

**JSS College for Women (Autonomous),**

**Saraswathipuram, Mysuru-09**

**Profile**

<b>Sl. No</b>	<b>Particulars</b>	<b>Details</b>			
<b>Personal Information</b>					
1	Name and Designation	Dr. Rechanna Associate Professor & HOD of Commerce			
2	Department	Commerce			
3	Education Qualification	M.com, Ph.d			
4	Email Address	drrechanna@gmail.com			
5	Experience	32 Years			
<b>Research and Development</b>					
6	List of Publications:				
	<b>Publication of Research Papers:</b>				
	<b>Sl. No.</b>	<b>Title of the Paper</b>	<b>Name of the Journal / Publisher and Place of Publication, Year of Publication</b>	<b>International/ National/ State level</b>	<b>ISBN/ISSN/ SCI</b>
	01	“An Evaluation of Social Accounting Disclosure in Corporate Annual Reports in India”	Indian Journal of Accounting, Vol.XLI(1) December 2010, PP72-77, Ahmedabad (Gujarat)	International	ISSN-0972-1479
	02	“The Conceptual Framework of Corporate Social Accounting”	Indian Journal of Applied Reasearch, Volume:1, Issue:4, January 2012- Listed in International ISSN Directory, Paris. PP 38-48, Ahmedabad (Gujarat)	International	ISSN-2249-555X
	03	“ Corporate Social Reporting Practices in the Annual Reports of Indian Companies”	JSSCWM QUEST Journal, March 2013 Vol:1, Issue:1, PP 95-113 - Mysore	National	ISSN-2321-0052

04	“The Concept of Corporate Social Accounting”	JSSCWM QUEST Journal, October 2013, Vol:1, Issue:2, PP 93-112 Mysore	National	ISSN-2321-0052
05	“Financial Reporting in Non-Profit Organisations: Characteristics and Policy issues” -	Redefining the Roles of Business, NGOs and Governments, Missison for a Better Global Society- Edited Book, MANAKA Publication Pvt. Ltd., Delhi. 2011, PP145-168 - Delhi	National	ISBN 978-81-7831-267-5
06	“Corporate Social Reporting Practices of Public and private Sector Companies in India”	Compendium of International Conference on “Emerging Trends in Finance & Accounting” August 22 & 23, 2014, Shri Dharmasthala Manjunatheshwara Institute for Management Development, Mysore.	International	ISBN 978-93-83302-02-4
07	“IFRS and Indian Scenario”	JSSCWM QUEST Journal, September 2015, Vol:3, Issue:2, PP 48-53 , Mysore	National	ISSN-2321-0052
08	“IFRS Implementation and Challenges in India”	Seminar Proceedings, PP 241-247. Two-day National Seminar on ‘IFRS Convergence in India-Issues and Challenges’ organized by JSS College for Women, Mysore-09	National	-
09	Implementation of Ind AS in India: An Evaluation of Perception of Auditors	Managing Evolving Trends of Indian Economy- A New Outlook, 2017	National	ISBN: 978-81-935319-2-1
10	A study of customer defection in cellular services in Mysore city	Managing Evolving Trends of Indian Economy- A New Outlook, 2017	National	ISBN: 978-81-935319-2-1
11	A empirical study on	Managing Evolving		ISBN: 978-

