

## **RESUME**

1. Name :Dr.S.JAMUNA RANI  
2. Designation :ASSISTANT PROFESSOR  
3. Department :BBA  
4. Correspondence Address : 128 Valamburi Nagar,Near kubera Nagar  
office,Iniyanur, Trichy – 620 009  
5. Email and Contact number :jamunaraniba@nct.ac.in.com,9942850527  
6. Date of Birth :23.12.1976  
7. Gender : FEMAIL  
8. Category (Gen/SC/ST/SCA/DNC/MBC/BCM/BC) :BC  
9. Whether differently abled :NO  
10. Academic Qualification

<b>Degree</b>	<b>Year</b>	<b>Subject</b>	<b>University/Institution</b>	<b>% of Marks</b>
PhD	2021	Management	Mother Theresa Women's University, Kodaikanal	
MPhil	2005	Management	Madurai Kamaraj University, Madurai.	56%
MBA	2002	Management	Madurai Kamaraj University, Madurai.	56%
B.com	1998	Commerce	Bharathidasan University, Trichy.	62%

11. Ph.D thesis title : CONSUMER PERCEPTION OF E-SERVICE QUALITY  
IN ONLINE SHOPPING

Guide's Name : Dr. D.JUBLEE

Institution/ University : Mother Theresa Women's University, Kodaikanal

Year of Award : 2021

12. Work Experience

<b>S. No</b>	<b>Position held</b>	<b>Name of the Institute</b>	<b>From</b>	<b>To</b>	<b>Pay Scale</b>
1.	ASSISTANT PROFESSOR	NATIONAL COLLEGE	27.02.2009	-	Rs.13,427

13. Professional Recognition/ Award/ Certificate/ Fellowship received by the applicant

- BEST FACULTY AWARD RECEIVED BY INDIAN ACADEMIC RESEARCHERS ASSOCIATION ON 27.12.2020
- RECEIVED ARAM SEEI ASIRIYAR AWARD RECEIVED BY LIONS CLUB THIRUVRUR ON 17.10.202

#### 14. Publications

S. No.	Author(s)	Title	Name of Journal	Volume	Page	Year
1	S.JAMUNARA NI,Dr.D.JUBLE E	“ A Study On Perception Of E-Service Quality In Online Shopping (With Special Reference To College Students In Tiruchirappalli City)”	Review Of Research (Associated And Indexed By EBSCO, USA.)	volume - 5	ISSN 2249-894X	2016
2	S.JAMUNARA NI,Dr.D.JUBLE E	“A Study On Consumer Perception Of E-Service Quality In Online Shopping (With Special Reference To College Students In Tiruchirappalli City)	Pezzottaite Journals Transforming Education For Social Change And Business Excellence on a title		impac t factor : 7.368 .	
3	S.JAMUNARA NI,Dr.D.JUBLE E	A Study on Perceived E- Service Quality Effects on Consumer Satisfaction and Online E-Commerce Website Reliability”	Research Review International Journal of Multidisciplinary (RRIJM)	Volume -4		June2 019
4	S.JAMUNARA NIDr.D.JUBLE E	A Study on E-Service Quality of Customer Perception, Satisfaction & Loyalty”	A Journal of Composition Theory	Volume -XII	Issue – IX.	Septe mber 2019)

h-index

i10 index

Total citations

15. Details of patents :

“Implementation of Artificial Intelligence and Machine Learning Techniques for Data Analysis in Digital Marketing using Ethical and Legal Dimensions” on 24.03.2023; Application no : 202341016832 A

16. Books/ Reports/Chapters/General articles etc

S. No	Title	Author's Name	Publisher	Year of Publication

17. Research guidance

Ph.D. : Awarded : NIL  
Submitted : NIL  
On going : NIL  
M.Phil. : Awarded : NIL  
M.Sc. Dissertation : Awarded : NIL

18. List of Completed/Ongoing/Submitted projects

S.No	Title of the Project	Duration		Total Cost (Rs.)	Name of Funding Agency	Status
		From	To			

(a) Major Results/ Highlights of the project including achievement(publications, patents etc.), for *completed projects*

(b) Up-to date Technical progress report for *on-going projects*.

19. Membership

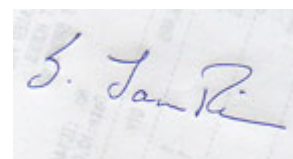
- (a) Professional bodies
- (b) Editorial board
- (c) Advisory board
- (d) Academic bodies

20. Countries visited : NIL

21. Any other Information : NIL

**DECLARATION:-**

I certify that the foregoing information is correct and complete to the best of my knowledge and belief.



Place: TRICHY

Date: 18/7/2024

Signature