


FACULTY PROFILE

Personal Details			
Name & Qualification	Dr. S. Prithi		
Designation	Assistant professor		
Department	Business Administration		
Total Teaching Experience	Fresher		
Total Research Experience	2 years		
Total Industry Experience	1 ½ years		
Area of Specialization	Human Resource Management		
AICTE Faculty ID	4127324		
Email ID	prithisunder1906@gmail.com		
Educational Details			
Degree	Branch/ Specialization	University	Year
UG	Biochemistry	University of Madras	2010
PG	MBA (HR & Marketing)	Anna University	2012
Ph.D	HRM	VIT Business School	2020
Research / Publication Details			
Publications in Journal			
<p>1. Prithi, S., and Vasumathi, A., 2018. The influence of demographic profile on WLB of Women Employees in Tannery Industry, Social Science & Humanities – Pertanika, 26 (1), 259-284.</p> <p>2. Prithi, S., and Vasumathi, A., 2020. Work life balance of women labours in tannery industry - A comparative Empirical study, International Journal of Services and Operations Management, 35 (1), 78-99, 2020.</p> <p>3. Vasumathi, A., and Prithi, S., 2018. Work Life Balance of Women workers in Tannery industry, Tamil Nadu – An empirical Bivariate Study, International Journal of Services and Operations Management, 29 (3), pp. 420-438.</p> <p>4. Vasumathi, A., Prithi Arun., and Kameswara Rao, P., 2021. An empirical bivariate study on work life balance of women labours with special reference to tannery industry, International Journal of Services and Operations Management, 38 (2), pp. 276-298.</p>			
Conference Proceedings			
<p>1. Presented paper on “Work life balance of women labors in tannery industry- A comparative Empirical study”, in SET conference organized by VIT University, on 7th November 2016.</p> <p>2. Presented paper on “A Study on Work life Balance of Women Tannery Labors by using Conjoint Analysis” in national conference on “Management and Business Opportunities in the Present Competitive Scenario”, organized by VIT university, December 2016.</p>			
Books / Chapters Published			

1. Vasumathi, A., and Prithi, S., 2017. A book chapter on A Study on Work life Balance of Women Tannery Labors by using Conjoint Analysis, in Management and Business Opportunities in the Present Competitive Scenario, Pulam Publications, pp. 470-485, ISBN: 978-81907881-1-3

2.

3.

Fund Received

1

2

3

Patent Applied / Published/Granted

1.

2.

3

Citations

h-index

Research Guidance Details

Sl.No	University	Supervisor ID / Reference
1	Anna University, Chennai	
2	Number of UG Scholars Guided	
3	Number of PG Scholars Guided	
4	Number of Ph.D. Scholars Guided	
5	Number of Ph.D. Scholars Pursuing	

Professional Society Membership Details

Sl.No	Professional Society Name	Member ID
1		
2		
3		