

STAFF PROFILE

- 1) Name : P Jona Jenifer
2) Designation : Assistant Professor
3) Department : Commerce CA
4) Qualification : M.Com,M.Phil,PGDCA
5) Experience : Teaching: 5 years & 5 Months Research: NIL
6) Area of Specialization (s) : Marketing
7) E-mail : jonajenifer2510@gmail.com
8) Academic Qualifications : M Com,M.phil,PGDCA
9) Additional Qualifications :

Diploma/ Vocational/ Certification	Area of Specialization	Institution/ University/ Agency Name	Year
Diploma	E-Commerce	Nirmala college for women	2010
Diploma	E-Commerce	Nirmala college for women	2011
PGDCA	Computer Applications	Nirmala college for women	2012

10) Grants Received

Event Title	Agency	Amount	Date
-	-	-	-

11) Projects

Completed

Project Title	Agency	Amount	Duration
-	-	-	-

Ongoing

Project Title	Agency	Amount	Duration
-	-	-	-

12) Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	-	-
M. Phil.	-	-

13) Research Publications

International

- ❖ .P Jona Jenifer, A Study on Perception towards Smartphone among College Students in Coimbatore, *A Journal of Intercontinental Management Research Consortium*,(2017) Volume - 5, Issue 10 - Special Edition - Sep 2017, Page No. 76-80.
- ❖ Dr.S.Leema Rosaline, P Jona Jenifer A study on customer satisfaction towards Smartphone with special reference to Coimbatore city , *Online International interdisciplinary Research Journal*, (2019) Volume -9, Feb 2019 Special Issue (02) Page No 313-317.
- ❖ Dr.S.Leema Rosaline, P Jona Jenifer A study on customer attitude towards Smartphone with special reference to Coimbatore city, *International Journal of Analytical and Experimental modal analysis*, (2019) Volume–XI,Issue VIII August 2019 ,Page No 730-736.
- ❖ Dr.S.Leema Rosaline P Jona Jenifer A Study on consumer behavior towards Smartphone, *A Journal of Intercontinental Research Consortium*,(2020), Volume-8, Page No:48-52.
- ❖ Dr.S.Leema Rosaline,P Jona Jenifer Perception of Smartphone by customers in Coimbatore through technology acceptance model (TAM), *Aegaeum journal*, (2020) Volume – 8, Issue 8, 2020, Page No. 1266-1275.

14) Other Publications

- ❖ Dr.S.Leema Rosaline P Jona Jenifer A Study on perception towards Smartphone ,*Nirmala Annual Research Congress*,(2018) ISBN : 978-93-5321-859-1 ,Page .No:347-351.
- ❖ Dr.S.Leema Rosaline P Jona Jenifer A Study on Customer preference Towards Smartphone with special reference to Coimbatore, *Nirmala Annual Research Congress*, (2019) , ISBN : 978 -93-5391-196-6, Page. No. 565-569.

15) Book Publications NIL

16) Consultancy

Nature of Consultancy	Client	Amount	Completion Status
-	-	-	-

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17) Presentations in Conference

International

- ❖ P Jona Jenifer A study on customer satisfaction towards Smartphone with special reference to Coimbatore city , *Online International interdisciplinary Research Journal*, (2019) Erode arts and science college ,Erode 22.02.2019

National

- ❖ A Study on Consumer Buying behavior towards Smartphone among college Students in Coimbatore, *A Journal of Intercontinental Management Research Consortium*,(2017) Department of Commerce (CA) & (PA) PG department of commerce26.09.2019
- ❖ A Study on perception towards Smartphone, *Nirmala Annual Research Congress, (NARC-2018)*, Nirmala college for women Coimbatore.
- ❖ A Study on Customer preference Towards Smartphone with special reference to Coimbatore, *Nirmala Annual Research Congress, (Narc-2019)*, Nirmala college for women
- ❖ .A study on customer attitude towards Smartphone with special reference to Coimbatore city, *International Journal of Analytical and Experimental modal analysis*, (2019) Erode arts & Science College.

18) Participation in Conference

- ❖ International Conference on “Challenges and Opportunities for the Sustainable Growth of Business in India” *Department of Commerce, Nirmala College for Women*, 07.01.2020.

19) Participation in Seminar NIL

20) Participation in Workshop

- ❖ Outcome Based Education, *UGC Sponsored Programme, Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore*, 13.10.2018.
Open Access E-Resources for Research and INFLIBNET-Resources, *Department of Library and Information Science, Nirmala College for Women, Coimbatore*, 09.11.2018.
- ❖ Intellectual Property Rights, Patent and Copyrights, *UGC Funded, Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore*, 02.02.2019.
- ❖ Revised Guidelines for the Accreditation Process of NAAC, *Funded under the UGC Autonomous Grant, The Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore*, 07.03.2020.

- ❖ Innovative Eco-Systems, Incubation Centres and Start-Ups for Higher Education Institutions, *Under UGC Autonomous Grant, The Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 19.03.2020.*

21) Participation in Orientation Programme/ Induction Programme/ Short term Courses

NIL

22) Participation in Faculty Development Programme

- ❖ Faculty Development Programme on “Environment Audit of Infrastructure, Extension Activity and Institutional Social Responsibility” organized by IQAC, Nirmala College for Women, on 30.10.2015.
- ❖ Faculty Development Programme on “Google Doc’s KAHOOT Apps and online book Publishing” Department of mathematics ,Nirmala college for women ,on 27.11.2018.
- ❖ Faculty Development Programme on “Tuning Academic Research for potential Funding Opportunities” *Department of Chemistry, Nirmala College for women on 19.1.2019.*
- ❖ Faculty Development Programme on “Content Development Using Joomla ” *Department of computer science, computer applications, information technology, Nirmala College for women on 9.4.2019.*
- ❖ Faculty Development Program on “Innovative Teaching Strategies” *Curriculum Development Cell, Nirmala College for Women, Coimbatore, 30.10.2019.*

23) Conference/ Seminar/ Workshop Organized NIL

24) Invited Speaker/ Session Chair – Conference/ Seminar/ Workshop NIL

25) Member in Board of Study NIL

26) Editorial/ Review Board Member NIL

27) Membership in Professional Bodies

Name of Professional Body	Nature of Membership	Duration
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