



Ms. Shalya Accamma

Assistant Professor

Specialization: Marketing

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Qualification

- M Com
- B Com
- PhD (Pursuing)

Work Experience

- 2019 - Present
Assistant Professor
- Center for
Management Studies,
Jain (Deemed-to-be
University)

Courses Facilitated

- Business Management
- Business Trends
- Communicative English
- Journalism
- Marketing Management
- Conflict Management

Member on Committees / Editorial Boards

Committees

- Conference:
2019-Present
- FDP Committee:
2019-Present
- Director's Task Force:
2020-Present

Career Summary

Shalya Accamma is an aspiring teacher with experience in education having a highly refined skill-set, including classroom management and lesson planning. Prior work history in student teaching has provided her ample preparation opportunities for teaching and developing diverse skills. Her strengths are hard-work and passion for achieving success in her career being committed towards work. Teaching experience taught her a lot about envisioning herself as a future educator. She has excellent theoretical, practical, and conceptual knowledge with an extensive participation in co-curricular and extra-curricular activities.

Research Interest

Management research reduces uncertainty by providing information that improves the decision-making process.

Research Publications

S.N.	Title of paper	Journal Name	Impact Factor	ISSN	Scopus Indexed	Year
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 Macroeconomic 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

Articles / Case Studies

- NIL -

Consultancy / Projects

- NIL -

Professional Memberships

- NIL -

Books / Chapters

S.N.	Title of Book	Publisher	ISBN
1	360 Degrees of Journalism	Amazon Publication	978-1659624755
2	Conflict Management	Notion Press	978-1648920608

Activities

S.N.	Activity	Title	Year
1	Organizer - Science of Retail	National Level FDP	2019
2	CMS Chronicle	Journalism Day	2020
3	Happily, Retired – Retirement Benefits from the 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 the Caregiving 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	Webinar	2020
9	Microbiologists' Eye View on COVID-19	Webinar	2020
10	Crafting the Post COVID Bounce Back	Webinar	2020
11	Digital Marketing 101	IIDE's Online Webinar	2020

Recognition / Awards

- NIL -

Seminar/Conferences Attended

S.N.	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

Online Certifications and Webinars

Online Certifications:

8 Certifications with 1 Specialization.

S.N.	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

Webinars-FDP/MDP

S.N.	FDP/MDP-Webinar	Institution	Year
1	Mindfulness for Educators	Center for Management Studies, Jain (Deemed -to -be University)	2020
2	Managing Stress During Uncertain Times	Center for Management Studies, Jain (Deemed- to -be University)	2020
3	COVID-19 Crisis: The Global Economy Reshaping	Center for Management Studies, Jain (Deemed- to -be University)	2020
4	Paradigm Shift in Teaching Pedagogy - Post COVID-19	Jain (Deemed -to -be University)-IQAC	2020
5	Goal Setting that Cannot Fail	Center for Management Studies, Jain (Deemed -to -be University)	2020
6	Marketing During COVID-19	Center for Management Studies, Jain (Deemed- to- be University)	2020
7	E-Learning Tools for Empowering Quality of Education	Savitha School of Management	2020
8	Digital Marketing 101	IIDE	2020
9	Inquest of Research - SPSS and AMOS	Center for Management Studies, Jain (Deemed- to- be University)	2020
10	Creating New Knowledge: A Blend of Research and Data Analysis	Center for Management Studies, Jain (Deemed- to- be University)	2020