

ACADEMIC PROFILE OF Dr. NISHA JAIN, ASST. PROF. OF COMMERCE

1. **Name :**Dr. Nisha Jain
2. **Qualification:** M.Com, Utkal University, Bhubaneswar,
Ph.D, Utkal University, Bhubaneswar
3. **Designation:** Assistant Professor of Commerce
4. **Email Id:** nisha.jain@bjbcollege.in
5. **Area of Interest:** Accounting, Finance, Management , Women
Entrepreneurship, Organisation and Social Behaviour.
6. **Area of Research:** “Lease Financing”
7. **Teaching Area:**
 - UG – Corporate Accounting, Financial Accounting, Management Accounting,
Income-Tax
 - PG – Accountancy, Organisational Behaviour, Forensic Accounting
8. **Total No. of Teaching Experience (Yr):** 25 yrs
9. **PUBLICATION PROFILE:**

a. Research Articles Published:

1. Chapter entitled “ The Non-Life Insurance Sector in India: Trends and Opportunities”, published in BOOK Titled “ Insurance Sector in India: Problems, Possibilities and Prospects”, published by Himalaya Publishing House, Edited by Dr. Kishore Kumar Das, 2015, pp 32-40 (ISBN :978-81-923066-9-8)
2. Article entitled “Key Emerging Trends in Insurance Industry: The Way Forward” published in The Orissa Journal of Commerce Vol XXXV, July 2014 Page 28-38. (ISSN 0974-8482)
3. Article entitled “Challenges and Opportunities in FMCG for Rural Market in India” published in The Utkal Business Review(The Journal of Business Studies Vol XXVII, No-1, June 2014 pp 218-226. (ISSN 0975-6191)
4. Article entitled “Sustainable Practices for Higher Education Institutions: Visions for India” published in the Utkal Business Review (The Journal of Business Studies) Vol.XXV, June- September 2012. (ISSN 0975-6191)
5. Article entitled “ Women in Higher Education in India: The Pursuit of Inclusiveness” published in the BOOK titled “ Inclusive Growth in New Market



- Regime”, Edited by B. B. Mohapatro and P. Routray, 2012, pp 63-74. (ISBN: 81-85876-44-4)
6. Article entitled “Inclusive Growth through Financial Inclusion: The gender perspective with focus on SHGs”, published in *The Odisha Journal of Commerce and Management (OJCM)* , Vol III, May 2012, No.1. (ISSN. 0976-8599)
 7. Article entitled “ IFRS for SME’s – An Overview with its Indian Effect” , published in *The Orissa Journal of Commerce*, Vol XXXII , No. 1& 2, 2011-12, , pp139-149. (ISSN 0974-8482)
 8. Article entitled “SMEs in the wake of Sustainable Entrepreneurship” published in *The Utkal Business Review(The Journal of Business Studies)* Vol. XXIII, 2010-2011, pp 177-183 (ISSN 0975-6191)
 9. Article entitled “Women Entrepreneurship in Services Sector with Special Reference to Orissa” published in the Book titled “Entrepreneurship in Micro-Enterprises and Services Sector” in 2007, pp 190-201.
 10. Article entitled “Cross Border Acquisition: A Way to Survive”, Published in *Vision: A Journal of the JayPrakash Narayan Institute of Social and Economic Studies*, Bhubaneswar, Vol.XXIV. No. 3-4, January-June 2005.
 11. Article entitled “Institutional Finance for Small Scale Sector – The Orissa Picture”. Published in the BOOK on SSI edited by Prakash Ch. Mishra, Reader in Commerce, Berhampur University, 2005.
 12. Article entitled “Leasing : The Indian Scenario”, published in *Management Insight, A Journal of Institute of Professional Studies and Research, (IPSAR)*, Volume 3, Number 2, Jan.-April 2003, PP, 16-18.
 13. Article entitled “Transfer Pricing – An overview in India”, *The Management Accountant*, August 2002, PP. 626-628.(ISSN 0972-3528)
 14. Article entitled “ICMS – An innovation in financial services”, *The Management Accountant*, April, 1998, PP.307-208. (ISSN 0972-3528)

b) Books / Chapters Published: Nil

c) Books Published:

