

MBA - Faculty Profile



Dr. Usha N

PhD in Management

Assistant Professor

SCMS-PG DSU

Brief Profile

Dr. Usha N is an accomplished academician, researcher, and academic administrator with over 16 years of experience in higher education, specialising in teaching, research, curriculum development, academic administration, accreditation, and industry engagement. She is currently serving as an Assistant Professor at the School of Commerce and Management Studies (SCMS), Dayananda Sagar University (DSU), Bengaluru. She holds a Ph.D. in Management, an MBA in Finance and Human Resource Management, an M. Com (Finance), and a Post Graduate Diploma in Financial Management (PGDFIM).

Prior to joining Dayananda Sagar University, Dr. Usha served as an Assistant Professor and Program Manager at ISBR Business School, where she played a pivotal role in academic planning, curriculum design, programme management, student mentoring, placement readiness, examination administration, and institutional quality initiatives. She made significant contributions to accreditation processes through curriculum development, quality assurance, academic governance, and accreditation documentation. She also coordinated industry interactions, Faculty Development Programmes (FDPs), conferences, certification programmes, alumni engagement, and placement-oriented domain training, thereby strengthening industry-academia collaboration.

Her teaching and research interests include Financial Management, International Financial Management, Accounting for Managers, Taxation, Investment Management, Statistics, Operations Research, FinTech, Artificial Intelligence in Finance, and Business Analytics. She adopts learner-centric teaching methodologies that integrate case studies, experiential learning, business simulations, live projects, industry interactions, and technology-enabled pedagogy to enhance student learning and employability.

Dr. Usha has published Research Contributions in Scopus-indexed and ABDC-listed journals and has authored a book on GST and Retail Performance. Her research focuses on Financial Management, GST, FinTech, Artificial Intelligence, Machine Learning, Business Analytics, Digital Payments, and Taxation. She has presented research papers at national and international conferences, served as a resource person, contributed to curriculum development, and actively mentors' students in research, innovation, and professional development. She is committed to promoting academic excellence, ethical leadership, research-driven learning, and continuous quality enhancement in management education.

Teaching

- Financial Management
- International Financial Management
- Accounting for Managers
- Taxation

Publications

Book Published

Retail in the GST Era: Bengaluru's Performance & Profitability Insights (ISBN: 978-93-94521-40-7).
<https://www.amazon.in/Retail-GST-Era-Performance-Profitability-ebook/dp/B0G5HP8TKN>

Research Papers

- Machine Learning-Based Forecasting of GST Revenue in Bengaluru: A Comparative Analysis of Econometric and Deep Learning Models -N Usha, S Venkatesh – 2025 Scopus Indexed
- N. Usha & s. Venkatesh (2024) "Assessing the Impact of Tax on Enterprises in Bengaluru: Insights from Poisson and Machine Learning Models. Electronic ISBN:979-8-3503-6917-5 Print on Demand (Pod)ISBN:979-8-3503-691812 Scopus Indexed
- Empirical study on Financial Planning for salaried employees and Strategies tax.
N. Usha, Dr Nila Chotai, Prof Leonard ISSN:1526-4726 Vol 4 Issue 2(2024) ABDC Category C
- A Study on Attitude of Small Traders Towards Goods and Services Tax in Bangalore City Usha, N., & Venkatesh, International Journal of Health Sciences, International Journal of Health Sciences ISSN 2550-6978 E-ISSN 2550-696X © 2022. Manuscript submitted: 9 March 2022, Manuscript revised: 18 April 2022, Accepted for publication: 1 May 2022 SCOPUS
- A Study on Impact of Goods and Services Tax (GST) in Manufacturing Sector In Karnataka, Usha, N., & Dr Venkatesh, International Journal of Mechanical Engineering, Vol. 7, No. 4, April 2022, ISSN: 0974-5823 2022 SCOPUS
- Analytical Study on Financial Challenges Faced by Customers with respect to Introduction of New GST Norms on GST in Bangalore City, South -SDM University IFC 2022 ABDC Category C
- Study on Savings and Investment Pattern of Youth Aged 20 to 30 Years in Bangalore South –
SDM UNIVERSITY 2022 IFC ABDC Category C
- A Study on Digital Payment Users in Electronic City, Bangalore South - SDM UNIVERSITY 2022 IFC ABDC Category C
- Knowledge of Small Traders on Goods and Services Tax in Bangalore City with respect to Pre-COVID – ABDC -C category Empirical Economics Letters, 20 (Special Issue 4) (June 2021) ISSN 1681 8997
- Impact of GST on Common Man's Perception with respect to COVID 19 in Bangalore South -Usha N and S. Venkatesh ISSN 1681-8997 Special Issue 4, August 2021 "Global Perspectives on Business, Economy and Society" ABDC "C' Category
- Financial Parameters Affecting the Share Price of the Five Selected Companies with reference to Pre-COVID & Post-COVID Usha N, Gulshan Kumar S and Prajwal V J ISSN 1681-8997 Special Issue 4, August 2021 "Global Perspectives on Business, Economy and Society" ABDC "C' Category
- Non-Performing ASSETS in Rajajinagar Cooperative Bank In International Conference "With "ISBN -978-93-84935-01-6"
- "Managing Financial Performance in Banking 2020 at National Conference with "ISBN 819273372-6"
- Analytical Study on Financial Performance of New Generation Banks with Regard to Promoters

Holding “at International Conference and published in” INTERNATIONAL GALAXY JOURNAL WITH ISBN -978-93-83302-09-3”

- “Analytical Study on Financial Performance of New Generation Banks with Regard to Promoters Holding” At International seminars with “ISBN -978-163102664-5”.

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