

SRI SARADA COLLEGE FOR WOMEN (AUTONOMOUS) TIRUNELVELI 627011
Affiliated to Manonmaniam Sundaranar University, Tirunelveli
Institution recognized u/s 2(f) and 12(B) of UGC & Reaccredited with "A" grade by NAAC



1	Name (in capital letters)	DR T KOKILA PREETHI
2	Name of Father/Mother/Husband	D/O MR. P. TAMIL SELVAN
3	Date of birth and age	21-06-1985 and 38 Years
4	Category: Open/SC/ST/OBC/FC	SC
5	Residential address	Plot No 59 ARUN SAI, Xavier Colony, Tirunelveli - 627005
6	Email id: kokila_preethi@yahoo.co.in	Contact Phone No: 9600172708

7. Academic Qualifications: (enclose proof)

S No	Programme Subject	Institution studied/Board/University	Period of study	Mode DDE/Regular	% of marks	Class/ Distinction
A	SSLC	Board of Secondary Education, Tamilnadu	2001	Regular	86.40	I class
B	HSC – Maths & Biology	Board of Secondary Education, Tamilnadu	2003	Regular	72.42	I class
C	B.Sc. - Physics	Sarah Tucker College, Tirunelveli	2003-2006	Regular	65.70	I class
D	M.B.A. – HR & Finance	Anand Institute of Higher Technology, Chennai	2006-2008	Regular	69.14	I class
E	Ph.D.	Manonmaniam Sundaranar University, Tirunelveli	2011- 2017	Part Time	-	-

8. Field of specialization: Marketing

9. If not Doctorate, have your registered for PhD: If Yes –when? --

If No – then when to register? -

10. Experience (enclose proof of other institutions)

	Period		Designation	Institution & Place
	From	To		
1.	07-07-2008	30-04-2012	Lecturer	Anand Institute of Higher Technology, Chennai
2.	15-02-2016	14-03-2017	Marketing / Operations Associate	Pushpak Logistics Solutions LLP, Cochin
3.	13-06-2023	Till Date	Assistant Professor	Sri Sarada College for Women (Autonomous), Tirunelveli – 11

11. Responsibilities/positions served in the college: (other than Headship)

Responsibility – 1	Responsibility – 2	Responsibility – 3
Class Counsellor (II BBA)	-	-
Responsibility - 4	Responsibility – 5	Responsibility – 6
-	-	-

12. Events participation-seminars, symposium, Conference/workshops etc.

Name of the event	Venue and date	Role/presentation/Training
-	-	-

13. Review/research Publications through proceedings/journals:

Authors of the paper	Title of papers	Title of journals	Issue-Year /No
1. Kokila Preethi 2. Dr R Perumal, Professor of Management studies, DDE, Alagappa University, Karaikudi	A conceptual framework of customer preference of food retail outlet and food service outlet in Trichy district of Tamilnadu	International journal of business intelligence and innovatons	March 2014 / ISSN 23484705
1. Kokila Preethi 2. Dr R Perumal, Professor, DDE – Management Studies, Alagappa University, Karaikudi.	A study on customer preference and satisfaction towards food retail outlet in Chennai city	Challenges in Reinventing the business process	ISBN: 978-93- 83241-07-1


14. Details of Research guidance/Projects guidance:

Courses/ Year	Number of candidates (attach list of students)	
	Name of the candidate/s	Title of the project
UG Level	---	---
PG Level	---	---
M Phil	---	---

15.	Other Merits / Contributions	-
16.	Details of Books published	-

17.	Details of radio/TV talk given:	-
18.	Details of visit to abroad:	-
19.	Field of interests (priorities) a)Curriculum Development - b)Training and Development – c)Research and Development – d) Students and Staff Welfare , Discipline e)Extension and Development–	IV III V II I

Date: 08.11.2023


Signature of the faculty