



*Dr. Jayashree Jethy*

**Designation:** Assistant Professor of Commerce

**Qualification:** M. Com, M.Phil., PhD and MBA

**Date of Birth:** 16.12.1982

**Date of Joining:** 19.02.2020

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**VIDWAN :** <https://vidwan.inflibnet.ac.in/profile/324936>

**WOS:** <http://www.webofscience.com/wos/author/record/IJYJ-6997-2022>

## Area of Interest

Accounting, Finance and Management

## Courses taught

B. Com, M. Com, M. Phil, Ph. D and MBA

## Career

1. Assistant Professor (2020-present): Rama Devi Women's University, Bhubaneswar
2. SSB Qualified Lecturer in Commerce (2016-2020), Gunupur Degree College, Gunupur, Rayagada. Odisha
3. Adhoc Lecturer (2015-2016) in SKCG Autonomous College, Parlakhemundi, Gajapati. Odisha
4. Assistant Professor in Management (2010-2015), Gandhi Institute of Management Studies Gunupur, Rayagada, Odisha

## Teaching Experience

14 years

## Research Experience

12 years

## Administrative/Executive Experience

1. **Coordinator, Dept. of History**, Rama Devi Women's University (September 2020-August 2022)
2. **IQAC Member**, Rama Devi Women's University (September 2022-present)
3. Member -**Student's welfare working committee** (September 2022-present)

4. Member -**Time table committee** (July 2021-present)
5. Member -**Wellness and counselling Centre** (September 2022-present)
6. Member- **Board of Studies in History** (U.G), RDWU (2020-2022)
7. Member- **Board of Studies in Commerce** ((U.G and P.G), RDWU
8. Member- **Board of Studies in Commerce** ((U.G and P.G), N C (Auto) College, Jajpur
9. Member- **Board of Conducting Examiners** in Commerce, RDWU
10. Member- **DRC**, P.G. Department of Commerce, RDWU
11. Member -**SRC**, P.G. Department of Commerce, RDWU
12. Member -**RAC**, P.G. Department of Commerce, RDWU
13. Member -**RAC**, P.G. Department of Economics, RDWU

## Awards & Honors

- “Smart Teacher Award” in Gunupur Degree College in 2017

## Research Guidance

- ✓ PhD thesis supervised : **01 (Continuing)**

## Journal publications

- “Artificial Intelligence-Based Framework For Human Resource Development By Employing Chatbots”, World Journal of Management and Economics, ISSN: 1819-8643, Volume 16 | Issue 08 2023 <https://wesro.org/volume-16-issue-08/>
- “Deep Learning-Based Operational Risk Prevention and Control Monitoring of Smart Financial Systems” iee explorer (2023 International Conference on Advances in Computing, Communication and Applied Informatics (ACCAI) Doi-[10.1109/ACCAI58221.2023.10199687](https://ieeexplore.ieee.org/document/10199687) <https://ieeexplore.ieee.org/document/10199687/keywords#keywords>
- “Environmental Performance of Environment Sensitive Industries: A Study on Selected Indian Companies”, Business Studies (UGC - CARE Listed Journal Group I, ISSN 0970-9657), Volume – XLIII, No. 1 & 2, January & July, 2022. <https://www.caluniv.ac.in/dj/BS-Journal/V-43-I&II/PM.pdf>
- “A Study on consequence of Artificial Intelligence in Accountancy”, Dogo Rangsang Research Journal UGC Care Group I Journal ISSN: 2347-7180 Vol-12 Issue-09 No. 03 September 2022. [https://journal-dogorangsang.in/no\\_2\\_Online\\_22/90\\_sep.pdf](https://journal-dogorangsang.in/no_2_Online_22/90_sep.pdf)
- “Digitalisation: An Enabler of Gig Economy”, International Journal for Research Trend and Innovation, Volume 8 Issue-3 March 2023 (ISSN: 2456-

3315) <https://www.ijrti.org/viewpaperforall?paper=IJRTI2303056> &  
<https://www.ijrti.org/papers/IJRTI2303056>

