

CURRICULUM VITAE

1. Name: **Dr. K. R. JALAJA**
2. Date of Birth: 10th July 1973
3. Address for Correspondence: Associate Professor,
Department of Commerce,
Central College campus
Bengaluru City University
Bengaluru
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7. Academic Qualification: M.Com from Bangalore University
M.B.A. from Karnataka State Open
University
Ph.D from Bangalore University
8. **Teaching Experience:**
 - (a) Served as faculty in the Department of Commerce, Sri Sai College for Women, Rajajinagar, during academic year 1996-2002.
 - (b) Served as Lecturer (Appointment on Roll) during 2002-2003 at Vijaya Degree College, Jayanagar, Bangalore.
 - (c) Served as Assistant Professor, Department of Commerce, Bangalore University.
 - (d) Serving as Associate Professor, Department of Commerce, Bengaluru Central University.

9. **Minor / Major Research Projects:**

Completed Minor Research project entitled “**A Study on feasibility of application of Shareholder Value forecasting model in assessing shareholder value creation in Indian Companies**”, funded by Bangalore University

10. **Seminars, Workshops and Conferences Attended and Papers Presented:**

a. National Level:

1. Participated in 28th *All India Accounting Conference* held on 10th and 11th December 2005 at Hyderabad.
2. Participated in National Level Seminar on “*Global Convergence of Commerce Education*” held in Jnana Sahyadri on October 28th 2006 jointly organized by The Committee on Commerce Education and Career Counseling of The Institute of Chartered Accountants of India, New Delhi and The Department of Post-Graduate Studies and Research in Business Administration, Kuvempu University, Shankaraghatta.
3. Participated and presented a research paper titled “*Micro Finance – Emerging issues and Challenges*” at National Seminar on “*Changing Customer Profile – Challenges and Opportunities for Banks*” held on Feb 22nd 2007 by Banking and Finance Society of India, Karnataka Chapter.
4. Participated and presented paper on “*A study of Consumer perception and awareness regarding bottled water – with special reference to Kolar*” at One day State level conference held by “*Hasanath College for Women*” on 24th March 2007.

5. Participated and presented paper on “*IT for business transformation*” at National Conference on “*Managing Firms Digitally*” held during 25th and 26th October 2007, organized by Dayanand Sagar College of Engineering, Bangalore.
6. Participated and presented paper entitled “*A Study on Role of Commercial and Co-operative Banks in providing Micro Finance with special reference to Kolar District*” in two day National Level Seminar on Contemporary Issues in Banking, Finance and Insurance held on March 29 – 30, 2008 organized by The Department of Post-Graduate Studies and Research in Business Administration, Kuvempu University, Shankaraghatta.
7. Participated in International Conference on Innovative Pedagogy in Business and Management Education held on 10th October 2009 at Hotel Atria, Bangalore. India.
8. Participated and presented paper on “*Shareholder value creation in India – A Sectoral Analysis*” at 63rd All India Commerce Conference, Organized by Faculty of Commerce, Goa University, during 1st to 3rd October 2010.
9. Participated and presented paper on “*Perception of Individual investors towards Shareholder Value creation*” in two- day National Conference on ‘*Innovations and Challenges in Business Horizons*’ on 2nd and 3rd Dec 2011organised by Department of Studies and Research in Commerce in association with Centre for Project Management and Centre for E-Commerce & Communication, Tumkur University, Tumkur.

10. Participated and presented paper on *A study on problems and prospects of Establishment of Rail Coach Factory in Kolar* at 66th All India Commerce Conference of The Indian Commerce Association and National seminar on Inclusive Growth and Sustainability- Role of Commerce Education in India, held in Bangalore University, Bangalore from 5th to 7th December, 2013.
11. Participated and presented paper on *A study on Gold Exchange Traded Funds (ETF) as an Investment Avenue for Individual Investors* at 66th All India Commerce Conference of The Indian Commerce Association and National seminar on Inclusive Growth and Sustainability- Role of Commerce Education in India, held in Bangalore University, Bangalore from 5th to 7th December, 2013.
12. Participated and presented paper on *Adding Value through Quantifying Human Resources(HR)* at National level seminar on “ Strategic Human Resource Management Practice Paradigms- Challenges and opportunities in the Indian Context organized by Department of Commerce and Management of Maharani’ s Arts, Commerce and Management College for Women, held on 27th and 28th March 2014.
13. Participated and presented paper entitled *Conceptual Framework of Financial Inclusion and Corporate Social Responsibility* at Two Days National Conference on Emerging Trends in Commerce and Management organized by S.E.A College of Science, Commerce & Arts in Collaboration with Indian Council for Business Education, Bangalore on 29th & 30th January, 2015.

