



Faculty Profile

1. **Name:** Dr. PRERNA JAIN
2. **Designation:** ASSISTANT PROFESSOR
3. **Department:** ABST
4. **Educational Qualification:**



Level	Name of University	Year	Remark
P.G.(ABST)	MDS University, AJMER	1997	
M. Phil.	-		
Ph.D.	MDS University, AJMER	2000	
Others 1.NET	UGC, DELHI	June 1997	
2. MBA	VMOU, KOTA	June 2013	
Research Area of Interest:		Accounting and Finance	

5. Teaching / Research Experience:

<i>UG</i>		<i>PG</i>		<i>Research</i>	
22		12			

6. Membership (Academic Bodies):

Life Member: (a) Indian Accounting Association

(b) Indian Commerce Association

(c) Inspira Research Association

7. Academic Courses Attended:

<i>Course</i>	<i>Place</i>	<i>Sponsoring Agency</i>	<i>Duration</i>
<i>Orientation Course</i>	AJMER	ASC, MDS University AJMER	Sep. 14 to Oct. 11, 2010
<i>Refresher</i>	Jaipur	Raj University Jaipur	Jan. 30 to Feb. 18, 2012
	Ajmer	HRDC, MDSU, Ajmer	Nov.20-Dec 10, 2015
	Ajmer	HRDC, MDSU, Ajmer	Dec. 01 - Dec. 21, 2017

8. Seminar/ Conferences :

<u>Sr.</u>	<u>Seminar/ Conference</u>	<u>Organizer</u>	<u>Date</u>	<u>Title of the Paper Presented</u>
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S.P.C.G.C., Ajmer

No.				
1	International Conference	MSU, Udaipur	Sept.22-24, 2008	Activity Based Management
2	National Conference	MDSU, Ajmer	Oct.10-12, 2009	E-Government VS E-Governance
3	Workshop on Interdisciplinary Teaching & Research	MDSU, Ajmer	March 30-31, 2010	Workshop
4	Workshop on Teaching BBA Through ODL System	VMOU, Kota	August 28-29, 2010	Workshop
5	National Seminar	Savitri Girls College, Ajmer	Sept.6, 2010	Role of Industries in Environmental Management
6	National Conference	Govt. College, Ajmer	Jan.8-9, 2011	Higher Education in India- Hand in Hand with Private Players
7	International Conference	MDSU, Ajmer	Jan.22-23,2011	Consumer Behaviour towards Pottery Products of Rural Entpr. in Raj.
8	International Conference cum Workshop	VMOU, Kota	March 7-9,2011	Social Justice through ODL System in Raj. :A Marketing Perspective
9	National Conference	DAV College Ajmer	Sept.27-28,2011	Tourism Accounting - Emerging Area (With ref. to Raj.)
10	National Conference & International Seminar	Univ. of Raj. Jaipur	Dec.17-18, 2011	E-accounting in Banking Sector- Impact Analysis on Customer Satisfaction
11	National Conference on Environment accounting, sustainable dev. and env. protection	DAV College, Ajmer	Jan.9-11, 2012	Environment Accounting & Reporting-A Study of Mining Sector of Rajasthan
12	National Conference on Gandhian values in the new millennium: trends and challenges	VMOU, Kota	Feb.3-5, 2012	Globalization & its Impact on Ethical Development. : Gandhian Perspective
13	National Seminar on multi brand FDI in organized retail in India	Government College, Ajmer	Mar.1-2, 2012	Problems &Prospects of Multi Brand FDI in India's Retail Sector- An Evaluation
14	National Conference on sustainable rural development in India	Government College, Ajmer	Mar. 10-11,2012	Financial Inclusion of Agriculture Sector Through Kisan Credit Card : An Overview
15	National Seminar on promoting	Savitri Girls	Mar.25, 2012	Green Entrepreneurship-The New Mantra



