



Anand Nagar, Krishnankoil - 626126, Srivilliputtur (via), Virudhunagar District, Tamilnadu.

APPLICATION FOR ADMISSION TO Ph.D. PROGRAMMES

Date of Application:11-06-2020

Department	MANAGEMENT STUDIES	Application No.	20200069
Area of Research	MARKETING	Research Mode	PART TIME

Name :SHAMINI JAMES
Date of Birth / Age :02-06-1980 / 40 Years
Gender :FEMALE
Category :OC
e-Mail ID :shaminijames@amaljyothi.ac.in
Mobile :08281932140



Father's/Husband's Name	AC JAMES	Father's/Husband's Occupation	FARMER
Family Income	360000	Residential Type	RURAL
Birth Place	KOTTAYAM	Mother Tongue	MALAYALAM
Religion	CHRISTIAN	Martial Status	MARRIED
Aadhaar No.	759159670526	PAN No.	ARWPJ0615M
Physically Challenged	NO	Type of Disability	-
Address for Communication: NELLICKATHERUVIL PODIMATTAM PARATHODE, KANJIRAPPALLY KOTTAYAM DISTRICT KERALA INDIA Pin-686512		Permenant Address: NELLICKATHERUVIL PODIMATTAM PARATHODE, KANJIRAPPALLY KOTTAYAM DISTRICT KERALA INDIA Pin-686512	

Qualification						
Degree	Discipline	College/university	Year Passed	AVG/CGPA	Class	Mode
BBA	MANAGEMENT	MG UNIVERSITY	2000	64	1ST	REGULAR
MBA	MANAGEMENT	MADRAS UNIVERSITY	2002	62	1ST	REGULAR

Experience					
Organization	Designation	Experience From	Experience TO	Work Nature	
SHERUBTSE COLLEGE, BHUTAN	LECTURER	2005-08-11	2009-08-11	TEACHING	
AMALJYOTHI ENGINEERING COLLEGE	ASST. PROFESSOR	2010-03-11	2020-06-05		

Payment Details				
Transaction ID	Reference	Date of transaction	Amount	Status
20200069_200619135529	SUR28912941091	19-06-2020	600	SUCCESS

Impulsive Buying in Online Market

Submitted By: Shamini James

Impulse buying has received considerable attention from marketing researchers and has been studied extensively. With the proliferation of electronic commerce, there is both a need and opportunity to examine impulse buying in an online setting. Over the years, impulse buying has also been made easier by innovations, such as credit cards, telemarketing, and home shopping networks. Because of its prevalence, researchers from different disciplines, such as consumer behavior and psychology, have shown interest in studying this behavior

Moreover, rapid developments in information technology and the availability of 24-hour retailing through the Internet has brought about an increase in online retailing. With the Internet, consumers' buying opportunities have expanded through an increased accessibility to products and services and the increased ease to make purchases.

This research is intended to focus on the phenomenon of online impulse buying and it is planned to examine the e-commerce interface characteristics that are necessary to increase the likelihood of the occurrence of online impulse purchases. More specifically, the proposed research endeavor is intended to address the following two research questions:

- 1: How pricing triggers impulse buying in the online context.
- 2: What are the other promotional strategies and interface characteristics which enhance online impulsive buying?

This research is going to use structured questionnaire for conducting the survey among 500 selected frequent online buyers from Idukki and Kottayam districts of Kerala. The primary data will be collected from these online customers. Secondary data will be mainly drawn from various publications and online business company records .

For the purpose of analysis, Chi-square, Anova test and structured equation model etc. will be used to test the hypothesis and to draw inferences

MB00947



FACULTY OF MANAGEMENT SCIENCES
மேலாண்மையியல் புலம்

*The Senate of the University of Madras hereby makes known
that SHAMINI JAMES has been admitted to the*

DEGREE OF MASTER OF BUSINESS ADMINISTRATION

*he / she having been certified by duly appointed Examiners to be
qualified to receive the same and was placed in the
at the Examination held in*

FIRST CLASS

APRIL 2002

சென்னைப் பல்கலைக்கழகப் பேரவை, 2002 ஆம் ஆண்டு ஏப்ரல்
மாதம் நடந்த வணிக ஆர்முறை இயல் தேர்வில்
ஷாமினி ஜேம்ஸ் என்பவர்
முதல் வகுப்பில் தேர்ச்சி பெற்றார் என்று தக்க
தேர்வாளர்கள் சான்றிதழ்படி, வணிக ஆர்முறை இயல் நிபந்தனார்
என்னும் பட்டத்தை அவருக்குப் பல்கலைக்கழக இலச்சினையுடன்
வழங்குகிறது.

