

**NANJILCATHOLIC COLLEGE OF ARTS AND SCIENCE
KALIYAKKAVILAI**









Faculty Profile



Name	Dr. R. SHOBA RANI						
Date of Birth	20.05.1983						
Department	Commerce						
Designation	Associate Professor						
Address	5-87 C, BELLSHO, Kidappara vilai, Eathavilai, Madichel post, K.K.Dist. Pin: 629163						
Telephone Number(s)	9486508647 8072301341						
EmailId(s)	shobenimin@gmail.com						
Academic Qualifications (with Name of Degree awarding university)	COURSE	YEAR	MAJOR	INSTITUTION	BOARD	MARKS	%
	SSLC	1998	-	GHSS: Vilavancode	State Board	388/500	77.6
	HSC	2000	-	GHSS: Vilavancode	State Board	953/1200	79.4
	B.COM	2003	Commerce	Sree Devi Kumari Women's College , Kuzhithurai	M.S.University Tirunelveli	1141/2100	56.4
	M.COM	2006	Commerce	Sree Ayyappa College .for Women, Chunkankadai	M.S.University Tirunelveli	958/1600	59.8
	M.PHIL	2008	Commerce	Scott Christian College, Nagercoil	M.S.University Tirunelveli	342/500	68.4
	PH.D	2015	Commerce	M.S.University tirunelveli	M.S.University Tirunelveli	Awarded	-
	OTHER - DCAC	2006	Commerce	SISI-Marthandam	Ministry of Small Scale Industries	-	75
Teaching Experience	Level	Years of Service		Institution			
	UG	18-09-2006 to 19.06.2013 (6 Years & 9 Months)		Nanjil Catholic College of Arts & Science, Kaliyakkavilai			
	PG	20-06-2013 to Till Date (13 years)		Sree Devi Kumari Women's College, Kuzhithurai & Nanjil Catholic College of Arts & Science, Kaliyakkavilai			

	UG & PG	19 Years & 9 months	Sree Devi Kumari Women's College, Kuzhithurai & Nanjil Catholic College of Arts & Science, Kaliyakkavilai
Specialization	Banking & Marketing		
Publications/ Participation in Seminars/ Conferences etc			International
	No. of Research Papers in Journals		35
	No. of Publications in Conference Proceedings		7
	No. of Conferences Participated in		41
	Books		2

Projects			
Details of Research Supervision	On going		Completed
	3		6
Honours and Awards	100% Result		
Posts held	Associate Professor		
Any other Information	ORGANISED SEMINAR		
	S.NO	TYPE	TITLE
	1.	National Level Seminar	"Emerging Business Practices in India Under Globalisation"
	2.	National Level Seminar	"A study on GST"
	3.	National Level FDP	"Writing Skills For Quality Research"
4.	National Level Webinar	"Skill Development"	

	<ul style="list-style-type: none">  Coordinator in MBA – Pondicherry Central University.  Coordinator in Nanjil Scholarship Programme (NSP)  Member in Nanjil Research Forum  Member in admission Committee  Member in NAAC  Member in Entrepreneurship Cell  Research Area – Doctoral committee member in commerce department. <p>1) Annai Velankanni College Tholayavattam. 2) Arts & Science College- Mariagiri. 3) Scott Christian College - Nagercoil</p>
Special Talens	<ul style="list-style-type: none">  Elocution Essay writing Kavithai writing

List of Publications:

S.No	JOURNAL NAME	TITLE	ISSNNO	VOL NO.	IMPACT NO	PAGE NO	MONTH & YEAR
1.	B-Research	Service Delivery Effectiveness of Commercial Banks	0974-5920	12	-	49-55	Jan-June, 2013
2.	Indian Streams Research Journal	Traditional Banking Vs E-Banking Which is better?	2230-7850	7	5.1651 (UIF)	1-6	March, 2017
3.	Golden Research Thoughts	An overview of RTGS & NEFT	2231-5063	6	4.6052	1-4	March, 2017
4.	Bulletin of Social Sciences	Study on Registration and Components of GST	2348-7992	5	-	35-39	January 2018
5.	International Journal of Research and Analytical Reviews (IJRAR)	Impact of working conditions towards the health condition of women sanitary workers in Kanyakumari District.	2349-5138	6	5.75	616-623	January 2019
6.	A Paradigm Shift I Banking, Marketing and HRM	Problems & Challenges of internet banking in the digitalized world	978-81-942153-7-0 (ISBN)	1	-	1-11	August 2019
7.	International Research Journal of Commerce, arts	Commercial Bank's Services in Kanyakumari District	2319-9202	10	5.3632	99-106	September 2019