14. Participated and presented paper entitled *An Analysis of HR Accounting System in Select Indian Companies* at Two Days National Conference on Emerging Trends in Commerce and Management organized by S.E.A College of Science, Commerce & Arts in Collaboration with Indian Council for Business Education, Bangalore on 29th & 30th January, 2015.
15. Participated and presented paper entitled *FDI Flows to Retail Sector in India – Challenges and Opportunities* a one day National Conference on Impact of Key Reforms on Indian Economy – Challenges & Opportunities organized by Department of Commerce and Management, Seshadripuram Academy of Business Studies held on 21st February, 2015.
16. Participated and presented paper entitled *Foreign Direct Investment in Banking Sector – Challenges and Opportunities*, one day National Conference on Impact of Key Reforms on Indian Economy – Challenges & Opportunities organized by Department of Commerce and Management, Seshadripuram Academy of Business Studies held on 21st February, 2015.
17. Participated in National Seminar on Changing Dimensions of Corporate Reporting in India under IFRS Regime organized by Department of Commerce, Bangalore University, Bangalore & Board of Studies, Institute of Chartered Accountants of India, New Delhi on 23rd April 2015.
18. Participated and presented paper entitled *A Conceptual Framework of Ethics and Intellectual Property Rights* in two day National

Conference on Ethical Practices in Business: An Indian Perspective organized by Maharani Lakshmi Ammani College for Women, Bangalore held on 10th & 11th September 2015.

19. Participated in one day workshop on Choice Based Credit System organized by Internal Quality Assurance Cell(IQAC), Bangalore University on 23rd September 2015.
20. Participated and presented research paper entitled *A Study on Role of Brand Equity in Acquisition and Retention of Investors* in 68th All India Commerce Conference organized by Vinoba Bhave University, Hazaribag, Jharkhand in association with Indian Commerce Association from 6th -8th November, 2015.
21. Participated and presented paper on *Corporate social Responsibility in Indian Bio-Tech Industry* in Vanijya Sammelana 2016, a national conference on Recent Trends in Business, Management, Information Technology & Tourism organized by Adarsha Group of Institutions held on 5th April 2016.
22. Participated and presented paper on Recruitment through Social sites – *A Ride with Technology in National Seminar on Emerging Paradigms in Global Business – Its Implications for Business Education* organized by Institute of Management Studies, Davangere University, Davangere held on 2nd & 3rd May, 2016.
23. Participated and presented paper on *Impact of GST on E-Commerce in India – Microsoft Word* in two days National Seminar on

“ Emerging Issues in Commerce” organized by The National College, Bangalore held on 30th & 31st August 2016.

24. Participated and presented paper on *Valuation of Intangible Assets & its significance in the Eyes of Owners & Investors* in two day National Seminar on “ Emerging Issues in Commerce” organized by The National College, Bangalore held on 30th & 31st August 2016.
25. Participated and presented paper on *A Comparative Study of the Indian Export during Post Liberalization Period* in two day National Seminar on “ Emerging Issues in Commerce” organized by The National College, Bangalore held on 30th & 31st August 2016.
26. Participated and presented paper on *A study on Managerial Uses of HRA* in One-day National Conference on Start Up India- Trends, Opportunities and Challenges organized by St. Claret College, Bangalore on October 26, 2016.
27. Participated and presented paper on *A Study on the Changing Trend, Growth and Prospectives of Women Entrepreneurs at Kolar, Karnataka* in 69th All India Commerce Conference organized by University of Lucknow, India held on November 11-13, 2016.
28. Participated and presented paper on *Role of Knowledge Management Firms in Creating Economic Value for Intangible Assets* in 69th All India Commerce Conference organized by University of Lucknow, India held on November 11-13, 2016.
29. Participated and presented paper on *Role of Non-governmental Organisation for Child Welfare in India* in National Conference on

Role of Nation Building organized by R V Institute of Management held on December 3, 2016.

30. Participated and presented paper on *Challenges in Infrastructure development in India in National Conference on Transforming India through Innovation and Entrepreneurship* organized by T.John Institute of Management & Science (TIMS), Bangalore held on 6th December 2016.

