

Name: SOWMYA SHETTY

Qualification & Designation: M.COM, M.Phil & Lecturer

Experience: 15 years

Email Id: sowmyashetty10@ppc.ac.in

1.Certificate course	Title	Faculty in charge	Year
1	Strategic leadership Managerial Skills	Sowmya shetty Deeksha	2020
2		Pratima Shetty Sowmya Shetty Meenakshi Acharya	2014 - 2017

2.Honours and recognitions received by teachers (Received awards, recognition, fellowships at State, National, International level from Government, recognised bodies during the year)			
Year of award	Name of full-time teachers receiving awards from state level, national level, international level	Designation	Name of the award, fellowship, received from Government or recognized bodies

3.Minor, Major, research or projects by university sanctioned and received from various agencies, industry and other organisations				
Nature of the Project	Duration	Name of the funding Agency	Total grant Sanctioned	Amount received during the Academic year
Socio economic status of working women in unorganized sectors with reference to Udupi district	2 years	UGC	60000	40000

4.Research Publications in UGC approved Peer journals (Please submit the details of publication faculty wise as an attachment in Word or Excel format only)		
Level	No. of Publication	Average Impact Factor, if any
National	03	1. Presented a paper titled "Financial Awareness among earning female

		<p>members with reference to earning women of South Canara District” in one day NATIONAL Conference on 31st January,2020 at Dr. G. Shankar Govt. Women’s First Grade College & P.G. study Centre, Ajjarakadu, Udupi and published in a Peer reviewed International journal “Asia Pacific Journal of Research”,Vol 5 Spl Issue XIIwith ISSN Number 2320-5504 with impact factor 6.58</p> <p>2. Presented a paper titled “Role of Social entrepreneurship in Eradication of poverty with Special reference to Udupi District” in one day NATIONAL Conference on 31st January,2020 at Dr. G. Shankar Govt. Women’s First Grade College & P.G. study Centre, Ajjarakadu, Udupi and published in a Peer reviewed International journal “Asia Pacific Journal of Research”,Vol 5 Spl Issue XIIwith ISSN Number 2320-5504 with impact factor 6.58</p> <p>3. Presented a paper titled “Corporate Social Responsibility and Innovations as a Contributing Factor for Development of Business in India” in one day NATIONAL Conference on 31st January,2020 at Dr. G. Shankar Govt. Women’s First Grade College & P.G. study Centre, Ajjarakadu, Udupi and published in a Peer reviewed International journal “Asia Pacific Journal of Research”,Vol 5 Spl Issue XIIwith ISSN Number 2320-5504 with impact factor 6.58</p>
International	03	<p>4. Presented paper in UGC Approved Journal Titled ASIA PACIFIC JOURNAL OF RESEARCH on “Impact of GST with special reference to Petrochemical industry” in INTERNATIONAL CONFERENCE on “Emerging Global Trends in Accounting, Finance and Taxation “ held at Jain University on 27th February 2018 , Bangalore ISSN(P) No:2320-5504 ISSN (O) NO: 2347-4793.</p> <p>5. presented a paper “Level of consumers’ awareness towards green products with refernce to people of</p>

		<p>Udupi” in an INTERNATIONAL CONFERENCE at Govinda Das College Surathkal on January 12 ,2020, published with an ISBN No. 978-96-5396-158-9 and also published in UGC CARE Journal SPIN with ISSN no 2394-3114 volume 40 issue: 50 – march 2020</p> <p>6. Presented paper in UGC Approved Journal Titled ASIA PACIFIC JOURNAL OF RESEARCH on “Rehabilitation of migrated unskilled labourers from North Karnataka to Udupi and Dakshina Kannada District” in multidisciplinary INTERNATIONAL E-CONFERENCE on “Redefining Business in digital era: Issues and challenges“ held at S.M.Shetty college of science, commerce and management studies, Powai, Mumbai. Published in Studies in Indian Place Names (UGC CARE Journal) ISSN 2394-3114 with Impact Factor 6.2 in March 2020 ,Vol: 40 issue: 75 Dated: March 2020</p>
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5. Books and Chapters in edited Volumes / Books published, and papers in National/International Conference Proceedings per Teacher during the year (Please submit the details of publication faculty wise as an attachment in Word or Excel format only)

