

SHORT PROFILE



M.S. PRATHIBHA RAJ

Diploma in Commercial Practice, B.Com , M.Com, M.B.A, M.Phil (Ph.D).,
Asst. Professor – MBA Department
Acharya Bangalore B-School

Email id : *Official* : prathibharaj@acharyabbs.ac.in

Personal : prathibharajesh1997@gmail.com

Contact: +91 -9900083989

Prof. Prathibha Raj has carved a niche for herself in the field of Management Studies and has served as a faculty for the past 12 years in most of the premier business schools in Bangalore. She has 21 years experience which includes 9 years of Industry and 12 years of Teaching. She is a graduate and a post graduate in commerce from Mysore University and she has also completed her Master's in Business Administration from Annamalai University. She has completed her M.Phil from Bharathiar University, Coimbatore and currently pursuing her Ph.D in the area of Banking from the same University under the guidance of Dr. G. Dinakar.

Prof. Prathibha has a rich industrial background, spanning well over 9 years in top companies like Hewlett Packard formerly Digital Equipment India Ltd, Sagar Group of Companies, and has served as a Executive Assistant to top managerial positions in various departments in these organizations.

She has won "**BEST PAPER AWARD**" for her article in national conference conducted by Surana PG Centre.

She has conducted many workshops for students on Data Analysis Using SPSS. She was a resource person for national level workshop organized for faculties on costing techniques. She has guided many research studies and projects for various programs.

She has also contributed several articles to management publications of various B-schools, National and International Conferences conducted by premier B-schools and Universities, other journals. She is the editor of Newsletter published in the college. She has hands on experience in preparing documentation work for accreditation, such as NBA, NAAC, IACBE etc.,