



CHRIST
(DEEMED TO BE UNIVERSITY)
BANGALORE - INDIA

*Department of Commerce
Presents*

Samshodhan 2018

annual research seminar

Feb 06, 2018

Sky view, Central Block

Philips Vincent



Christ (Deemed to be University)

Department of Commerce

Report - Samshodhan 2018

Feb 06, 2018

'Samshodhan' is an annual research seminar organized by the Post Graduate students to showcase their research talent and to exchange ideas and perspectives with other researchers. It serves as a good platform for post graduate students from the fields of Commerce, Management, Economics and Tourism Studies to share their research findings.

A paradigm or a new way of looking or thinking about something is a sign of a progressive society. With each changing paradigm, the ideas, the perspectives and the standards also subsequently change. Our economy has witnessed such far-reaching paradigms, be it the Ecommerce wave which paved the way for small businesses to increase their sales, or be it the popular concept of 'one nation one tax' in the form of GST, or the Make in India policy to develop India as a global design and manufacturing hub, or the recent bold move of organizing the unorganized economy in the form of demonetization- the country has embraced it all. Such new and emerging paradigms affect the way trade and commerce functions and therefore it is essential to research, discuss, deliberate, constructively analyze and accept these emerging constructs. The seminar is an attempt to move in the same direction.

The following teams were made for smooth flow of work.

- Core committee
- Marketing team
- Review team
- Escorting and disciplinary.

Core committee members includes Kushal B. S 1617012, Pruthvi Kashap 1617113, Sanjana 1617049, Aruthra 1617124 students from MCOM final year students.

Samshodhan worked started in the month of December 2017 by forming a core committee team. In the second week of the December, Marketing team was formed and were sent to different colleges across Karnataka to invite to present their papers. Totally we received **58 papers** from various colleges. A blind review was carried by the review team and finally **31 were selected** for Samshodhan -2018 to present their papers.

Pruthvi Kashap



Sl No	Paper Title
1	A Study on Impact of GST On Automobile Sector with Reference to Passenger Car in Bangalore
2	Impact of GST In Hotel Industry
3	Business Ethics Education: Evolution, Expectation and Effectiveness
4	Impact of GST And Demonetization in Indian Economy
5	CSR Initiatives of The Indian Conglomerate Companies
6	A study on Generation and Gender Diversity and its Management in IT Multinational Companies in Bangalore City
7	A Study on Impact of Demonetization on The Customers of Canara Bank
8	Effectiveness of Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) With Special Reference to Kinanoor Karindalam Grama Panchayath
9	A Study on Performance Evaluation of Short Term Debt Mutual Funds
10	Intrinsic Betterness And Reason Based Extrinsic Preference Towards Social Shopping: A Study Among College Students in Bangalore
11	A Study on Financial Statement Effects on Convergence To IFRS
12	A Study on How Finance Becomes the Blood of the Business- " A Thought Provoker
13	A Study on The Impact of GST On the Buying Behavior of FMCG Consumers in Bangalore
14	A Study on The Impact of Demonetization and Cashless Economy Over the Usage Of E- Wallets Among the It Companies.
15	A Comparative Study on Profitability Analysis of Selected Public and Private Banks in India
16	Organic Food Industry in Bangalore: The Real McCoy
17	The Comparative Study on Performance Analysis on Selected Shares of Automobile Sector Listed on BSE
18	Impact of Demonetization on Indian Stock Market: With Special Reference to Bombay Stock Exchange
19	A Study on Policy Holders Attitude Towards GST- A Study with Special Reference to Life and Health Insurance
20	Impact of Corporate Social Responsibility on Financial Performance of Indian Company
21	A Study on Green Banking Trends Adopted by Indian Banks
22	Savings and Investment Behavior of Higher Secondary School Teachers in Kannur District
23	An Analysis Of Stock Market Behavior After Major Occurrences
24	Impact of Tax Treaties on Cross Border Investments

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25	Consumer's Buying Behavior Towards Online Shopping - A Perceptual Study
26	Business and The Society: The Stewardship Model of C.S.R.
27	Impact of Demonetization on Real Estate Industry with Special Reference to Bengaluru.
28	User's Perceived Value On E-Banking Services
29	Receptivity of Government Sponsored Finance Schemes Including PPMY And SUI and Challenges in Financing Entrepreneurs Under the Same.
30	A Study on Impact of Goods and Service Tax on Gold Prices in Indian Economy
31	Dissenting the Fibers of Crowd Funding

The following were the external resource person for the Track session

1. Dr, Sunitha Panicker, Associate Professor, Christ University
2. Dr. Sangeetha M, Associate Professor, Christ University
3. Dr. Lakshmi S
4. Mr Rajesh

Dr William B Tayler, Professor, BYU Marriott School of Business was the resource person for the valedictory Session.

