

Faculty Profile

Name: - Dr. Pritha Chaturvedi

Designation: - Associate 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 (18+ 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