



Dr Supriya Rai

Associate Professor, Course Facilitator, Coordinator: IQAC & Swayam

Specialization: Finance & Accounting

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Qualification

- **PhD – CSJM** University, Kanpur
- **MPhil – Vinayaka** University, TN
- **MCom-** Karnataka University
- **BCom –** Mangalore University

Work Experience – 20 Years

2009-Present
Associate Professor -
Center for
Management Studies,
Jain (Deemed-to-be
University)

2007-09
Assistant Professor -
St. Joseph's College,
Bangalore

2004-07
Assistant Professor -
Yadav College,
Bangalore

2000 - 04
Lecturer in GFCC
College, Mangalore

Courses Facilitated &

Career Summary

Dr Supriya Rai is a dedicated and experienced faculty with over 20 years of experience delivering educational assistance to undergraduate level students. Being a committed faculty member, she is passionate about working to further enhance the educational offerings of an institution. She has an outstanding ability to handle syllabus at the undergraduate and graduate curriculum along with a remarkable ability to teach, inspire and develop young minds.

Research Interest

- Analysis of Satisfaction of Broad Band Subscription with respect to BSNL
- Investment Decision of Endowment Plans in Insurance Companies with respect to Karnataka.

Research Publications

S.N.	Title of Paper	Journal Name	Impact Factor	ISSN	Scopus Indexed	Year
1	An Empirical Study on Customer's Perception towards Online Banking Adoption in Bangalore City	An Official Journal of Acharya's Bangalore B-School, "Amber" Volume 1 – Issue 2	--	978-81-8488-938-6	No	2009
2	Investors decision making pattern for Life Insurance Products & Customization	International Journal of Advance and Innovative Research	3.17	2278-7844	No	2019
3	Role of Microfinance in Economic Empowerment of Women in India	The International Journal of Analytical and Experimental Modal Analysis	6.3	0886-9367	No	2020

Articles / Case Studies

- NIL -

Consultancy / Projects

- NIL -

Taught**BBA -**

- Financial Accounting
- Corporate Accounting
- Financial Management/Business Finance
- Cost Accounting
- Management Accounting
- Income Tax

Member on Committees / Editorial Boards

IQAC
2013-Present
SWAYAM 2018-Present
Research Journal – Catalyst (CMS-JU)
2019-Present

Professional Memberships

-NIL-

Books / Chapters

S.N.	Title of Book	Publisher	ISBN
1	Financial Accounting-Part I	Jain (Deemed-to-be University)	In-house Publication
2	Financial Accounting- Part II	Jain (Deemed-to-be University)	In-house Publication
3	Cost Accounting	Jain (Deemed-to-be University)	In-house Publication
4	Corporate Accounting	Jain (Deemed-to-be University)	In-house Publication
5	Business Finance	Himalaya Publication	In process

Activities

S.N	Activity	Title	Year
1	IQAC/NAAC	Coordinator	2012-2020
2	CMS Festival-Precipice	International and National Level Fest	2009-2020
3	Grievance Cell	Coordinator	2014-2020
4	ICC	Coordinator	2015-2020
5	Swayam	Coordinator	2018-2020
6	Innovative Teaching Pedagogy in Education for Gen Z and Gen Alpha in the Era of Information Explosion	National Level FDP	2020
7	Trending Teaching for Participation and Performance	National Level FDP	2020
8	Created and Conceptualized CMS Chronicle	Journalism Day	2020
9	Creating New Knowledge-Blend of Research and Data Analysis	National Level FDP	2020
10	Faculty Development Programme	New Age Teaching	2020
11	Inquest of Research-SPSS and AMOS	National Level FDP	2020
12	Happily, Retired – Retirement Benefits from Finance Perspective	National Level FDP	2020
13	Mental Wellbeing - Identifying Signs of Stress/Illness and Self-care in Care-giving Profession	National Level FDP	2019
14	National Conference	National Level Conference on Business & Finance	2019
15	Teaching Pedagogy-International	National Level FDP	2018
16			
17	Women cell-JU	Chief Co-ordinator	2015 & 2016
18	Leadership Training	Outbound Activity TCL - Bangalore	2015
19			
20	Student Welfare	Coordinator	2013

21	Fresher's Day	College Activity	2012
22	TEL (Technical Education Learning Center)	Coordinator	2009-2011
23	Leadership Training	Outbound Activity TCL - Bangalore	2010
24	Threshold	Inter- collegiate Management Fest	2010

