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Google Scholar ID- https://scholar.google.com/citations?user=jDGnL_cAAAAJ&hl=en

CURRENT WORK POSITION: -

- Working as an **Associate Professor** in the Department of **Journalism & Mass Communication** at **Adamas University**, Kolkata, West Bengal from 01/11/2020 to present.
- Pursuing **MBA (Marketing)** from **(DDE) Pondicherry University**, 2023.

PROFESSIONAL OBJECTIVE: -

Seeking a position to utilize my skills and abilities in the Institute i work that offers Professional growth while being resourceful, innovative and flexible.

EDUCATIONAL QULAIFICATION: -

- **Ph.D.** in **Mass Communication** from **Pondicherry University** in (2016).
- **Basic Smartphone Journalism** Course from **Film and Television in India (FTII)** AICTE, 2021.
- **M.A.** in **Journalism & Mass Communication** from **Ravenshaw University**, Cuttack in (2009).
- **M.A.** in **Criminology & Police Administration** from **Madurai Kamaraj University**, Directorate of Distance Education, Puducherry Centre in (2015).
- **B.A. (Sociology Honours)** from **Fakir Mohan Autonomous College**, Balasore (2007).

- **PGDCA- Post Graduate Diploma in Computer Application** from **Fakir Mohan Autonomous College, Balasore (2007).**

AREA OF RESEARCH: -

Health Communication, Advertising, Audio Visual Communication and Culture and Communication.

AREAS OF INTEREST: -

Film Studies, Digital Marketing and Communication Theories, Cultural Communication.

Country's Visited- Dubai (UAE), Bangkok (Thailand), Dhaka (Bangladesh), Russia.

PAST EMPLOYMENT: -

- Assistant Professor in the Department of Journalism & Mass Communication at Adamas University, Kolkata, West Bengal from 13/07/2015 to 31/10/2020.
- Faculty Member in Fakir Mohan Autonomous College, Balasore, Odisha for One and Half Year (13.07.2009 to 31.12.2010).
- Trainee Journalist in the Odiya Daily 'Sambad' for one year (1.05.2008 to 30.06.2009).
- Programme Exécutive at 'OMM TV from 10/07/2018 to 26/07/2018.

PROFESSIONAL MEMBER-

- Basic Individual Member, The Asian Media Information and Communication Centre (AMIC), 2021-22.
- Academic Collaborator and Reviewer at the **6th World Conference on Media and Mass Communication (MEDCOM '20),MEDCOM 2020 to present**, Conference Secretariat, #531/18, Kotte road, Pitakotte, Sri Lanka.
- Scientific Committee Member at the **5th World Conference on Media and Mass Communication (MEDCOM '19),MEDCOM 2019** Conference Secretariat, #531/18, Kotte road, Pitakotte, Sri Lanka.
- **Life Member** of Public Relations Society of India (PRSI) Kolkata Chapter.
- **Editorial Board Member** of IJBST group of journals.
- **Reviewer for DME Media School, Delhi Metropolitan Education (DME), Noida, is organizing the fourth International Media Conference – ICAN⁴ on the theme Information, Communication and Artificial Networks on May 21-31, 2020.**
- Scientific Committee Member at the **7th World Conference on Media and Mass Communication (MEDCOM '21), MEDCOM 2021** Conference Secretariat, #531/18, Kotte Road, Pita Kotte, Sri Lanka.
- **Scientific Member** of CAPCDR (Centre for Academic & Professional Career Development and Research) 2022.
- **Member** of AICMA (All India Communication & Media Association)

- **Abstract Reviewer** for the International Conference for Family Planning, Johns Hopkins University, 2022.
- **Working Committee Member** (GMEC- Global Media Education Conclave) 2022.
- **Editor in Chief**, Journal of ‘Asian Microeconomic Review’, KMF publishers, Bangladesh, ISSN No- 2789-9861.
- Reviewer- Journal of ‘Religions’, MDPI, ISSN- 2077-1444.
- Evaluator of UGC research schemes (UGCES-22-GE-UTT-F-PDF-3169) for the year 2022-23.
- Editorial Board of International Journal of Interactive Media Studies (IJIMS)
- Invited as a resource person for ICSSR sponsored "Two Week Capacity Building Program for Young Social Science Faculties" organized by Department of Political science, Kalyani University, Kalyani West Bengal, 9th to 22nd March 2024 and Taken session on Nvivo software for data analysis and interpretation.

