



Dr. Sree Krishna K S

M.Com.,MBA., Ph.D.

Associate Professor

Department of Commerce and Management

BORN

December 5th , 1989
Father's Name: K S
Kumar

CONTACT

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9632082007
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LANGUAGES

Kannada, English
Hindi



INTERESTS

Studying books,
Travelling

VISION

To embolden students to embrace enterprise, self-confidence, creativity and social justice in all their endeavours and to promote the virtues of scientific method, research and scholarly inquiry so students can bring important critical thinking skills to their pursuits outside of college.

PROFESSIONAL DETAILS

- Associate Professor, Department of Commerce and Management, GSSS Simha Subbamaalakshmi First Grade College
- Assistant Professor, Department of Management Science Yuvaraja's College , University of Mysore-
October 2016 to June 2023
- Financial Analyst, Bharath Hi-Tech Builders Private Limited Bangalore-August 2012 to October 2015

RESERCH PUBLICATION / NATIONAL / INTERNATIONAL

| | | |
|---|---|--|
| 1 | Attitude of Retail Investors: A study of Investors in Mysore Volume: 6 Issue:2 March-April 2016 | International journal of engineering and management research ISSN:2250-0758 |
| 2 | Role of Foreign direct investment in retail industry: A Study on India Volume:18 Special Issue:2 Feb. 2019 | Shanlax international journal of arts, science and humanities ISSN: 2250-0758 |
| 3 | Impact of Exchange rate on standard and poor nifty index Volume:6 Issue:2 June 2019 | International journal of research and analytical reviews ISSN: 2348-1269 |

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| 4 | Impact of inflation on S and P niftyindex Volume:6 Issue:3 July- September2019 | International journal of business and administration research review ISSN: 2348-0653 |
| 5 | Consumer protection- A case study ofvoluntary organisations role in Karnataka Volume:8 Issue:10 October 2019 | International journal of business and management invention ISSN: 2319-8028 |
| 6 | A Study on Cloud Accounting and TheStrategies to Up Fight the Challenges Volume:9 Issue:7(4) July 2020 | International Journal of Multidisciplinary Education Research ISSN: 2277-7881 |
| 7 | Factors Influencing Foreign ExchangeRate in India Volume:10 Issue:7 July 2020 | Dogo Rangsand ResearchJournal ISSN: 2347-7180 |
| 8 | A Study on the Impact of Ethical Issueson Performance Appraisal with special reference to Mysore Varnish and PaintsPvt. Ltd, Mysore Volume:10 Issue:8 August 2020 | Juni Khayat ISSN: 2278- 4632 |
| 9 | Exchange rate Forecasting Using TheARIMA Model-India Volume:12 Issue:1 Jan 2021 | International Research Journal of Management Science and Technology ISSN: 2250-1959(Online) ISSN:2348- 9367(Print) |
| 10 | Robo-Advisors and Wealth Management: AI-Driven Financial Planning for Investors Volume-47, Issue-4, No.7, 2021 | Shodha Prabha ISSN 0974-8946 |
| 11 | Portfolio Optimization with Genetic Algorithms: Enhancing Diversification and Returns Volume-47, Issue-4, No.7, 2021 | Shodha Prabha ISSN 0974-8946 |
| 12 | Digital Marketing Trends: Exploring the Impact of AI and Data Analytics on Consumer Engagement Volume-47, Issue-4, No.7, 2021 | Shodha Prabha ISSN 0974-8946 |

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| 13 | Applying Natural Language Processing to Improve Employee Feedback and Performance Appraisal Volume-96, No.10(I), June 2022 | Journal of The Asiatic Society of Mumbai ISSN: 0972-0766 |
| 14 | Automated Financial Forecasting Models: Combining Data Analytics and Econometric Methods Volume-96, No.10(I), June 2022 | Journal of The Asiatic Society of Mumbai ISSN: 0972-0766 |
| 15 | Liquidity Management and Algorithmic Trading: Balancing Speed and Stability Volume-96, No.10(I), June 2022 | Journal of The Asiatic Society of Mumbai ISSN: 0972-0766 |
| 16 | Algorithmic Risk Arbitrage in Stock Market: Strategies and Implementation Volume-46, No.4, Jan-June 2022 | Education and Society ISSN: 2278-6864 |
| 17 | Marketing Anomaly Detection with Data Analytics: Uncovering Unusual Trends and Patterns Volume-46, No.4, Jan-June 2022 | Education and Society ISSN: 2278-6864 |
| 18 | Risk Management in Financial Institutions: Integrating AI and Big Data Analytics Volume-46, No.4, Jan-June 2022 | Education and Society ISSN: 2278-6864 |
| 19 | Quantitative Analysis of Financial Market: Bridging Statistical Techniques and Computer Science Volume-46, No.4, Jan-June 2022 | Education and Society ISSN: 2278-6864 |

BOOK PUBLICATION

| Title of the Book | Publisher | ISBN |
|--------------------------|------------------------------------|-------------------|
| International Business | Good Writers Publishing, New Delhi | 978-93-5373-314-8 |
| Financial Management | Good Writers Publishing, New Delhi | 978-93-5756-026-9 |

CONFERENCE PROCEEDINGS (FULL PAPER)

