

Detailed CV



Name : Dr.Vedava P.

Educational Qualification : M.Com, Ph.D

Designation : Associate Professor and Chairman

Address for Correspondence: Department of Studies in Commerce,
Mangalore University,
Mangalagangothri-574199

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Phone: 9591677613

Research Areas : Strategic Management, Business Ethics & CSR, Marketing Mgt

Professional Teaching Experience : Worked as Lecturer in Commerce at St. Philomena College, Puttur, from June 2000 to February 2003.

Worked as Lecturer/Assistant Professor from 03/02/2003 to 25/10/2017 in Department of Commerce, Mangalore University.

Working as Associate Professor from 26/10/2017 to till date in Department of Commerce, Mangalore University.

Research Guidance (Ph.D.): -

Completed students' list (with hyperlinks to their CV if available)

1. Mr.Mohammad Kazim Karimi

Ongoing Registered Students' list

1. Mr.Osamah Ahmed Ali Hassn Al-Maamari
2. Mr.Mithun Chandra R K
3. Mrs.Fathima Safira
4. Ms.Sowmya Hegde
5. Mrs.Sumalatha P J

6. Mrs.Shobha R.

7. Ms.C.Lahari

Research Projects (List)(if applicable) - Nil

Professional Collaboration(if applicable)- Nil

Research Journal Publications (list)

International : 22

- 1) Vedava P. (2013). *The Ethics of the Accountancy Profession: Issues and Implications*, International Research Journal of Commerce, Business and Social Sciences, Vol. II, Issue 6(I), 9-12.
- 2) Vedava P. (2013). *The Concept of the Profession of Accountancy: Clarifying the Key Issues*, International Journal of Multidisciplinary Research, Vol. II, Issue 6(II), 32-34.
- 3) Vedava P. (2013). *A Conceptual Framework for the Ethics of the Accountancy Profession*, International Journal of Multidisciplinary Research, Vol. II, Issue 8(II), 1-4.
- 4) Vedava P. (2014). *The interplay of Market Environment and Green Marketing*. Pezzottaite Journals-International Journal of Information Technology and Computer Sciences Perspectives, 3(3) (July- September), 1095-1099.
- 5) Vedava P. (2014). *Green Marketing: An Impact of Non-Market Environment*, Pezzottaite Journals-International Journal of Applied Services Marketing Perspectives, 3(3) (July- September), 1175-1179.
- 6) Vedava P. (2014). *Green Marketing: Clarifying the Concept*. Pezzottaite Journals-International Journal of Entrepreneurship and Business Environment Perspectives, 3(3) (July- September), 1210-1213.
- 7) Vedava P. (2014). *Green Marketing: A Conceptual Perspective*. Pezzottaite Journals-International Journal of Logistics and Supply Chain Management Perspectives, 3(3) (July- September), 1236-1240.
- 8) Vedava P. (2014). *Auditing the Auditors: Some Reflections*. Pezzottaite Journals-International Journal of Applied Financial Management Perspectives, 3(3) (July- September), 1265-1267.
- 9) Vedava P. (2014). *A Conceptual Framework for Green Marketing*. International Journal of Business Management & Social Sciences, Vol. III, Issue 12(III) August, 4-6.
- 10) Vedava P. (2014). *Green Marketing: Issues and Implications*. International Journal of Business Management & Social Sciences, Vol. III, Issue 12(III) August, 7-11.
- 11) Vedava P. (2014). *Who will Audit the Auditors?* International Journal of Business Management & Social Sciences, Vol. III, Issue 12(III) August,16-18.

