



Dayananda Sagar College of Arts, Science and Commerce

# COMMUNIQUE

Bi-Monthly Newsletter

Volume 3| Issue 1 September—October 2023

I never dreamed about success. I worked for it.— Estee Lauder

## ACADEMIC ACTIVITIES

### Two Days FDP

A Two Days FDP to understand the back-end and front-end development was conducted for the faculty of Computer Applications. Mr. Namam and Ms. Nishika Tiku were invited as the resource persons.



### Workshop on 'Competitive Examinations'

M.Com department organized one day workshop on 'Competitive Examinations' on 13th September 2023. Ms. Nisha.P Certified Soft skills trainer from Indian Leadership Academy was invited as the resource person. She highlighted some important competitive examination and also focused on the techniques to qualify such examinations.



### Workshop on 'Communication Skills'

In association with CIL, the MCA department conducted one day workshop on 'Communication Skills'. Mr. Ravinder Singh Kalsi, the trainer, emphasized the significance of Listening, Speaking, Reading and Writing Skills in the communication process.



## Career Advancement Program

Department of BCA & Placement Cell (Gmya) organized a session on by Career Advancement Program for BCA 5th Semester on 19th October 2023 . It was focused on how to enroll for the various programs in international universities like John Hopkins, Catolica etc.



## Commerce Lab Activity

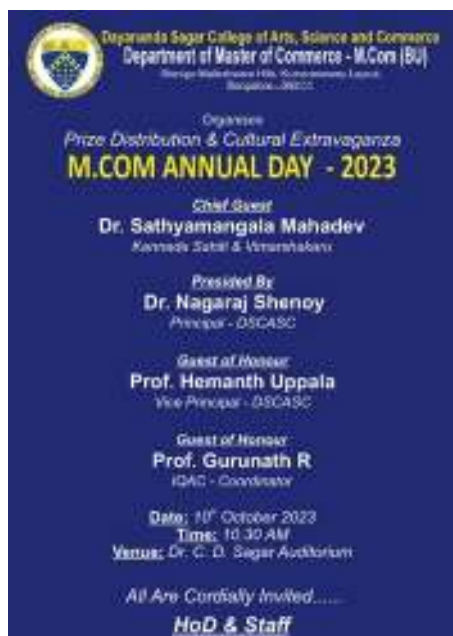
Department of M.com Started Commerce Lab Activity, a 20 hours course, to train the students with skills necessary to take up competitive exams and to face any corporate tests. Sessions on Aptitude test training, current affairs, Group discussion experiential learning and video screening on moral values were conducted in the month of July and August on every 2nd and 4th Saturdays. All students from 4th semester attended the program.



## NON-ACADEMIC ACTIVITIES

### Annual Day—2023

The Department of Master of Commerce, DSCASC celebrated its annual day on 10th October, 2023, at the CD Sagar Auditorium, DSI. The celebration officially commenced with the launch of the event banner on the previous day, i.e., on October 9, 2023. This event took place in the presence of Chief Guest of the program Sathyamangala Mahadeva, Dr. Nagaraj Shenoy, Principal, Dr. V Mahalakshmi, Head of the M. Com Department, faculty members, staff, and the students of the 1st and 2nd year M.Com.



