Empowerment through Digitisation in North Bangalore published by Suraj Punj Journal for Multidisciplinary Research, Dec 2018, 8/24-28, 2394-2886 Impact 6.1 UGC Sl. No 64786.
5. Consumer satisfaction Towards Internet Banking in Tirunelveli District, Tamil Nadu., Sambodhi Journal (UGC Care Journal)ISSN - 2249-6661, Vol-43,No.03,July-September 2020.
6. A Study on Consumer Perception and Behaviour towards organic food products in Tirunelveli District. Sambodhi Journal ISSN - 2249-6661, Vol-43,No.04(XXXI), October-December 2020.
7. Students' Understanding and Learning: Mediation Effects of Cognitive Engagement in Online Classes. Turkish Journal of computer and mathematics, Research Article. ISSN 2932-2939.
8. Physical, Mental And Financial Health Of The Employees Working From Home Amidst Covid-19 In Bangalore. International Journal of Aquatic Science, ISSN: 2008-8019, Vol 12, Issue 02, 2021
9. An Empirical Study on QWL and Occupational Stress, International Journal of Management (IJM) Volume 11, Issue 12, December 2020, pp.2939-2953, Article ID: IJM_11_12_276, ISSN Print: 0976-6502 and ISSN Online: 0976-6510, DOI: 10.34218/IJM.11.12.2020.276, Scopus Index
10. Students' Understanding and Learning: Mediation Effects of Cognitive Engagement in Online Classes, Turkish Journal of Computer and Mathematics Education, Vol.12 No.6(2021), 2932-2939.
11. "Landscape of Institutional Investors in Mutual Fund", Empirical Economics Letters, 22 (special Issue): April 2023, ISSN 1681 8997.

12. "Sustainability in Reverse Logistics: Reshaping Customer Satisfaction through Flexible Timing and Accessible Services in online Retail Returns", 7th Equal Opportunities Conference "Digital Innovation and Business Sustainability"(E02024), Feb 06-07, 2024, Manama, Bahrain.

Books Authored

1. Advanced Corporate Accounting by Thakur Publishers in 2015
2. Management Accounting by Thakur Publishers in 2016.
3. Cost Accounting by Skyward Publishers in 2017.
4. Investment Management by Sankalp Publication, ISBN- 978-93-91190-23-1
5. Advanced Financial Accounting by Skyward Publishers in 2022, ISBN 978-93-95085-05-2
6. Event Management as per NEP syllabus by Vision Publication in 2022, ISBN 978-93-5596-628-5
7. Advanced Corporate Accounting, Vision Book House,
8. Advanced Financial Accounting, Skyward Publication 2021-22, 978-93-95085-05-2
9. Corporate Accounting, Vision Book House, 2022-23,
10. Financial Accounting, Vision Book House, First Edition 2024
11. Management Accounting, Vision Book House, First Edition 2024

Other Journal Publications

1. E-Retailing in India Growth and Challenges at Garden City College, Bangalore on 28th Mar 2014, ISBN: 978-81-207-8818-3.
2. A Report on factors influencing the choice of supermarkets at Sadakathullah Appa College, Tirunelveli on Dec 2014, Vol: II, No.2, ISSN No 2347-7644.
3. Workforce 20-20 at Sindhi College, Bangalore on Feb 2015.
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4. Demonetisation and its Impact on Unorganised Sector especially in Small Business & Labour Market in Bangalore City at Sadakathullah Appa College B Digital Publication, Tirunelveli on Feb 2017, ISBN 978-93-84734-47-3.
5. A Study on Customer Relationship Management Practices in Selected Organised Retail Stores in Bangalore City by Shanlax International Journals at SEA College of Science, Commerce & Arts, Bangalore on 11th Feb 2017, Page 20, ISBN: 978-81-933316-6-8.

6. A Study on Contribution of Start-Up on Indian Economy - Present Scenario at ICBE International Conference on Jan 28th & 29th 2019.

Seminar/ Conference/ Presentations

1. National Seminar on Reforms in Accounting & Taxation at Kristu Jayanthi College, Bangalore on 12th Aug 2011
2. National Workshop on Contemporary Issues in Commerce & Management Research at Govt. RC College of Commerce & Management, Bangalore on 29th Feb 2012
3. Marketing Strategies of MSMEs at St. Francis De Sales College, Bangalore on Mar 2012
4. One Day Workshop on Direct Taxes Code & Financial Reporting at KLE Society's S.Nijalingappa College, Bangalore on 22nd Mar 2012
5. Research Methodology at SEA College of Nursing, Bangalore on 10th & 11th Oct 2012
6. Recent Economic Reforms, Issues & Challenges at SEA College of Science, Commerce & Arts, Bangalore 05th Dec 2012
7. Opportunities & Challenges with Consolidation of Banks with Specific Reference to India at SEA College of Science, Commerce & Arts, Bangalore on 12th Mar 2013.
8. National Seminar, The Dawn of New Companies Act 2013: Challenges & Opportunities for Corporate Growth at St. Francis De Sales College, Bangalore on 25th Oct 2013
9. Emerging Trends in Commerce & Management at SEA College & ICBE, Bangalore on 29th & 30th Jan 2015
10. Harmonisation of Indian Business Education in the Context of Global Education at ICBE on 20th Nov 2015
11. One day Workshop on Research Methodology at Bangalore University, Dept. of Commerce on 3rd Feb 2016
12. One Day Workshop on Revised Syllabus of IVth Semester M.Com Course at Seshadripuram College PG Dept of Commerce & Management, Bangalore on 26th Feb 2016
13. Accounting Education & Research at Bangalore University, Dept. of Commerce on

