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Dr Khushbu Agarwal, Assistant Professor, Pacific Institute of Management, Pacific Academy of Higher Education & Research University, Udaipur since 2011 is also handling the additional charge of the post of Editor, Pacific Business Review International from last 9 years. PBRI is a monthly peer reviewed international journal indexed at Web of Science (ESCI) and other databases. The impact factor of PBRI (SJIF) for 2021 is 8.396.

Previously, she has served as a Team operational incharge and Redressal in the corporate for 3 years where she was actively engaged in handling marketing research projects of various companies like Pfizer, HP, Bridgestone, P&G etc. She obtained her B.Sc, M.Com. degrees from MLSU and MBA from RTU University. Thereafter she has completed her doctorate degree from MLSU, Udaipur.

Her research interests involves various sub areas of commerce & management such as social media marketing, Operations & production management, Innovative techniques of research, Data analytics, digitalization etc. Currently 4 research scholars are working under her guidance. Her research contributions have been acknowledged in the form of Best paper awards at various national and international conferences. Among the latest events, she has delivered a keynote in international conference organized by Yildirim University, Istanbul, Turkey in august 2018. She has publication of many research papers in reputed national & international journals to her credit.