- Presented a paper entitled 'Intangible assets valuation methods and its relevance- an overview, at International conference on Business, Economics, Social Science and Humanities. Organized by AcademicFora, Kuala Lumpur , Malaysia, dated 6-7th September-2016
- Presented a paper entitled 'Contribution of micro finance institutions in rural development of India: an overview, at 6th international multidisciplinary conference on Educational Development and Social welfare. Organized Jointly by, St.philomena First Grade College, Hassan, Oriental Research Institute, Uom, State planning board, Naresuan University, Hassan, dated 27th January 2018
- Presented a paper entitled 'Role of voluntary organisations in consumer protection- A case study of Mysore'. At national conference on Consumer Protection – Issues and Challenges. Organized by, Faculty of Commerce St Aloysius College(Autonomous) In collaboration with Centre for consumer studies, Indian Institute of Public Administration, Mangaluru, dated 16th and 17th Feb. 2018
- Presented a paper entitled 'Challenges in the adoption of e-commerce in India'. At national conference on Consumer Protection – Issues and Challenges. Organized by, Dr. B.R. Ambedkar Post Graduate Centre, Chamaraja Nagar, dated 13th March 2019
- Presented a paper entitled 'A conceptual study on green finance'. At National conference on Shift in Indian Business Environment. Organized by, JSS Centre for Management Studies, Mysuru, dated 29-30th March 2019

PARTICIPATION IN CONFERENCE/SEMINARS

| National/ State | Conference / Seminar name | Organized by | Place and Date |
|--------------------|---|--|---------------------------------------|
| National | IND-AS: A roadmap for IFRS in India | Vidhyavardhaka First Grade College | Mysuru 18-19 th March 2016 |
| National | Issues and challenges of global work place-destination 2020 | Basudev Somani College | Mysuru 5 th May 2016 |
| National | Insurance education in India- challenges and opportunities | DoS in Commerce, Mgm, And Mysore Insurance institute | Mysuru 11 th July 2016 |

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| National | Non-performing Assets (NPA) - Regulatory Measures | Bharathi College, Mandya | Mandya 20 th January 2018 |
| National | Digital Revolution and Management | B.N Bahadur Institute of Management Science | Mysuru 16-17 th March 2018 |
| National | Sustainable Development; Role of business education and research | DoS in Commerce, Mgm, | Mysuru 20-21 st March 2018 |
| State | Heritage and Health Tourism in Karnataka | Vidhyavardhaka First grade College and Department of tourism, Govt of Karnataka | Mysuru 13-14 th March 2019 |
| National | Reforms in Banking, Finance and Insurance Sectors: Issues and Challenges | Vidhyavardhaka First grade College | Mysuru 14-15 th Feb 2020 |

PARTICIPATION IN WORKSHOPS/TRAINING PROGRAMS/FDPs ATTENDED

| National / State/ Local | Workshops/ Training/FDP Programme Name | Organized by | Place and Date |
|--------------------------------|---|------------------------------------|---|
| State | Establishment and Managing New Enterprises | TTL College of Business Management | Mysuru 27 th April 2016 |

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| Local | Pedagogic issues on Banking, Insurance and accounting | D. Banumaiah's college of commerce and arts | Mysuru 15 th July 2016 |
| National | Panel data econometrics | DoS in Economics, mgm | Mysuru 12-18 th August 2016 |
| Local | Research methodology in social science | Gandhi Bhavan, mgm | Mysuru 17 th December 2016 |
| State | Workshop on Goods and Services Tax | Dr. B. R Ambedkar post graduate Centre | Chamaraja nagar 16 th March 2017 |
| Local | Economic Value added-its impact on value of the firm | Seshadripuram first grade college, Bengaluru | Bengaluru 17 th March 2017 |
| Local | Testing of Hypotheses | Sree Cauvery first grade college in association with MYRA | Mysuru 18 th January 2019 |
| Local | Effective Design and Delivery of Curriculum in Outcome Based Education | Department of Business Administration JIT | Nagpur 6 th to 10 th July 2020 |
| National | Modern Application of Vedic Mathematics | Avinashilingam Institute for Home Science and Higher education for Women and School of Engineering | Coimbatore 18 th to 20 th January 2021 |
| National | Faculty Knowledge Sharing Program | ICFAI Business School, Bangalore | Mysore 19 th August 2022 |

MEMBERSHIP DEATAILS

- Member, Board of Examiners of M.Com, Pondicherry University
- Member of Indian Commerce Association
- Member of Cost Management Accountant (CMA) India
- Member of Indian Journal of Finance
- Member of International Management Research and Technology Consortium

EDUCATION & SKILLS

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|--|--|
| Ph.D. (Commerce) | University of Mysore Manasagangothri, Mysore Year 2021 |
| M.B.A | Pooja Bhagvat Memorial Mahajana PG Center University of Mysore, Mysore Year 2012 |
| M.Com. | IGNOU Indira Gandhi National Open University New Delhi Year 2022 |
| PGDHR | Pooja Bhagvat Memorial Mahajana PG Center University of Mysore, Mysore Year 2012 |
| PGDIBO | IGNOU New Delhi Year 2022 |
| NET | University Grants Commission-2018 |
| SLET | Government of Karnataka-2015 |
| Specialization | Financial Management, International Business, Financial Accounting |
| Certificate Course on Behaviour Finance at Duke University | |