1. **Fundamentals of Accounting-II- Co-authored Text Book for +2 2nd year Commerce**, published by Nano Publishing House, Cuttack. (ISBN No.: 978-93-5212-833-4)
2. **Fundamentals of Accounting-I- Co-authored Text Book for +2 1st year Commerce**, published by Nano Publishing House, Cuttack (ISBN No.: 978-93-5212-832-7)

d) Articles published in Newspapers/Magazines: None

10. RESEARCH PROJECTS: None

11. PAPERS PRESENTED IN CONFERENCES/SEMINARS:

- 01** Paper entitled “ Nurturing Innovation at Community Level: A Study on Grassroot Entrepreneurship”, presented in the **International Conclave** on Emerging Commerce and Management organised by P.G Department of Commerce, Govt. (Auto) College in association with the Indian Econometric Society(TIES) on 4 & 5 July, 2024.
- 02** Paper entitled “Women Entrepreneurs: Navigating Challenges and Seizing Opportunities”, presented in **National Seminar** on “ Start-ups and Sustainability for Developed India: Issues and Challenges” held in the Department of Commerce, Utkal University on 29 & 30 May 2024.
- 03** Paper entitled “ Revolutionizing Business Education: Unveiling the transformative impact of India’s New Education Policy”, presented in 43rd **Annual Conference** of Orissa Commerce Association and National Seminar organised by Department of Commerce, Ramadevi Women’s University, Bhubaneswar, held on 22 & 23 December 2023.
- 04** Paper entitled, “Transformative Synergy: Exploring the impact of technology 4.0 on Modern Accounting Practices”, presented at the **45th All India Accounting Conference & International Seminar** on Accounting Education and Research, organised by Department of Commerce, University of Kerela, Thiruvananthapuram & IAA Branch during 9& 10 December 2023.
- 05** Paper entitled, “Catalysing Finance: The AI & Automation Renaissance in Accounting”, presented in **National Seminar** on Contemporary Issues in Commerce and Management and Prof. Nanda Lal Puhan First Memorial Lecture held at Department of Commerce, Ravenshaw University, Cuttack on 17th September, 2023.
- 06** Paper entitled “ MSMEs and Sustainable Economic Development: A Pathway to Inclusive Growth”, presented in the **National Seminar** organised by the P.G Department of Commerce, Ramadevi Women’s University, Bhubaneswar, held on 22nd January 2020.
- 07** Paper entitled “ Combating Stress: A Study of Working Women in India”, presented in **International Conference** on “Managing Competency through Curiosity Development and Stress Tolerance”, organised by Department of Business Administration, ABIT, Cuttack in collaboration with Odisha Commerce Association and Ravenshaw Commerce Alumni Association on 19 & 20 January 2019.
- 08** Paper entitled “The Non-Life Insurance Sector in India: Trends, Issues and Challenges”, presented in **National Seminar** on Insurance-2015 organised by School of Commerce, Ravenshaw University, Cuttack from 29-30 November, 2015.