AUTHOR/EDITOR OF BOOK-

Editor- Sayak Pal, Sharmila Kayal, Noveena Chakravorty, Proceedings of International Conference of Media and Communication (ICMC-I) on New Media Landscape in India: Dimensions, Issues, Trends, and Future, ISBN: 978-81-963402-0-9 Adamas University Press, Printed by Joy Printers 31/13, Motilal Mullick Lane, Kolkata – 700035.

Editor- Sharmila Kayal, Sayak Pal, Noveena Chakravorty, Edited Book on New Media Landscape and Dimensions: An Indian Perspective, ISBN: 978-81-963402-1-6, Adamas University Press, Printed by Joy Printers 31/13, Motilal Mullick Lane, Kolkata – 700035.

Editor- Swati Agarwal, Sharmila Kayal, Edited Book on ‘The new paradigm of Media & Communication Research (Percepts of IAMCR India webinar), ISBN: 978-81-963402-4-7, Adamas University Press, Printed by Joy Printers 31/13, Motilal Mullick Lane, Kolkata – 700035.

Editor- Noveena Chakravorty, Sharmila Kayal, Sayak Pal Edited Book on Indian Contemporary Films and Societal Reflection, ISBN: 978-81-963402-2-3, Adamas University Press, Printed by Joy Printers 31/13, Motilal Mullick Lane, Kolkata – 700035.

Editor- Sayak Pal, Noveena Chakravorty, Sharmila Kayal, Edited Book on ‘Advertising: Methods, Research and Practices’, ISBN Number: 978-81-963402-5-4, Adamas University Press, Printed by Joy Printers 31/13, Motilal Mullick Lane, Kolkata – 700035.

Editor- Sharmila Kayal, Noveena Chakravorty, Sayak Pal, Edited Book on ‘Sustainable Development Goals: A Handbook based on Media Perspective’, ISBN: 978-81-963402-9-2, Adamas University Press, Printed by Joy Printers 31/13, Motilal Mullick Lane, Kolkata – 700035.

Editor- Swati Agarwal, Sharmila Kayal, Sayak Pal, Edited Book on ‘Emergence of Social Media: Shaping the Digital Discourse of the Next Generation’, ISBN: 978-81-963402-6-1, Adamas University Press, Printed by Joy Printers 31/13, Motilal Mullick Lane, Kolkata – 700035.

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- **L-146752/2024-** LITERARY/ DRAMATIC WORK- NEW MEDIA LANDSCAPE AND DIMENSIONS: AN INDIAN PERSPECTIVE, 12/03/2024, 7689/2024-CO/L (Sharmila Kayal, Sayak Pal, Noveena Chakravorty).
- **L-148004/2024-** LITERARY/ DRAMATIC WORK- NEW MEDIA LANDSCAPE IN INDIA: DIMENSIONS, ISSUES, TRENDS, AND FUTURE (Sayak Pal, Sharmila Kayal, Noveena Chakravorty), 7683/2024-CO/L, 12/03/2024.
- **L-153389/2024-** LITERARY/ DRAMATIC WORK- **ADVERTISING: METHODS, RESEARCH AND PRACTICES** (Sayak Pal, Noveena Chakravorty, Sharmila Kayal), 20733/2024-CO/L, 27/06/2024.
- **L-158419/2024-** - LITERARY/ DRAMATIC WORK- **Emergence of Social Media: Shaping the Digital Discourse of the Next Generation** (Swati Agarwal, Sharmila Kayal Sayak Pal), 20733/2024-CO/L, 27/06/2024.

PROFESSIONAL AWARDS-

- Best Paper titled *'Rhetoric all through the itineary of the West Bengal Assembly election campaign 2021: journey from 'Vaam to Ram'* at international conference on 'Strategic Communication' (ICSC) on 2nd May, 2021, G.D. Goenka University.
- 'RULA' International Award 2018 for paper entitled *'Impact of Media on Health Awareness and Changing Opinion for Women Empowerment'*, accredited by Idamas Learning Center, Malaysia in association with 'International journal for Research under Literal Access'.
- 1st place in Oral Competition for paper entitled *"The Acceptance towards New Media: Students Undergoing Higher Education in Media and Communication"* during the Global Summit on Sustainable Science and Technology (GS3T, 2022), organized by the School of Basic and Applied Sciences, Adamas University, Kolkata, West Bengal.