**FACULTY PARTICIPATION IN FDP OR WEBINARS**

1. Prof. Shalini Kumari Rawani, Dept. of BBA/B. Com, attended FDP on 'Research Methodology and Data Analysis' on 9th Aug 2023 to 19th Aug 2023.
2. Prof. Rashmi M Umarji, Dept. of BBA/B. Com, attended workshop on "A Study on Opportunities and Challenges of Start-ups in India" on 22nd and 23rd September 2023.
3. Prof. Parimala R, Dept. of BBA/B. Com, attended One day international Workshop on "Creating Financial Wealth through Capital Market" organized by Salem Sowdeswari College on 25th September 2023.
4. Prof. Parminder Kaur, Dept. of BBA/B. Com, attended "A National Level Professional Development Programme on "Research Methodology & Data Analysis " and " Financial Empowerment and Career opportunities in Financial and Security Markets" from 9th to 19th August 2023 and 8th Aug 2023 respectively.
5. Dr. Deepika Sharma, Dept. of BBA/B. Com, attended ICSI teachers conference on 9th September 2023, as well as participated in Transcend college Fest on 24th September 2023.
6. Prof. Yashaswi H R, Dept. of BBA/B. Com, attended "National Webinar by Committee on Socio Economic and Health Development", Assam on 1st Aug, 2023, and attended National Webinar organized by Mohanlal Sukhadia University, Udaipur, on 'Financial Empowerment and also attended National Webinar by Gokul Global University, Gujarat on 10th August, 2023.
7. Prof. Anitha.A, Dept. of BBA/B. Com, attended One day International workshop on "Creating Financial Wealth Through Capital Markets" organized by department of Corporate Secretary ship and Salem Sowdeswari College on 25th Sept 2023.
8. Prof. Rashmi S, Dept. of BBA/B. Com attended Five Days Virtual Workshop on "Basic Data Analysis and its interpretation using SPSS" on 18th September to 22nd September 2023.
9. Dr. R. Pavithra, Dept. of BBA/B. Com attended "Role of Entrepreneurship in changing Economic Environment"-National Conference by Kpr College of Arts, Science & Research, Coimbatore on 22nd & 23rd Sept 2023, as well "Creating Financial Wealth through Capital Market"-One day international Workshop by Salem Sowdeswari College on 25th Sept 2023.
10. Prof. Shylaja N, Dept. of BBA/B. Com attended national webinar on "Economic development through financial empowerment of citizens organized by Dr. Agarwal's Health plus clinic and research centre, Kolkata on 4th August 2023.

11.Prof. Vinutha K, Dept. of BBA/B. Com, attended National Webinar on Financial Empowerment through Wealth Creation -College of Temperature Sericulture on 23rd September 2023 and also attended FDP on “Soft skills for teachers” by Dayananda Sagar Institutions Centre for innovation and leadership from 23rd to 29th Sept 2023.

12.Prof. T.NAYANA, Dept. of MBA attended Work shop on “Art of Writing and Publishing Research Papers” organised by Kongu Engineering College on 2ndSeptember 2023, and An International Conference on Industry 5.0: Progress, People, Planet organised by Jain College on 21st Sept 2023, as well FDP on “Art and Science of Writing Effective Literature: Getting Published in a High Impact Journal” organised by AURO University, on 30th Sept 2023.

13.Dr. Ameer Asra Ahmed, Dept. of MBA, attended an FDP on “Art and Science of Writing Effective Literature: Getting Published in a High Impact Journal” organised by AURO University on 30th September 2023.

14.Prof. T. KohilaKanagalakshmi, Dept of BCA, attended One-week FDP on Cloud Infrastructure (AWS) in Collaboration with Brainovision pvt limited from 21st & 25th August 2023.

15.Dr. Suplab Kanti Podder, Dept. of BBA/B. Com, participated in Faculty Development Programme on “Soft Skills for Teachers”, organized by Centre for Innovation and Leadership, DSI, Bangalore. (FDP-N) on 6th October 2023.

16.Dr. Sudarshan S. Savanoor and Prof. Parimala .R ,Dept. of BBA/B. Com, participated in National Level FDP on ‘Research Methodology’ organized by Dep. of Commerce, Christ Academy Institute For Advanced Studies from 3rd to 7th October. 2023 and attended “Bharatiya Management Navaratri E-Lecture Series” organized by CESS, B’lore from 15th to 19th October, 2023.

17.Prof. Rehka M.P, Dept. of BBA/B. Com, participated in 8 weeks NPTEL –AICTE FDP Programme titled ‘Consumer Psychology’ on 15th Oct 2023.

22.Prof.Vinutha K, Prof. Anitha, Prof. Lalitha, Dept. of BBA/B. Com, FDP on Empowering Educators: Navigating Intellectual Property in Education-Rural College Kanakapura on 17th Oct 2023 and also attended 5 Days National Level FDP on Advanced Research Methodology organized by Karnataka College from 16th October to 20th October 2023.

23.Prof. Rashmi M Umarji, Dept. of BBA/B. Com, attended an FDP By Christ Academy Institute of Advance Studies on "Research Methodology" from 3rd to 7th October 2023.