Recognition / Awards

- NIL -

Seminar/ Conferences Attended

SN	Title of Conference/Seminars/FDP/Workshop	Name of the Institute	Presented/Attended	Year
1	UGC sponsored National level Workshop on "Revised frame work on NAAC	Jain(Deemed-to-be University) Bangalore	Attended	2019
2	National Conference on Emerging Trends in Business and Finance	Center for Management Studies, Jain (Deemed-to-be University)	Paper Presented on Investors Decision Making Pattern for Life Insurance Products & Customization	2019
3	State level FDP on Data Analysis in Research	Center for Management Studies, Jain (Deemed-to-be University)	Attended	2018
4	National level FDP on 'Teaching Vs Research: A New Chapter to Begin'	Surana Evening College, Bangalore	Attended	2018
5	State Level Seminar on 'The Paradigm Shift towards Sustainability'	Jain (Deemed-to-be University), Knowledge Campus	Attended	2018
6	International Level Seminar 'Preparation of Business Plan'- by Prof. Matthew Exton, Program Manager, Cardiff University, Cardiff, UK	Jain(Deemed-to-be University) Bangalore	Attended	2016
7	State Level Seminar on 'Technology: The Emerging Trends and What the future holds'	Jain(Deemed-to-be University) Bangalore	Attended	2016
8	National Level seminar on 'Doing Business in Europe - Business Risk Management & Mitigation' by Prof. Davor Vuchkovski, Asst. Professor, University of Ljubljana, Slovenia	Jain(Deemed-to-be University) Bangalore	Attended	2016
9	National Level seminar on 'Marketing Strategies Teaching skills for present generation' and 'Importance of PhD's for Fculties'	Jain(Deemed-to-be University) Bangalore	Attended	2016

10	National Level Conference on 'Modinomics- Myth or Magic for Indian Economy'	Jain(Deemed-to-be University) Bangalore	Attended	2014
11	National Level FDP	IBS Business School, held in IBS, Bangalore	Attended	2014
12	State Level FDP on 'Teaching and Learning Strategies'	Jain(Deemed-to-be University) Bangalore	Attended	2012
13	State Level FDP on 'Case Study Analysis' - International Conference on SANMARGA - the Influence of Jainism in Art, Culture and Literature	Jain(Deemed-to-be University) Bangalore	Attended	2011
14	FDP at National Level on 'Work -Life Balance'	Center for Management Studies, Jain(Deemed-to-be University) Bangalore	Attended	2010
15	International Conference on Management Research	Bharathidasan Institute of Management, Bharathidasan University, Tiruchirappalli, Tamilnadu	Attended & Presented Paper on "Performance Coaching in a Business School"	2010
16	International Conference on Business Vision 2020	Acharya's Bangalore B-School, Bangalore	Attended & Presented Paper on "An Empirical Study on Customer's Perception towards Online Banking adoption in Bangalore City"	2010
17	International Conference on "Innovative Teaching Pedagogy in Business and Management Education"	Center for Management Studies, Jain(Deemed-to-be University) Bangalore	Attended	2009
18	National level Conference on Business Potential of India in a Global Recession Scenario	Center for Management Studies, Jain(Deemed-to-be University) Bangalore	Attended	2009
19	National level Conference on 'Role of Educators in Developing Entrepreneurial skill & Competencies among Students'	SBMJC, Jain University, Bangalore, October	Attended and Presented Paper	2009
20	National level Seminar on "US Fulbright Fellowships"	Jain (Deemed-to-be University) and AAA, Bangalore	Attended	2009
21	FDP on 'Team Building'-	Center for Management Studies, Jain(Deemed-to-be University) Bangalore	Attended	2009

22	FDP on 'Out of Box Thinking'	Center for Management Studies, Jain (Deemed-to-be University) Bangalore	Attended	2009
23	National level Conference	SBMJC, Jain University, Bangalore,	Attended	2009
24	FDP on 'learning Styles'	St. Joseph's College, Bangalore	Attended	2008
25	National level Workshop	St. Joseph's College, Bangalore	Attended	2008
26	National level Seminar on Effective Teaching Strategies'	St. Joseph's College, Bangalore	Attended	2008
27	National level Workshop on 'Attitude - What Every Teacher Need to Know'	St. Joseph's College, Bangalore	Attended	2008
28	UGC Sponsored State Level Seminar 'Gender Issues on the Campus in Co-educational Colleges'	St. Joseph's College, Bangalore	Attended	2008

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	Center for Management Studies, 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