Popular Article Link-

<https://thepolicytimes.com/the-second-day-of-iamcr-india-webinar-series-2020-witnesses-renowned-stalwart-of-media-and-communication-research-discussing-novel-ideas/>

companies.

She talked about Walt Disney Company as a case study. She explained it through her book "Understanding Disney". In this book she not only described about the corporation and in the book she has covered history of the company, financial holdings, organizational structure as well as Disney universe, what they produce, how they produce, who consumes it etc. She further gave overview of all the above subjects. She concluded by saying that Disney is not inevitable. It may not go forever. As the challenges are mounting in recent times Disney may fade despite of recent successes.

(The author of the Press Release is Dr. Sharmila Kayal, Assistant Professor, Department of Journalism & Mass Communication, Adamas University)

Summary	
Article Name	The Second Day of IAMCR India Webinar Series 2020 Witnesses Renowned Stalwart of Media and Communication Research Discussing Novel Ideas
Description	The international webinar is being organized in association with the Media Partners- ABP Education, IndiaReal and The Policy Times. The international India webinar series is being

LIST OF PUBLICATIONS IN SCOPUS/WEB OF SCIENCE/UGC CARE-

1. ***'Depiction of Gender Inequalities in Animation Films: An Indian Scenario'***- As Principal Author, Journal of Media and Information Literacy, (Scopus indexed) Published in the Slovak Republic (Academic Publishing House Researchers s.r.o), ISSN- 2500-106X, Vol No-4 (1), Page-11-17, 2019.DOI- 10.13187/ijmil.2019.1.11.
2. **'Diasporic identities and their representation through cinema: an analysis of diasporic film through South Asian cinemas'** in Web of Science indexed 'Media Education (Mediaobrazovanie) – international scientific journal', Page No-89-97, 2022,18-(1). ISSN 1994-4160. E-ISSN 2729-8132 DOI: 10.13187/me.2022.1.88
3. Pal, S., Thilaka, N., & Kayal, S... (2022). EMERGING POWER IN INDUSTRIALIZATION: EMPOWERING INDIA THROUGH ENTREPRENEURSHIP. Journal of Liberty and International Affairs, 8(3), 99-114. <https://doi.org/10.47305/JLIA2283099p> ISSN-1857-9760 (online)
4. NeuroQuantology | DEC 2022 | Volume 20 | Issue 19 | Page 1485-1503 | doi: 10.48047/nq.2022.20.19. NQ99138 Dr. Sharmila Kayal / **Understanding Social Behaviour through Narration of Science Communication in Cinema**, E ISSN- 1303-5150.
5. Kayal S., Saha R. **Decoding the myth of luxury in cosmetics herbal products advertisements** // RUDN Journal of Studies in Literature and Journalism. - 2023. - Vol. 28. - N. 1. - P. 175-186. ISSN: 2312-9220 (Print) ISSN: 2312-9247 (Online) doi: [10.22363/2312-9220-2023-28-1-175-186](https://doi.org/10.22363/2312-9220-2023-28-1-175-186).
6. Kayal S., Agarwal S., Pal S., Tripathi N. **Decoding Rhetoric's of Political Speeches: A Case Study on West Bengal Assembly Elections 2021**, Atishay Kalit. Vol.10, Pt.A, Sr. 17, 2023. P-236-242. Issue (ROSE- Jan-June), ISSN 2277-419X. https://atishaykalit.in/Journals/JAN_JUN_2023_2.pdf

