

Dr. M . PREETHI

Assistant Professor

Department of Commerce (Business Analytics)

KPR College of Arts, Science and Research

Arasur, Coimbatore – 641 407.



Qualification : M.Com, Ph.D.

Experience : **Teaching** : 04 Months **Research** : 03 years

Research Areas : Marketing Human and Resources Management




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🌐 [http:// www.kprcas.ac.in/academics/](http://www.kprcas.ac.in/academics/)



Academic Networks

 VIDWAN Expert Database & National Researcher's Network	https://vidwan.inflibnet.ac.in/profile/578195
	https://scholar.google.com/citations?view_op=new_profile&hl=id
	https://orcid.org/0009-0001-3945-1250



Academic Chronicle

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	PSGR Krishnammal College for Women	2024
M.Com	Commerce	PSGR Krishnammal College for Women	2019
B. Com (CA)	Master of Computer Applications	KSG College of Arts and Science	2017



Academic Positions @ KPRCAS

Assistant Professor– School of Commerce



Conferences, Seminars & Talks

1. Participation in Workshop and Presented Papers in Conferences

- 24-10-2019 - 1 Days - The art of defining Research problem questions and awareness of intellectual property rights - PSGR Krishnammal College for women
- 15-11-2019 to 16-11-2019 – 2 Days - Faculty development program on parametric and non- parametric analysis using SPSS – PSG College of Arts and Science
- 11-12-2019 – 13-12-2019 – 3 Days - Advance research and methodology and Statistics and data and analysis - NGP College of Arts and science

2. Paper Presentation on Conferences

- 03/01/2020 - Role of MSME in Indian economy – International - PSGR Krishnammal College for Women
- 07/01/2020 - Go greening the HRM – International - Nirmala College for Women
- 2/03/2020 - New business strategy and opportunity – International - Rathinam College of Arts & Science
- 07/02/2020 – A Study on consumer perception towards nutrition facts label on food products –National- PSGR Krishnammal College for Women
- 27/10/2021 - A study on consumer attitude towards online shopping – International - PSGR Krishnammal College for Women
- 11/02/2020 - A study on significance of digitalization in banking sector – National- PKR College of Arts Science College.
- 29/01/2024 - Digitalization in India, trends and challenges. Digitalization in India, trends and challenges – International – Kristu Jayanti College
- 27/02/2024 - A study on behavioral fintech: An overview – International - Kristu Jayanti College

3. Publication Details

- **Dr.R.Vasanthi, M.Preethi**, A study on consumer perception towards nutrition facts lable on food products, Our Heritage, ISSN No. 0474-9030, Volume-68 | Issue-30 , pp:3674 - 3684 . (UGC).
- **Dr.G.Indrani, M.Preethi**, A study on consumer attitude towards online shopping” as a book chapter in edited volume of ISBN Book A virtual conference on make in India: Redefined in a digital era for sustainable development.
- **Dr.G.Indrani, M.Preethi**, A study on online buying behavior with special reference to Coimbatore city, YMER, ISSN: 0044-0477, Volume-22, Issue-12, pp: 1518 – 1523, (UGC).
- **Dr.G.Indrani, Dr.R.S.Kanimozhi, M.Preethi**, A study on consumer preferences for digital shopping with reference to coimbatore city, Juni Khyat, ISSN: 2278-4632, Volume-14, Issue-1, (UGC Care Group I Listed Journal).

4. Patent Filled / Publish

- Conceptual Framework for Assessing the Consumer Behavior against influencing advertisement forces with AIDA factors. App. No: - 202441062878, Published on 30.08.2024.



Teaching: Subjects Taught

Marketing, Financial accounting, Brand Management and Security Analysis and Portfolio Management.