	innovation and entrepreneurship	College, Ajmer		for Sustainable Development
16	National Seminar on the impact of globalization on economic, political and socio cultural domains in India	VSPS College, Ajmer	Mar.23-25,2012	Analysis of the Various Perspective of Economic Integration & Its Impact on India
17	National Conference on tourism and cultural heritage of Rajasthan : issues and challenges	DAV College, Ajmer	Dec.8-9,2012	Tourism & Hotels Industry Trends Globally & its Market Analysis
18	35 th all India accounting Conference and International Seminar	IAA and Saurashtra Univ., Rajkot	Jan.5-6,2013	Ethics in Accounting : A Philosophical Approach
19	National Seminar on contemporary issues in accounting	MLSU, Udaipur & IAA Udaipur Branch	Oct. 18-19, 2014	Forensic Accounting: A Burgeoning Tool to Prevent Financial Fraud
20	National Workshop on consumer protection and empowerment in India	Govt. College KishanGarh	Oct. 25-26, 2014	Participated in workshop
21	International Conference on human resource development in south Asia: issues, achievements and challenges	Government College, Ajmer	Dec .19-21, 2014	Human Resource Accounting: Key Issues and Challenges in Indian Context
22	National Conference	Government College, Ajmer	Jan 3-4, 2014	Adoption of Water conservation Techniques by Indian Companies: A Cross Sectional Analysis
23	National Seminar on contemporary issues in accounting	MLSU, Udaipur & IAA Udaipur Branch	Sep. 6-7, 2014	Sustainability Reporting by Entities in India and Abroad as per GRI Framework
24	4 th biennial International Conference on entrepreneurship, tourism, env. and energy	MDSU, Ajmer	Oct. 11-12, 2014	Impact of Corporate Retailing on Small Entrepreneurs in Rajasthan
25	National Workshop on Empowering India through E-Governance	Govt. College Kishan Garh	Dec. 18-19, 2014	Attended workshop
26	National Conference	KIIT Univ. Bhubaneshwar & ICA	Dec. 27-29, 2014	Sustainability Reporting Trend in Indian Companies as per GRI Framework: A comparative Study
27	35 th annual Conference of REA	Central univ. Rajasthan &	Jan. 23-25,	SEBI (Foreign Portfolio Investment



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		REA	2015	Regulations 2014): An Overview
28	State Level Workshop	Govt. College Ajmer	16 Feb.2015	Attended Workshop
29	National Conference on globalised growth and Indian challenges	Jodhpur	Feb. 20-21, 2015	Financial Scandals and the Role of Creative Accounting: An Exploratory Study
30	43 RGA National Conference	Govt. College Ajmer	Oct. 26-28, 2015	Sustainable Urban Development in Rajasthan: An Inclusive Perspective
31	National Conference on entrepreneurship, global economy and Sus. Dev. For developing nations	DAV College, Ajmer	Jan 15-16, 2016	Microfinance- A Tool of financial Inclusion: Opportunities and Challenges
32	National Seminar on global environmental changes, health and society	DAV College, Ajmer	Dec.10, 2016	Corporate Environmental Accounting in India: Current Practices and Issues For Future
33	5 th biennial International Conference on entrepreneurship, tourism and environment	MDSU, Ajmer	Dec. 23-24, 2016	Women Entrepreneurs and work Life balance: a Case Study
34	National Seminar on tourism, linguistics and culture	DAV College, Ajmer	14 Jan.2017	Profitability Analysis: A Comparative Study of Selected hospitality Companies in India
35	70 th all India commerce conference of Indian commerce association	The ISS University, Jaipur and ICA	12-14 October 2017	Impact of GST on Selected Sectors of Indian Economy: A Case Study
36	40 th all India accounting Conference and International Seminar	MLSU, Udaipur and IAA	18-19 November, 2017	Demonetization and its overall impact
37	National Conference on GST	S. S. Jain Subodh College Jaipur	24-25 November, 2017	Impact Assessment of Goods and Service tax on Automobile sector in India
38	National Conference on Emerging trends & scope in the Banking Sector	Sophia Girls College Ajmer	24-25 August 2018	“Mudra Yojna – A Strategic Tool for Small Business Financing”
39	International Conference on Tourism	Dayanand College Ajmer	27-28 September 2018	“Local Residents Perception Towards Economic Impact of Tourism Development in Ajmer”



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40	National Conference on Environment : Issues, Challenges and Strategies	SPC Govt. College Ajmer	1-2 October 2018	“Green Accounting and Reporting in India: A Comparative Study of HPCL & RIL”
41	International Conference on Innovations & Emerging Trends in Global Economy	IRA & Kanoria PG Mahila Mahavidhalaya Jaipur	16-17 Aug 2019	An overview of sustainability Reporting as per GRI framework
42	International Conference on Gandhi ; The Eternal Truth	SPC Govt. College Ajmer	18-19 Sept. 2019	Relevance of Gandhian Economic Thoughts in Present Scenario
43	National conference on Higher Education and Sustainable Development Goals	Seth RLS Govt. PG college, Kaladera	6-7 Dec. 2019	The Role of Public Sector Enterprises in Rural Development and Social Welfare
44	International Conference on New Dimentions in Commerce & Management Practices Perspective 2030	Sophia Girls College Ajmer	7-8 Feb. 2020	Foreign Direct Investment and Economic Growth in India; A Sector Specific Analysis