No. of publication

Book – 01

International – 06

National- 09

1. **COST AND MANAGEMENT ACCOUNTING -1 BOOK AUTHORED WITH ISBN : 978-93-89334-34-0**
2. Presented paper in UGC Approved Journal Titled **ASIA PACIFIC JOURNAL OF RESEARCH** on “ Impact of GST with special reference to Petrochemical industry” in **INTERNATIONAL CONFERENCE** on “Emerging Global Trends in Accounting, Finance and Taxation “ held at Jain University on 27th February 2018 , **Bangalore ISSN(P) No:2320-5504 ISSN (O) NO: 2347-4793.**
3. Presented a paper “Level of consumers’ awareness towards green products with refernce to people of Udupi” in an **INTERNATIONAL CONFERENCE** at Govinda Das College Surathkal on 13th & 14th January ,2020, published with an ISBN No. 978-96-5396-158-9 and also **published in UGC CARE Journal SPIN with ISSN no 2394-3114 volume 40 issue: 50 – march 2020**
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5. Presented a paper titled “Financial Awareness among earning female members with reference to earning women of South Canara District” in one day **NATIONAL Conference** on 31st January,2020 at Dr. G. Shankar Govt. Women’s First Grade College & P.G. study Centre, Ajjarakadu, Udupi and published in a Peer reviewed International journal “**Asia Pacific Journal of Research**”,Vol 5 Spl Issue XIIwith **ISSN Number 2320-5504 with impact factor 6.58**
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8. Attended **NATIONAL SEMINAR** on “Business ethics & social values”, on 6th September 2017 held at Sri Poornaprajna Evening College, Udupi and presented paper on “**Assessing & cultivating ethical culture in business with reference to Udupi region**”.
9. Attended **NATIONAL SEMINAR** on “E-Waste Management: Challenges and opportunities” held at Canara College, Mangalore on 3rd & 4th September 2015 and presented a paper on “consumer attitude and awareness towards green products with reference to Udupi region” with a **ISBN No.978-81-927561-5-8**
10. Presented a paper in an **INTERNATIONAL SEMINAR** on “ Green Marketing” held at SDMIMD, Mysore on 20th and 21st November 2015 titled “Contribution of E-Waste Management to economic development with reference to Udupi region” which is published as “compendium of papers” with **ISSN 978-93-83302-12-3**
11. Presented paper in one day **NATIONAL CONFERENCE** on Social entrepreneurship and sustainable development, titled “**Role of social entrepreneurship in eradication of poverty with special reference to Udupi district**” at Kukke Sri Subrahmanyeshwara College, Subrahmanya on 22nd January 2019.
12. Presented paper in two days **INTERNATIONAL CONFERENCE** on Contemporary innovations in Industry and commerce, titled “**CSR and innovations: A boost for business growth in India**” at Mangalore University, Mangalagangothri, Konaje on 22nd & 23rd February 2019
13. Attended in one day **NATIONAL CONFERENCE** organised by Poornaprajna college, udupi on 10th April 2019 on “ *Innovative banking in digirtal Era*” and presented paper titled “ Imapact of Innovations in Digital Banking on Rural People in and around Udupi Region” published in **International journal of Social and economic Research with ISSN: 2249-6270(online publication)**
14. Presented a paper titled “Role of excellence and Innovations in Banking sector for Women Empowerment with Special reference to Women in Udupi Region” in one day **NATIONAL CONFERENCE** on “Innovative Banking in Digital Era” held on 10th April 2019 at Poornaprajna College, Udupi, published in **International journal of Social and economic Research with ISSN: 2249-6270(online publication)**
15. Presented a paper titled “Digital Banking –Pros and Cons with Special Reference to Udupi Region” in one day **NATIONAL CONFERENCE** on “Innovative Banking in Digital Era” held on 10th April 2019 at Poornaprajna College, Udupi, published in **International journal of Social and economic Research with ISSN: 2249-6270(online publication)**
16. Presented a paper in an **INTERNATIONAL CONFERENCE** on “Emerging trends in

management, information technology and education” held at Srinivasa University, Mangaluru on 16th and 17th August 2019 titled “Consumer perceptions and attitude on organic products in and around Udupi” with **ISBN 978-81-941751-2-4**

6.Faculty participation in Seminars/Conferences and Symposia during the year (Please submit the details of publication faculty wise as an attachment in Word or Excel format only)

	International level	National level	State level	Local level
Attended Seminars/ Workshops		<p>Attended NATIONAL CONFERENCE on “Education, Economy and Sustainable Development” in 2008 held at Poornaprajna College, Udupi from 14th to 16th March 2008.</p> <p>Attended NATIONAL level seminar on “Reinforcement of moral values and responsibility among the students and the system in 2011, held at Poornaprajna College Udupi</p> <p>Attended NATIONAL SEMINAR on “Emerging trends and challenges in human resource” in 2014 held at SDM College of Business Management, Mangalore</p>		Attended many BBA and Bcom syllabus revision programmes held at different colleges.

