CHAITHRA C G

M.Com | MBA | B.Ed | (Ph.D)

Assistant Professor, Department of BBA

Experience: 8 Years

Faculty Profile

Ms. Chaithra C G is an Assistant Professor in the BBA Department at Soundarya Institute of Management and Science, Bengaluru. She holds MBA and M.Com qualifications with a strong academic foundation in Commerce and Management. With over 8 years of teaching experience, her specialization includes Accounting and Taxation.

Her academic focus areas include Financial Accounting, Management Accounting, Income Tax, International Human Resource Management, and Data Analytics applications in business. She actively engages in research activities with publications in Scopus-indexed and UGC CARE journals, and has contributed to national and international conferences.

Research & Publications

- Conference Paper: **"A Paradigm Shift in Commerce Education Using Artificial Intelligence from How to Teach to What to Teach"**
- Conference Paper: **"Influence of Pedagogical Shift and OBE Implementation on Educator's Perception with Institutional Support"**

FDPs & Workshops

- 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"**.
- National Level Workshop on **"Entrepreneurship Skill, Attitude and Behaviour Development"**.
- Seminar on **"Transforming Education: Generative AI Tools for Teaching, Learning and Assessment"**.

Contact & Academic Profiles

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