

Dr. S .PREETHA

Flat No S2, Door No. 16/17, Sri Lakshmi Nivasam, Second Main Road, SBI Colony Extension,
Nanganallur, Chennai, Tamilnadu, 600061, India



DR.S.PREETHA

**Professor, School of Management Studies,
Vels Institute of Science Technology and Advanced
Studies,(VISTAS),
P.V.Vaithyalingam Road, Pallavaram,
Chennai 600117.**

Mobile No:9380208010,

preetha.sms@velsuniv.ac.in,

prethaa@gmail.com

Scopus Author ID – 57195927820

Orcid Author ID- 0000-0003-4423-7838

EDUCATIONAL QUALIFICATIONS

Sl. No.	Qualification	University / Authority	Year of Passing	Grade
1	Ph.D : Management - Corporate Social Responsibility	Bharathiar University, Coimbatore	2015	I
2	National Eligibility Test for Lecturership - Management	University Grants Commission, New Delhi	2005	Qualified
3	M.Phil : Management	Alagappa University, Karaikudi	2003	I
4	MBA: Finance	Madurai Kamaraj University, Madurai	1992	I
5	BBA: Bachelor of Business Administration	Madurai Kamaraj University, Madurai	1990	I

PROFESSIONAL SUMMARY

- Seasoned Professor with 22 years of classroom experience teaching post-graduate students
- Approved Research Supervisor of VISTAS guiding 8 Ph.D. scholars at present.
- Member of Prevention of Sexual Harassment Committee of VISTAS
- Keen interest in Women Empowerment – has organised workshop for Women Self Help Group Members consecutively for 12 years at School of Management Studies VISTAS
- Co – Editor of Vels Management Journal
- Results oriented faculty member who works well under pressure both individually and as part of the team
- Exceptional presentation, interpersonal and communication skills
- Organization builder contributing to growth of department from 30 students at inception to current strength of 650 students
- Adopted case-based teaching methods
- Planned and implemented new ideas in curriculum development, student counselling and project work

EXPERIENCE

SL.NO	ORGANISATION	DESIGNATION	DURATION
1.	Aurofood Limited, Pondicherry	Management Trainee	August 1992 to June 1993
2.	Valliammal College for Women	Lecturer	July 1993 to June 1994
3.	Vels College of Science	Lecturer	July 1999 to June 2003
4.	Vels College of Science	Assistant Professor	July 2004 to June 2008
5.	Vels Institute of Science Technology and Advanced Studies, (VISTAS)	Associate Professor	July 2008 to June 2015
6.	Vels Institute of Science Technology and Advanced Studies, (VISTAS)	Professor	July 2015 to till date

PUBLICATIONS

I. RESEARCH ARTICLES IN SCOPUS INDEXED JOURNALS

1. S.Preetha&Deepa .S, “Mapping of Big Five Personality traits of Management students and its impact on career choice”, International Journal of Applied Business and Economic Research, Volume 15, No. 21(Part 2), 2017.
2. S.Preetha&SunitaRamaswamy, “Intrinsic Motivation of the Employee – The Cornerstone of the genuine and committed CSR”, International Journal of Economic Research, Volume 14,No.16,(Part 3) 2017.
3. S.Preetha,V.Rajendran&C.Sivapriya, “Japanese Innovation Technology: Study and Implementation in India for Corporate Governance” ,International Journal of Applied Business and Economic Research, Volume 15, No.21(Part 2), 2017. (Scopus Indexed).
4. S.Preetha&Divya.V, Impact of Employees perception of CSR on Organisational Support and Job Behaviour” Man in India,97,(22)Part 2,169-182.
5. S.Subhashini and S.Preetha, Service Recovery- An Opportunity to Enhance Shipper's Loyalty in Ocean Freight Forwarding, Indian Journal Of Public Health Research & Development, 2017, Volume: 8, Issue: 4, 387-392.
6. A.Ashwini and S.Preetha, Influence of 360 Degree Appraisal's Affirmative Feedback on Employee Engagement, International Journal of Economic Research, Volume 14,No 11,2017.
7. G. Miruthula and S.Preetha, Influence of Emotional Intelligence on Personal Factors of Employees, International Journal of Economic Research, Volume 14, No.8, 2017, 167-172.,2017.
8. Subhashini,S., Preetha, Role of ICT in logistics industry – an employee perspective, International Journal of Supply Chain Management, 7(5),pp.308-313,2018.
9. Preetha.S, Sivapriya C, Subhashini.S, Customers Perspective towards Cab Sharing – A Social Innovation , Indian Journal of Public Health Research and Development, 9(5),308-313,2018.
10. Subhashini.s & S. Preetha. “An Empirical Analysis of Service Quality Factors pertaining to Ocean Freight Forwarding Services” Maritime Business Review, Vol 3(3), pp. 276-289, 2018. (Emerald publications)