Presented papers	<p>Presented paper in UGC Approved Journal Titled ASIA PACIFIC JOURNAL OF RESEARCH on “ Impact of GST with special reference to Petrochemical industry” in INTERNATIONAL CONFERENCE on “Emerging Global Trends in Accounting, Finance and Taxation “ held at Jain University on 27th February 2018 , Bangalore ISSN(P) No:2320-5504 ISSN (O) NO: 2347-4793.</p> <p>Presented a paper “Level of consumers’ awareness towards green products with refernce to people of Udupi” in an INTERNATIONAL CONFERENCE at Govinda Das College Surathkal on 13th & 14th January ,2020, published with an ISBN No. 978-96-5396-158-9 and also published in UGC CARE Journal SPIN with ISSN no 2394-3114 volume 40 issue: 50 – march 2020</p> <p>Presented paper in UGC Approved Journal Titled ASIA PACIFIC JOURNAL OF RESEARCH on “Rehabilitation of migrated unskilled labourers from North Karnataka to Udupi and Dakshina Kannada District” in multidisciplinary INTERNATIONALECO</p>	<p>Presented a paper titled “Financial Awareness among earning female members with reference to earning women of South Canara District” in one day NATIONAL Conference on 31st January,2020 at Dr. G. Shankar Govt. Women’s First Grade College & P.G. study Centre, Ajjarakadu, Udupi and published in a Peer reviewed International journal “Asia Pacific Journal of Research”,Vol 5 Spl Issue XIIwith ISSN Number 2320-5504 with impact factor 6.58</p> <p>Presented a paper titled “Role of Social entrepreneurship in Eradication of poverty with Special reference to Udupi District” in one day NATIONAL Conference on 31st January,2020 at Dr. G. Shankar Govt. Women’s First Grade College & P.G. study Centre, Ajjarakadu, Udupi and</p>		

	<p>CONFERENCE on “Redefining Business in digital era: Issues and challenges“ held at S.M.Shetty college of science, commerce and management studies, Powai, Mumbai. Published in Studies in Indian Place Names (UGC CARE Journal) ISSN 2394-3114 with Impact Factor 6.2 in March 2020 ,Vol: 40 issue: 75 Dated: March 2020</p> <p>Presented a paper in an INTERNATIONAL SEMINAR on “ Green Marketing” held at SDMIMD, Mysore on 20th and 21st November 2015 titled “Contribution of E- Waste Management to economic development with reference to Udupi region” which is published as “compendium of papers” with ISSN 978-93-83302-12-3</p> <p>Presented paper in two days INTERNATIONAL CONFERENCE on Contemporary innovations in Industry and commerce, titled “CSR and innovations: A boost for business growth in India” at Mangalore University, Mangalagangothri, Konaje on 22nd & 23rd February 2019</p> <p>Presented a paper in an INTERNATIONAL CONFERENCE on “Emerging trends in management, information technology and education” held at Srinivasa University,</p>	<p>published in a Peer reviewed International journal “Asia Pacific Journal of Research”,Vol 5 Spl Issue XIIwith ISSN Number 2320-5504 with impact factor 6.58</p> <p>Presented a paper titled “Corporate Social Responsibility and Innovations as a Contributing Factor for Development of Business in India” in one day NATIONAL Conference on 31st January,2020 at Dr. G. Shankar Govt. Women’s First Grade College & P.G. study Centre, Ajjarakadu, Udupi and published in a Peer reviewed International journal “Asia Pacific Journal of Research”,Vol 5 Spl Issue XIIwith ISSN Number 2320-5504 with impact factor 6.58</p> <p>Attended NATIONAL SEMINAR on “Business ethics & social values”, on 6th September 2017 held at Sri Poornaprajna</p>		
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Resource Persons				

1	21/08/2020	Webinar	International	Research-Teaching Nexus in Higher Education	Besant Women’s College, Mangalore
2	18/08/2020	Webinar	National	Impact on COVID 19 on Higher Education	Cauvery College, Virajpet
3	29/07/2020	Webinar	National	Future Prospects in Criminology and Forensic Science	School of Social Work, Roshni Nilaya , Mangalore

