

FACULTY PROFILE

1. Name: Dr. Preethi Prabhakaran
2. Designation: Assistant Professor & Head BBA (Hospital Administration)
3. Qualification: M.B.A., M.Phil., Ph.D.
4. Mobile number: 9688984333
5. E-mail id: preethi@auxiliumcollege.edu.in
6. Teaching Experience : 12 Years
7. Area of specialization: Human Resource Management and Marketing
8. Research Experience and Guidance : 12 years in guiding PG research projects
9. Projects Completed / Ongoing : 1
10. No. of Papers Published : 7
11. No. of Papers Presented in the National/ International/ Seminars/ Workshops/ Conferences : 7
12. No. of Seminars/Workshops/Conferences organized : 13
13. No. of Books Published/Edited/Co-edited: 1
14. Responsibilities held : Tutor / Coursera coordinator
15. Current Responsibilities :

Responsibilities held in the Department

- ❖ Head in charge of the Department

- ❖ Coordinator for BBA (HA) with Christian Medical College & Hospital, Vellore.
- ❖ Third Year Tutor
- ❖ Maintenance of Records
 1. CMC Minutes of the Meeting Record
 2. Audacious Dreams Foundation Activity

Responsibilities held in the College

- ❖ Internship Coordinator – Auxilium Innovation and Incubation Centre
- ❖ Innovation Ambassador – AIIC, IIC (Ministry of Education)
- ❖ Member in the Academic Council
- ❖ Member in the Industry Institution Cell
- ❖ Initiated in signing of Memoranda of Understanding with MMM Hospital, Vellore and Sams Lingua Centre, Coimbatore.

16. Membership in professional bodies (Descriptive):

- Associate Member in Student Engagement Committee (CAHOSEC)
- Member of the International Eco-Club Student and Staff Chapter constituted by Nature Science Foundation.
- Certified Programme Administrator for Auxilium College in Coursera

17. Other bodies (Descriptive)

18. Honors& awards received (Descriptive): Awarded the Best Inspired Mentor 2023 by Vedham's Midway Training Consultancy.

19. No. of Online Courses completed (Minimum of 4 Weeks) : 13

20. Any Other (Descriptive) :

- Trainer in Academy of Prisons and Correctional Administration, Vellore.
- University First Rank Holder in UG Programme.

PUBLICATIONS

Publications in Journals

- *A study on bank loan modelling.* Zibaldone Estudios Italianos, 11(1), 122–130. (2024) is indexed in the Web of Science (WOS).
- *A study on warehouse trends and challenges in logistics.* Zibaldone Estudios Italianos, 11(1), 131–137. (2024) is indexed in the Web of Science (WOS).
- *Assessing health equity among current and future healthcare professionals.* Journal of Indian School of Political Economy, 36(3), 315. (2024) is indexed in UGC Care List.
- *A study on critical role of real estate in improving the quality of life.* Rabindra Bharati University Journal of Economics, 17(Special Issue), 125. (2024) is indexed in UGC Care List.
- *A study on food adulteration in organic food items.* Arthshastra: Indian Journal of Economics and Research, 13(4), 135. (2024) is indexed in UGC Care List.
- *Healing together – The impact of family support on alcohol addiction recovery.* Arthshastra: Indian Journal of Economics and Research, 13(4), 182. (2024) is indexed in UGC Care List.
- *Healthcare 6.0: Promising the era of smart and intelligent hospitals.* In *Exploration of Transformative Technologies in Healthcare 6.0*. IGI Global Scientific Publishing. (2025) is indexed in Scopus.

FDP's/ Seminars/ Workshops/Webinars

- National Level FDP on Creation of Webinars during COVID19 Pandemic, conducted by Little Flower Degree College, 15th April 2020
- National Level FDP on Supply chain Analytics organized by VIT AP on 22nd April 2020
- One Week FDP on Entrepreneurship: Research, critical thinking and innovation conducted by Indian Academic Researchers Association, Tiruchirappalli, from 22nd to 28th April 2020.

- “Five-Day Faculty Development Program – Webinar Series” School of Management Studies, Satyabhama Institute of Science and Technology from 9th May - 13th May 2020
- “Resilient Business Strategies: Preparing For A Pandemic World, Department of Commerce, Sri Ramakrishna College of Arts and Science for Women, Coimbatore on 14th May - 16th May 2020
- A One Week National Level Online FDP for Trainers on “Mastering the Art of Handling Post Covid Challenges for Sustainable Development, Faculty of Humanities and Science, Adayalampattu Phase II campus, Dr.MGR Educational And Research Institute, Maduravoyal, Chennai on 19th May to 23rd May 2020.
- Effective Learning and Teaching Methods of Business Practices Kalasalingam Business School, Kalasalingam Academy of Research and Education, on 19th May - 25th May 2020.
- International FDP on "Synergia to Revitalise, Reform, and Refresh Ourselves as Agents to Ensure Quality Education, Auxilium College, 1st June - 7th June 2020
- International Faculty Development Programme (online) on Evolving Best Teaching and Learning Practices in the Pandemic Era from 5th - 21st June 2020
 - A National level workshop on “Hospital Management and its importance” at CMC, Vellore on 26th October, 2018.
 - Three days National conference on “Safety in healthcare, occupation & Quality” at CMC, Vellore from 31st January to 02nd February, 2019.
 - Completed Certificate Course on “R Programming and SPSS” organized by BrainSwigEdutech Pvt. Ltd, Chennai from 9th January to 13th January, 2019 in our college.
 - Completed SWAYAM ARPIT Online Course in Innovation and Best Practices in Educational Skills.
 - Participated in the "Case Teaching & Writing - Preparatory Workshop Series" organized by VIT Business School in collaboration with Emerald Publishing.
 - Participated in the Two - Day State Level Workshop on Intellectual Property Rights jointly organized by the Tamil Nadu State Council for Science and Technology, Chennai and the Research Cell and IPR Cell of Auxilium College (Autonomous), Vellore.

- Participated in the Workshop entitled Theory Building and Publishing Research Articles in Peer Review Journals organized by VIT Business School, Vellore.