



## MS. SUSHMITHA

M.Com., B.Com., UGC-NET, KSET

**Assistant Professor, Department of Commerce**

Experience: 2.5 Years

### Faculty Profile

Ms. Sushmitha is a dedicated academician in the field of Commerce, specializing in Accounting and Taxation. She holds a Master of Commerce (M.Com.) degree and secured First Rank with a Gold Medal for her outstanding academic performance. She has also successfully qualified the UGC-NET and KSET examinations, demonstrating her strong academic proficiency and research aptitude.

She is committed to fostering academic excellence and promoting practical understanding of commerce subjects among students. Her areas of interest include Accounting, Taxation, Forensic Accounting, and Financial Analysis. With a passion for teaching and research, she aims to create an engaging learning environment and contribute to the academic development of students through innovative teaching methods and research-oriented approaches.

### Research & Publications

- Research Interests: Accounting, Taxation & Forensic Accounting.
- Publications (Journals / Books / Chapters): 0.
- Conferences / Seminars Presented: 10.
- FDPs / Workshops Attended: 10.
- Ongoing Research Projects:
  1. *Neuromarketing in Digital Commerce: Ethical Blind Spots in Consumer Autonomy and Protection.*
  2. *Awareness of Forensic Accounting Techniques on Fraud Detection Effectiveness: The Mediating Role of Auditor Expertise and Transaction Complexity.*

### Contact & Academic Profiles

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