	consumer awareness and consumption intention towards organic products	trends of Indian economy – A new outlook, 2017	National	81 935319-2-1.
12	An Evaluation of Green Banking Practices in Mysuru District	National Conference on Managing Evolving Trends of Indian Economy- A New Outlook, 2017	National	ISBN: 978-81-935319-2-1
13	Green Banking Practices: A study on Environmental Strategies of Banks	Trends & amp; Prospects in Banking & amp; Financial Markets , 2017	National	978-93-86724-26-7
14	An Empirical Study on HRD Practices in NPO's in Karnataka	Managing Evolving Trends of Indian Economy- A New Outlook, 2017	National	ISBN: 978-81-935319-2-1
15	A study of customer defection in cellular services in Mysuru city	Managing Evolving Trends of Indian Economy- A New Outlook, 2017	National	ISBN: 978-81-935319-2-1
16	Implementation of Ind AS in India: Was that really necessary?	Infrastructure and Sustainable Development: Issues and Challenges, 2018	National	ISBN: 978-81-927970-9-0
17	An Evaluation of Perception of Chartered Accountants towards implementation of Ind AS in India	Journal of Emerging Technologies and Innovative Research, 2018	International	ISSN: 2349-5162
18	A study on perception of organic Farmers towards organic farming in Mandya district	Journal of Emerging Technologies and Innovative Research (JETIR) , 2018	International	ISSN-2349-5162
19	An Analysis of Socio Economic Background of Organic Farmers: A Study with Special References to Mandya District	Online International Interdisciplinary Research Journal, 2018	International	ISSN2249-9598 ISSN2249-9598
20	Impact of Indian banking crisis in Agriculture sector - with reference to	Journal of Emerging Technologies and Innovative Research (JETIR) , 2018	International	ISSN-2349-5162

		Organic farming			
21	A conceptual study on marketing practices, issues, challenges and future prospects of organic products	Infrastructure and Sustainable Development: Issues & Challenges, 2018	National	ISBN: 978-81 927970-9-0.	
22	Green Banking Practices in India	Infrastructure and Sustainable Development: Issues and Challenges, 2018	National	ISBN: 978-81-927970-9-0	
23	Green Banking Initiatives: A Study of Customers Awareness with Reference to Nanjangud Town	Journal of Emerging Technologies and Innovative Research, 2018	International	ISSN-2349-5162	
24	An empirical study on HRD climate in NPOS in Karnataka	Journal of Emerging Technologies and Innovative Research (JETIR) , 2018	International	ISSN-2349-5162	
25	An Empirical Study on HRD Culture in NPO's in Karnataka	Infrastructure and Sustainable Development: Issues and Challenges	National	ISBN: 978-81-927970-9-0	
26	A study of Customer Defection in Cellular Services in India	International Journal of Marketing Research Reviw, 2018	International	ISSN 2321-5162	
27	Implementation of Ind AS in India: A study on its challenges and benefits to the stakeholders	JSSCWM QUEST, Journal of Science, Humanities, Commerce and Management, 2019	National	ISSN: 2321-0052	
28	A study of Customer Defection in Cellular Services in India	International Journal of Emerging Technologies and Innovative Researc, 2019	International	2349-5162	
29	Organic farming- a way towards sustainability	Green finance for sustainable development: challenges and opportunities, 2019	National	ISBN: 978-81 940092-2-1.	
30	A study on women empowerment through sustainable organic farming (Abstract)	Green finance for sustainable development: challenges and	National	ISSN: 978-93-5351-746-5,	

		opportunities, 2019		
31	Benefits and Challenges of Ind AS to India: An Evaluation of stakeholders perception	Purakala (UGC Care Journal), 2020	National	ISSN: 2320-0693
32	Implementation of Ind AS in India: A study on its benefits and challenges to Indian Corporate	Tathapi (UGC Care Journal), 2020	National	ISSN: 0971-2143
33	Implementation of Ind AS in India: A study on its impact on qualitative aspects of financial statements	UGC Care Approved Group- II Journal AEGAEUM Journal (Scopus Index), 2020	National	ISSN No.: 0776-3808
34	The Effect of Quality of Service and Customer Satisfaction on Customer Retention in Customers availing Telecommunication services in India	UGC Care Approved Group- II Journal AEGAEUM Journal (Scopus Index), 2020	National	0776-3808
35	Customer Retention Strategies of Cellular service Industry in India	Purakala (UGC Care Journal), 2020	National	0971-2143
36	Pertinent Factors Affecting the Customer Defection in Cellular Services in India	Studies in Indian Place Names (UGC Care Journal), 2020	National	2394-3114
37	A Study on Perception of Consumers towards Marketing of Organic Products in Digital Platform	Studies in Indian Place Names (UGC Care Journal), 2020	National	ISSN: 2394-3114
38	A study on women empowerment through sustainable Organic farming	UGC Care Approved Group- II Journal AEGAEUM Journal (Scopus Index), 2020	National	