31. Participated and presented paper on *A Study on Pricing of LPG in India* in one day National Conference Contemporary Issues in Commerce and Management organized by Surana College, Peenya, Bengaluru on 7th September 2018.

b. International Level:

1. Participated and Presented Paper on “ *Shareholder Value Creation related performance metrics: An Empirical Analysis of select Indian companies* ” at XXXth All India Accounting Conference and International Seminar at Jodhpur during 2008 and won best paper award for the paper presented in the technical session “ *Shareholder Value Creation* ” .
2. Participated and Presented Paper on “ *An Empirical Investigation into Shareholder value creation in Old Generation and New Generation Companies in India* ” in 21st Asian-pacific Conference on International Accounting Issues held on November 22-24, 2009 in **Las Vegas, Nevada, USA.**
3. Participated and Presented Paper entitled *Futures Trading: Views of Investors and Traders* in the Eight International Conference on Economics and Finance, organized by IBS, Bangalore in January 19-20, 2012.
4. Participated and Presented Paper entitled *An Overview of Investment Avenues Open for Foreign Investors in India* in the Fourth International Conference on Innovative Management Strategies for Emerging Business Paradigms organized by Adaikalamatha Institute of Management on January 28th 2012.
5. Participated and presented paper on *Shareholder Value Creation: A Study On predictive Model* at the 35th All India Accounting Conference and International Seminar on Accounting Education and Research held at ATMIYA Institute of Management & Technology, Rajkot on January 5-6, 2013.

6. Participated and presented paper on *Policy regime changes in International Financial Framework and Investment Flows with respect to FDI* in International Conference on Global Paradigm Shifts in Management, Information & Communication Technology (ICT) organized by Sheshadripuram First Grade College, Bangalore held on 19th March 2014.
7. Participated and presented paper on *An overview of Corporate Social Responsibility(CSR) in Indian Bio-Tech Industry* at 67th All India Commerce Conference and International Seminar - 2014 organised by KIIT University, Bhubaneswar in association with Department of Commerce, Utkal University, Bhubaneswar from 27th to 29th December, 2014.
8. Participated and presented paper on *A Comparative Analysis of Human Resource Accounting Models* at 67th All India Commerce Conference and International Seminar - 2014 organised by KIIT University, Bhubaneswar in association with Department of Commerce, Utkal University, Bhubaneswar from 27th to 29th December, 2014.
9. Participated and presented paper on *A study on Views of Shareholders on Share price behavior around the Buy back strategy in Indian Stock Markets* in International Conference on Accounting, Banking and Finance in Emerging Markets: Challenges and Opportunities organized by Kristu Jayanti College, Bengaluru on 5th & 6th October 2016.
10. Participated and presented paper on *Analysis of Trends in CO2 Emission and perceptions of Carbon Accounting* in 39th All India Accounting Conference and International Seminar on Accounting Education & Research held in Bangalore University, Bengaluru, on 16th & 17th December 2016.

11. Participated and presented paper on *A Comparative Study on Iron & Steel Exports in India in International Conference on Inclusive Business Growth & Sustainable Development*, organized by Kristu Jayanti College, Bengaluru on 22nd and 23rd February 2017.
12. Participated and presented paper on *Role of Knowledge Management Firms in Creating Economic Value of intangible Assets in International Conference on Inclusive Business Growth & Sustainable Development*, organized by Kristu Jayanti College, Bengaluru on 22nd and 23rd February 2017.
13. Participated and presented paper on, *21st Century Human Resource Accounting – A Study at HPCL*, in one day International Conference on Emerging Global Trends in Accounting & Finance organized by Jain University, held on 25th February 2017.
14. Participated and presented paper on, *A Comparative study of Human Resource Accounting at HPCL*, in 5th International Conference On Emerging Trends in Global Accounting, Finance and Taxation organized by Kristu Jayanthi College, Bengaluru on 21st and 22nd September 2017.
15. Participated and presented paper on *Role of Intangible Assets in Creating value for the Company* in Technical Session-I : Fair Value Measurement-Problems and Prospects in 41st All India Accounting Conference and International Seminar on Accounting Education and Research held at Manipal University, Jaipur on January 5-6, 2019.
16. Participated and presented paper on *Corporate Governance Practices and its impact on Investors Investment preferences- An Empirical Study* , in

Technical Session-III : Behavioural Finance in 41st All India Accounting Conference and International Seminar on Accounting Education and Research held at Manipal University, Jaipur on January 5-6, 2019.