	& Science						
8.	International Research Journal of Management, Sociology & Humanities	Macro Challenges And Effect of Economic Reforms on Commercial Banks in India	2277-9809	10	6.2311	77-97	October 2019
9.	Journal of the Gujarat Research Society	A study on customer satisfaction towards online shopping in kanyakumari District.	0374 - 8588	21	5.3632	1225-1230	November 2019
10.	International Research Journal of Commerce, arts & Science	A study on customer's perception towards E-Banking services.	2319-9202	10	5.3632	21-28	December 2019
11.	International Research Journal of Commerce, arts & Science	Status of women sanitary workers in Nagercoil Town.	2319-9202	10	5.3632	31-36	December 2019
12.	International Research Journal of Commerce, arts & Science	A study on Consumer behavior towards fast moving consumer goods	2319-9202	10	5.3632	11-20	December 2019
13.	Studies in Indian Place Names (SIPN)	An evaluative study on the job satisfaction of women sanitary workers in Kanyakumari District	2394-3114	40	6.3	246-258	March 2020
14.	International Journal of Scientific Research in Engineering & Management	Customer's satisfaction towards online shopping in Kanyakumari District	2582-3930	05	5.3632	1-6	May 2021
15.	International Journal of Research and Analytical Reviews (IJRAR)	Influence of social media on the purchase decision of the consumers of fast moving consumer goods in Kanyakumari District	2349 – 5138	8	5.75	185-193	October 2021
16.	Bulletin of Social Sciences	Impact of Electronic Banking on Customer's Satisfaction in Indian Banking Industry	2348-7992	6	-	41-49	November 2021
17.	Bulletin of Social Sciences	Influence of social media on the purchase decision of the consumers of fast moving consumer goods	2348-7992	6	-	41-49	November 2021
18.	The International Journal of Analytical and Experimental	A Study on Factors Stimulating Purchase of FMCG products and the influence of social media on the purchase decision	0886-9367	13	6.3	1390-1400	December 2021

	Modal analysis	of the consumers of FMCG products in Kanyakumari District, Tamilnadu.					
19.	The International Journal of Analytical and Experimental Modal analysis	Factors Influencing to use internet banking services and perception towards internet banking services in Kanyakumari District.	0886-9367	14	6.3	522-532	January 2022
20.	Kanpur Philosophers	A study on the quality of work life of women sanitary workers in Kanyakumari District	2348-8301	9		171-176	February 2022
21.	Kanpur Philosophers	A study on occupational stress among women sanitary workers in Kanyakumari District.	0974-8946	47	5.75	88-93	February 2022
22.	Journal of the Asiatic Society of Mumbai	A study on customer satisfaction towards online shopping in kanyakumari District.	0972-0766	XCV	5.3632	127-131	March 2022
23.	Journal of Education-Rabindra Bharati University	A study on customer perception towards PAYTM payment bank in Killiyoor Taluk.	0972-7175	24		91-97	May 2022
24.	Shodha Prabha	Study on factors influencing to use of internet banking services and perception towards internet banking services in kanyakumari District.	0974 – 8946	47	5.75	153 – 161	June 2022
25.	European Journal of Molecular & Clinical Medicine	A study on customer perception towards online banking service with special reference to Vilavancode Taluk.	2515-8260	09	5.3632	7947 - 7953	July 2022
26.	Mukt Shabd Journal	Satisfaction, Awareness, and problems experienced by the customers while availing internet banking services in kanyakumari District.	2347 - 3150	11	6.3	692 702	Oct 2022
27.	Journal of the Asiatic Society of Mumbai	Internet Banking Products In India – An Overview	0972-0766	96	3.947	30-37	Nov 2022
28.	International Journal of food and nutritional sciences	Study on Satisfaction, Awareness, and problems experienced by the customers while availing internet banking services in kanyakumari District.	2319-1775	11	7.832	1034-1043	Dec 2022
29.	Journal of Teacher, Learner & Researcher	The banking best practices for the growth of women entrepreneurs	2319-	9	3.947	69-70	Jan 2023

		with reference to commercial banks in Kerala.	6886				
30.	Journal of Teacher, Learner & Researcher	Role of HR strategies in increasing efficiency of employees in pharmaceutical industry in Trivandrum District.	2349-6886	2	-	78-80	Feb 2023
31.	International Journal of food and nutritional sciences	Beyond Transactions: Building Relationships And Financial Literacy with customers	2320-7876	11		4510-4523	August 2022