39	A study on the consumer perception towards online shopping in the digital era – with special reference to Mysore city	Weleyan Journal Of Research, 2020	International	ISSN:0776 3808
40	An Analysis of Customer Perception towards Green Banking Practices	Reforms in banking, finance and insurance sectors: Issues & Challenges, 2020	National	ISSN: 0975-1386
41	Green Banking: An Evaluation of Stakeholders	Tathapi (UGC Care Journal) , 2020	National	0971-2143
42	Green Banking: Identifying and Ranking the Affecting Factors	UGC Care Approved Group- II Journal AEGAEUM Journal (Scopus Index) , 2020	National	ISSN:0776 3808
43	An Empirical Study on the Impact of Human Resource Development Practices on Individual Development of Employees in Non-Profit Organisations	Studies in Indian Place Names, (UGC Care Journal) , 2020	National	ISSN: 2394-3114
44	Human Resource Development in Non-Profit Organizations: A Study On The Impact Of HRD Practices On Organizational Development Of NPOs	Mukt Shabd Journal (UGC Care Journal) , 2020	National	ISSN NO : 2347-3150
45	A Study on Perception of Employees Regarding the HRD Practices Followed in NPOs	Tathapi (UGC Care Journal) , 2020	National	ISSN-2320-0693
46	An empirical study on the Impact of HRD practices on development	UGC Care Approved Group- II Journal AEGAEUM Journal (Scopus Index) , 2020	National	ISSN:0776 3808

	of NPOs in Karnataka			
47	A study on green financing pattern in the banking sector: a case study of organic farmers in Mandya district.	International Journal of Advance & Innovative Research / international journal of Research in management & social Science, 2021	International	ISSN: 2394-7780
48	Relationship between Quality of Service Provided and Customer Satisfaction in Customers Availing Telecommunication services in India	International Journal of Advance and Innovative Research, 2021	International	2394-7780
49	A study on green financing pattern in the banking sector: A case study of organic farmers in mandya district	International journal of advance and innovative research, 2021	International	ISSN 2394-7780

**Publication of Books:**

Sl. No.	Title of the Book	Name of the Publisher and Place of Publication, Year of Publication
01	“Entrepreneurship Development and Small Business Management”	Shree Guru Prakashana, Malavalli - 2010-11
02	“Auditing”	See Guru Prakashana, Malavalli - 2011-12
03	“Company Law and Secretarial Practice”	Vidyanidhi Prakashana, Gadag - 2013-14
04	International Financial Reporting Standards (IFRS)	Sri Guru Prakashana- 2020

7	<b>Conferences/Seminars/Workshops Attended:</b>			
Sl. No	Title of the Conference/Seminar	Date and Place	International/ National / Statelevel/	
01	“Australasian centre for Social and Environmental Accounting Research Conference”	2- 4, December, 2012 Wollongong, Australia	International	
02	“Better Business Practices for Sustainable Social Change”	29-30, December, 2010 Nitte - India	International	
03	“Redefining the Roles of Business, NGOs and	29-30. December, 2013 Justice K.S.Hegde Institute of	International	