7. Gender Equality in India: an emerging nation changing the perception through advertisements, Noveena Chakravorty, Sayak Pal, Sharmila Kayal, Nikita G. European Chemical Bulletin 2023, Vol. 12 Issue (5), P. 2772-2788, ISSN 2063-5346.
8. Promotional Tool of Indian Academics Through Social Media and Its Implication on Users, Ruma Saha^a, Sharmila Kayal^b, Lakhan Raghuvanshi^c, Media Education (Mediaobrazovanie) Issued since 2014. ISSN 1994-4160 E-ISSN 1994-4195, 2023. 19(2): 317-328 DOI: 10.13187/me.2023.2.317 <https://me.cherkasgu.press>
9. Deciphering Sustainability Messages in Audio-Visual Advertisements Towards Achieving the SDGs, Sayak Pal, Sharmila Kayal, Nitesh Tripathi, Swati Agarwal, Vol. 8, Issue 2 / January - June 2023, Liberal Studies (SLS RESEARCH) Journal, Pandit Deendayal Energy University (PDEU), Liberal Studies: 8 (1) pp. 71-95. ISSN-2455-9587, eISSN-2688-9374. DOI- <http://doi:10.5281/zenodo.8170807>
10. Saha, R., Kayal, S., and Raghuvanshi, L. (2023). Understanding the Perspectives of Cinema Novo: A Critical Discourse Study in Age of Renaissance in Latin American Cinema. ShodhKosh: Journal of Visual and Performing Arts, 4(1SE), 232–248. <http://doi:10.29121/shodhkosh.v4.i1SE.2023.410> Online ISSN, 2582-7472
11. Sharmila Kayal^a, Ruma Saha^b, Lakhan Raghuvanshi^c. ‘Pandemic and VUCA World: Analyzing Indian Scenario of Integrated Marketing Communication on Digital Platform’. Media Education (Mediaobrazovanie). 2023. 19(3): 413-424. DOI: <http://doi:10.13187/me.2023.3.413> . E-ISSN 1994-4195
12. Swati Agarwal, Sharmila Kayal, Nitesh Tripathi, Sayak Pal. ‘Understanding Acceptance of New Media: An Empirical Evaluation of Students Undergoing Higher Education in Media Studies’, International Journal of Media and Information Literacy. 2023. 8(2): 257-268. E-ISSN 2500-106X DOI: 10.13187/ijmil.2023.2.257 <https://ijmil.cherkasgu.press>
13. Noveena Chakravorty¹ and Sharmila Kayal² ‘Decoding Identity Politics and Caste Hegemony in New Age Cinema: A Case Study on the Film ‘Jai Bhim’’, **Inclusive** (Open Access Peer Reviewed International Journal of Kolkata Centre for Studies) ISSN:2278-9758 Vol II, No. 24 December 2023 - January 2024, Page No- 387-400. chrome-extension://efaidnbmnnnibpcajpcgclefindmkaj/https://inclusivejournal.in/wp-content/uploads/2024/01/journal-dec23-jan24.pdf
14. Swati Agarwal¹, Sharmila Kayal², ‘Mapping of Learning Efficacy Through YouTube: An Empirical Study of Media Learners in Kolkata’, International Journal of Media and Information Literacy. 2024. 9(1): 4-16. E-ISSN 2500-106X. DOI: 10.13187/ijmil.2024.1.4. <https://ijmil.cherkasgu.press>
15. Chakravorty, N., and Kayal, S. (2024). Feminist Messages in Rituparno Ghosh’s Films ‘Chokherbali’ and ‘Baariwali’: A Critical Analysis of Female Desires. ShodhKosh: Journal of Visual and Performing Arts, 5(2), 22–41. doi:10.29121/shodhkosh.v5.i2.2024.959, ISSN- 2582-7472.
16. Measuring Reception of Advertising Endeavors through Quantitative Metrics, **Sayak Pal, Nitesh Tripathi, Sharmila Kayal, Swati Agarwal**, *Media Education (Mediaobrazovanie)*. 2024. 20(3): 473-491, https://me.cherkasgu.press/journals_n/1726049678.pdf, DOI: 10.13187/me.2024.3.47. Page- 473-4913, ISSN- ISSN 1994-4160.

LIST OF PUBLICATIONS IN BOOK CHAPTERS (NATIONAL/INTERNATIONAL PUBLISHERS)

