



Ms. Vyshnavi A

Assistant Professor & Course Facilitator

Specialization: Finance & Accounting

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Qualification

- MCom-Finance
- B.Com
- **PhD (Pursuing)** - Periyar University, Salem
- **Certified in Finance(Online)** - IIMB, Duke University
- **Certified in Accounting (Online)** - The University of Melbourne, IESE Business School

Work Experience - 6 Years

- 2015 - Present
Assistant Professor - Center for Management Studies, Jain (Deemed-to-be University)
- 2012 -13
Accounts Payable Associate - IBM

Courses Facilitated & Taught

BBA

- Financial Accounting
- Cost Accounting

Member on Committees / Editorial Boards

- Member - Research & Consultancy Cell
- External Evaluator - Reva University

Career Summary

Vyshnavi A started her teaching career at Center for Management Studies, Jain (Deemed-to-be University) after completing her Post graduation in the year 2015. During this journey, she has been working in different capacities; Course Facilitator for two subjects - Financial Accounting & Cost Accounting, being engaged in different college activities and committees by organizing events as National Level FDPs, National Level Webinars, International Level Panel Discussions, being a member of Research & Consultancy Cell.

The areas of her expertise and interest include Financial Accounting, Cost Accounting, Management Accounting, Income Tax and Corporate Accounting. The idea of pursuing PhD was nurtured in her by the Director Dr Dinesh Nilkant who motivated her to step into research to enhance her academic horizon.

Research Interest

Financial Derivatives: It is an emerging trend in stock market and a wide area with inclusion of options, futures & forward contracts which enable a person to understand market volatility, risk and return factors. Hence, it is looked as a prominent area with a huge scope for research.

Research Publications

-NIL-

Articles / Case Studies

-NIL-

Consultancy / Projects

-NIL-

Books / Chapters

S.N.	Title of Chapter	Name of Book	ISBN	Year
1	Changing Perception of Women in Advertisements: A New Socio-Economic Prospect	Transforming India: Economic Challenges & Opportunities	978-163535278-8	2016

Professional Memberships

- NIL -

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Impact of Pradhan Mantri Jan Dhan Yojana on Financial Inclusion in India

Transforming India: Economic Challenges & Opportunities

978-163535278-8

2016

Activities

S.N.	Title	Activity	Year
1	International Level Online Panel Discussion	Research Event - Gyanidhi	2020
2	National Level Webinar series	Research Event - Gyanidhi	2020
3	Innovative Teaching Pedagogy in Education for Gen Z and Gen Alpha in the Era of Information Explosion	National Level FDP	2020
4	Fresher's Day	College Activity	2016-20
5	Management Expo	College Activity	2019-20
6	Management Expo	College Activity	2017-18
7	ED Day	College Activity	2016-17

Recognition / Awards

Research Awards

- Contribution towards Research Publication, JGI Awards 2016

Academic Awards

- Best Outgoing Student of the Year, Indian Academy Degree College & Centre for Research & PG Studies 2015

Seminars/Conferences Attended

S.N.	FDP/MDP-WEBINAR	INSTITUTION	YEAR
1	National Level Three Days' Online Faculty Development Programme on ACT - RIGHT NOW	Center for Management Studies, Jain (Deemed-to-be University)	2020
2	Online FDP on Data Analysis using Spreadsheet	Kristu Jayanti College	2020

Online Certifications with 1 Specialization:

S.N.	COURSE	UNIVERSITY	YEAR
1	Behavioral Finance	DUKE University	2020

	2	The Language and Tools of Financial Analysis	The University of Melbourne	2020
	3	Accounting : Principles of Financial Accounting	IESE Business School	2020
	4	Finance for Managers	IESE Business School	2020
	5	The Role of Global Capital Markets	The University of Melbourne	2020