

## Faculty Profile

**Name: -** Dr. Pritha Chaturvedi

**Designation: -** Assistant Professor

**Teaching Area: -** Financial Management  
Marketing Management  
Credit Management  
Managerial Economics  
Banking



**Research Interest:-** Retail Banking  
Insurance  
Consumer Behavior

**Education: -** Ph.D from Ranchi University  
MBA from Biju Patnaik University of Technology, Orissa

### **Professional Experience (14.5 years)**

1. Since 2006: ICFAI University Jharkhand
2. Jan 2006-Nov2006: Indian Institute of Social Welfare & Business Management
3. May 2005-Dec 2005: Anchor Health & Beauty Care Pvt Ltd.

### **Publications**

The impact of stock split announcements in the share prices of companies published in Resonance (National Journal for Value Education)–Vol 3.1 (Jan 2015) ISSN-23207116, pg no-25-30