4	28/07/2020	Webinar	National	Online Learning and Student Engagement Techniques	ICFAI Business School , Bangalore and Sri Poornaprajna Evening College, Udupi
5	24/07/2021	Webinar	International	Pandemic and moral intensity	MPMGFG college, Karkala
6	19/07/2021	Webinar	International	Imapct of covid on unorganized sectors	MPMGFG college, Karkala
7	16/07/2021	Webinar	International	Economics of the Intellectual Property Rights	MGM college, Udupi
8	08/08/2020	Webinar	International	Investment Strategy : A Global Perspective	Poornaprajna College, Udupi
9	06/08/2020	Webinar	National	The Secret of Successful Investment	MSRS College, Shirva
10	06/08/2020	Webinar	National	The Scenario of Management Education in Future	Dr.NSAM First Grade College, Nitte
11	03/08/2020	Webinar	National	Impact of Pandemic on Indian Laws	Cauvery College, Gonikoppal
12	27/07/2020	Webinar	National	Banking trends during COVID 19	Davala College, Moodabidri
13	24/07/2020	Webinar	National	Safeguard your innovations	Nijalingappa college , Bangalore and KSCST
14	18/07/2020	Webinar	National	Assertive Communication	Cauvery College, Gonikoppal
15	17/07/2020	Webinar	International	Paradigm shift to new normal: challenges of adaptability	Dr. G. Shankar Govt. Women's First Grade College, Ajjarkadu
16	15/07/2020	Webinar	National	Gender Equity and COVID 19-	S.M. Shetty college of

				Disability Perspective	Science, Commerce and Management, Mumbai
17	12/07/2020	Webinar	National	Business Resilience in The Face of Chaos	St. Joseph's Evening College , Bangalore
18	09/07/2020	Webinar	National	COVID !19 Pandemic: Impact And Strategies for Rural Degree Colleges in India	Cauvery College, Virajpet
19	06/07/2020	Webinar	National	Inclusive Banking and Finance: Emerging market Scenario	GFGC , Kavor
20	03/07/2020	Webinar	International	Coping with COVID 10 with perfect and balanced mind	Besant Women's College, Mangalore
21	30/06/2020	Webinar	International	Financial Crisis and Its impact on Sustainable Eco- Tourism	Milagres College, Hampankatta
22	30/06/2020	Webinar	National	Self-Analysis During Pandemic	SDM College of Business management, Mangalore
23	27/06/2020	Webinar	National	Investment in stock Market during Pandemic	SDM College of Business management, Mangalore
24	25/06/2020	Webinar	International	COVID 19- Facts,Fears and Future	Al-Ameen Arts, Science, and Commerce college, Bangalore
24	15/06/2020	Webinar	National	Creative Teaching Techniques	MGM College, Udupi
26	13/06/2020	Webinar	National	Managing Finances and	St. Aloysius college,

				Investments During COVID 19	Mangaluru
27	13/06/2020	Webinar	International	Preparedness and Challenges of College Teachers' in the post COVID Era	GFGC for Women, Balmatta, Mangalore
28	6 th and 7 th June 2020	Two Days Webinar	National	E- Content Development	S.M. Shetty college of Science, Commerce and Management, Mumbai
29	06/06/2020	Webinar	National	Celebrating Nature – An Environmental Conscious Interface for a Sustainable Future	Canara College, Mangalore
30	05/06/2020	Webinar	National	Improving the Skill Set and Changing the Attitude	ICT Academy
31	01/06/2020	Webinar	National	Post COVID Scenario- Role of Teachers in Building Future Generation	MGM College, Udupi
32	01/06/2020	Webinar	National	Adversity to Advantage	Bapuji B-School Davangere

8.No. of teachers attending professional development programmes, viz., Orientation Programme, Refresher Course, Short Term Course, Faculty Development Programmes during the year		
Title of the professional development programme and Level	Name of the Faculty	Date and Duration (from – to)

1.	FDP (Certificate course)	July – Aug 2019	4 weeks	Body Language	SWAYAM
2.	FDP	8 th to 14 th August 2020	7 days	E content and ICT tools for innovative and effective teaching and learning process	
3.	FDP (International)	26 th &27 th August 2020	2 days (online)	Emerging Minds and Empowering Success in Modern Research Era	Govinda dasa College, Surathkal
4.	FDP (National)	16/06/2020	1 day (online)	Adapting Ourselves To the Online Academic Activities	Carmel college Modankap, Bantwal
5.	FDP (State)	30 th May to 12 th June 2020	Two Weeks (Online)	Information and Communication Technology Usage in Teaching	GFGC, Siddakatte
6.	FDP (Certificate course)	27 th July to 4 th August 2020	9 days (online)	Soft Skills	Pioneer Kumaraswamy College, Tamilnadu