9. Organizing Sec./Convener of conference/seminar/webinar :

Conference/Seminar Title	Year

10. Resource Person:

In training Programme	<ol style="list-style-type: none">1. Rajkiya uccah shiksha sansthan Ajmer (10.07.2017)- training programme in Commerce2. MDSU Ajmer (22.04.2017)- PhD course work3. MDSU Ajmer (16.05.2017)- PhD course work
In conferences/Seminars (Chair/Co-Chair/of Session)	

11. Research Publications



Sr. No	Publisher	Publication Number	Title of the Article	Issue No. with Date	Authors
1	Pacific Business Review International	ISSN 0974-438X A Referred Monthly Journal	Prospects of Multi Brand FDI in India's Retail Sector : An Analysis Pg.24-31	Vol.5, Issue 3, Sept.2012	Dr. Prerna Jain Dr. Anurodh Godha
2	SELP Journal of Social Science	ISSN : 0975-9999 A Referred Quarterly Journal	Impact of Globalization-A Gandhian Perspective Pg.1-4	Vol.III, Issue 13, Oct-Dec.2012	Dr. Anurodh Godha Dr. Prerna Jain
3	INSPIRA- Journal of Modern Management and Entrepreneurship	ISSN: 2231-167X A Referred Quarterly Journal	Dividend Payout Trend and its Determinants in Indian Petroleum Industry – An Empirical Analysis, Pg.50-58	Vol. 04, No. 01, Jan 2014	Dr. Prerna Jain Dr. Anurodh Godha
4	SELP Journal of Social Science	ISSN: 0975-9999(P) - A Blind Review Referred Quarterly Journal	Forensic Accounting : A Burgeoning Tool to Prevent Financial Fraud, Pg. 97-103	Vol. V, Issue 20, April-June, 2014	Dr. Prerna Jain Dr. Anurodh Godha
5	Unnati : The Business Journal	ISSN:2319-1740	Impact of E-Banking on Customer's Satisfaction: A Comparative Study of Public and Private Sector Bank in Rajasthan Pg no: 12-20	Vol. 02, Issue 01, Jan-June, 2014	Dr. Prerna Jain Dr. Anurodh Godha
6	Professional Panorama -An International Journal of Applied Mgt. & Tech.	ISSN:2349-6916, Double Blind Peer Reviewed Bi- Annual Journal	Triple Bottom line: An Innovative Initiative Towards Sustainability- Pg. 180-192	Vol.1, Issue 1, Jan.-June, 2014	Dr. Prerna Jain Dr. Anurodh Godha
7	Pezzottaite Journals- International Journal of Trade & Global Business Perspectives	ISSN (P): 2319-9059, A Referred Quarterly Journal	Sustainability Reporting Trend in Entities as per GRI framework: A Comparative Study-Pg. 1201-1208	Vol. 3, Number 3, July- Sept., 2014	Dr. Prerna Jain
8	Productivity	ISSN: 0032-9924, A Quarterly Journal of the National Productivity Council	Impact of Working Capital Management on Efficiency, Liquidity and Profitability of Lupin Limited: A Case Study , Pg. 219-226	Vol. 55, Number-2 July-Sept. 2014	Dr. Prerna Jain Dr. Anurodh Godha
9	International Journal of Research in Management & social Science	ISSN: 2322-0899	Analysis of Regulatory Aspects of FPI in India under the Light of SEBI Regulations, 2014 , Pg. 67-73	Vol. 3, Issue 1 (III) Jan.- March 2015	Dr. Prerna Jain Dr. Anurodh Godha