11. Preetha .S, Subhashini .S , Customs House Agents perspective on effectiveness of Container Freight Stations, International Journal of Supply Chain Management,2018 7 (6),38-43
12. BinuChristeens A, Preetha.S, Effects of Nudge and purchase intention in online purchasing of electronic products, Indian Journal of Public Health Research and Development, 2019, 10 (1), 282-287.
13. Subhashini.S, Preetha.S, Sivapriya.C., Motivational Factors influencing professionals to enrol for online courses, International Journal of Recent Technology and Engineering,2019, 7 (6),1214-1219.
14. Christeena,B, Preetha.S, Role of Nudges in transformation of risk into purchase intention in online shopping of electronic products, International Journal of Recent Technology and Engineering,2019, 7 (6),1195-1199
15. Preetha.S, Iswarya.S, Factors influencing the intension to use food online order and delivery app via platforms – using TAM (Technology Acceptance Model), International Journal of Recent Technology and Engineering,2019, 7 (6),1141-1147.
16. S. Iswarya,,S. Preetha, S. Ajith Kumar, “Delving into the Reasons for Demurrage in Air Cargo From customs House Agents Perspective”, International Journal of Scientific & Technology Research, Volume 8, Issue 12, December 2019, Page No: 1731-1733.
17. S.Preetha, S.Subhashini, S.Iswarya 2020,'Solid Waste Management – A study on Residents Attitude and its Influence on Behavioral Intention, Test Engineering and Management, Volume 82, P 3278-3284, January- February 2020
18. S.Iswarya and S.Preetha, 2020, 'Hedging instruments as a tool for cash flow among importers and exporters', Journal of Critical Reviews, Volume 7, Issue 7, April 2020.
19. S.Preetha & A.Shameem, CSR Intitiatives and Corporate Image: Mediating Effect of Employees Trust, International Journal of Advanced Science and Technology, Vol29, NO.12s,(2020),pp.2069-2075.

II. RESEARCH ARTICLES PUBLISHED IN UGC CARE & OTHER INDEXED JOURNALS

1. V.Divya & S.Preetha, A Review of studies on Employees perception on Corporate Social Responsibility, International Journal of Applied Research, May 2016.
2. S.Preetha & V.Divya , Customers Trust on the security of online payment system using

credit/debit cards with reference to banking customers in Chennai, American International Journal of Research in Humanities, Arts and Social Sciences, June-August 2016.

