

FACULTY PROFILE TEMPLATE FOR WEBSITE

Basic Details:

- **Name:** Dr. A. Jesintha Rani
- **Designation :** Assistant Professor (Selection Grade)
- **PhoneNumber:-** 8680860957
- **Email Id:** jesiani2010@gmail.com
- **Area of Specialization:** Marketing and Human Resource Management
- **Affiliation:**

Educational Details:

- **Degree –** Ph.d
- **Area or Subject –** Marketing
- **University –** Bharathidasan University
- **Awarded Year –**2020
- **Degree –** M.Phil
- **Area or Subject –** Marketing
- **University –** Bharathidasan University
- **Awarded Year –** 2014
- **Degree –** M.Com
- **Area or Subject –** Marketing
- **University –** Bharathidasan University
- **Awarded Year –** 2007
- **Degree –** B.Com
- **Area or Subject –** Marketing
- **University –** Bharathidasan University
- **Awarded Year –**2004

Other Details:

Courses:

Research Interests: MARKETING

Selected Publications:

A Jesintha Rani "Analysis of Customer Satisfaction towards Banking Sector", Journal of the Asiatic Society of Mumbai, March 2022.

A Jesintha Rani, "A Study on customer satisfaction of LIC of policyholders of India", Journal of the Gujarat Research society, 2019.

JGRS Journal, "A study on satisfaction level of Policyholders of LIC of India with special reference to Perambalur District" Vol.21, Issue 13, December 2019.

Papers Presented:

A Jesintha Rani "Emperor International Journal of Finance and Management Research", "A study on Attitude and Satisfaction level of Policy holders of LIC of India" March 2018.

A Jesintha Rani, "A Study on customer satisfaction of LIC of policyholders of India", Journal of the Gujarat Research society, 2019.

Emperor International Journal of Finance and Management Research, "A study on Attitude and Satisfaction level of Policy holders of LIC of India" March 2018.

Working Papers:

Work in Progress:

Academic Experience: 8 Years

Other Professional Experience: Nil

Achievements:

- Workshops /Seminars/Conferences: International conference on Loyola college of Education "Accompanying social networking in Teacher Education, March 2015.
- National conference on Perspective and prospects of Technology Enabled Learning, COPPTTEL - 2016
- One day state level workshop on Academic and Expository Writing or Research and Publication, 2016
- One day workshop on export procedures and documentation, 2019

Achievements and Awards:

Won Women Educationalist Excellence award at International Conference Entitled “Merging towards prosperity and International conference on rebuilding business eco system” held on 15th and 16th March 2021 conducted by Vivekananda college of Arts and Science for Women, Namakkal.

Academic / Professional Membership:

Member of ‘Editorial Board’ of Blue Eyes Intelligence Engineering and Sciences Publication and its journal for year 2022.

Member of Editorial Board of Lattice Science Publication and its journals for year 2022.

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