

## Faculty Profile

**Name:** Dr. Sumangla Rathore

**Designation:** Assistant Professor

**Teaching Areas:** Digital Marketing  
E commerce  
Information Systems  
Business Intelligence  
Software Project Management

**Research Interests:** E commerce  
Netnography  
Online buying behavior  
Technology adoption and usability evaluation  
Social media

**Education:** PhD.(e commerce), FMS, MLSU, Udaipur, Rajasthan (2011)  
MCA – Sikkim Manipal University (2004)  
MSc-IT – Sikkim Manipal University (2003)  
BSc – Rajasthan University, Jaipur (2000)



### Research/Selected Publication:

1. Research grant for a RUSA (2.0), MHRD funded project titled "A Customizable LMS for proper utilization and adoption of Global Knowledge Pool: An adaptation of contingency theory of e-learning", 2020
2. Verma, A., Rathore, S., Vishwakarma, S. and Goswami, S.(2018). Mining CMS log data for Students Feedback Analysis. Springer Series of Advances in Intelligent Systems and Computing. Conference Proceedings of International Congress on Information and Communications Technology 2018, Brunel University London(Scopus indexed)
3. Rathore, S. and Panwar, P. (2015). "Capturing, Analyzing, and Managing Word-of-Mouth in the Digital Marketplace", Edited Book under Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) book series., by IGI Global, Hershey, USA. (Scopus indexed)
4. Deka, G., Rathore, S. and Panwar, A.(2015). Developing a Research Framework to Assess Online Consumer Behaviour Using Netnography in India: A Review of Related Research. Capturing, Analyzing, and Managing Word-of-Mouth in the Digital Marketplace. IGI Global, Hershey, USA. pp. 154-165 (Scopus indexed)
5. Verma, A., Rathore, S., Vishwakarma, S. and Goswami, S. (2017). Multilevel Analysis of Student's Feedback using Moodle Logs in Virtual Cloud Environment. International Journal of Computer Science & Information Technology, Vol-9, No.-5, pp.15-28.