24.Prof. Lalitha, Dept. and Prof. Parminder Kaur , BBA/B. Com, attended an NPTEL – AICTE, FDP on 'Corporate Social Responsibility'.

25.Nagarajeswari M, Dept. of BBA/B. Com, participated in IQAC initiated One day Faculty Development Programme on "Empowering Educators: Navigating Intellectual Property In Education" on 17th Oct 2023 and also attended the National Webinar on "Financial Empowerment Through Health Creation" on 13th October 2023.

26.Prof. Chitra.D.Rao, Dept. of BBA/B. Com, "One Week National Level Online Faculty Development Programme (FDP) on Research Methodology" by Christ Academy – Institute for Advance Studies from 3rd to 7th October 2023 and attended Webinar on "Ideapreneurship To Entrepreneur" By Gibs on 19th October 2023.

27.Prof. Shylaja N, Dept. of BBA/B. Com, attended FDP on "Research methodology" by Christ Academy Institute for advanced studies on 3rd to 7th Oct 2023 and attended Orientation of V sem NEP BBA syllabus organized by IQAC, St. Claret College, Bangalore on 11th Oct 2023 and FDP on "Empowering educators: Navigating intellectual property in education", by The Rural College, Kanakapura, Ramnagara District on 17th Oct 2023.

28.Prof. Yashaswi H R, Dept. of BBA/B. Com, attended One Day FDP on 'Empowering Educators: Navigating Intellectual Property in Education' on 17th Oct, 2023 and also attended Guest Lecture on Leadership and Communication Challenges in Public Policy held by Jain University on 13th October, 2023.

29.Prof. Jayashree C, Dept. of BBA/B. Com, attended National Level Webinar on "Financial Empowerment through wealth creation" on 13th October 2023 and attended National Level FDP on "Research Methodology Techniques" on 16th to 20th Oct 2023.

30.Prof. Vinay M, Dept. of BBA/B. Com, attended FDP on "Transformation in Teaching & Learning: Insight to modern education from 11th to 15th September 2023 and National Level FDP on "Research Methodology" from 3rd to 7th Oct 2023.

31.Dr. Kumudavalli, Dept. of BCA/MCA, attended Workshop on 'Data Analytics Using POWER BI Workshop with END - TO - END Project Organised by TechTip24 on 15th October 2023 and also attended Seminar on Artificial Intelligence (AI) and Machine Learning (ML) Beyond ChatGPT, gradED Learning on 20th October 2023 as well as a seminar on Counting change carefully-Design and Analysis of Data on 26th October 2023.

32.Prof. T.Nayana, Dept. of MBA, attended FDP on "Ultra Paradigm in Research Methods" organised by Community Institute of Commerce and Management Studies" on 11th October 2023.

33.Dr. Kotresh Savanur, Dept. of B.Sc., participated in One Day workshop on Blow-Up for 5th Semester Physics (NEP) organized by Department of Physics, MES College of Arts, Commerce and Science, Malleshwaram, Bengaluru on 17th October 2023.