3. S.Preetha, Evaluation of Corporate Social Responsibility from a stake holder's perspective', Asian Journal of Business Ethics, Springer, October 2016.
4. A.Ashwini,G.Mirthula and S.Preetha, Moonlighting Intentions of Middle Level Employees of Selected IT Companies, International Journal of Pure and Applied Mathematics, Volume 114,No 12, 2017, 213-223.
5. C.Sivapriya, S.Preetha and V.Rajendran, Computational Statistical Analysis on Innovation Management, International Journal of Pure and Applied Mathematics, Volume 114, No.12, 2017, 179-189.
6. J. Swathi and Dr.S.Preetha , Influence of "Make in India" in Supporting Creativity, Innovation, and Entrepreneurship to progress Knowledge Economy of the country, Feb 2019, International Journal of Research in Engineering, IT and Social Sciences, (UGC indexed- ISSN 2250-0588) P 54-74
7. Ansiem George and Dr. S. Preetha, Preferred Teaching and Learning Method among Final Year BSc Nursing students, 2019 International Journal of Research in Engineering, IT and Social Sciences, (UGC indexed- ISSN 2250-0588) 203- 214
8. S.Iswarya and Dr.S.Preetha, Evolution of Blockchain network and its possible impact on the financing of trade. Journal of Management and Sciences, (UGC indexed- ISSN :2249-1260), Special Issue 1, April 2018 pp- 73-78
9. Dr.S.Preetha, and S.Iswarya , An Analysis of User Convenience towards Food Online Order and Delivery Application FOOD App via Platforms, International Journal of Management, Technology and Engineering (UGC indexed- ISSN 2249-7455)Vol IX Jan 2019, PP 429-433
10. Dr.S.Preetha and S.Iswarya, Perspective of Youngsters towards Gender Equitable Norms using GEMS (Gender Equitable Men's Scale), (UGC indexed- ISSN 2249-7455), PP434-447, Vol IX, Jan 2019
11. S.Iswarya and Dr.S.Preetha 2018, Social Engineering Attacks in Online Banking – Analysis of Trends and Prevention , Eurasian Journal of Analytical Chemistry, Vol 13 (SP), P390-400.
12. C.Sivapriya. Dr.S.Preetha and Subhashini,2019, 'Role of Educational Institutions In Empowerment of Visually Challenged Graduate women students',- A Study In Chennai

- Region., Restaurant Business, Vol 118, Issue 1, January 2019
13. Dr.S.Preetha, S.Iswarya 2019, 'Insurance Advisor As A career Choice For Undergraduate students', Restaurant Business, Vol 118, Issue 1, 2019
 14. Dr.S.Preetha, Sivapriya, S.Iswarya 2018, 'Solid waste Management awareness in Gated Communities in Chennai – An Innovative Approach', Eurasian Journal of Analytical Chemistry, Engineering and science Vol 13(SP),
 15. S.Iswarya and S.Preetha 2020, 'Hedging Challenge Solved using MCDM Tool- AHP, Test engineering and management, Vol. 83, P 247-252
 16. S.Preetha, S.Iswarya, Dinesh Prabakar, 2020, 'Quandaries in Air cargo Handling and its Effect on Truck Turnover Time', International Journal of Psychosocial Rehabilitation, Vol 24, Issue 05, P 4097-4104
 17. Preetha.S, Iswarya.S, Yuvarani.G, A Probe into the challenges, satisfaction and trust towards loyalty in E- Banking services, International Journal of Recent Technology and Engineering, 2019, 8 (4), 2089-2093.

III. CASE STUDY PUBLISHED

1. S.Preetha & Jerince Peter, 'From Bikaner to PAN India – The case of Haldirams ' , Vels Management Journal, Volume 4, Issue 2, June 2016.

IV. BOOK PUBLISHED

1. S.Preetha, 'Corporate Social Responsibility – A Stake holder's Perspective', Lambert Academic Publishing, September 2016. ISBN No. 978-3-659-94638-7.

AWARDS

1. 'Women Empowerment Award 2018' by Panache Events from her excellency Ms. Draupadi Murmu for contribution to Women Self Help Group Members
2. 'Path Breaker in Education Award 2020' by Ooruni Foundation an NGO in Chennai for contribution to the field of Education.

CERTIFICATIONS

1. Completed "Train the Trainer" program conducted by Sutherland Language Lab
2. Completed Foundation Course -Strategic Management for Teachers conducted by IIM-Bangalore

EXTENSION WORK

1. Organised Workshop titled 'Champion Woman' as part of the activity of POSH Committee of the university on 27.2.2020.
2. Organised Workshop on Prevention of Sexual Harassment at VISTAS on 23.3.2018 as a member of POSH Committee of the University
3. Organised Women Empowerment Programme for Women Self Help Groups from 2009 for 12 years consecutively in VISTAS
4. Organised "Village Mela" in Vennangupattu Village, Cheyyur Taluk near Kalpakkam, Tamilnadu in 2010 and 2011.

PROJECT UNDERTAKEN

1. Solid Waste Management in Gated Communities in Chennai – VELS SEED GRANT PROJECT- completed in 2018.

TRAINING CONDUCTED

Training to Ministerial Staff of Income Tax Department, Madurai Staff Training Unit on 'Gender Sensitisation' on 20.7.2020 through Webinar.