1. Sharmila kayal, ***'Role of Media in Disseminating Health Information among the Fishermen Community in Puducherry'*** in the book of 'Issues of Journalistic Ethics & Freedom in the Contemporary Age of Digital Media', January 2012, ISBN: 81- 86263-02-4.Vol : 1.
2. ***'Bollywood in Australia : Analysis of Genre having Maximum Impact'***- As Co- Author, in the chapter 'Connect between Indian & World Cinema' in the book of, Kanishka Publishers, p-11-22, January 2019, ISBN-978-81-937070-9-8.
3. ***"Streaming Platforms As Stand-Alone Platforms"- A Cable Tv Alternative!!! Analytical Study About The Paradigm Shift Of Economy of Indian Cinema"***-in the chapter 'Cinema in the Digital Age' in the book of 'Indian Cinema : Filmic Content Social Interface and New Technologies', Kanishka Publishers, p-185-192, , ISBN-978-81-8457-863-8.
4. ***'Priming Effects on Dispersed Gate-Keeping and Mediatized Inter-Dependency of Digital Journalism and its Practice in Indian Media'***- Book Chapter, As Principal Author, in the book of ***'Rise of the Digital Human-Perspectives on Digital Communication in India Today'***, Manak Publications, New Delhi, India, 2019, ISBN No : 978-81-943035-1-0, page no-119-126.
5. ***'Role of ICTs in Attaining Sustainable Development Goal in Digital Age: Challenges and Risks'***, Book Chapter, As Principal Author, Book of 'Global Initiatives for Development Issues and Strategies', Anu Books, 2019, ISBN : 9789387922792.
6. ***'Role of Integrated Marketing Communication for Promoting Indian Women's Health and Wellbeing : with Reference of CSR Perspective'***, Scopus indexed Book Chapter, As Principal Author, Book of 'Corporate Social Responsibility (CSR) Practices, toward Economic, Environmental and Social Balance', Apple Academic (CRC) Press, Taylor and Francis Group, 2020, ISBN : 9781771889759.
 - a. https://www.google.co.in/books/edition/Corporate_Social_Responsibility_CSR_Practice/1C9LEAAAQBAJ?hl=en&gbpv=1&dq=Role+of+Integrated+Marketing+Communication+for+Promoting+Indian+Women%E2%80%99s+Health+and+Wellbeing+:+with+Reference+of+CSR+Perspective&pg=PA117&printsec=frontcover
7. ***'Social Media: The Next Stage of Talent Acquisition'***, Book Chapter, As Co Author, Book of 'Social Media Digital Streaming and Cinema', Kanishka Publishers, 2020, ISBN : 978-9-3894-8448-9.
8. ***'Portrayal of Public Health and Hygiene in Indian Cinema: A Narrative Analysis'***, Book Chapter, As Principal Author, Book of 'Environment and Health Communication', Kanishka Publishers, 2020, ISBN : 9789389484502.

9. **'Blended Learning in Higher Education-Special Reference to Indian University Pedagogy'**- Book Chapter, As Principal Author, Book of 'New Media : Scope and Challenges', Assam Publishers, 2020, ISBN : 9788194681243.
10. **'Eisenstein and Montage'**- chapter 11- Book Chapter, As a Co Author, Book of 'FilmStudies : A Beginner's Guide', edited by- Dr. Debastuti Dasgupta and Dr. Priyanka Roy, 2021, ISBN : 978-81-946971-0-7, Publisher- In-depth Communication, New Delhi. Page No-135 to 148.
11. **'Analyzing Digital Media Public Service Advertisements on Health and Hygiene : A Rural Indian Scenario'**- Chapter 10 of Part-3 of 'Societal Consequences of Technologies and Solutions'- Scopus indexed Book Chapter, As Principal Author, Book of 'Digitization of Economy and Society- Emerging Paradigms', October 2021, ISBN : 9781774630280, Publishers : Apple Academic (CRC) Press, Taylor and Francis Group. Link- <https://www.appleacademicpress.com/digitization-of-economy-and-society-emerging-paradigms/9781774630280>
 - a. https://www.google.co.in/books/edition/Digitization_of_Economy_and_Society/O7k6EAAAQBAJ?hl=en&gbpv=1&dq=Analyzing+Digital+Media+Public+Service+Advertisements+on+Health+and+Hygiene:+A+Rural+Indian+Scenario&pg=PT199&printsec=frontcover
12. **'The use of Media and Communication as a catalyst for social change in The Swachh Bharat Abhiyan'**- Chapter 02 - Book Chapter, As a Co-Author, Book of 'Contemporary Issues of Media- The Indian Dialogue', December 2021, ISBN : 978- 93-5466-297-9, Publishers : Evincepub.
13. **'Impact of Covid-19: Increased Use of New Media Tools in Higher Educational Institutes'** Book Chapter, I, 'Covid 19 and Media', As a Co-Author, Book of 'Covid-19 Impact and Fake News', Kanishka Publishers, 2022, ISBN No- 978-93-91450-41-0, Page No- 62-74. Link- https://www.amazon.in/gp/product/B0B2WMH9CZ/ref=cx_skuctr_share?smid=A5YZQVV07B6WC
14. **Exponential Growth of Digital Eco-Systems in a VUCA World and the Role of Information Management: A Global Market Perspective-** *Sharmila Kayal, Mahul Brahma, and Dhanonjoy Kumar*, Edited Book of *Contemporary Digital Transformation and Organizational Effectiveness in Business 4.0*, Editors: Nilanjan Ray, Sudin Bag, Tapas Kumar Chatterjee, *CRC Apple Academic Press, Taylor & Francis*. ISBN: 9781774916544 <https://www.appleacademicpress.com/contemporary-digital-transformation-and-organizational-effectiveness-in-business-40-/9781774916544#bios>
15. **Data Journalism and Visualisation: Prospects of Data Driven Storytelling-** Sharmila Kayal, Mahul Brahma Book Name- Handbook of Digital Journalism: Perspectives from South Asia by Surbhi Dahiya (Editor), Kulveen Trehan (Editor). ISBN: 978-9819966745, Publisher- Springer, Publishing Date- 2 May 2024. Pages 301-319, Link- https://link.springer.com/chapter/10.1007/978-981-99-6675-2_26 DOI- https://doi.org/10.1007/978-981-99-6675-2_26

