

FACULTY PROFILE FORMAT

- Full Name: CHAITHRA CG
- Qualification: M.com, MBA, B.Ed (Ph.D)
- Designation: Assistant Professor
- Experience: 8 years

About the Faculty

Write a short professional summary including department, specialization, and academic focus areas. etc.:

I am currently working in the BBA Department at Soundarya Institute of Management and Science, Bengaluru. I have completed MBA and M.Com qualifications with a strong academic foundation in Commerce and Management. With over 8 years of teaching experience, and my specialization includes Accounting and Taxation. My academic focus areas include Financial Accounting, Management Accounting, Income Tax, International Human Resource Management, and Data Analytics applications in business. I actively engaged in research activities with publications in Scopus-indexed and UGC Care journals, and has contributed to national and international conferences.

Research & Publications

- Conferences / Seminars Presented:
 - ☐ Presented a paper on “A Paradigm shift in commerce education using Artificial Intelligence from How to teach to What to teach”
 - ☐ Presented a paper on “Influence of pedagogical shift and OBE Implementation on Educator’s Perception with Institutional Support”
- FDPs / Workshops Attended:
 - ☐ Faculty Development Programme on “Advanced Research Methodology and AI”.
 - ☐ Faculty Development Programme on “Business Strategies and Reporting for Sustainable Development”.
 - ☐ International Professional Development Programme on “Research writing and Ethics”
 - ☐ One day National level workshop on “ Entrepreneurship skill, Attitude and Behaviour Development”
 - ☐ Seminar on “ Transforming education: Generative AI Tools for teaching, learning and Assessment”

- Official Email ID: Chaithra.cg@soundaryainstitutions.in

Social & Academic Profile Links

- LinkedIn Profile: <https://www.linkedin.com/in/chaithra-c-g-744821392>