	Governments: A Mission for a Better Global Society”	Management, Nitte – India	
04	“Re engineering of Management Education”	8 <sup>th</sup> & 9 <sup>th</sup> April, 2011 Karnataka State Open University, Mysore	International
05	“ Emerging Trends in Finance and Accounting”	22-23, August, 2014 SDM Institute of Management Development, Mysore	International
06	“Self Help Initiatives, Microfinance and Sustainable Development”	2-3, February, 2015 SBRR Mahajana College, Mysore	International
07	“Commerce Education in the New Millenium”	3-4, March, 2000 DOS in Commerce, Manasagangothri, UOM, Mysore	National
08	“Indian Economy in the WTO Era: The Challenges ahead”	3-4. October. 2003 SBRR Mahajana F G College, Mysore	National
09	“Autonomy for Colleges : New Dimensions”	10-11, September, 2004 SBRR Mahajana FG College Mysore	National
10	“ Challenges of Rural Development in the Era of Globalization – Indian context”	28-29, July, 2005 Pandavapura, Mandya Dist.	National
11	“Equity & Excellence in Higher Education”	7-8. April, 2006 St. Philomina’s College, Mysore	National
12	“Services Sector Opportunities and Challenges Ahead”	10-11, October, 2006 JSS College of Arts, Commerce and Science, Nanjangud	National
13	“Retail Investors in Indian Capital Market”	30 <sup>th</sup> August 2008 DOS in Commerce, P G Centre, Hassan	National
14	“Inclusive Education and Inclusive Development”	17-19, October, 2008 Federation of University and College Teachers’ Associations in Karnataka, Bangalore	National
15	“ Economic Recession and Management Strategies”	21-22, February, 2009 KSOU, Mysore	National
16	“Testing and Evaluation”	26-27, May, 2009 Teresian College, Mysore	National
17	“Banking Sector Reforms – Issues and Imperatives”	2-3, April, 2009 Vidyodaya Arts & Commerce	National



		First Grade College, T. Narasipura	
18	“Retail Revolution in India”	8-9, October 2009 Mallamma Marimallappa Women,s Arts & Commerce College, Mysore	National
19	“Recession and its Impact on Indian Economy”	26-27, March, 2010 PG Departments of Economics & Commerce, JSS College for Women, Mysore	Nationa
20	“Emerging Trends in the World economy and Managerial Challenges”	29-30, March, 2011 JSS college for Women, Kollegal	National
21	“ Marketing Revolution: Emerging Trends in Retail Marketing”	17 <sup>th</sup> September, 2011 Vidyodaya Arts & Commerce College, T. Narasipura	National
22	“ Food Inflation – Issues and Challenges”	4 <sup>th</sup> February, 2012 D. Banumaiah’s College Commerce, Mysore	National
23	“All India Commerce Conference”	9-11, November, 2012 K.P.B. Hinduja College of Commerce, Mumbai	National
24	“Human Rights : Issues and Challenges”	22 <sup>nd</sup> February, 2013 Basudeva Somani College, Mysore	National
25	“Stress Management in Corporate Sector – Issues and Challenges”	18 <sup>th</sup> September, 2013 SAC First Grade College, Nagamangala, Mandya Dist.	National
26	“Infrastructure Development in India: Issues and Challenges”	27 <sup>th</sup> September, 2013 Vijaya First Grade College, Pandavapura, Mandya Dist.	National
27	“Inclusive Growth and Sustainability – Role of Commerce Education in India”	5-7, December, 2013 Bangalore University, Bangalore	National
28	“Empowering Employability in Higher Education”	6-7, February, 2014 Mount Carmel College, Bangalore	National
29	“Global Interface of Technology and Business”	7-8, March, 2014 Tumkur University Teachers’ Council of Commerce and Management in Karnataka, Tumkur	National
30	“Financial Inclusion”	28-29, March, 2014 Basudeva Somani College, Mysore	National
31	“International Financial	14 <sup>th</sup> November, 2014	National