LIST OF PUBLICATIONS IN PEER REVIEWED JOURNALS (NATIONAL/INTERNATIONAL)-

1. Sharmila kayal, *'Fostering Health Awareness Through Communication – An analytical case study of Accredited Social Health Activist (ASHA)'* -in International Journal of 'Communication & Development', April – June 2012,ISSN: 2231-2498, Vol: 2(1).
2. Sharmila kayal, *'The Role of Television Advertisements in Disseminating Health Awareness as a Process of Development'*, in International Journal of 'ShodhPrerak', April – June 2012, ISSN: 2231-413X, Vol: 2(2).
3. *BhartyaLoktantra Me NagarikPatrakarita Ki Prasangikta"* Hindi – As Co Author –In MultidisciplinaryQuarterlyRefereed Journal – SodhPrerak,January, 2012, Vol. II
4. -Issue 1, ISSN2231-413X.
5. *"Creating a Better Understanding Of Policies, Programmes Schemes for Elderly in Solving Disparities/ Socio-Economic Problems through Media: An Initiative"* in MultidisciplinaryQuarterlyRefereed Journal – Sodh Prerak, January 2012, Vol. II - Issue 1, ISSN2231-413X.
6. *'Status of Women in Masculine Product Advertisements : A Study of Indian Commercials'*- As Co Author, in International Journal of 'Media and Social Development', Jan-March 2014, ISSN: 2320-8244. Vol: 2(1), page no-82-100. Link-<http://uni-mysore.ac.in/sites/default/files/content/Journal%20of%20Media%20and%20Social%20Development%20-%20Volume%20-%20Issue-1.pdf>
7. *'Indian Television Advertisements and Portrayal of “Anti Fat Myth Prejudices”: A Discourse Analysis'*- UGC Approved Journal (Peer Reviewed Indian Journal of 'The Indian National Journal of English Language & Literature', Jan-March 2018, ISSN : 2321-1172 (Online) and ISSN : 2347-2634 (Print), Vol : 6, Issue : 21
8. *' Impression Management on Social Networking Sites : Special Reference in the Context of Fake News'*- As Co Author, in International Journal of 'Research and Analytical Reviews (IJRAR)', Jan-March 2018, E-ISSN: 2348-1269, P-ISSN : 2349-5138. Vol: 5 (3), p-769-776.
9. *'Impact of Media on Health Awareness and Changing Opinion for Women Empowerment'*- International Journal of 'Scientific and EngineeringResearch (IJSER)', Volume 9, Issue 8, August 2018, ISSN- 2229-5518, p- 562-579.
10. *"Subliminal Advertising and Position of Women in Indian Advertising Industry"*- Peer reviewed UGC listed International Journal of 'AJANTA (Journal No-40776)', Volume-VIII, Issue-I, January-March 2019, ISSN- 2277-5730, p- 95-103.
11. *"Role of Social Networking Sites in Spreading Awareness Against Child Abuse"* As Co-Author, UGC and ISSN Approved - International Peer Reviewed Journal, Refereed Journal, Indexed (Journal of Emerging Technologies and Innovative Research-JETIR), Impact Factor: 5.87, ISSN: 2349-5162, Volume 6 | Issue 4 | 2019-04-25, Page no- 102-105. UGC Journal No- 63975.DOI-<http://www.doi.one/10.1729/Journal.20544>
12. *'Role of Social Media in Creation of Awareness for Sustainable Development Goal in Higher Education'*-As Co-Author, UGC listed International Journal of 'Communication & Media Studies' (IJCMS), Impact Factor: 2.80, ISSN: 2250-0014 (Print), Volume 9 | Issue 3 | 2019-04-25, Page no- 131-142. DOI- 10.24247/ijcmsjun201914. Link-