The Prize winners for the best papers were

1. Ms. Vaishnavi Nalagaram – First Prize Rs. 2500
2. Ms. Shruthi – First Prize – Rs. 2500
3. Ms. Kavitha V – Second Prize – Rs. 1000
4. Mr. Vijaya Kumar J – Second Prize – Rs. 1000
5. Mr. Sahajdeep Kaur – Second Prize – Rs. 1000

Arthur Vincent



LIST OF PARTICIPANTS

Sl no	Name	Designation	University/Institution/Company
1	A.S.Suresh Anidya Biswas	Associate Professor	Institute Of Management, Christ University
2	Arathy Krishnan R K	Research Scholar	Government College for Women, Thiruvananthapuram, Kerala
3	Chaithra C Abhishek N Sangeetha S	Student Student Asst Prof	Christ college of Science and Management
4	CHANDNI M.C	Assistant Professor	ISBR
5	Christopher Devakumar Muhammed Sohail Dr. Anuradha P S	Research Scholar Asst Professor Associate Professor	
6	Deepika.D	Faculty	Poornaprajna College,Udupi-576101
7	Devi L Aishwarya Rani	Assistant Prof Assistant Prof	Jain University
8	Dharmanand M Dr. Anjali Ganesh	Asst Professor Professor	Alva's Institute of Engineering & Technology St. Joseph Engineering College
9	Disha PV	Assistant Professor	Asst ProfessorDept. of Management Hindustan Business School, Marthahalli, Bangalore
10	Dr. Parashurama Kamath Waheeda Sultana	Assistant Professor Professor	CHRIST
11	Dr. Piyush Mehta	Associate Prof. and Dean	ISBM University
12	Dr. R. Venkataraman, Thilak Venkatesan,	Dean, Research Scholar	Presidency college Bharthiar University
13	Dr. Sathyanarayana S Prof. Subhinda Gargasha	Professor Joint Director	MP Birla Institute of Management
14	Dr.Angel christy Praveena Ms.S.Rachel	Associate Professor Assistant Professor	Lady Doak college
15	Dr.J.Sadeesh	Assistant Professor	SRM UNIVERSITY
16	Dr.Mugdha S Kulkarni	Asst Professor	Symbiosis Centre for Information Technology
17	Dr.R.LAKSHMI (Not Attending)	Assistant Professor	S.S.S. Shasun Jain College for Women
18	Dr.Roohi Kursheed Khan.S	Assistant Professor	Annai Veilankanni's College for Women
19	Dr.Sumona Bhattacharya	Assistant Professor	Bilaspur University

Prithvi Vincent



20	Gaana Reddy Saba Ehasan Nethra Manjunatha	Student Student Student Asst Prof	Christ college of Science and Management
21	Hansa	Junior Research Fellow	Central University Of Rajasthan
22	Honey Gupta	Research Scholar	CU
23	Lavin. A. Bhawnani Mr. Johnson Pereira	Assistant Professor Assistant Professor	St. Francis de Sales College
24	M.B.ROOPA Dr. B. Nagaraja	Senior Assistant Professor Associate Professor	CMR University
25	M.Udaya Shankar	Faculty	Acharya Institute of Graduate Studies
26	Maria Immanuel S Prof. Arul Raja M R Sanjay M P Harshitha S Gowda	Assistant Professor Assistant Professor Research Scholar Research Scholar	St. Joseph's Institute of Management
27	MARIYA SAMREEN RAJE	Research Scholar	CENTRAL UNIVERSITY OF KARNATAKA
28	Mr. Benjamin Jones Abraham, Dr. K. Ramamurthi	Asst Professor Principal	Acharya Institute of Graduate Studies, Coimbatore Institute of Management and Technology
29	Mrs. Rajeswari.B	Associate Professor	Baldwin Methodist College
30	Ms. Rashmi Sandeep Shanbhag Ms. Heera B Sanjay	Assistant Professor -	Jain University
31	NANDAN P R, DR. KUSHALAPPA. S	PG Scholar, Asst Professor	Govt. First Grade College, Belthangady



Bill Tayler, Ph.D., CMA

CURRICULUM VITAE

CONTACT INFORMATION

Marriott School of Business
Brigham Young University
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Provo, UT 84602-3113