- “The impact of covid 19 pandemic on Indian organic foods industry and buying behaviour of organic foods consumers: Geographically in Bhubaneswar city, Odisha” EPRA International Journal of Economics, Business and Management Studies (EBMS), Volume 9 Issue-8 August 2022 (ISSN: 2347-4378) <https://eprajournals.com/IJHS/article/7388/abstract> <https://doi.org/10.36713/epra10959>
- “Impact of HRM Practices on the Telecom Sector in Odisha”, EPRA International Journal of Economics, Business and Management Studies (EBMS), Volume 9 Issue-1 January 2022 (ISSN: 2347-4378) <https://eprajournals.com/IJHS/article/6498> <https://doi.org/10.36713/epra9377>
- “A Study of Consumer Perception towards Online Shopping during Covid -19 Pandemic” Journal of Emerging Technologies and Innovative Research (JETIR), Volume 9 Issue-6 June 2022 (ISSN: 2349-5162) <https://www.jetir.org/papers/JETIR2206848.pdf>
- “Students’ Perception on Covid-19- A Paradigm Shift in Teaching and Learning Process”, International Journal of Advance and Innovative Research , Volume 8 Issue 2(IX) April -June 2021 (ISSN: 2394-7780)- <https://iaraedu.com/about-journal/ijair-volume-8-issue-2-ix-april-june-2021.php>
- “An Overview Of Women Entrepreneurs In 21st Century India: Challenges And Initiative taken By Government”, International Journal of Creative Research Thoughts - IJCRT, Volume 9 | Issue 4 | April 2021 pg 2609-2616 (ISSN: 2320-2882).
- Role of Business Education in Improving Skills, Competencies and Employability The Orissa Journal Of Commerce ISSN: 0974 - 8482 Volume XXXIX July, 2018 Number - I pg 30 – 38. [https://ojcoca.org/jul\\_2018.pdf](https://ojcoca.org/jul_2018.pdf)
- Make in India- A boost to Indian Economy in Orissa Journal of Commerce, Volume XXXVIII, July.,2017 - Vol.I pp 32-36 ISSN : 0974 – 8482. <https://www.ojcoca.org/issues.html>
- “Impact Of Customer Satisfaction On The Performance Of Banks In Odisha” in VSRD International Journal of Accounts, Economics & Commerce Research e-ISSN:e-ISSN: 2455-4251, p-ISSN :Volume (II) Issue (I) February 2016.
- "A Comparative Study Of Financial Performance Of Selected Industrial Units In Paper Industry” Feb March edition in International Journal of Research in Management (IJRM) 2015 impact factor 3.14 ISSN 2249-5908. <https://rspublication.com/ijrm/2015/march15/10.pdf>
- “A Study Of Liquidity And Profitability Analysis Of An Industrial Unit In Odisha” in International Journal Research in Commerce and Management 2015 issn 0976-2183.
- “Role of Human Resource Practices in Perceived Performance Improvement of University Teachers—An Empirical Investigation” in the International Journal of Human Resource Management and Research (IJHRMR) [Vol. 2, Issue 4 Dec - 2012 83-98 ISSN 2249-6874.

- Training Need Identification in Indian Firms: An Analytical Study in International Journal of Management Research and Review (IJMRR) ISSN - 2249-7196.. August 2013/ Volume 3/Issue 8/Article No-23/3384-3394.
- The challenges of marketing Financial Services in the Journal of New Horizons of Business Thought Vol 2, Jan-Dec 2010, 45-56

## Book Publications

1. **J Jethy** (2022) Principles of Marketing ISBN-978-93-5540-378-0, Kalyani Publishers, Ludhiana,

## Participation in Conferences & Seminars

1. **J Jethy** (2022) Invited speaker at Seminar “Green Marketing-An emerging trends in Marketing” Gunupur Degree College, Gunupur
2. **J Jethy** (2023) Participated at ICSSR sponsored National Seminar organised by Department of Economics, Rama Devi Women’s University on 6<sup>th</sup> – 7<sup>th</sup> February,2023
3. **J Jethy** (2022) Paper presenter at 42<sup>nd</sup> Annual Conference of Orissa Commerce Association and National Seminar “Digitalization: An enable of Gig Economy”, Odisha State Open University, Sambalpur and NSCB College, Sambalpur on 10<sup>th</sup> – 11<sup>th</sup> December,2022.
4. **J Jethy** (2021) Paper presenter at 41st Annual Conference of OCA & National Seminar “Impact of HRM Practices on Telecom Sector in Odisha”, L.N. College, Jharsuguda on 24<sup>th</sup> and 25<sup>th</sup> December, 2021.

## Other information(s)

### Participation in Orientation, Refresher and Short-term Course

1. 16 weeks **Refresher Programme** on Refresher Course in Commerce from **SWAYAM ARPIT ONLINE COURSE**, result declared on 30-06-2020
2. 21 days UGC Sponsored 30<sup>th</sup> Orientation course organised by **HRDC, MIZORAM UNIVERSITY** from 28<sup>th</sup> July – 17<sup>th</sup> August 2020
3. Participated in Short term Course on “**IPR and Patent**” organised by UGC HRDC Mizoram University held from 23<sup>rd</sup> to 29<sup>th</sup> September 2022.
4. Participated in Short term Course on “**Soft Skill Development for University and College Teachers**” organised by UGC HRDC Mizoram University held from 23<sup>rd</sup> to 28<sup>th</sup> January 2023.

5. Attended **Entrepreneurship Training: Programme** from 18<sup>th</sup> to 23<sup>rd</sup> February 2019 organized by SPD OHEPEE, Department of Higher Education, Govt of Odisha at KIIT University Bhubaneswar.

### **Participation in Faculty Development Programme**

1. FDP on Contemporary Issues in Marketing Management organised by Department of Commerce Ravenshaw University from 7th February to 11th February 2022.
2. Participated in “Teachers Conference- Empowering Educators “organised by the Institute of Company Secretaries of India on 27th September 2022
3. FDP on Effective Stress Management for Maximizing Human Productivity organised by Rama Devi Women’s University on 9<sup>th</sup> -13<sup>th</sup> June 2021
4. FDP on Research Methodology and Project Writing organised by IDP (OHEPEE) Cell, Rama Devi Women’s University, Vidya Vihar, Bhubaneswar on 7th -11th July 2021
5. 10 days online Faculty Development Program on Teaching learning and Assessment organised by Teaching Learning Centre Central University of Rajasthan on 15th -25th March 2021

### **Life Member:**

1. All Odisha Commerce Association,
2. Indian Accounting Association
3. Indian Society for Technical Education