10	South Asian Journal of Business and Management Cases	ISSN:2277-9779, Peer reviewed Journal	Sustainability Reporting Trend in Indian Companies as per GRI Framework: A Comparative Study Pg: 62-73	Vol.4, No.1., June 2015	Dr. Anurodh Godha Dr. Prerna Jain
11	Pezzottaite Journals- International Journal of Applied Financial Management Perspectives	ISSN(P) 2279-0896, Indexed and Referred Journal	Role of Creative Accounting in Financial Scandals: An Exploratory Study of Some High Profile Companies	Vol.4,No.3 (July-Sept.2015)	Dr. Prerna Jain Dr. Anurodh Godha
12.	International Journal of Research in Management & social Science	ISSN: 2322-0899 Indexed and Referred Journal	A Study of the Role of Financial Institutions & Commercial Banks in Promoting Micro, small and Medium Enterprises in India, Pg. 67-73	Vol. 3, Issue 3(III), July- Sep. 2015	Dr. Anurodh Godha Sanjay Ku. Joshi Dr. Prerna Jain
13	International Journal of Development Studies	ISSN:0975-5799 Indexed Journal	Liquidity Analysis of Maharatna Companies in India: A Comparative Study of BHEL and IOCL, Pg.80-84	Vol.VII, Issue II, July-Dec. 2015	Dr. Anurodh Godha Dr. Prerna Jain
14	Research Icon : SAYA	ISSN:2395-6585	Microfinance: A Tool of Financial Inclusion- Opportunities and Challenges Pg. 89-95	Vol.1 No. 4, Jan.-March 2016	Dr. Prerna Jain
15	Research Icon: SAYA	ISSN:2395-6585	Corporate Environmental Accounting in India :Current Practices and Issues for Future,Pg.23-27	Vol.1, no. 7, Oct.-Dec. 2016	Dr. Prerna Jain Dr. Archana Tiwari
16	Perspectives on Business and Management	ISBN:978-93-82135-01-9	Has the Glass Ceiling Broken for the Females of Rajasthan? -A Case Study,Pg.75-84	Book	Dr. Anurodh Godha Dr. Prerna Jain Ms. Monika Talreja
17	Research Icon: SAYA	ISSN:2395-6585	Profitability Analysis: A Comparative Study of selected Hospitality Companies in India	Vol.1, no 3, Jan.- March 2017	Dr. Prerna Jain
18	International Journal of Research in Management & social Science	ISSN: 2322-0899 Indexed and Referred Journal	An Analysis of Profitability Performance of Reliance Industries Limited: A Case Study	Vol. 5, issue 4(III), Oct- Dec. 2017	Dr. Prerna Jain



19	International Journal of Entrepreneurship and Business Environment Perspectives	ISSN (Print): 2279:0918 Indexed and Referred Journal	A Study of Investment Awareness among working Women in Ajmer City	Vol.7, No 4 Oct- Dec. 2018	Dr. Prerna Jain
20	Journal of Commerce, Economics & Computer Science	ISSN: 2395-7069 Peer Reviewed & Refereed Journal	Leverage Analysis and Corporate Earnings: A Case Study of Hindalco Industries Limited	Vol.4, No 4 Oct- Dec. 2018	Dr. Prerna Jain
21	Journal of Modern Management & Entrepreneurship	ISSN: 2231-167X Peer Reviewed & Refereed Journal	An Overview of Sustainability Reporting as per GRI framework	Vol.09, No. 04 Oct. 2019	Dr. Prerna Jain
22	Economic Development and Environment	ISBN 978-93-84524-42-5	Triple Bottom Line: Win – Win Strategy for Sustainable Development	Edited Book	Dr. Prerna Jain
23	International Journal of Advanced Research in Commerce, management and Social Science	ISBN 2581-7930 Peer Reviewed & Refereed Journal	Mudra Yojana - To “Fund The Unfunded”: An Analysis	Vol.3,No 2 April-June 2020	Dr. Prerna Jain

12. Research Projects:

Title of the Project	Year	Name of funding agency	Fund available/ utilized	Present status

13. Research Supervision:

- **Basic Field of specialization: Accountancy and Finance**

❖ **Ph.D.--- Registered Guide with MDSU AJMER**

Name of Student	Title of thesis	Present status	Date and Year of Award, if so

❖ **M. Phil.**

Name of Student	Title of Dissertation	Present status	Date and Year of Award, if so



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14. Monograph/ Book / Chapter (in Edited Book)/Chapters in study material of Open universities

- **Book (Single Author) - Nil**
- **Chapters in study material of Open universities**