16th & 17th Dec 2016

14. Innovative HR Practices & Strategies to Achieve HR Effectiveness & Business Excellence at INFOST, Bangalore on 19th Mar 2017

15. Implication of GST on Indian Business - Opportunities & Challenges at Govt. First Grade, Malur on 23rd Sep 2017

16. Workshop on How to generate online leads through Digital Marketing, Bangalore at DAG Academy, Bangalore on 9th Oct 2018

17. Training Workshop on Retail Banking at Emerald Edusystem, Bangalore on 16th Oct 2018

18. One Day workshop on “critical and independent thinking”, 19th June 2021, Primax Edu Academy, Bangalore, Karnataka.

19. Organised One day workshop on Binary Accreditation system of NAAC on 20th September 2024.

Faculty Development Programs (FDP)

- Participated in FDP conducted at Institute of Chartered Accountants of India, Chennai on 2nd & 3rd Feb 2013.
- Attended FDP on Changing Laws & Academic Implications at Jain University, Bangalore on 33rd Sep 2015.
- Participated in FDP on Innovative in Teaching & Research conducted at SEA College of Science, Commerce & Arts, Bangalore on 26th March 2016.
- Participated in FDP on Methodology - Mix for Effective Teaching at SJES College, Bangalore on 9th & 10th Feb 2018.
- Participated in one-week FDP on “Recent Trends in Artificial Intelligence and impact on teaching Professionals at Rathnavel Subramaniam College, Coimbatore on 22/04/20 to 24/04/20.
- Participated in one-week FDP on “Impact of Covid - 19 on Higher Education and Society” at Govt. First Grade College, Hosekote, Bengaluru ® Dist. On 27th May to 2nd Oct 2020
- Participated in one-week FDP on Effective and QUALITY RESEARCH WRITING

at Patrician College of Arts and Science, Chennai, on 8th June to 13th June 2020.

- Participated in three weeks online workshop on Data structuring Analysis and Tools- MS Excel at Christ College of Science and Management Bangalore, on 29th June to 17th July 2020
- Participated in one-week FDP on “Teaching Redefined for Gen Z Tamilnadu Teachers Education University, Chennai. 17th May 2021-23rd May 2021.
- Organised and Participated in Five Days FDP on “Effective Teaching Skills to Achieve Multi-Dimensional Efficiency”
- Participated in FDP on Business Analytics: Concepts, Building Blocks and Applications, at Kristu Jayanti College, Bangalore from 2nd Nov to 9th Nov 2023.
- Participated in FDP on Utilising cutting Edge pedagogical Approaches to enhance educational efficacy, at Kristu Jayanti college, Bangalore, 2nd Nov to 9th Nov 2023
- Participated in FDP on Chat GPT and prompt Engineering, ExcelR Edtech Pvt Ltd., Bangalore, 18th Dec to 22nd Dec 2023.
- Participated in FDP on **AI in education & Business**, Hindustan College of Art and /science, Bangalore, 8/1/2024 to 12/01/2024.
- Participated in FDP on “**Unleash the potential of AI for Research**” Kongu Arts & Science College, Erode, 22/01/24 to 26/01/24.
- Organised FDP on Innovative Teaching Methods and Technologies in the Digital Era on **8th July to 12th July 2024.**

Webinars:

1. Participated A National webinar on “Fiscal Policy, Instruments, Coordination between Fiscal and Monetary Policy” at SEA College on 29th May 2020.
2. Participated A National webinar on “Impact of Fiscal and Monetary Policy during COVID-19, at Gopalan College of Commerce on 3rd Sep 2020
3. Participated A National Webinar on “Funding Projects: Agencies, procedures and strategies on 11th November 2020 organised by Dr. NSAM Govt. First Grade College, Bangalore
4. Participated A National Webinar on “E-Cell Innovia, Maharani Lakshmi Ammani College for Women, Bangalore. 4th May 2021
5. Participated A National Webinar on HR Conclave - IGNITIA 2021, Patrician

Lakshmi College of Arts and Science, University of Madras, 21st May 2021

6. Participated A National Webinar on “Professionalism among Faculty Members in Higher Education , Soundharya Institute of Management and Science, Bangalore, 24th May 2021
7. Participated A National Webinar on “Innovation for successful Entrepreneur” Sadhakkathullah appa College, Tirunelveli, 19th June 2021
8. Participated A National Webinar on “How digital trends are changing the role of HR?”