	Reporting Standards”	DOS in Commerce, P.G.Centre, Hassan	
32	“Financial Inclusion for Sustainable Development”	6-7, December, 2014 KSOU, Mysore	National
33	“IFRS Convergence in India – Issues and Challenges”	13-14, February, 2015 JSS College for Women, Mysore	National
34	“IFRS Convergence in India – Issues and Challenges”	13-14, February, 2015 JSS College for Women, Mysore	National
35	“Health Insurance in India – Issues and Challenges”	11 <sup>th</sup> September, 2015 JSS College for Women, Mysore	National
36	“Corporate Governance” as Main theme and “E-Commerce”	7-8, August, 1999 Federation of Teachers’ Councils of Commerce and Management in Karnataka, Mysore	State level
37	“Autonomy to Colleges and its Implications”	27-28, February, 2004 JSS College , Ooty Road, Mysore	State level
38	“Innovations in Business Education in the Present Era”	22-23, December, 2004 JSS College for Women, Mysore	State level
39	“Co-operative Movement in Karnataka- Challenges Ahead”	3-4, October, 2005 JSS College of Arts, Commerce and Science, Nanjangud	State level
40	“Emerging Issues in Banking Sector – Challenges Ahead”	22 <sup>nd</sup> October, 2008 JSS College for Women, Chamarajanagar	State level
41	“K-VAT”	30 <sup>th</sup> March, 2009 PES College of Science, Arts & Commerce, Mandya	State level
42	“Emerging Trends in Service Sector”	15 <sup>th</sup> April 2010 Basudeva Somani College, Mysore	State level
43	“Rural Entrepreneurship – Contemporary Issues”	26 <sup>th</sup> February, 2011 Bharathi College, Bharathinagar, Mandya Dist.	State level
44	“Right to Information – Issues & Challenges”	28 <sup>th</sup> March 2011 JSS College for Women, Mysore	State level
45	“Achieving Organisational Excellence through Business	17-18, February, 2012 Federation of Teachers	State level

	Education – Issues and Challenges”	Councils of Commerce & Management in Karnataka, Mysore	
65	“Physucal Education – Its Relevance in Higher Education”	16 <sup>th</sup> March 2013 JSS College for Women, Mysore	State level
47	“Critical Issues in Social Science Research”	27 <sup>th</sup> March, 2013 JSS College for Women, Mysore	State level
48	“Corporate Governance and Corporate Social Responsibility”	11 <sup>th</sup> October, 2013 RBANM’s FG College, Bangalore	State level
49	“Insurance Service in India – Trends and Challenges”	8 <sup>th</sup> February, 2014 JSS College, Ooty Road, Mysore	State level
50	“Examination Refoms”	22 <sup>nd</sup> March, 2014 JSS College for Women, Mysore	State level
51	“Agri-Risk Management: Issues and Innovations”	25 <sup>th</sup> March 2014 DOS in Commerce, Manasagangothri, UOM, Mysore	State level
52	“Financial Inclusion – A Policy Perspective for an Egalitarian Society”	27-28, March 2015 JSS College for Women Kollegal	State level
53	Workshop on “Service Tax”	6 <sup>th</sup> October, 2008 PES College of Science, Arts & Commerce, Mandya	State level
54	Workshop on “Choice Based Credit System”	5 <sup>th</sup> March, 2011 JSS College for Women, Mysore	State level
55	Workshop on “Autonomous Colleges in Karnataka – Status and Prospects”	25 – 26, March, 2011 JSS College for Women, Mysore	State level
56	International Financial Reporting Standards (IFRS) & IND AS	25 <sup>th</sup> February 2021, Banumaiah’s College of commerce, Mysuru	National level
8	Training Programs attended	<p>Attended Number of Refresher courses and Orientation Programmes in commerce &amp; Management</p> <p>Actively participated in Faculty Development Programme in Business Mathematics and Computer Applications for Business and Computer for Accounting</p> <p>Attended Orientation Programme on Probability, sampling, Testing of Hypothesis and optimizing technique for commerce and</p>	

		management teachers  Participated in Training Programme on TQM and HRD
9	Research and Development projects submitted	-
10	Research and Development projects Awarded	Ph.D awarded for the thesis entitled “Corporate Social Reporting Practices in India” from UOM.  Worked and Completed Minor Research Project on “Social Accounting information disclosure in the annual reports of Non-Profit Organizations in India”
11	Research Interests/Research Guide	Guiding five Ph.D research scholars. Two research scholars submitted thesis to UOM, through JSS Research Foundation.  Guided the Students of MBA, BBA, B.Com and BBM for their project work
12	Other Achievements (If Any):  <b>Awards and Recognitions:</b> a. Rotary Youth Leadership Award. RYLA– 93  b. 100% Secretary, Lions Club of Kollegal. Certification of Appreciation from International Association of Lions Club Dist. 324D1	