- 12) Vedava P. (2014). *Green Marketing Research: A Research Agenda*. International Journal of Advances in Management, Technology & Engineering Sciences, Vol. IV, Issue 1(I) October, 1-3.
- 13) Vedava P. (2014). *Is Auditor's Independence a Truth or Myth?* International Research Journal of Commerce, Business and Social Sciences, Vol. III, Issue 7(I) October, 11-13.
- 14) Vedava P. (2016). *Green Marketing Research: A Review of Literature*. Pezzottaite Journals-International Journal of Information Technology and Computer Sciences Perspectives, 5(1) (January- March), 1831-1835.
- 15) Vedava P. (2016). *Ethical Dilemmas in the Accounting Profession: A Perspective*. Pezzottaite Journals-International Journal of Entrepreneurship and Business Environment Perspectives, 5(1) (January- March), 2127-2130.
- 16) Vedava P. (2016). *Impact of Demographic Variables on the Ethics of the Accountancy Profession*, Pezzottaite Journals-International Journal of Trade and Global Business Perspectives, 5(1) (January- March), 2163-2167.
- 17) Vedava P. (2016). *Green Marketing as a Strategic Tool for CSR*, Pezzottaite Journals-International Journal of Logistics and Supply Chain Management Perspectives, 5(1) (January- March), 2000-2004.
- 18) Vedava P. (2016). *The Code of Ethics of the Accountancy Profession: A Scrutiny of Past Studies*, Pezzottaite Journals-International Journal of Applied Financial Management Perspectives, 5(1) (January- March), 2222-2224.
- 19) Vedava P. (2017). *Idealism and Ethical Judgement in the Accounting Profession: A Study with reference to Practising Chartered Accountants in Karnataka State*. Researchers World: Journal of Arts, Science & Commerce, Vol. VIII, Issue 2(9) April, 84-92.
- 20) Vedava P. (2018), 'Relativism and Behavioural Intention in the Accounting Profession : A Study with Reference to Practicing Chartered Accounting in Karnataka State, ***International Journal of Management Technology and Engineering***, Vol. 8, issue XI, November, 1176-1187.
- 21) Vedava P. (2018), 'Relativism and Ethical Judgement in the Accounting Profession : A Study with Reference to Practicing Chartered Accountants in Karnataka State, ***Pacific Business Review International***, 11(6) December, 28-35.
- 22) Shobha R and Vedava P (2020): Study on Relationship Between Demographic Aspects, Social Media Usage and Political Participation of Youth in Udupi, *Our Heritage Journal*, Vol. 68, Issue 1, 12256-12272.

- 1) Vedava P. (2019). Ethics of the Accountancy Profession and Demographic Variables: A Scrutiny of Past Studies and Directions for Future Studies, *Journal of the Gujarat Research Society*, Volume 21 Issue 7, 142-146.
- 2) Vedava P. (2019). The Impact of Idealism on Behavioural Intention in the Accounting Profession, *THINK INDIA JOURNAL*, Vol-22-Issue-25, 391-404.

Books / Book chapters / Translations published – 06

- 1) Vedava P. and P. S. Yadapadithaya (2011). *Ethical Issues and Dilemmas in the Accounting Profession: Literature Review and Research Agenda*. In ChinmoySahu and M. Mallikarjun(Eds.), "Managing Finance and Growth: Emerging Issues and Challenges" New Delhi: Excel Books.
- 2) Vedava P. and P. S. Yadapadithaya (2011). *The Role of the Accountancy Profession in the Discharge of Social Responsibility: Issues and Implications*. In HiremaniNaik, R. (Ed.), "Renewing Business Trends in Post Recessionary Economy" New Delhi: Excel India.
- 3) Sumalatha P.J. and Vedava P. (2020). A Study on Teacher's Perception towards Internet Banking , In Vedava, P , Muniraju, Y, Ishwara, P, Preethi Keerthi D'Souza, , & Parameshwara (Eds.), "Business Trends: Issues and Implications" New Delhi: Excel India Publishers.
- 4) Vedava P. (2020). Ethics of the Accountancy Profession and Demographic Variables : A Scrutiny of Past Studies and Directions for Future Studies. In Ishwara, P, Muniraju, Y, Vedava, P , Preethi Keerthi D'Souza, , & Parameshwara (Eds.), "Contemporary Advancements in Commerce" Tirunelveli, Tamil Nadu: SIVA PUBLICATIONS.
- 5) Ishwara, P, Muniraju, Y, Vedava, P., Preethi Keerthi DSouza and Parameshwara (Eds.) (2020). Contemporary Advancements in Commerece. Tirunelveli, Tamilnadu: SIVA Publications
- 6) Vedava, P., Muniraju, Y., Ishwara, P., Preethi Keerthi DSouza and Parameshwara (Eds.) (2020). Business Trends: Issues and Implications. New Delhi: Excel India Publishers

