

JSS COLLEGE FOR WOMEN (AUTONOMOUS)
SARASWATHIPURAM, MYSURU-09
FACULTY PROFILE



1. Name: : Naveena S
2. Designation : Assistant Professor
3. Department : PG Commerce
4. Address : Channamallipura village, Gundlupet Taluk.
5. Phone Number : 9741347881
6. E-mail : veeranavee86@gmail.com
7. Subjects taught :

1	Advanced Financial Management	10	Advanced Marketing Management
2	Advanced Auditing	11	International Accounting
3	Corporate Tax Law and Planning	12	Business Environment
4	Goods and Services Tax and Customs Duty	13	Capital Market Instruments
5	International Financial Management	14	Organisational Behaviour
6	Strategic Financial Management	15	Business Communication
7	Accounting Theory and Practice	16	Business Research Methods
8	Advanced Human Resource Management	17	Income Tax
9	International Business	18	Strategic Management

8. Area of Specialization : Finance and Taxation
9. Teaching and Research Experience : 8Years
10. Qualification :

Qualification	Board/University	Subject	Year of passing	Class/ Grade
B.Com	University of Mysore	Commerce	2013	Distinction
M.Com	University of Mysore	Commerce	2016	First Class
KSET	University of Mysore	Commerce	2016	-
Diploma in Accounting and Taxation	University of Mysore	Commerce	2017	Distinction

11. Publications:**Publication in Journals :**

Sl. No.	Title of the paper	Name of the Journal	Year
1	Sustainability in the Banking Sector: A Pathway to Green Finance	International Journal of Creative Research Thoughts -Volume 12, Issue 12 – ISSN – 2320-2882	December 2024
2	Effectiveness of green marketing strategies in enhancing brand image	JSSCWM QUEST- Volume 8, Issue 1, ISSN – 2321-0052	March 2025
3	A Study on Opportunities and challenges for startups in E-commerce Platform	JSSCWM QUEST- Volume 8, Issue 1, ISSN – 2321-0052	March 2025
4	“Employees’ Perception towards maternity benefits of Employees’ State Insurance scheme”	JSSCWM QUEST- Volume 8, Issue 2 ISSN – 2321-0052	September 2025
5	Green Fin-tech Initiatives in GIFT city: A desk study of Products, Pilots and Policy.	JSSCWM QUEST- Volume 9, Issue 1, ISSN- 2321-0052	March 2026

Publication in Proceeding of Seminars/Conference :

Sl. No.	Title of the paper	Name of the Journal	Year
1	Neuromarketing: A Tool to understand Women’s Attitude towards Textile Products.	Abstract publication at International Conference proceedings on: Innovative Research Practices in Social Science” ISBN 978-81-956870-9-1	March 2025
2	“Corporate Social Responsibility and its Influence on Financial Performance: A Sustainable Finance Perspective”.	Abstract publication at National Level Seminar proceedings on: Entrepreneurship and Social Synergy: Driving Inclusive Sustainable Growth”	December 2025

12. **Conferences/Seminars/Webinar** :

Program	Attended	Paper Presented
International Level	03	02
National Level	22	05
State Level	07	-

13. **Faculty Development Programmes attended** :

Program	Attended
National Level	05
State Level	10