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 (Stage-III)

4. **Email Id:** dr.nishajain1234@gmail.com

5. **Area of Interest**: Accounting, Finance, Management , Women Entrepreneurship, Organisation Behaviour.

6. **Area of Research**: "Lease Financing"

7. **Teaching Area:**

   - UG – Financial Accounting, Corporate Accounting, Management Accounting, Indian Banking and Insurance, Financial Institutions

   - PG – Accountancy, Organizational Behaviour, Forensic Accounting, International Business Environment

8. **Total No. of Teaching Experience** (Yr): 26 yrs

   UG- 4 yrs

   PG - 4 yrs

9. **PUBLICATION PROFILE:**

   A. **Research Articles Published:**

   1. **Article entitled "From Brick and Mortar to Click and Order: The Changing Paradigm of Digital Entrepreneurship India", published in the Book titled "Changing Paradigms in Finance, Accounting and Entrepreneurship", published in the Proceedings of the Two Day National Seminar organized by Dept. of Commerce, Bishop Moore College, Mavelikara in collaboration with Indian Accounting Association, Alappuzha Chapter, Year 2025, pp-84-93**

   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, , pp 139-149. (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 "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.**

12. **Article entitled "Transfer Pricing – An Overview in India", The Management Accountant, August 2002, PP. 626-628.(ISSN 0972-3528)**

13. **Article entitled "ICMS – An innovation in financial services", The Management Accountant, April, 1998, PP.307-208. (ISSN 0972-3528)**

B Books /Chapters 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. **Chapter 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,published by Discovery Publishing Pvt. Ltd, NEw Delhi, year 2005.**

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. PAPERS PRESENTED IN CONFERENCES/SEMINARS:

01 Paper entitled **" Empowering Youth for Viksit Odisha @2036: A Study of Employability Skills and Institutional Readiness"**, presented in One day **National Seminar** on " Viksit Bharat @2047 and Viksit Odisha @ 2036: Challenges, Opportunities & the Way Forward" organized by DAV School of Business Management, Bhubaneswar on **25th May 2025.**

02 Paper entitled " **Synergistic Development through Health Care and Wellness: A road map to Viksit Bharat 2047"**, presented in the **Two Days International Conference (Hybrid Mode)** on "**Emerging Paradigms in Commerce, Management and Social Sciences for Synergistic Development: Roadmap to Mission for Viksit Bharat 2047**" jointly organized by Department of Commerce and Management, **University of Kota and the Indian Accounting Association, Kota Branch held on 8th-9th May 2025..**

03 Paper entitled " From Brick -and-Mortar to Click-and-Order : The Changing Paradigm of Digital Entrepreneurship in India", presented in the two day National Seminar on Changing Paradigms in Finance, Accounting and Entrepreneurship organized by Department of Commerce, Bishop Moore College, Mavelikara,Kerela in association with INDIAN ACCOUNTING ASSOCIATION on 13th and 14th March 2025.

04 **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.**

05 **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.**

06 **Paper entitled "Regulatory Dynamics in India's Fintech Sector : Paytm's Ascent and Downfall", presented in State Level Seminar on " Impact of Digital Innovation in Commerce and Management" organized by P.G Department of Commerce, >J.B Autonomous College, Bhubaneswar on 15 March 2024**

07 **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.**

08 **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.**

09 **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.**

10 **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.**

11 **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.**

12 **Participated in National Seminar on Commerce Education-The Road Ahead", jointly organized by P.G Department of Commerce, Utkal University and Career Counseling Committee,ICAI,New Delhi, held at P.G Department of Commerce, Utkal University ln 29 January, 2016.**

13 **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.**

14 **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.**

15 **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**

16 **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.**

17 **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.**

18 **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.**

19 **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.**

20 **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.**

21 **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.**

22 **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_Prananath College, Khordha on 23 and 24 Feb, 2014.**

23 **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.**

24 **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.**

25 **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.**

26 **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.**

27 **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.**

28 **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.**

29 **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.**

30 **Paper entitled "Inclusive growth through Financial Inclusion: The Women's Perspective" presented in XXX11 All Odisha Commerce Conference, organized by P. G. Department of Commerce. Utkal University, Bhubaneswar on 4 & 5 March, 2012.**

31. **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.**

32. **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.**

33. **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.**

34 **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.**

35 **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.**

36. **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.**

37. **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.**

38 **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.**

39 **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.**

40 **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 a Mentor in One-Day **Workshop on IND AS and IFRS** organized by **ACCA,UK and DAV School of Business Managemet**, on 11th May 2025
- Invited as **Co-Chairperson** in the **Technical Session II: " VIKSIT BHARAT @2047 AND VIKSIT ODISHA @ 2036: CHALLENGES, OPPORTUNITIES AND THE WAY FORWARD"** organized by the **DAV School of Business Management** , Bhubaneswar on **25th May, 2025.**
- Invited as **Co-Chairperson** in the **Technical Session I: Contemporary Issues in Accounting and Finance** of the **National Seminar on "Innovation, Employment and Emerging Trends in Commerce Education"** organized by the PG Department of Commerce , **Rajdhani College,** Bhubaneswar on **2nd November, 2024.**
- 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. SELECTED ACCOMPLISHMENTS:

- Participated in a **Three Day Faculty Training Program** on the **Venture Discovery Course** organized by **Centre for Innovation and Incubation, Utkal University in association with Northeastern University, MA, USA** from 1st July 2025 to 3rd July 2025.
- Participated in **7 Day National Level Online Faculty Development Programme** on **Curriculum Framework in line with NEP 2020, OBE and AI Advancements**, organized by **The Internal Quality Assurance Cell (IQAC)** of **Mar Thoma College for Women**, Perumbavoor, in association with **The Kerela State Higher Education Council (KSHEC)** from **12 October 2023 to 19 October 2023.**
- **Developed E-Content (Digital Learning)** in Accounting for Class XII Students of Higher Secondary Schools organized by The School and Mass Education Department, Govt. of Odisha with the help of ORSAC, available on the DISHA Portal, in **2021.**
- **Attended as Official in the One Day UGC Regional Seminar on "Action Plan on Reforms of Affiliating System" at DDCE, Utkal University.on 4th August 2012**
- Participated in two weeks **Global Skills Enhancement Programme** conducted by **Infosys BPO** and underwent training on **Analytical Skills** from **July23rd to August 4th,2007.**
- Participated in **One-week Author's Workshop** on **Preparation of Self Instructional Course Material** in Commerce and Management for Distance and Open Learner's, organized by DDCE,Utkal University, in March 2007
- One among the **Best 20 students** in the **Annual CHSE Examinations 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.

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