<u>Sr. No.</u>	<u>Publisher</u>	<u>Publication Number</u>	<u>Title of the Chapter</u>	<u>Name of the Book/study Material</u>
1	VMOU,KOTA	ISBN No. : 13/978-81-8496-173-7	Unit 08- Prabandh aivam Prakriya Aanekshan Pg.145-164	M. COM-09 Lagat aivam Prabandh Aanekshan
2	VMOU,KOTA	ISBN No. : 13/978-81-8496-173-7	Unit 18- Banko aivam sahkari Samition aadi ka Vishesh Aanekshan Pg.339-366	M. COM-09: Lagat aivam Prabandh Aanekshan
3	VMOU,KOTA	ISBN No. : 13/978-81-8496-174-4	Unit 10-Labhon Ka Pratyayojan Pg.177-197	BC-14 Aanekshan
4	VMOU,KOTA	ISBN No. : 13/978-81-8496-174-4	Unit 11-Vibhajan Yogya Labh Pg.198-218	BC-14 Aanekshan
5	VMOU,KOTA	ISBN No. : 13/978-81-8496-190-4	Unit12-Punji Sanrachana-Praroop ,Tatva aivam Nirnanyan Pg 259-283	BC-13 Prabandh Lekhankan
6	VMOU,KOTA	ISBN No. : 13/978-81-8496-190-4	Unit14 Punji Sanrachana ke Siddhant Pg.319-343	BC-13 Prabandh Lekhankan
7	VMOU,KOTA	ISBN No. : 13/978-81-8496-190-4	Unit 15- Punji Budgetan-I Pg 344-365	BC-13 Prabandh Lekhankan
8	VMOU,KOTA	ISBN No. : 13/978-81-8496-190-4	Unit 16- Punji Budgetan –II Pg 366-413	BC-13 Prabandh Lekhankan
9	VMOU,KOTA	ISBN No. : 13/978-81-8496-272-7	Unit 11- Correlation Analysis Pg.155-183	BBA-05 Fundamentals of Business Statistics
10	VMOU,KOTA	ISBN No. : 13/978-81-8496-272-7	Unit-12- Regression Analysis Pg.184-206	BBA-05 Fundamentals of Business Statistics
11	VMOU,KOTA	ISBN No. : 13/978-81-8496-272-7	Unit-14- Analysis of Time Series Pg 217-233	BBA-05 Fundamentals of Business Statistics



12	VMOU,KOTA	ISBN No. : 13/978-81-8496-272-7	Unit-18- Fundamentals of Probability Pg 285-300	BBA-05 Fundamentals of Business Statistics
13	VMOU,KOTA	ISBN No. : 978-81-8496-317-5	Unit7-Overhead-I Pg 100-113	BBA- 09 Cost and Management Accounting
14	VMOU,KOTA	ISBN No. : 978-81-8496-317-5	Unit 8- Overhead-II Pg 114-129	BBA- 09 Cost and Management Accounting
15	VMOU,KOTA	Without ISBN	Unit 8 - Management of inventories Pg. 104-120	BBA 13-Financial Management
16	VMOU,KOTA	Without ISBN	Management of Cash and Marketable securities Pg. 121-135	BBA 13-Financial Management
17	VMOU,KOTA	ISBN 978-81-8496-661-9	Unit 2-Project life Cycle Pg. 17-29	MP 505-Project Management
18	VMOU,KOTA	ISBN 978-81-8496-661-9	Unit 3 –Project feasibility study pg. 30-40	MP 505-Project Management
19	VMOU,KOTA	ISBN 978-81-8496-661-9	Unit 5- Project Budgeting Pg. 65-89	MP 505-Project Management
20	VMOU,KOTA	ISBN 978-81-8496-661-9	Unit 11- Project Evaluation Pg. 170-185	MP 505-Project Management
21	VMOU, Kota	ISBN 978-81-8496-219-2	Unit 09 – Punji Ki Lagat, Pg No: 167-195	M. Com 04 Vittiya Prabandh (Financial Management)
22	VMOU, Kota	ISBN 978-81-8496-219-2	Unit 10 – Uttolak, Pg No:196-217	M. Com 04 Vittiya Prabandh(Financial Management)
23	VMOU, Kota	ISBN 978-81-8496-219-2	Unit 11, Punji Budgetan I,Pg No:218-253	M. Com 04 Vittiya Prabandh(Financial Management)
24	VMOU, Kota	ISBN 978-81-8496-219-2	Unit 12 Punji Budgetan II,Pg No:254-288	M. Com 04 Vittiya Prabandh(Financial Management)
25	VMOU, Kota	ISBN 978-81-8496-355-7	Unit 10, Pratipgaman vislayshan Pg No:234-270	M.Com. 05 Shodh Pravidhi
26	VMOU, Kota	ISBN 978-81-8496-355-7	Unit 11 Sah- Sambandh, Pg No:271-313	M.Com. 05 Shodh Pravidhi



- **Editor: MP 504 - International Financial Management- Study material of Open University (VMOU, Kota)**

13 Sports Activities:

14 Extra Curricular Activities:

15. Any Other Relevant Information/Contributions

Dr. Perna Jain