<https://issuu.com/tjprc/docs/14.ijcmsjun201914>.

13. In Tandem for Survival: An Exploratory Study on Integration of Folk Media into New Media with reference to Folk Theatre in West Bengal (Dr. Nitesh Tripathi, Mr. Sayak Pal, Dr. Sharmila Kayal, Ms. Swati Agarwal) p-23-35, Vol. 7, 2023, Issue 27, April 2023, Annual, Theatre Street Journal (An Online Peer Reviewed Academic Journal on ISSN 2456-754X Theatre Arts), <https://theatrestreetjournal.in/wp-content/uploads/2023/05/Vol.7-No.1-27-April-2023-ISSN-2456-754X.pdf>
14. A review of qualitative approach in advertising research, Sayak Pal, Sharmila Kayal, Noveena Chakravorty, Laxmi Mishra, Media Mimansa, Volume-18, No-02, April-June 2024, Page- 12-20. ISSN- 2229-5593.
- 15.

CONFERENCE PROCEEDINGS (SCOPUS/ISBN/ISSN): -

1. **‘Reminiscence of Science Fiction Films of India from 1960 to 2020’**, theme of **‘Science And The Mass Media: Enduring Legacies, New Challenges’**, abstract book of **‘Science Communication: Managing the Now and the Future’**, 28th AMIC Annual Conference, November 20 and 27 and December 04, 2021, ISSN No- 2599-4743 Edited by Celia E. Acedo, Published by the Asian Media Information and Communication Centre, City of Manila, Philippines, Page- 12, Organized by: Asian Media Information and Communication Centre and Academy of Journalism and Communication, Vietnam, 2022.
2. **‘Effective Health Communication Mediated in Indian Society’** as a Principal Author for Book of Abstracts on **‘Changes State, Economy, Public Health and Society’**, January 16-17, 2022, Organized by: Center for Academic & Professional Career Development and Research (CAPCDR), ISBN: 978-984-35-2441-6, First Edition, KMF Publishers, Bangladesh-2022, Page No- 129.
3. **‘Character Construction of ‘Mother’ in Indian Television Serial: A Critical Analysis on Select Television Series’**, Critical Studies in Television Conference 2022. The conference ran over three weeks (27 June-15 July) 2022. Department of Media Edge Hill University Ormskirk.
4. **“Muslim women and Islam identity in Indian contemporary cinema: looking through the lens of tokenism and typecasting”**, conference proceedings of the INTERNATIONAL PARIS CONFERENCE ON SOCIAL SCIENCES-VII held in Paris, France during July 6-7, 2022. ISBN- 978-625-8323-70-2, Iksad publishing house.
5. **‘Indian Media Entertainment Industry in Covid-19: A New Agenda Setting’** full paper in conference proceedings of **‘THE MEDIALANDSCAPE OF RUSSIA AND THE WORLD: PAST, PRESENT AND FUTURE’**, Edited by El.V. Martynenko. Moscow, 2021, Publisher: Peoples' Friendship University of Russia (RUDN) (Moscow) ISBN- 978-5-209-10912-9, Pages: 46-53, eLIBRARY ID: [46242294](https://elibrary.ru/item.asp?id=46242294), link-
<https://elibrary.ru/item.asp?id=46242268&selid=46242294>