Given under the seal of the University




Registrar
பதிவாளர்


Vice-Chancellor
துணைவேந்தர்

Dated: 12-09-2002

நாள்:

Chepauk, Chennai 600 005, Tamilnadu, India
சேப்பாக்கம், சென்னை - 600 005, தமிழ்நாடு, இந்தியா

2K-2 043115



UNIVERSITY OF MADRAS

MBA DEGREE (SEMESTER) EXAMINATION

98 0001311

CONSOLIDATED STATEMENT OF MARKS

BATCH: 2000-2001 SRNO: 0704

NAME OF CANDIDATE
SHAMINI JAMES
102-06-801

SEX
W
REGISTER NO
MB00947

CENTRE NO. AND NAME
C13571 HINDUSTAN COLLEGE OF ENGINEERING,
PADUR, CHENNAI - 603 103.

BRANCH NAME
BUSINESS ADMINISTRATION

SEM	SUB CODE	NAME OF SUBJECT	INTERNAL MARKS	UNIVERSITY MARKS	TOTAL MARKS	MONTH YEAR	SEM	SUB CODE	NAME OF SUBJECT	INTERNAL MARKS	UNIVERSITY MARKS	TOTAL MARKS	MONTH YEAR
1	SMA	MANAGEMENT PRINCIPLES	019	040	059	NOV2K	3	S14	CORPORATE FINANCE	016	045	061	NOV01
1	SMB	QUANTITATIVE METHODS IN BUSINESS	019	042	061	NOV2K	3	S29	INVESTMENT MANAGEMENT	018	046	064	NOV01
1	SMC	ORGANISATIONAL BEHAVIOUR	018	047	065	NOV2K	3	S30	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	018	040	058	APR02
1	SMD	MANAGEMENT ACCOUNTING	018	049	067	NOV2K	3	S37	SERVICE MARKETING	017	049	066	NOV01
1	SME	MANAGERIAL ECONOMICS	018	040	058	NOV2K	3	SMS	BUSINESS POLICY AND STRATEGIC MANAGEMENT	018	040	058	NOV01
1	SMG	LEGAL SYSTEMS IN BUSINESS	020	040	060	NOV2K	3	SMT	MANAGEMENT INFORMATION SYSTEMS & EDP	015	041	056	NOV01
1	SMV	ENTREPRENEURSHIP AND MANAGEMENT OF SMALL BUSINESS	020	040	060	NOV2K	3	SMU	INTERNATIONAL TRADE	015	040	055	NOV01
2	SMH	PRODUCTION AND MATERIALS MANAGEMENT	018	040	058	NOV01	4	SMG	PROJECT WORK AND VIVA-VOCE	---	216	216	APR02
2	SMJ	PERSONNEL MANAGEMENT	019	047	066	APR01							
2	SMK	MARKETING MANAGEMENT	019	044	063	APR01							
2	SML	APPLIED OPERATIONS RESEARCH	017	043	060	APR01							
2	SMN	FINANCIAL MANAGEMENT	019	040	059	APR01							
2	SMR	COMPUTER LANGUAGES FOR MANAGEMENT	019	041	060	NOV01							
2	SMW	RESEARCH METHODS FOR MANAGEMENT	019	040	059	APR01							
CONTINUED ...													
<div style="text-align: center;"> </div>													
<p>MAXIMUM MARKS: INTERNAL ASSESSMENT: 25 UNIVERSITY EXAM: 75 TOTAL: 100 PASSING MINIMUM: 40% MARKS IN UNIVERSITY EXAM AND 50% MARKS IN AGGREGATE FOR PROJECT WORK: 60% OF TOTAL MARKS UNIVERSITY BUILDINGS CHENNAI - 603 005 DATE OF ISSUE: 29 AUG 2002</p>													
<p>INTERNAL MARKS: 1489/2400... 62.04 % TOTAL MARKS: ONE FOUR EIGHT NINE CLASS OBTAINED: FIRST CLASS</p>													
<p>PROF. S. KARUNANIDHI CONTROLLER OF EXAMINATIONS</p>													

U43115

2001 / 121881



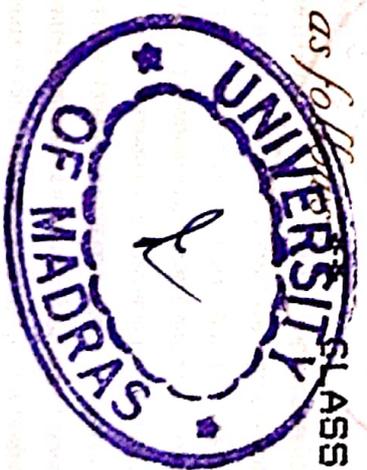
சென்னைப் பல்கலைக்கழகம்
UNIVERSITY OF MADRAS

CENTRE CODE 1357	REG. NO. / ENRL. NO. MB00947	FOLIO NUMBER JVKM09976	DATED 22/07/2002
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PROVISIONAL CERTIFICATE M. B. A

This is to certify that
SHAMINI JAMES
has qualified for the degree of
MASTER OF BUSINESS
ADMINISTRATION

he/she having passed the above Degree Examination held
in APR - 2002 *as follows*
CLASS OBTAINED: FIRST **



[Signature]
ASSISTANT REGISTRAR

CHEPAUK, CHENNAI - 600 005.



