**SHREENIDHI B S**

**Email:** shreenidhi1712@yahoo.com

**Mobile:** +91 9482489101

**Personal Details**

**Father’s Name:** Shrikrishna Bhat B

**Mother’s Name:** Mrs. Savithri S Bhat

**Permanent Address:** 2270 Shrikrishna Kripa Nilaya, Mallikatte Post, Punacha, Bantwal Tq, D.K 574243

**Date of Birth:** 17 December 1993

**Marital Status:** Single

**Mother Tongue:** Kannada

**Hobbies and Interests:** Singing, Bike Riding, Travelling, Watching Movies

**Nationality:** Indian

**Languages Known:** English, Kannada, Hindi

**Education Qualifications**

**PGDFM**

University: The Indira Gandhi National Open University (IGNOU)

Completion Year: 2023

Marks Obtained: 64.5%

**M.Com**

University: Mangalore University

College: Besant Evening College, Mangalore

Completion Year: 2018

Marks Obtained: 76.5% (7.65 CGPA)

**B.Com**

University: Mangalore University

College: Besant Evening College, Mangalore (1st year), Correspondence course programme (2nd & 3rd Year)

Completion Year: 2016

Marks Obtained: 68.18%

**PUC**

College: Shri Sathya Sai Loka Seva Pre University College, Alike

Board: Department of PreUniversity Education (Karnataka)

Completion Year: 2011

Marks Obtained: 498 (83%)

**SSLC**

School: Shri Sathya Sai Loka Seva High School, Alike

Board: Karnataka Secondary Education Examination Board

Completion Year: 2009

Marks Obtained: 527 (84.32%)

**Responsibilities at SAU**

Conducting revision classes before exams

Addressing student doubts

Ensuring continual knowledge update to stay abreast of academic advancements and current scenarios

Delivering comprehensive and relatable lessons

**Experience**

Current Designation:

Assistant Professor Stage I at St. Aloysius College, Mangalore

Start Date: 10 June 2024

**Previous Roles:**

Accounts Faculty at KVC Academy, Mangalore (Since September 2018)

Guest Faculty in M.Com Department at Besant Evening College, Mangalore (Two years)

Account Assistant under CA Ganesh Rao P (One year)

**Academic Achievements**

Cleared UGC Net in December 2019

Cleared CA Intermediate Group I (Accounting Technician) in January 2020

Won Best Paper Award for “Restaurant Ambience as a Tool of Sustainability” at XIII State level Convention of FTCCMK

First prize for ‘Impact of China Products on Indian Electronics Market’ at QUERENCIA 2K18

Best Outgoing Student in Studies from Beasant Evening College, Mangalore

**Papers Presented**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sl.**  **No** | **Title of the paper** | **Conference/Convention/Seminar** | **Organized by** |
| 1 | A Study on Consumer’s Perception on AI tools in CRM System | International Conference on ‘Sustainable Business Practices: Issue Challenges and Prospects’ | St. Aloysius Deemed to be University, Mangalore |
| 2 | Effectiveness of CRM: A customer-centric perspective | International Conference on ‘Sustainable Business Practices: Issue Challenges and Prospects’ | St. Aloysius Deemed to be University, Mangalore |
| 3 | “Impact on Environmental Values on Consumer Behaviour: A Case Study on Bring Your Own Bag Policy” | International Conference on ‘Sustainable Business Practices: Issue Challenges and Prospects’ | St. Aloysius Deemed to be University, Mangalore |
| 4 | “Restaurant Ambience as a Tool of Sustainability with special reference to Mangaluru City” | XIII **State level Convention** of FTCCMK and **National Seminar** NEP: Creating Innovative Ecosystem for Sustainable Entrepreneurship | MUCTA |
| 5 | “Role of Banks in Promoting Entrepreneurship with special reference to State Bank of Mysore.” | Two days National Conference on ‘Skill India to leverage Make in India: Initiatives and Challenges | A J Institute of Management, Mangalore |
| 6 | “Impact of Demonetisation on Agricultural Sector with special reference to Ilanthila Village” | CANCON 2017, National Conference on Digital India, Performing India | Canara College, Mangalore |
| 7 | “Recent trends in Intellectual Property Rights in India’ in ‘INNOVARIOUS-2018” | A symposium on Evolving Trends in Intellectual Property Rights | Besant Women’s College, Mangalore |
| 8 | ‘Impact of China Products on Indian Electronics Market with special reference to Mangalore city’ | ‘QUERENCIA 2K18’, an inter college paper presentation competition | St.Aloysius College, Mangalore. |
| 9 | “A case study on CSR initiatives with special reference to Hindustan Unilever Ltd” | Two days National Conference on Consolidating Social Enterprises through Corporate Social  Responsibility Initiatives: Issues and Challenges’ | A J Institute of Management, Mangalore |
| 10 | “Reservation System in Transforming India with special reference to Mangaluru City” | ‘ANVESHAN-2020’, **National**  **Seminar** on ‘Transforming India, issues and challenges | Organized by Besant Evening College, Mangaluru |
| 11 | “Consumer perception on  E-Wallets and Digital Wallets in E-Payment system with special reference to Mangaluru City” | **International conference** on ‘Emerging issues and trends in Intellectual Capital and  Innovative Management Practices in the Global Economy | Govinda Dasa College, Surathkal |

Papers Published

“Consumer perception on E-Wallets and Digital Wallets in E-Payment system with special reference to Mangaluru City” in ‘OUR HERITAGE’ journal (ISSN: 04749030, Impact Factor 4.912)

**Training and Extracurricular Activity**

Attended workshops and symposiums on research methodology, entrepreneurship, and other subjects

President of ProAct Toastmasters Club Mngalore

Active member and organizer of various seminars and conferences

Invited as a resource person and judge for various academic and cultural events