




Bharathiar University

State University | "A++" Grade by NAAC | 46th Rank in MoE-NIRF
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<p>Research Area</p> <ul style="list-style-type: none">• E-government• Advertising• Media Convergence	<p>Courses Teaching</p> <ul style="list-style-type: none">•
<p>Research Experience:</p>	<p>Teaching Experience:</p>
<p>Publications International Journals: 2</p>	
<p>Career At Bharathiar University 1. Designation : Assistant Professor Period : March 2011 - Till Date</p>	
<p>Education</p> <p>M. Phil. Subject : Communication Media Studies Institution : PSG College of Arts and Science, Coimbatore Affiliated University : Bharathiar University Year of Award : January 2003</p> <p>M.A. Subject : Communication Media Studies Institution : PSG College of Arts and Science, Coimbatore Affiliated University : Bharathiar University Year of Award : April 2001</p> <p>B. Sc. Subject : Zoology Institution : Nirmala College for Women, Coimbatore Affiliated University : Bharathiar University Year of Award : April 1999</p>	
<p>Projects</p>	<p>Research Guidance Completed M.Phil. - 2</p>



Selected Publications

1. Heuristic Evaluation of E-Government Websites' Usability in India

International Journal of Communication and Media Studies (IJCMS), Volume 11, Issue 2 ISSN (PRINT): 2250-0014, Pages 1-12, 2021, IMPACT FACTOR(JCC) (2020): 4.0252; NAAS RATING:2.52IBI FACTOR:3.2 (January 2020)

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2. Influence of E-Government Websites' Usability in Bridging the Other Digital Divide

International Journal of Communication and Media Studies (IJCMS), Volume 10, Issue 5 ISSN (PRINT): 2250-0014, Pages 1-10, 2020, IMPACT FACTOR(JCC)(2020): 4.0252; NAAS RATING: 2.52; IBI FACTOR:3.2 (January 2020)

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