**FACULTY PAPER PRESENTATION/RESEARCH**

1. Prof. Meghana C, Dept. of BBA/B. Com, Presented paper in International Conferences on the titled 'Factors affecting Individual tax payer satisfaction with reference to the online tax filing system in India using the DeLon and McLean Information system success model at International Finance and Accounting' & also titled "Factors Influencing the individual donor's Intention to Donate to Donation-based Crowdfunding Campaigns: An Empirical Study using the UTAUT Model" at 'International Finance and Accounting Conference' hosted by IIM Jammu on 8th & 9th Sept 2023.
2. Dr. Chetan Shetty, Dept. of MBA, presented a research paper titled "A Study On The Use of Technical Analysis Indicators For Forecasting Price Movements Of Specialty Chemical Stocks In India", in a National Conference on 'Modern Trends in Commerce, Management And Information Technology'.
3. Dr. Sumera Aluru, Dept. of MBA, presented a research paper titled "A Study On Neft Growth In India - Identifying Drivers And Hindrances From Select Banks" in an International conference ICACMT-2022.
4. Dr. Sumera Aluru, Dept. of MBA, presented a research paper titled " Impact Of Credit Ratings Of Yes Bank On Its Stock Price" in an International Conference ICACMT-2022.
5. Dr. Vinish P, Dept. of MBA, presented a research paper titled "The Role of social media in stimulating consumer choice behavior and shopping strategies" in One day National Conference on Modern Trends in Commerce, Management and Information Technology, NCMT -2022.
6. Dr. Vinish P, Dept. of MBA, presented a research paper titled " Impact of YouTube influencer Marketing on Millennials Buying Intentions" in International Conference on Recent Advancements in Commerce, Management, and Technology (ICACMT-2022).
7. Dr. Kumudavalli Dept. of BCA, presented a paper at the International Conference titled "Gendroid - a conceptual Bio-info Android App and its challenges- Prominent challenges in Information Technology" in Second International Conference ICPCIT.
8. Dr. Salini Sureh, Dept. of MCA, presented a research paper titled "Scheduling IoT Applicatin tasks using Flamingo search algorithm in Cloud Computing" IEEE International Conference NMITCON-2023..
12. Prof. Lalitha, Dept. of BBA/B. Com, presented a paper in International conference titled "Effect of Social media Digital Marketing on Consumers purchasing Decision with specific reference to Bangalore." Organised by Chevalier T. Thomas Elizabeth College for Women on 31st October 2023.
9. Dr. Sumera Aluru, Dept of MBA, presented a paper titled "Analysing the relationship between public sector bank Dividends and share price performance" in the 11th International conference on emerging trends in corporate finance and financial markets, organised by SDMIMD, Mysuru on 19th to 20th Oct 2023.

10. Dr. Suplab Kanti Podder, Dept. of BBA/B.Com, presented a research paper titled on “Digital Transformation: Navigating the New Frontier” in an International Conference on 13th Oct 2023.
11. Dr. R. Pavithra Dept. of BBA/B.Com, International Conference title “A study on power of Advertisements on Buying Habit of Women” in International Conference conducted by Chevalier T. Thomas Elizabeth College for Women on 31st October 2023.
12. Prof. Anitha. A Dept. of BBA/B.Com, presented a research paper in KPR college of Arts, science and commerce of Coimbatore on the topic “ A study on opportunities and challenges of Start-up in India” on 22nd and 23rd September 2023.
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14. Dr. Sumera Aluru, Dept of MBA (BU), presented a paper titled – “Analysing the Relationship Between Public Sector Bank Dividends and Share Price Performance” at 11th International conference on Emerging Trends in Corporate Finance and Financial Markets, organised by SDMIMD, Mysuru on 19th to 20th Oct 2023.
15. Dr. Sumera Aluru & Ms. Mahati Arkanath, Dept of MBA (BU), published a research paper titled in the titled ‘Identifying Stock Market Bubbles and Evaluation with Momentum Index and CCI’ in an international journal “Journal for Statistics and Management”, WoS and ABDC C indexed journal.
16. Prof. Suryakumari B.V, Dr. M.R. Jhansi Rani, Dr. C B Venkata Krishna Prasad, Dept of MBA (BU) published a paper titled “The Effect of Employee Empowerment on organizational Goodwill in Information Technology Sector” – a study in Bengaluru, in THE JOURNAL OF THE ORIENTAL INSTITUTE, Volume- 72, Issue 03, No.08, 2023, UGC Care Approved, Group I, Peer Reviewed and Referred Journal, ISSN: 0030-5324 on sept 2023.
17. Prof. NAYANA T & Dr. Mahesh Kumar K R, Dept of MBA (BU) published a paper titled “EMOTIONAL INTELLIGENCE,”, WORK-LIFE BALANCE AND PERCEIVED STRESS OF HEALTHCARE PROFESSIONALS IN BANGALORE, SOUTH INDIA JOURNAL OF SOCIAL SCIENCES. UGC CARE Approved, Group I, Bi-Annual Journal, ISSN: 0972 – 8945, Vol. XXI, No.12, on July – December: 2023.
18. Dr. Suplab Kanti Podder, Dept. of BBA/B. Com, published a paper on the topic “Use Case Modeling for Industrial Human Resource Management Practices” in IGI Global Journal.



