



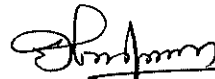
## Notice for the PhD Viva Voce Examination

Mr K Ram Kumar, Registration Number: 2090113, PhD Scholar at the School of Business and Management, CHRIST (Deemed to be University), Delhi NCR Off-Campus will defend his PhD thesis at the public viva-voce examination on Wednesday, 06 August 2025 at 09.30 am in the Discussion Room, 2nd Floor, A Block, CHRIST (Deemed to be University), Delhi NCR Off-Campus, Ghaziabad, Uttar Pradesh, 201003, India.

- Title of the Thesis** : **A Study on Effective Digital Transformation and its Framework in Corporate Finance and Accounting within Industrial Engineering Firms in the USA**
- Discipline** : **Management**
- External Examiner - I** : **Dr Patrick Anthony**  
Professor  
Department of Commerce,  
Osmania University  
Hyderabad  
Telangana State - 500 007
- External Examiner - II** : **Dr Susmi Routray**  
Professor  
Department of Information Technology & Management  
IMT, Ghaziabad  
Uttar Pradesh - 201001
- Supervisor** : **Dr Durgansh Sharma**  
Professor  
School of Business and Management  
CHRIST (Deemed to be University)  
Delhi NCR Off-Campus  
Ghaziabad  
Uttar Pradesh - 201003

The members of the Research Advisory Committee of the Scholar, the faculty members of the department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

**Place:** Bengaluru  
**Date:** 26 July 2025

  
**Registrar (Academics)**

## ABSTRACT

Finance and Accounting are fundamental pillars of any organization, influencing not only operational efficiency but also strategic decision-making. As organizations in the 21st century evolve to become more lean, agile, and data-driven, the role of finance functions has expanded beyond traditional bookkeeping and auditing. The effectiveness of finance functions now significantly impacts an enterprise's profitability, risk management, and both organic and inorganic growth strategies. Traditionally seen as a passive, compliance-driven function, finance and accounting have transformed into strategic enablers, providing organizations with real-time financial insights and analytics that drive competitive advantage.

The advent of Enterprise Resource Planning (ERP) systems and financial technology solutions has revolutionized the finance function, enabling seamless automation, improved governance, and enhanced financial forecasting. With organizations operating in a globally interconnected economy, financial processes must be more robust, efficient, and resilient to meet the increasing demands of regulatory compliance, data security, and stakeholder expectations. The necessity for finance teams to adapt to an evolving business landscape has never been greater, making digital transformation a key priority.

Information technology (IT) has reshaped business functions across industries, challenging traditional service delivery models and requiring organizations to rethink their approach to finance, human resources, marketing, and manufacturing. The rise of artificial intelligence, cloud computing, robotic process automation (RPA), and blockchain has further accelerated the transformation of financial processes, making real-time data accessibility and analytics indispensable for decision-making. The ability to navigate this dynamic environment and proactively respond to challenges is a critical determinant of an organization's long-term success. Several scholars and industry experts have attempted to define frameworks that support digital transformation, but a universally accepted model remains elusive. Organizational preparedness, cultural adaptability, and structural alignment are key factors in determining the success of digital transformation initiatives. Despite extensive research on digital transformation across various industries, there remains a significant gap in the study of frameworks specifically tailored for manufacturing and turnkey engineering corporations. These industries face unique challenges, including complex supply chains, asset-heavy operations, and stringent compliance requirements, making digital transformation particularly intricate. This study seeks to bridge that gap by identifying the critical success factors and proposing a structured framework for the digital transformation of finance and accounting functions in manufacturing and turnkey engineering organizations.

By analyzing industry-specific challenges, leveraging best practices, and integrating insights from existing digital transformation models, this research aims to provide a comprehensive approach to driving digital adoption in financial processes. The findings of this study will contribute to academic literature and offer practical guidance for finance leaders and industry professionals seeking to navigate the digital transformation journey effectively.

**Keywords:** Finance and Accounting, Digital Transformation, ERP Systems, Financial Technology, Manufacturing Industry, Turnkey Engineering

### Publications:

1. **Kumar Kuncha, R., & Sharma, D. (2024).** A Critical Study in Understanding the Potential Benefits of Implementing Digital Financial Application in Enhancing the Accounting Performance. *In Proceedings on Engineering Sciences*. 6(2): <https://doi.org/10.24874/pes06.02a.010>
2. **Kumar Kuncha, R., & Sharma, D. (2024).** Artificial Intelligence and Robotics Implementation in Finance and Accounting Function of Manufacturing Firms in USA. *In 2024 International Conference on Intelligent & Innovative Practices in Engineering & Management*. 1-6. <https://doi.org/10.1109/iipem62726.2024.10925804>