



St. Joseph's College of Commerce (Autonomous)

Affiliated to Bengaluru City University
Accredited with A++ Grade by NAAC (4th Cycle) | College with Potential for
Excellence(CPE)
Ranked 93rd in NIRF 2022 by MHRD
#163, Brigade Road, Bengaluru - 560025, Karnataka.

CURRICULUM VITAE

Name: Sharon P V

Designation: Assistant Professor

Gender: Female

Email-ID (Official): sharon@sjcc.edu.in

Education: M.Com (Accounting & Taxation), UGC- NET (Commerce)

Areas of specialisation: Accounting & Taxation

Research Interest: Marketing, Forensic Accounting

Teaching Interest: Financial Accounting, Corporate Accounting, Taxation, GST, Principles of Management, Business Law, Cost Accounting, Management Accounting.

Work Experience with current institution:

Total Experience (including Teaching and Research)

| Name of the Institution | Position Held | Experience from - to | Total Years of Experience |
|---|---------------------|----------------------|---------------------------|
| St. Joseph's College of Commerce (Autonomous) | Assistant Professor | 2020- current | 3 years |

Administrative Roles (i.e. VP, IQAC, TQM, HOD, Class Mentor, Co-ordinators, NSS Programme Officer and others):

| Position Held | Years of Experience | Nature of responsibilities |
|------------------------------------|---------------------|--|
| Campus Minister | 1.5 years | |
| Class Mentor | 3 years | |
| IQAC | 1 year | Team member, Assisted in various rankings and reports. |
| AICUF Staff Coordinator | 3 years | Staff Coordinator |
| Colosseum (B.Com Dept Association) | 2 years | Staff Coordinator |
| Timetable | 1.5 years | Assisted Timetable Committee |

Honors, Recognition, Awards:

| Name of the Award | Name of the Awarding organisation | Year | Nature of Award |
|---------------------|-----------------------------------|------|-----------------|
| UGC- NET (Commerce) | UGC | 2019 | Academic |
| | | | |

Publications (year wise latest to old):

a. Paper Presentations (Conferences, Seminars, Workshops)

| Title and details | Presented at | Date |
|---|----------------------------------|------|
| Usage and impact of WhatsApp as a brand on Generations X and Z | Christ (Deemed to be) University | 2017 |
| Impact of Brand equity of Fast-food chains on purchase intention among Generation Z | Jain (Deemed to be) University | 2020 |

b. Invited Lectures, Presentation and Participation in Workshops, Trainings and Roundtables organised

| Title of the Topic / Theme Discussed | Participant/panelist /presenter (Please mark the appropriate one) | Name of the Organisation | State/ National/ International | Date |
|--|--|--|---------------------------------------|--|
| Round Table Conference on “Global Professional Education: developing leaders for an inclusive society” | Organizing Committee | SJCC | National | 19 th October 2022 |
| Two Day International Conference on “Synergising Technology, Language, and Literature: Towards mapping new directions in Higher Education” | Organizing Committee | International Desk and IQAC SJCC in collaboration with Sri Ramakrishna College of Arts & Science (Autonomous) Coimbatore | International | 21 st & 22 nd January 2022 |
| National Level FDP on Case Study Writing funded by AICTE. | Organizing Committee | AICTE | National | 25 th -29 th October 2021 |
| International Virtual Conference on “Industry 5.0- Post Pandemic Transformation” | Organizing Committee | SJCC in collaboration with Partician College of Arts & Science | National | 20 th August 2021 |

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|--|----------------------|---|---------------|--|
| Two Day International Conference on “World Economic Resilience: Gearing for a better Future” | Organizing Committee | SJCC in collaboration with MAHSA University, Malaysia and College of Mount St Vincent, New York | International | 9 th & 10 th April, 2021 |
|--|----------------------|---|---------------|--|

Consultancy (year wise latest to old):

| Nature of Consultancy | Name of organization | Duration |
|--|-----------------------------|-----------------|
| Train the Trainer (Finance & Accounting for Business Process Services) | Tata Consultancy Services | 1 week |
| Train the Trainer (Banking for Business Process Services) | Tata Consultancy Services | 1 week |
| Train the Trainer (Insurance for Business Process Services) | Tata Consultancy Services | 1 week |