## CERTIFICATION COURSES BY FACULTY

1. Prof. Anitha. A Dept. of BBA/B. Com, completed an Online certification course on "Online Course on "Fundamentals of Taxation" on 3rd September 2023.
2. Mukesh Soni, Dept. of BBA/B. Com, completed an Online Certification Course on "Teaching English: How to teach Pronunciation" offered by British Council on 3rd September 2023 and Completed 12 Hours Online Certification Course titled "Teaching English through Literature" offered by British Council on 29th September 2023.
3. Prof. T. Kohila Kanagalakshmi, Dept of BCA, completed online course on Infosys Spring board certification in Linux Administration Bootcamp: G from Beginner to Advance on 25th September 2023.
4. Prof. Rehka M.P Dept. of BBA/B.Com, completed online certification course on 'Consumer Psychology' under NPTEL programme on 15th October 2023.
5. Prof. Lalitha and Prof. Parminder Kaur, Dept. of BBA/B.Com, received NPTEL online certification course on topic "Corporate Social Responsibility."
6. Prof. Shylaja N, Dept. of BBA/B. Com, completed Online certification course titled "Introduction to Digital Marketing" by Great Learning Academy on 16th October 2023.
7. Prof. T. Kohila Kanagalakshmi, Dept. of BCA/MCA, completed Certificate Course on Unix Shell scripting and Administration, Infosys Springboard on 4th October 2023.

## FACULTY ACHIEVEMENT

1. Dr. Umesh M R was awarded Ph.D from Kannada University, Hampi on 20th September 2023.
2. Dr. Sudarshan S. Savanoor, Dept. of BBA/B. Com, received Certificate of Ph.D Completion by DSI on 29th October. 2020.
3. Dr. Deepika Sharma, Dept. of BBA/B.Com was awarded Teachers par Excellence by IIHM Bangalore on 15th September 2023.
4. Dr. Chiluka Pusphalata, Dept. of BBA/B.Com, was selected as a BOE 2023, 1st Semester B.com – Bangalore University and she was also invited as a resource person.
5. Dr. Chiluka Pusphalata, Dept. of BBA/B.Com resource person in international conference in St. Josephs Commerce College on 28th 29th & 30th Sept 2023.
6. Dr. Subbu Lakshmi Dept. of BBA/B.Com, designed MOOC Course Approved and to be hosted soon.
7. Dr. Salini Sureh, Dept. of MCA, delivered a Guest lecture on "Advancements in Artificial Intelligence" at Nilgiri College of Arts and Science Nilgiris, Tamil Nadu.

8. Dr. Deepika Sharma, Dept. of BBA/B.Com, was invited as a resource person for N.E.P syllabus for Information Technology subject BBA 5th Sem on 11th October 2023.

9. Dr. Sudarshan S. Savanoor, Dept. of BBA/B.Com, received BEST CHAPTER AWARD for CHAPTER EDITED in BOOK "ANORA" 7th EDITION for Chapter "A Study of Impact Technological Advancement on NATIONAL EDUCATION POLICY 2020".

10. Dr. Ameer Asra Ahmed, Dept of MBA (BU), was awarded 2nd Prize for Best paper at International Conference at Jain University on 21st October 2023.

11. Dr. Suplab Kanti Podder, Dept. of BBA/B Com, published a book titled Production and Operations Management, National with ISBN 9789358405330, Vision Book House in October, 2023.

12. Prof. Rekha M.P, Dept. of BBA/B.Com, published a book titled Consumer Behavior, National with ISBN 9789358407655, PUBLISHER Vision Book House in October, 2023

### STUDENTS ACHIEVEMENTS

1. 82 BCA from BCA department completed an Online Course on Exploring Computers in Infosys Springboard in September 2023.
2. Varun S, 1st Semester B.Com, was awarded 3rd Place For Netball.
3. Sai Krishna, 1st Semester B.Com, participated in Ek Bharat Shrestha Bharat Camp" from 28th to 9th October 2023.
4. 62 BCA department students completed an Online Course on Learn and Master C Programming for Absolute Beginners in October 2023.







## Dayananda Sagar College of Arts, Science and Commerce

*live the dream*

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