

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



1. Name: : Dr. Shilpa S  
2. Designation : HoD & Assistant Professor  
3. Department : PG Commerce  
4. Address : #227, Kanakagiri, Vidyaranyapuram, Mysuru-08  
5. Phone Number : 9535343403  
6. E-mail : shilpasadashiva123@gmail.com  
7. Subjects taught :

1	Financial Accounting	8	Advanced Marketing Management
2	Cost Accounting	10	International Accounting
3	Management Accounting	11	Business Environment
4	Corporate Accounting	12	Digital Fluency
5	Business Mathematics	13	Organisational Behaviour
6	Operations Research	14	Business Communication
7	Accounting Theory and Practice	15	Business Research Methods
8	Advanced Human Resource Management	16	Income Tax

8. Area of Specialisation : Management Accounting  
9. Teaching and Research Experience : 16 Years  
10. Qualification :

Qualification	Board/University	Subject	Year of passing	Class/ Grade
B.Com	University of Mysore	Commerce	2008	Distinction
M.Com	University of Mysore	Commerce	2010	Distinction (Gold Medalist)
PGDBA	KSOU	Business Administration	2010	Distinction
KSET	University of Mysore	Commerce	2016	-
NET	UGC	Commerce	2017	-
Ph.D	University of Mysore	Commerce	2022	-

11. Publications:

Publications in Journals :

Sl. No.	Title of the paper	Name of the Journal	Year
1	An Evaluation of Perception of Chartered Accountants towards implementation of Ind AS in India	Journal of Emerging Technologies and Innovative Research, ISSN: 2349-5162, UGC Approved and 5.87 Impact Factor. Volume 5, Issue 8	August 2018
2	Implementation of Ind AS in India: A study on its challenges and benefits to the stakeholders	JSSCWM QUEST, Journal of Science, Humanities, Commerce and Management, ISSN: 2321-0052, Volume 7, Issue 2	September 2019
3	Benefits and Challenges of Ind AS to India: An Evaluation of stakeholders perception	PURAKALA( UGC Care Journal), ISSN: 2320-0693, Volume 31, Issue 42	May 2020
4	Implementation of Ind AS in India: A study on its benefits and challenges to Indian Corporate	Tathapi( UGC Care Journal), ISSN: 0971-2143, Volume 19, Issue 56	June 2020
5	Implementation of Ind AS in India: A study on its impact on qualitative aspects of financial statements	AEGAEUM Journal, An UGC-CARE Approved Group-II Journal. An ISO: 7021- 2008 Certified Journal. ISSN No.: 0776-3808. Volume 8, Issue 7	July 2020
6	Digital Trading of FMCG: A Study on Problems and Challenges of Offline FMCG Retail Traders	International journal of creative research thoughts, An International open Access, peer Reviewed, Refereed Journal, ISSN 2320-2882, Volume 12, Issue 6. Impact Factor	July 2024
7	Customer Relationship Management in Service Industries: A Study on Benefits of CRM in Banking Sector	International journal of Cultural Studies and Social Sciences, An International open Access, peer Reviewed, Refereed Journal, ISSN 2347-4777, Volume 20, Issue-02. Impact Factor 7.138	July – December 2024

8	A study on rural marketing challenges and barriers for e-retailers in India	JSSCWM QUEST, Journal of Science, Humanities, Commerce and Management, ISSN: 2321-0052, Volume 8, Issue 1	March 2025
9	A study on impact of technology on Human Resource Management	JSSCWM QUEST, Journal of Science, Humanities, Commerce and Management, ISSN: 2321-0052, Volume 8, Issue 1	March 2025
10	IFRS Convergence in India: An evaluation of Investors' Perception towards investing benefits	JSSCWM QUEST, Journal of Science, Humanities, Commerce and Management, ISSN: 2321-0052, Volume 8, Issue 2	September 2025
11	Leveraging Technology in Insurance: Transforming the industry for the future	JSSCWM QUEST, Journal of Science, Humanities, Commerce and Management, ISSN: 2321-0052, Volume 8, Issue 2	September 2025
12	Digital Education through SWAYAM platform: A study on Learning Opportunities and Benefits for Students	National Research Journal of Human Resource Management, Peer reviewed Referred Journal, Volume 12, Issue 2 Impact Factor 7.25	July-December 2025

Publication in Proceeding of Seminars/Conference :

Sl. No.	Title of the paper	Name of the Journal	Year
1	Implementation of Ind AS in India: An Evaluation of Perception of Auditors	Proceedings of Seminar on "Managing Evolving Trends of Indian Economy- A New Outlook" ISBN: 978-81-935319-2-1, Tumkur University	November 2017
2	Implementation of Ind AS in India: Was that really necessary?	"Infrastructure and Sustainable Development: Issues and Challenges" ISBN: 978-81-927970-9-0, Somani College, Mysuru	January 2018
3	Retailing through E-Commerce: A Study on Online Consumer Behaviour and Shopping Expectation	Abstract Publication in the book of international conference. Indus Business Academy and Indian Economics Association, Bangaluru.	December 2024

4	Role of technology in streamlining the HR processes: A conceptual study	Abstract Publication in the book of international conference. Vidyavardhaka First Grade College, Mysuru	March 2025
5	A Study on Consumer Behaviour and Shopping Expectations towards E-Commerce	Proceedings of the IBA IEA Conference on Economics and Public policy (Ecofluence 2024), Atlantis Press (Part of SPRINGER NATURE), ISBN: 978-94-6463-766-3, ISSN 2352-5428 DOI: 10.2991/978-94-6463-766-3_19 <a href="https://atlantis-press.com/proceedings/ecofluence-24">https://atlantis-press.com/proceedings/ecofluence-24</a>	24 <sup>th</sup> June 2025

12. Conferences/Seminars/Webinar :

Program	Attended	Paper Presented	Organised
International Level	03	05	-
National Level	52	09	01
State Level	06	-	01

13. Faculty Development Programmes attended :

Program	Attended	Organised
State Level	15	01

14. Administrative Assignments

Sl. No.	Assignments
1	SWAYAM Co-ordinator at the College
2	Convener of Entrepreneurship Development Cell
3	Assistant Editor of JSSCWM Quest, Journal of Science, Humanities, Commerce and Management, ISSN 2321-0052, Published by JSS College for Women(Autonomous), Saraswathipuram, Mysuru-09

15. Participation as Resource Person:

Year	Particulars	Organised by
11.03.2025	Resouce person for one day workshop on Building Self Confidence through setting and achieving goals	Sree Nataraja Residential First Grade college, Mysuru.
2024-25, 2025-26	Member of BOS in PG Commerce, St.Philomena's College, Mysuru	-
2024-25 2025-26	Member of BOE in PG Commerce, Mahajana's College, Mysuru	-
2025-26	Member of BOE in PG Commerce, Bharathi College, Bharathi Nagar, K M Doddi	-