- 09 Paper entitled “Food Security Bill- Imperatives in eradicating Hunger and Malnutrition”, presented in **National Conference** on Food Security – its Issues and Concerns, organized by Department of Commerce and Management Studies, Kendrapara Autonomous College, Kendrapara from 3rd-4th May 2015.
- 10 Paper entitled Banking, Financial Literacy & Financial Inclusion: A study of the Rural Mass of Sambalpur District”, presented in **National Seminar** on Banking: Emerging Trends, Challenges & Opportunities, organized by School of Commerce and Management Studies, Dept. of Commerce, Ravenshaw University, Cuttack on 29th March, 2015
- 11 Paper entitled “ Creating Jobs in India’s Organised Manufacturing Sector : Issues and Challenges”, presented in **National Seminar** on Manufacturing Sector in India: Issues and Challenges organized by PG Department of Commerce, Utkal University, Bhubaneswar from 25th-26th March, 2015.
- 12 Paper entitled “Growth Pattern Trend and Issues : A Study of the Non-Life Insurance Business in India”, presented in the **67th All India Commerce Conference** 2014 organized by KIIT University and Department of Commerce, Utkal University, Bhubaneswar, from 27th-29th December, 2014.
- 13 Paper entitled “ New CSR Norms under the Companies Act 2013 and Sustainability Issues of SMEs”, presented in **INTERNATIONAL SEMINAR** at the 67th All India Commerce Conference 2014 organized by KIIT University and Department of Commerce , Utkal University, Bhubaneswar, from 27th-29th December, 2014.
- 14 Paper entitled “New Companies Act 2013 and the CSR Mandate”, presented in the XXXV **Odisha Commerce Conference** organized by Department of Commerce & Management Studies, Kendrapara Auto College, Kendrapara from 30th November 2014- 1st December 2014.
- 15 Paper entitled “Corporate Sustainability Reporting in India: Legislation and Disclosures”, presented in UGC Sponsored **National Seminar** on Management Practices and Sustainable Development organized by P. G. Department of Business Management , F. M University Balasore, Odisha, held on 23-24 March 2014.
- 16 Paper entitled “Sustainability Practices for NBFCs—Regulation & Governance” presented in UGC Sponsored **National Seminar** on Effective Regulation and Governance for Economic Sustainability organized by P. G Department of Commerce Utkal University on Effective Regulation and Governance for Economic Sustainability held on 9 & 10th March, 2014.

- 17 Paper entitled “FDI in India’s Multi Brand Retail-Friend or Foe”, presented in UGC sponsored **National Seminar** on Issues and Challenges of FDI in Indian Retail Sector, organized by Pranath College, Khordha on 23 and 24 Feb, 2014.
- 18 Paper entitled “ Key Emerging Trends in Insurance Industry : The Way Forward”, presented in XXXIV **Annual Conference Odisha Commerce Association** organized by Department of Commerce, P. N. College, Khordha on 23 & 24 Feb, 2014.
- 19 Paper presented in **National Level Conference** on “FOREIGN DIRECT INVESTMENT (FDI):- BOON OR BANE” organized by Department of Commerce, UNS Mahavidyalaya, Khairabad, Mugpal, Jajpur (Odisha) on 19 January 2014.
- 20 Paper entitled “Innovation in Financial Services Sector: Ways & Means for Sustainability”, presented in **INTERNATIONAL SEMINAR** on Innovation and Competitive Strategies for Sustainable Entrepreneurship organized by P.G Department of Commerce (DRS-II) Utkal University, Bhubaneswar held on 23 & 24 February, 2013.
- 21 Paper entitled “Life Insurance Industry in India: A Critical Analysis of the Post Liberalisation Period” presented in **INTERNATIONAL SEMINAR** on Indian Insurance Industry: Sustainability in the Era of Globalisation organized by P. G Department of Commerce (DRS II), Utkal University, Bhubaneswar on 24 & 25 January, 2013.
- 22 Paper entitled “Changes in Accounting Practices: Revenue Recognition for Food, Drink and Consumer Goods Industry” presented in XXXIII All **Odisha Commerce Conference** at Choudwar College, Choudwar, Cuttack held on 12 & 13 January 2013.
- 23 Paper entitled “Corporate Governances Practices in Indian Capital Markets – How far effective?” presented in the UGC Sponsored **National Level Conference** on “ Governance in Indian Capital Market” organized by the Department of Commerce, UNS Mahavidyalaya, Mugpal, Jajpur, Odisha on 08 April 2012.
- 24 Paper entitled “ Micro Financing in Women Micro Enterprises in Odisha: An effective way to promote Capacity Building” presented in the **INTERNATIONAL SEMINAR** on Development of Entrepreneurship in MSME – A way forward to sustainability organized by P G Department of Commerce (DRS- II), Utkal University, Bhubaneswar on 6 & 7 March, 2012.
- 25 Paper entitled “Inclusive growth through Financial Inclusion: The Women’s Perspective” presented in XXXI **All Odisha Commerce Conference**, organized by P. G. Department of Commerce. Utkal University, Bhubaneswar on 4 & 5 March, 2012.