17. Participated and presented paper on *A Study on Financial Literacy of Working Students in Bengaluru* in Technical Session-III : Behavioural Finance in 41st All India Accounting Conference and International Seminar on Accounting Education and Research held at Manipal University, Jaipur on January 5-6, 2019.
18. Participated and presented paper on *Role of Micro and Small Enterprises in Economic Development* in International Conference on Global Entrepreneurship - Emerging Opportunities and Challenges organized by Bangalore University, Bangalore in association with Lincoln University college, Malaysia held on January 28-29, 2019.
19. Participated and presented paper on *An Analytical Study on Venture Capital In India*, in International Conference on Global Entrepreneurship - Emerging Opportunities and Challenges organized by Bangalore University, Bangalore in association with Lincoln University college, Malaysia held on January 28-29, 2019.
20. Participated and presented paper on *A Study on FDI and FII inflows in India and its impact on Indian Stock Markets*, in International Conference on Global Entrepreneurship - Emerging Opportunities and Challenges organized by Bangalore University, Bangalore in association with Lincoln University college, Malaysia held on January 28-29, 2019.

i. Publications in Journals

1. Paper entitled *Shareholder Value Creation in India – A Sector Analysis*, The Indian Journal of Commerce, July- September 2011 ,ISSN : 0019-512X (online www.ica.com) which was also short listed for Gold Medal (among the 10 papers selected)
2. Paper entitled *Shareholder Value Creation: An Empirical Analysis of Select Indian Companies*, Indian Accounting Review, ISSN 0992- 1754, Vol. 12, No. 2 December 2011.
3. Paper entitled *Perception of Individual investors towards Shareholder Value creation*, published in proceedings of the National Conference on ‘ Innovations and Challenges in Business Horizons’ ISBN: 978-93-5051-327-9.
4. Paper entitled *An Overview of Investment Avenues Open for Foreign Investors in India*, published in Innovative Management Strategies for Emerging Business Paradigms Vol. 1, in March 2012, ISBN 978-81-909038-1-3.
5. Paper entitled *Futures Trading: Views of Investors and Traders*, published in Radix International journal of Banking, Finance and Accounting, Volume 1, Issue 8 (August 2012), ISSN: 2277 – 100X.
6. Paper entitled *Management Lessons from Srimad Bhagavadgita: Views of present Managers in IT Industry*, published in Asian Journal of Research in Business Economics and Management, Vol III, Issue- I, pg. nos. 60-67, January 2013, ISSN 2250-1673.

7. Paper entitled *Talent Acquisition and Talent Management – A Strategic Tool for Business Turnaround*, published in *The Management Accountant*, Vol. 48, No. 3, pg. nos. 290-294, March 2013.
8. Paper entitled *A Conceptual Framework of Ethics and Intellectual Property Rights* published in Book of Proceedings of National Conference on Ethical Practices in Business: An Indian Perspective organized by Maharani Lakshmi Ammani College for Women, Bangalore held on 10th & 11th September 2015.
9. Paper entitled *Foreign Direct Investment in Indian Banking Sector – Opportunities and Challenges* was published in Book of Conference proceedings on *Foreign Direct Investment in Banking Sector – Challenges and Opportunities*, one day National Conference on Impact of Key Reforms on Indian Economy – Challenges & Opportunities organized by Department of Commerce and Management Seshadripuram Academy of Business Studies held on 21st February, 2015 with ISBN 9789383214617.
10. Paper entitled *Foreign Direct Investment to Retail Sector in India – Opportunities and Challenges* was published in Book of Conference proceedings on *Foreign Direct Investment in Banking Sector – Challenges and Opportunities*, one day National Conference on Impact of Key Reforms on Indian Economy – Challenges & Opportunities organized by Department of Commerce and Management, Seshadripuram Academy of Business Studies held on 21st February, 2015 with ISBN 9789383214617.
11. Paper entitled *Dimensions of Brand Equity to create Awareness and Retain Stakeholders* was published in *Indian Journal of Research in Commerce*,

Management, Engineering and Applied Science in Jan 2016, Vol – I, ISSN 2454-6593.