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Updated: December 2021

ACADEMIC EMPLOYMENT INFORMATION

2019-present Associate Director, School of Accountancy, Marriott School of Business, Brigham Young University
2018-present Robert J. Smith Professor, Marriott School of Business, Brigham Young University
2017-2018 Glen Ardis Professor, Marriott School of Business, Brigham Young University
2017 Professor, Marriott School of Business, Brigham Young University
2013-2017 Warnick Deloitte Touche Fellow, Marriott School of Business, Brigham Young University
2012-2017 Associate Professor of Accounting, Marriott School of Business, Brigham Young University
2007-2012 Assistant Professor of Accounting, Goizueta Business School, Emory University
2005 Accounting Instructor, Financial Accounting, Johnson Graduate School of Management, Cornell University
2002-2007 Research Assistant, Johnson Graduate School of Management, Cornell University
2001-2002 Research Assistant, Marriott School of Management, Brigham Young University
2001 Accounting Instructor, Financial/Managerial Accounting, Marriott School of Management, Brigham Young University

ACADEMIC BACKGROUND

2007 Ph.D., Management, Johnson Graduate School of Management, Cornell University
2007 Institute of Religion Graduate, The Church of Jesus Christ of Latter-day Saints
2006 M.S., Management, Johnson Graduate School of Management, Cornell University
2002 M.Acc., Professional Accounting, Marriott School of Management, Brigham Young University
2002 B.S., Accounting, with honors and *magna cum laude*, Marriott School of Management, Brigham Young University

PUBLICATIONS

Published and Forthcoming

- 1) Black, P, T. Meservy, W. B. Tayler, J. O. Williams. 2021. Surrogation Fundamentals: Measurement and Cognition. Forthcoming, *Journal of Management Accounting Research*.



Contact

www.linkedin.com/in/sunita-panicker-718b83b2 (LinkedIn)

Top Skills

Public Speaking

Research

Team Management

SUNITA PANICKER

Academic Entrepreneur, Case Writer, Turnaround Strategist and
Member of Institute of Directors
Bengaluru

Experience

Christ University, Bangalore, India

Associate Professor

July 2003 - Present (18 years 6 months)

Teach courses in the subject area-Bachelor of Business Administration(BBA)
and Master of Business Administration(Financial Management)

Work with students who are studying for a degree or a certificate or
certification or are taking classes to improve their knowledge or career skills
Develop an instructional plan (known as a course outline or syllabus) for the
course(s) they teach and ensure that it meets university and department
standards

Plan lessons and assignments

Work with colleagues to develop or modify the curriculum for a degree or
certificate program involving a series of courses

Assess students' progress by grading papers, tests, and other work

Advise students about which classes to take and how to achieve their goals

Stay informed about changes and innovations in the field

Conduct research to advance knowledge in the field

Supervise graduate students who are working towards degrees

Publish original research and analysis in books and academic journals

Serve on academic and administrative committees that review and
recommend policies, make budget decisions, or advise on hiring within the
department

Additional responsibilities included were:

A. Academic Co-ordinator

B. Undergraduate and Graduate Magazine co-ordinator

C. Alumni co-ordinator

D. Research coordinator at Deanery level

E. Strategic Plan-Research co-ordinator

Christ University

Associate Professor & Academic Coordinator

July 2003 - Present (18 years 6 months)

Subjects Handled - Financial Management, Business Law,



- Investment Management, Research Methodology
- Business Communication, Production Management,
- International Finance, Strategic Financial Management, Business Statistics, Mergers and Acquisitions, Corporate Restructuring, Management Concepts, Strategic Management, Business statistics, Organisation Behaviour
- Duration -; •Additional Responsibilities - Academic co coordinator- Management studies

MS Ramaiah Institute of Technology

Lecturer

March 2001 - July 2003 (2 years 5 months)

Subjects Handled Financial Management, Production Management, Options, future and Derivatives,
Written Analysis and communication,
Investment Management

WIPRO NET LIMITED

Team Supervisor

January 1999 - March 2001 (2 years 3 months)

- Skilled at progressing from identification of problems to ideal solutions for the problems.
- Consistent in meeting tight deadline schedules within dynamic environments.
- Equally effective working independently or as part of a team.
- Comfortable interacting with all levels of management.
- Excellent oral and written communication skills.
- Good at teaching, learning, training, administration and research
- Working knowledge of SPSS, AMOS, Visual Plus and G*power software for research.
- Passionate about using ICT tools in teaching and learning.
- Managed a team of five as an academic coordinator; Job Profile - Handling all customer queries, Browsing,

CONSULTANCY/ ENTREPRENEURIAL EXPERIENCE

- Successfully turnaround an engineering institution in the capacity of consultant.
- Increased profitability of health care firm in Bangalore India.