Papers/ poster presentations in Conferences / Seminars / Symposia (list)

International - 18

1. Vedava P.(2006), "Ethical Issues and Dilemmas in the Accounting Profession: Literature Review and Research Agenda", International Conference held on 2– 4 January, 2006 at the Institute of Management, Nirma University of Science and Technology, Ahmedabad.
2. Vedava P.(2010), "The Social Responsibility of the Accountancy Profession", International Conference, Justice K.S.Hegde Institute of Management, NITTE, 29th and 30th December.

3. Vedava P.(2011), "The Role of the Accountancy Profession in the Discharge of Social Responsibility: Issues and Implications", National Seminar, Institute of Management Studies & Research, Kuvempu University, Shankaraghatta, Shimoga, 18th& 19th March.
4. Vedava P.(2013), "The Concept of the Profession of Accountancy: Clarifying the Key Issues", International Conference, Allama Mohammad Iqbal Hall, Anjuman Arts, Science and Commerce College, Bijapur, Karnataka, 21st September.
5. Vedava P.(2013), "The Ethics of the Accountancy Profession: Issues and Implications", International Conference, Allama Mohammad Iqbal Hall, Anjuman Arts, Science and Commerce College, Bijapur, Karnataka, 21st September.
6. Vedava P.(2013), "A Conceptual Framework for the Ethics of the Accountancy Profession", International Research Conference, Hotel Delmon, Caetano de Albuquerque Road, Panjim, Goa, 23rd November.
7. Vedava P.(2014), "A Conceptual Framework for Green Marketing", the International Conference on " Impact of Current Social and Political Changes in India on Global Market" held on 30-31 August, at Leelawati College of Commerce and Computer Science, Warje, Malwadi, Pune-411 048 (India).
8. Vedava P.(2014), "Green Marketing: Issues and Implications", the International Conference on " Impact of Current Social and Political Changes in India on Global Market" held on 30-31 August, at Leelawati College of Commerce and Computer Science, Warje, Malwadi, Pune-411 048 (India).
9. Vedava P. (2014), "Who will Audit the Auditors?", the International Conference on " Impact of Current Social and Political Changes in India on Global Market" held on 30-31 August, at Leelawati College of Commerce and Computer Science, Warje, Malwadi, Pune-411 048 (India).
10. Vedava P.(2014), "Green Marketing: An Impact of Non-Market Environment ", 6th International Conference on " Transition from Inertia to Implementation-I⁴" organized by ADAIKALAMATHA Institute of Management and Research at Adaikalamatha College, Vallam, Thanjavur, 613 403, Tamilnadu, India on 13th September.
11. Vedava P.(2014), "The interplay of Market Environment and Green Marketing ", 6th International Conference on " Transition from Inertia to Implementation-I⁴" organized by ADAIKALAMATHA Institute of Management and Research at Adaikalamatha College, Vallam, Thanjavur, 613 403, Tamilnadu, India on 13th September.
12. Vedava P.(2014), "Is Auditor's Independence a Truth or Myth?", International Interdisciplinary Conference on Innovative Developments in Commerce, Management, Engineering and Social Sciences held on 11th October, at Hotel Aurora Towers, Camp, Pune.

