

Dr. P Archana

Designation: Associate Professor

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Bio:

Dr. P Archana works as an Associate Professor at RNSIT MBA department. She teaches Marketing subjects to Management students. She has completed her Doctorate from Visvesvaraya Technological University (VTU), Karnataka and Post-graduation in Management and Business Administration. Her research topic revolves around Consumer Behavior in Online shopping Environment.

Responsibility:

RNSMAA (RNS Management Alumni Association) is a registered body established in the year 2018. Dr. P. Archana, being the alumna of the same department is designated as the President of the association. Her responsibilities include Organizing & enabling professional networking among alumni and current students of the department.

Research:

Consumer Behaviour, Strategic Marketing, Online shopping environment.

Funded Research Projects:

- *“Entrepreneurship through Start-Ups in Engineering Institute: Current Status, Outcomes and needed Impetus”* Ongoing research project as co-investigator, a grant of Rs.6.00 lakhs is sanctioned for the research proposal under VTU Research Grants Scheme - 2021.