Education

Arthur Vincent



Mt. San Jacinto College

Crafting an Effective Writer: Tools of the Trade (Fundamental English Writing), Coursera · (2014)

M.G University

Doctor of Philosophy, Business Administration and Management, General · (2005 - 2012)

KSOU

PGDHRM, Human Resources · (2010 - 2011)

Bengaluru University

BCom · (1994 - 1997)



Contact

www.linkedin.com/in/dr-sangeeta-mehrolia-68356b23 (LinkedIn)

Top Skills

Higher Education

SPSS

Stata

Publications

The Mediating Effect of Employee Engagement: How Employee Psychological Empowerment Impacts the Employee Satisfaction? A Study of Maldivian Tourism Sector

Effects of supply chain integration on firm's performance: A study on micro, small and medium enterprises in India

Indo – ASEAN Free Trade Agreement - Analysing Impact using Blassa Index

PERCEPTUAL GAP AMONG CORPORATE WORLD, ACADEMICS AND STUDENTS: PERSONAL QUALITIES AND EMPLOYABILITY COMPETENCIES OF STUDENTS

A study of the impact of Indo Asean free Trade Agreement on Indian exports

Dr. Sangeeta Mehrolia

Assistant professor and Researcher at Christ University, Bangalore
Bengaluru

Experience

Christ University, Bangalore

Assistant Professor

January 2019 - Present (3 years)

Bengaluru, Karnataka, India

PES University

Assistant Professor

July 2014 - December 2018 (4 years 6 months)

Bengaluru, Karnataka, India

Gitarattan International Business School

Assistant Professor

December 2008 - November 2013 (5 years)

Rohini NewDelhi

Worldfa Exports Pvt. Ltd.

Sr. Merchandiser

July 2006 - June 2008 (2 years)

Worked there for two year with EU clients

Education

Devi Ahilya Vishwavidyalaya

Doctor of Philosophy (PhD), A study on Impact of Indo-ASEAN Free Trade Agreement on Indian Exports · (2011 - 2016)

Hindu Institute of Management

Master of Business Administration (MBA), International

Business · (2004 - 2006)



Contact

www.linkedin.com/in/dr-lakshmi-shankar-iyer-26256b14 (LinkedIn)

Top Skills

Team Management
Management
Market Research

Languages

English
Tamil
Hindi

Certifications

Data Mining with Weka
More Data Mining with Weka
Internet History, Technology, and Security
Learning to Teach Online

Publications

Opportunities and Challenges in implementing e-Democracy in India
Education as a Determinant of e-Governance adoption: A case study of telecenters of Karnataka
Is Digital Good for Water Security? - A Case study of India
Non-demographic Segmentation and Positioning in a commodity market - A case study of an Indian Dairy company
Innovation in the midst of Uncertainty-Mahindra Reva

Dr. Lakshmi Shankar Iyer

Head - Business Analytics, School of Business and Management,
CHRIST (Deemed to be University)
Bengaluru

Summary

Being passionate about Business Analytics worked in a team to set up the MBA program on Business Analytics. Involved in branding and marketing of Business Analytics through Industry connect. Been delivering courses on Descriptive Analytics, Predictive Analytics, Data Visualization, Business Intelligence and Artificial Intelligence for Managers. Also, delivered courses on Information Systems, Enterprise Resource Planning (SAP), Database Management Systems (MySQL) and e-Business. Student guidance on research projects of Analytics or use machine learning tools for prediction problems.

Experience

School of Business and Management, CHRIST (Deemed to be University), Bengaluru

Head - Business Analytics

May 2010 - Present (11 years 8 months)

Bangalore

Faculty in Information Systems and Business Analytics

Research areas include Information Systems, Business Analytics, e-Business and e-Governance.

Currently working on Artificial Intelligence, Skill Gap Analysis, Higher Education

Education

International Institute of Information Technology – Bangalore and UpGrad

PG Diploma, Data Science - (2017 - 2018)

Bharathiar University



Doctor of Philosophy (Ph.D.), e-Governance · (2011 - 2018)

Indian Institute of Management Ahmedabad

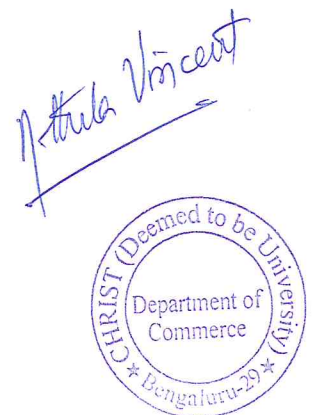
Advanced Analytics · (2014 - 2014)

Indian Institute of Management Bangalore

MPWE 2008, Women Entrepreneurs · (2008 - 2008)

University of Madras

Master of Business Administration (MBA), Management · (2006 - 2008)



Contact

www.linkedin.com/in/rajesh-r-2742a5143 (LinkedIn)

Rajesh R

Assistant Professor in Finance at Christ University, Bangalore|
Researcher - Commodities, Finance and Economics|
Bengaluru

Experience

Christ University, Bangalore
Assistant Professor
April 2017 - Present (4 years 9 months)

Education

Visvesvaraya Technological University
Doctor of Philosophy - PhD, Commodity Derivatives, Hedging
Efficiency · (2018 - 2022)

Notikla Vincent

