



Name : Dr. R Preetha Rajendran
Designation : Associate Professor
Department : Business Administration (IB & RM)
Qualification : Ph. D
Experience : Teaching -18 Years
Research : 13 Years
Area of Specialization(s) : Human Resource and Systems
Email (OfficialID) : preethar@psgrkcw.ac.in



Academic Qualifications

Degree	Branch	Institution/UniversityName	Year of Graduation
Ph.D.	Management	Karpagam Academy of Higher education	2019
M. Phil	Management	Alagappa University	2011
MBA	HR & System	Avinashilingam Deemed University	2004
B Com (CA)	Commerce, Management And Accountancy	Avinashilingam Deemed University	2002

Research Guidance

Programme	No.of Scholars	
	Completed	Pursuing
Ph.D	Nil	6

Research Publications

- R.Karthikeyan,& R.Preetha,"**Mutual Funds – MIDAS Touch**", International Journal of Advance Research in Computer Science and Management Studies (IJARCM), ISSN: 2321-7782, Volume 2, Issue 3, March 2014.
- R.Preetha, and R.Karthikeyan"**A Study on the Performance of the selected Mutual Fund Schemes**", International Journal Of Management Research And Review (IJMRR), ISSN: 2249-7196, Volume 4, Issue 6, June 2014.

- R. Preetha, and Dr M. Ashok Kumar, Professor and Head, Department of Management Studies & Research, Karpagam University, Coimbatore ,**Organizational Commitment among the Faculties Working in Select Arts, Science and Engineering Colleges in Coimbatore District.**, Jour of Adv Research in Dynamical & Control Systems, Special Issue on Recent Trends in Engineering and Managerial Excellence, May 2017 (Scopus)
- R. Preetha & Dr.M. Ashok Kumar, Professor & Head, Department of Management Studies and Research, Karpagam University.,**Impact of Organisational Culture among the Faculties Working in Select Arts, Science and Engineering Colleges in Coimbatore District** , , Jour of Adv Research in Dynamical & Control Systems, 05-Special Issue, July 2017(Scopus).
- Dr G Gowsalya & Dr R Preetha “**A Study on Employability skills among college students in Coimbatore District** “ Indian Journal of Commerce and Management Studies, ERM Publications, ISSN:2249-0310 EISSN: 2229-5674, Vol XII, Issue 3,September 2021.
- Dr R Preetha & Dr S Suleka “ **Occupational Stress Management of Tamil nadu police officers with special reference to Coimbatore City**” SHODHSAMITA – UGC CARE Group I, ISSN 2277-7067, Volume VIII Issue 6, 2021 – 2022.
- Dr R Preetha & Dr S Jegadeeswari “ **Faculty development programs among the faculties working in selected Arts, science and Engineering colleges in Coimbatore district**, Dogo Rangsang Research Journal – UGC care group I Journal Volume 11 issue 10 No.03 October 2021.
- Dr R Preetha “ **Empowering women through Self-help groups in Coimbatore District** ” Madhya Bharti – Humanities and social Sciences – UGC Care Group I Journal ,ISSN: 0974-0066 Vol-85 No.1,January – June 2024.
- Dr R Preetha “**The role of Self-help groups I Women’s Empowerment: A comprehensive study**” Madhya Bharti – Humanities and Social Sciences –UGC Care Group I Journal, ISSN: 0974-0066 Vol-85 No.1, January – June 2024.
- N Nazma Haroon & Dr R Preetha “ **Hybrid working model and its impact on employee job security and workplace satisfaction among IT employees**” International journal of creative Research thoughts (IJCRT); ISSN 2320-2882,Vol 12,Issue 7, July 2024.
- L. Muralidharan & Dr R Preetha” **A Study on Employee Engagement and Work force turnover in Hospitality Industry in Coimbatore**” International peer reviewed – Referred Research journal. ISSN (Online);2456-3145,Vol 9,Issue 2, July – Dec 2024.

Other Publications: International/National

CHAPTERS

- Contributed a Book chapter in the book titled “**E Commerce: Emerging Trends**” from Multi Spectrum Publication on the topic “**Customer Centricity as a Success Factor in E Commerce**”, (Page no. 10 – 22), ISBN: 978-93-94428-89-8.

BOOKS

- Published a book entitled “ **Business Ethics** ” as a second author publisher 720 Degree Research Pvt Ltd ISBN: 9789395045158 First Edition :January 2023
- Published a book entitled “ **Introduction to Logistics Management** ” as Third author publisher Ramani Publication,Chennai, ISBN: 978-81-971612 First Edition :June 2025
- Published a book entitled “ **Customer Behavior**” as Second author publisher Alpha International Publication,Chennai, ISBN: 978-93-7361-631-5 First Edition :September 2025.

Acted as a Resource Person

- Acted as a Resources Person for Karpagam Academy of Higher Education, Department of Commerce for Institutions Innovation Council on the topic Skillset for Entrepreneurs on Jan 27th 2021.
- Acted as a Resources Person for Nehru Arts and Science College, Department of Management on the topic International HRM and E HRM Challenges on March 20th 2023.

Paper Presentations in Conference

- Presented at International Conference organized by Kristu Jayanti in association with University of Michigan – Flint, Bengaluru on the topic “the digital Anchor:Technology-Enabled workplaces Fostering job embeddedness and retention at HEI’s in Coimbatore- 25th & 26th Sep 2025
- Presented at International conference on Contemporary management practices organized by SRM Institute of science and Technology on the topic “Role of self help group in the upliftment of deprived women in Coimbatore” – 6th Jan 2023.

Presentations in Symposium

- Participated in the International E Panel Discussion programme organized by International school of Management Patna on the theme “Online Learning and its positive and negative impact on future generation education” – 14th May 2020.

Conference/Seminar/Workshop Organized

- ❖ Organised an one day workshop on “DAY WITH DABBAWALLA” inter college meet at VLBJCAS 2017.
- ❖ Organised an one day event YUVA NIMBUS with Ms.K.Kirthanaya (Mindfresh), Auto Annadurai And Patritica Thomas inter college meet at VLBJCAS 2018.
- ❖ Organised an one day event Motivational talk on **Power of Thoughts** with Ms.Swarnalatha Iyer,MD & CEO-Seshan’s Academy Infinity Bangalore & **Unlock your Soundtrack** with Kalaimamani Bharadwaj meet at VLBJCAS December2024.

Grants

S.NO.	Project title	Name of the agency	Amount (in Lakhs)	Status
1	The Role of Women Self Help Groups (SHG's) in Upliftment and Sustainability of Deprived Women from Rural Areas During the Pandemic with Special Reference to Coimbatore District	Minor Research Project Scheme of the ICSSR	2.55	Submitted

Awards/Honors

Awards/Honors	Agency/Institute	Year of Award
Best researcher Award	VLB Janakiammal college of Arts and Science	(2023-24) (2024 -25)
Teaching Excellence Award	Teaching Excellence Awards 2021	2021

Indexing and Citations

Overall Citation: 3.H- Index = 1