12. Paper entitled *Corporate social Responsibility in Indian Bio-Tech Industry in India* was published in Edited Volume of Book on national conference on Recent Trends in Business, Management, Information Technology & Tourism organized by Adarsha Group of Institutions held on 5th April 2016, ISBN 978-1-944820-14.
13. Paper entitled *Shareholder Value Creation: A Study on predictive Model* was published in INSPIRA – Journal of Commerce, Economics & Computer Science, Vol. 02, NO. 2, April – June, 2016, ISSN 2395 – 7069
14. Paper entitled *A Study on Use of Pension Fund for Infrastructure Development in India* was published in Primax International Journal of Finance, vol.04, Issue No.1, July-December 2016, ISSN 2348-0475
15. Paper entitled *Start – Up India: Growth and Development of Indian Economy* was published in Asia Pacific Journal of Research, special issue, January 2017, ISSN 2320-5504
16. Paper entitled *Challenges in Infrastructure Development in India* was published in SAMYOG, An Academic Journal TJGAJ, Vol.12, No.2, February 2017, p- ISSN 2231-3362
17. Paper entitled *A Comparative Study on Human Resource Accounting at HPCL* was published in International Research Journal of Commerce and Law, September 2017, ISSN 2349-705X

18. Paper entitled *A Study on Consumers perception towards LPG based Automobiles in India* was published in Emperor International Journal of Finance and Management Research (EIJFMR), vol. IV, December 2018, ISSN 2395-592
19. Paper entitled *Role of Intangible Assets in Creating Value for the Company* was published in Journal of INSPIRA Research Association, vol. 05, No.01, January-March 2019
20. Paper entitled *Role of Integrated Accounting Practices in Textile Industry* was published in Journal of Emerging Technologies and Innovative Research, September 2020, Vol.07, Issue 09, ISSN
21. Paper entitled *A Study on Benefits of Implementation of Integrated Accounting Practices in Textile Industries* was published in International Journal of Emerging Technologies and Innovative Research, Dec 2020, Vol.07, Issue 12, ISSN
22. Paper entitled *Pension Reforms in India: The Need for New Approach* was published in International Journal of Applied Social Science, Vol 8 (1&2), January-February 2021, ISSN: 2394-1405

ii. Online

- a) www.ica.com
- b) kmu.vse.cz/conference2008/prispevky/10-jalaja.pdf
- c) www.rierc.org

iii Books

Book titled ‘ **Financial Management**’ , published by College Book House, First Edition, 2015, ISBN 978-93-819798-7-7

12. Memberships, fellowships etc. in various academic and non academic bodies:

1. Member of BOE for PG courses - M.Com,M.Com(FA),M.Com(IB) MTTM(Integrated) MMS(Integrated), Department of Commerce, Bangalore University, Bangalore.
2. Member of Faculty of Commerce, Bangalore University, Bangalore.
3. Member of BOE, Department of PG Studies and Research in Commerce, University of Mysore.
4. Member of BOE, Department of PG Studies and Research in Commerce, Tumkur University.
5. Member of BOE, Department of PG Studies and Research in Management, Kuvempu University, Shankaraghatta.
6. Chairperson -BOE, Member of BOS, Department of Business moolStudies, Bangalore University, Bangalore
7. Member of LIC team of Bangalore University, Bengaluru Central University and Bengaluru North University.
8. Chairperson – BOE, Member of BOS, Department of Commerce, Tourism and Travel Management, Bengaluru Central University.
9. Member of BOE, Department of studies and Research in Commerce, KSOU.

10. Member of Doctoral Committee in Department of Commerce, Tumkur University.
11. Member of Doctoral Committee in Department of Commerce, Bangalore University, Bangalore.
12. Member of Doctoral Committee in Department of Commerce, Bengaluru City University, Bengaluru
13. Chairperson-BOS for M.Com(IB), MTTM(PG), MTTM(Integrated) , MMS, BBA, BBA(Aviation Management), P. G. Diploma courses and B. Voc programs

Life Membership:

01. All India Accounting Association
02. All India Commerce Association
03. Research Development Association, Jaipur

13. Achievements:

- Received “*Best Paper Award*” for the research paper entitled “*Shareholder Value Creation related performance metrics: An Empirical Analysis of select Indian companies*” at XXXth All India Accounting Conference and International Seminar on Accounting Education and Research at Jodhpur during 2008.
- Received “INDIRA GANDHI SADBHAVANA AWARD” from International Business Council, New Delhi for outstanding achievements in the field of Education during April 2014.
- Received "Green ThinkerZ National Adroit Teacher Award-2021" by the Green ThinkerZ Society which is a registered Society under Societies Registration Act (XXI of 1860) with Government of Punjab, India

(Registration Number: 4893/2014-2015) and registered at NGO Darpan, NITI Aayog, Government of India (PB/2022/0310139); is advocating UN's Sustainable Development Goals (SDGs): The Global Goals 2030 and working in the domain of Education and Research for API and Career Advancement Scheme.

(Dr. JALAJA. K .R)