AMAL JYOTHI
COLLEGE OF ENGINEERING

PO/AJCE/2017/HU/1368

November 17, 2017

To Whom It May Concern

This is to certify that Ms. Shamini James has been serving this college as Assistant Professor of Management in the Department of Humanities since March 2010. I have found her to be a conscientious and competent teacher who has been very cooperative with the authorities as well as the faculty and students. She has been very effective in guiding and motivating students in their various curricular and co-curricular programmes.

Ms. James was selected as the top performing faculty of the College in 2013 through a process involving feedback from all stakeholders and performance analysis. She has been coordinating the activities of the Career Enhancement Cell of the College since its inception in 2015. In producing excellent results in university examinations also she has consistently been at the top.

Ms. Shamini James can be trusted to work for the best results in tasks assigned to her.

Principal

PRINCIPAL

AMAL JYOTHI COLLEGE OF ENGINEERING
KOOVAPPALLY P.O., KANJIRAPPALLY
KERALA - 686 518



Accredited by



'A' Grade

A CHRISTIAN MINORITY INSTITUTION
MANAGED BY THE CATHOLIC DIOCESE OF KANJIRAPPALLY

Affiliated to
APJ Abdul Kalam
Technological University
Kerala

Approved by
AICTE New Delhi

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Amal Jyothi
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2001 / 121881



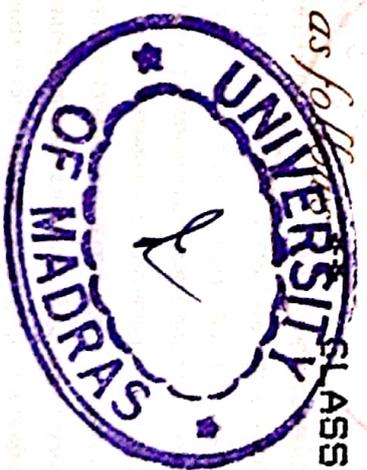
சென்னைப் பல்கலைக்கழகம்
UNIVERSITY OF MADRAS

CENTRE CODE 1357	REG. NO. / ENRL. NO. MB00947	FOLIO NUMBER JVKM09976	DATED 22/07/2002
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he/she having passed the above Degree Examination held
in APR - 2002 *as follows*
CLASS OBTAINED: FIRST **



[Signature]
ASSISTANT REGISTRAR

CHEPAUK, CHENNAI - 600 005.

आयकर विभाग
INCOME TAX DEPARTMENT



भारत सरकार
GOVT. OF INDIA

SHAMINI JAMES
JAMES ARANJANAL CHACKO

02/06/1980

Permanent Account Number

ARWPJ0615M


Signature



आयकर विभाग
INCOME TAX DEPARTMENT



भारत सरकार
GOVT. OF INDIA

SHAMINI JAMES
JAMES ARANJANAL CHACKO

02/06/1980

Permanent Account Number

ARWPJ0615M


Signature



**INDIAN UNION
KERALA STATE
DRIVING LICENCE** FORM 7



No.: 34/2238/2011 Date: 25/06/2011

Name : SHAMINI JAMES

S/W/D of : JAMES A C

Address : ARANJANAL H
ANICADU P O
KOTTAYAM

Date of Birth : 02/06/1980

Blood Group : O+

Category

Non-Transport

Transport

Valid from

25/06/2011

Valid To

01/06/2030

Temp. /

MMDS

Munda



ANNEXURE-I

CERTIFICATE FROM THE ORGANISATION WHERE THE CANDIDATE IS EMPLOYED

Certified that Mr./Ms./Mrs. Shamini James is employed as (Designation) Asst. Professor in the (Department/Division Name) Humanities of (Institution/Industry) Amal Jyothi College of Engineering (Name)

We have no objection in forwarding his/her application for the Ph. D Research Programme

FOR FULL TIME :

The candidate will be sanctioned leave for the duration of the research programme and will be relieved from duty from _____ to _____ to undertake the full time research work in the University.

FOR PART TIME : ✓

The candidate will be permitted to undertake part time study in the University/College and will be allowed to be present for discussions with the supervisor, attending course works, conduct of experiments and participations in seminars and related presentations. Further the required facilities at our organization will also be provided to the candidate for doing research.

Date : 19/6/20

Signature of the Head of organization with office seal

Dr. Z. V. LAKAPARAMPIL
PRINCIPAL
AMAL JYOTHI COLLEGE OF ENGINEERING
KOOVAPPALLY P. O., KANJIRAPALM
KERALA - 686 518