26. Paper entitled “Corporate Governance in Cooperatives: A Case Study of OSCB” presented in UGC Sponsored **National Level Conference** on Governance in Co-operative Banks: Need for Reforms” organized by the Department of Commerce, UNS Mahavidyalaya, Mugpal , Jajpur (Odisha) on 05 February 2012.
27. Paper entitled “SMEs in the wake of Sustainable Entrepreneurship” presented in the **National Seminar** on Strategic Marketing for Sustainable Entrepreneurship, organized by P G Department of Commerce, Utkal University, Bhubaneswar on 5 & 6 March, 2011.
28. Paper entitled “IFRS for SMEs - An overview with its Indian Effect” presented in XXXI **Orissa Commerce Conference**, organized by P.G Department of Commerce, Berhampur University, Berhampur, Odisha held on 19 & 20 February, 2011.
29. Paper entitled “Corporate Restructuring : The Need of the hour” presented in **National Seminar** on Corporate Restructuring Organized by Vivekananda Institute of Social Work and Social Sciences (VISWASS) Department of Finance, Bhubaneswar on 29th Sept. 2007.
30. Paper entitled “ Strategies and Implications of Corporate Restructuring” presented in **National Seminar** on “Corporate Restructuring in the Changing Business Environment” organized by P.G Dept of Business Administration, Sambalpur University, Burla, held on 31 March, 2007.
31. Paper entitled “Women Entrepreneurs in the Services Sector with special reference to Orissa” presented in the 27th **All Orissa Commerce Conference and National Seminar**, organised by the P. G Dept. of Commerce Utkal University, Bhubaneswar, held on 24-25 February 2007.
32. Paper entitled “Infrastructure: ‘The ‘P’ Factor and Economic Development” presented in 59th **All India Commerce Conference**, held at Andhra University, Visakhapatnam on 28-30 December 2006.
33. Paper entitled “Igniting Entrepreneurship: ‘You Can Do’ approach by Udyog Vikash” in **National Seminar** (UGC Sponsored) on Entrepreneurship Development: Role of Institutional Agencies” organized by P.G Dept of Commerce, Utkal University, Bhubaneswar on 13th and 14th March 2004.
34. Paper entitled “The Role of Promotional Institutions in Developing Entrepreneurial Resources: A Case Study of Udyog Vikash in Orissa” presented in **National Seminar** (UGC Sponsored) on Entrepreneurship Development: Policies and Strategies” organized by P.G Department of Commerce, Utkal University, Bhubaneswar held on 29th and 30th March 2003.

35 Paper entitled “Cross Border Acquisitions : A Way to Survive”, presented in **International Seminar** on Perspectives for Millennium Corporate Restructuring, organized by P.G Department of Commerce, Utkal University, Bhubaneswar, Odisha on 9-10 March, 2002.

13 **INVITED/SPECIAL LECTURES/RESOURCE PERSONS OR PRESENTATIONS AT CONFERENCES AND WORKSHOPS**

Invited as **Resource Person** in Two- Day Training Programme of Banking Financial Services & Insurance (BFSI) on Vocational Trade Subject Of Govt. Vocational HSS held at BJB HSS, Bhubaneswar on GREEN SKILLS on 8 & 9 November 2023.

14. **AWARDS AND DISTINCTIONS:**

One among the **BEST 20** students in the Annual CHSE Examination 1991.

15. **ASSOCIATIONS WITH PROFESSIONAL BODIES:**

Lifetime member of ALL INDIA ACCOUNTING ASSOCIATION

Lifetime member of ALL INDIA COMMERCE ASSOCIATION

Lifetime member of ODISHA COMMERCE ASSOCIATION.
