



FACULTY PROFILE				
1.	Name	Archana R Motta		
2.	Date of Birth(dd/mm/yyyy)	20-06-1973		
3.	UID (Aadhar No.)	6625 0305 5789		
4.	e-Mail ID (Official)	archana.motta@atria.edu		
5.	Designation	Asst Professor		
6.	Department	Department of MBA		
7.	Google Scholar Link:	https://scholar.google.com/citations?user=UagL7i4AAAAJ&hl=en		
8.	Area of Specialization	Marketing		
9.	Courses Taught (UG)	BCom: Principles of Marketing BBA: Marketing Management, Financial Management, Investment Management, Project management BE: Management & Entrepreneurship Development		
10.	Courses Taught (PG)	Management & Organisational Behaviour, Marketing Management, Managerial Communication, Research Methodology, Entrepreneurship Development, Consumer Behaviour, Retail Management, Services Marketing, Sales Management, Integrated Marketing Communications, E Marketing, Digital & Social Media Marketing, Strategic Brand Management, Product Management, Advertising Management, Marketing Research, Sales and Distribution Management, Sales and Retail Management, Promotion Management		
11. QUALIFICATION DETAILS: MPhil, MBA, BBM, UGC NET				
12.	Total Experience in Years	Teaching	Industry	Research
		22	2.6	3
13.	Publication Details	Type/Level	National	International
		Journal	NIL	NIL
		Conference	1	6
14.	No. of Projects Guided	Guided over 250 MBA projects		
15.	No. of Books Published	1 book co-authored		
16.	Sponsored Projects/Grants	NIL		
17.	Professional Memberships	Life Member of ISTE and Indian Academic Researchers Association, Member of Management Teachers Consortium Global BOE External Expert Member at Ramaiah Institute of Management		
18.	Coordinator/In-Charge/Part, of NAAC/NBA/any other Accreditations.	NAAC Criteria V College Coordinator, NBA Department Coordinator, College Cultural Committee Convenor, Internal Audit Team member,		
19.	Academic Achievements	University Rank in MBA		
20.	Extra-Curricular Achievements	Secretary of Students Union in MBA, Completed B Certificate course in NCC during college days, Won many prizes in intercollegiate management fest during college days, Soft skills certified trainer		
21.	Co-Curricular Achievements	Completed over 22 coursera certification courses, Winner of many literary events during school days		
22.	No. of Workshops/Seminars Conducted	10		
23.	No. of Workshops/Seminars Attended	Over 35		
24.	Sports Achievements	NIL		
25.	Awards and Recognition	Recipient of Best Teacher Award		

		Produced 100 % results in 66 subjects out of 106 subjects handled. Overall average results is 98% till now
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