13. Vedava P.(2014), "Green Marketing Research: A Research Agenda", International Interdisciplinary Conference on Innovative Developments in Commerce, Management, Engineering and Social Sciences held on 11th October, at Hotel Aurora Towers, Camp, Pune.
14. Vedava P.(2014), "Green Marketing Research: A Review of Literature", International Interdisciplinary Conference on Innovative Developments in Commerce, Management, Engineering and Social Sciences held on 11th October, at Hotel Aurora Towers, Camp, Pune.
15. Vedava P.(2018), "Idealism and Behavioural Intention in the Accounting Profession: A Study with reference to Practising Chartered Accountants in Karnataka State", International Conference on Recent Developments in Engineering, Humanities and Management held on 25th November at Osmania University Centre for International Program, Osmania University Campus, Hyderabad (India).
16. Vedava P.(2019), "Relativism and Ethical Judgement in the Accounting Profession", CIIC-2019, Two-day International Conference on " Contemporary Innovations in Industry and Commerce" held at Mangalore University, Mangalagangothri on 22nd and 23rd February.
17. Vedava P.(2019), "Idealism and Ethical Judgement in the Accounting Profession: A Study with reference to Practising Chartered Accountants in Karnataka State", CIIC-2019, Two-day International Conference on " Contemporary Innovations in Industry and Commerce" held at Mangalore University, Mangalagangothri on 22nd and 23rd February.
18. Vedava P.(2019), "Ethics of the Accountancy Profession and Demographic Variables: A Scrutiny of past studies and Directions for Future Studies" in 2 days international conference on 'Substantial Development' held on 2-3 November, 2019 at Maharashtra Chamber of Commerce, Industries and Agriculture, Tilak Road, Pune (India).

National – 05

1. Vedava P.(2014), "Auditors' Independence: Truth or Hype", in UGC sponsored Two-Day National Conference on " Idea of Cultural, Economic and Political Trends" organized by IQAC and Department of Humanities in association with Mangalore University Political Science Teachers' Association, Mangalore University History Association, Mangalore University Economics Association on 5th and 6th September at Sri Mahaveera College, Moodbidri, 574197, D.K., Karnataka.
2. Vedava P.(2015), "Trends in Indian Retail Sector", Seminar/Symposium on "Economics, Commerce, and Management Science" at XXXIX Indian Social Science Congress held from 01-12-2015 to 05-12-2015 at Mangalore University, Mangalagangothri.
3. Vedava P.(2016), "The Impact of Demographic Variables on the Ethics of the Accountancy Profession", in National Conference on " Emerging Issues in Management

and Tourism” organized by the Department of Business Administration & MBA (Tourism Administration) in association with the “ Association of British Scholars”, Mangalore Chapter, held on 2nd and 3rd January, 2016 at the Department of Business Administration & MBA (Tourism Administration), Mangalore University, Mangalagangothri.

4. Vedava P.(2018), “ Business ethics and accounting profession: a perspective” in a Two-day National Level Conference On ‘Corporate Social Responsibility(CSR): Challenges and New Initiatives’, held at Department of Commerce, Mangalore University on 14-15 September, 2018 .
5. Vedava P.(2019), “The Impact of Idealism on Behavioural Intention in the Accounting Profession” in the national conference on ‘Emerging Trends in Business Management’ organised by the Department of Business Administration, Mangalore University on 30th December, 2019.

Regional

Nil

Invited / plenary talks delivered (list) (if applicable) - Nil

Impact of publications in terms of (Non-science faculty can leave out this item, if unable to fill up).

h-index 1 (google scholar)

Conferences / Seminars / Workshops / Symposia organized(if applicable)

- 1) Coordinator for one-day workshop on ‘CBCS New Syllabi of M.Com and M.Com (HRD) Programmes’ organised by the Department of Studies in Commerce, held at Mangalore University, Mangalagangothri, on 29th August 2016.
- 2) Course Co-Director for “ICSSR Sponsored Ten-Day Research Methodology Course - Work for, M.Phil /Ph.D /PDF Scholar in Social Science organized by Department of Studies in Commerce, Mangalore University, Mangalagangothri held at Mangalore University, Mangalagangothri, from 8th April to 17th April, 2019.
- 3) Organized Two day National Level Conference on “Emerging Business Trends (EBT)- 2020” on March 4th and 5th 2020, Department of Commerce, Mangalore University, Mangalagangothri