PRESENTED PAPER IN STATE/NATIONAL SEMINARS/CONFERENCES: –

1. Presented a paper on 'Health Communication: A Multicultural Perspective and the Traditional Media' at University of Mumbai ('Media, Literature and Language') on 11-13 November, 2011
2. Presented a paper on 'Impression Management on Facebook: Construction of Self in Social Networking Sites (Co- Author)' at University of Mumbai ('Media, Literature and Language') on 11-13 November, 2011
3. Presented a paper in IASSH on 'Health, Gender and Inclusive Development' organized by Tata Institute of Social Science, 24-26 November, 2011 at Mumbai
4. Presented a paper on 'Impact of Media on Health Awareness and Changing Opinion for Women Empowerment' at Pondicherry University (Dept of Electronic Media & Mass Communication), 19-20 December, 2011
5. Presented a paper on 'Media Health Literacy: A Key for Better Future', at Surendra Nath College for Women, 10-11 January 2012
6. 'Promotion of Films in New Media: A New Dimension' (Co- Author), at Surendra Nath College for Women, 10-11 January 2012.
7. 'Social Media and National Development' (Co- Author), at Surendra Nath College for Women, 10-11 January 2012.
8. 'Uses and Users view on E-Resources: A Case study of the Usage of Pondicherry University Library Web Portal' (Co- Author) at Surendra Nath College for Women, 10-11 January 2012
9. Presented a paper on 'Policies and Programmes of Health Care and Well Being of Tribal Women in India: A Media Initiative at Pondicherry University, 19-20 March 2012
10. Presented a paper on 'Health Promotion Through Web 2.0: Confrontation from Conventional Media' at Rashtraguru Surendra Nath College, Barrackpore, 23-12- 2016.
11. Presented a paper on 'Impression Management On Social Networking Sites: Special Reference In The Context Of Fake News'(Co- Author)at Adamas University state level seminar on 'Fake News-when the Master becomes the Monster', 3rd February, 2018.
12. Presented a paper on 'Role of Social Networking Sites in Spreading Awareness Against Child Abuse' (Co- Author) at National Seminar on 'Child Sexual Abuse : An Integrative Cross-Functional Approach', 01-03-2019 to 02-03- 2019 at Loreto College in Collaboration with O.P. Jindal Global University, Haryana & Bhawanipur Educational Society College, Kolkata.
13. Presented a paper entitled 'Work Life Balance during an International Emergency: case of Global Pandemic Covid-19 in two days National Webinar on 'Food and Nutrition in the present scenario of Covid-19' held on 13-14 May 2020, organized by the department of Home Science, Vasant Kanya Mahavidyalaya, Kamachha, Varanasi, under the UGC quality mandate notification, D.O. No-1- 3/2020(DM) dated 28th March, 2020.

PRESENTED PAPER IN INTERNATIONAL CONFERENCES/SEMINARS:-

1. Presented a paper on 'Effectiveness of Health Promotion Intervention among Pondicherry College students in Virtual World' at Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal, 27-28 December 2011
2. Presented a paper on 'Role of Media in Disseminating Health Information among the Fisher Community in Puducherry' at Calcutta University, 9-11 January 2012
3. ICSSR. Ministry of HRD, Govt. Of India Sponsored conference and Presented a paper on 'Media as a social change Agent with Special Reference to IGMSY and JSY' at Mangalayatan University, Aligarh, 25-26 February 2012
4. Presented a paper on 'Depiction of Gender Inequalities in Animation Films: An Indian Scenario' at Pondicherry University, 25-26 March 2014
5. Presented a paper on 'Position of Women in Masculine Product Advertisements (Co-Author)' at Pondicherry University, 25-26 March 2014
6. Presented a paper on 'Responsibility of Media in Protecting Environmental Sustainability : Issues & Challenges at Balasore, Organised by Anchalik Bikas Parishad and NITI AAYOG, Government of India, 18th June, 2015
7. Presented a Paper on 'Use of Media in Achieving Health Literacy : Challenges and Confrontation' at International Association for Media and Communication Research – IAMCR, The Department of Journalism and Mass Communication, Surendra Nath College for Women, Kolkata, India have host this IAMCR regional conference on January 18, 2016.
8. Presented a Paper on 'Indian Television Advertisements and Portrayal of "Anti Fat Myth Prejudices": A Discourse Analysis' at International Seminar on 'Portrayal of Social Issues in Literature and Media' Centre for Media and Social Science, Salem and Department of Journalism and Mass Communication, Periyar University
9. Presented a Paper on 'Issues in Prioritizing the Health and Hygiene in Indian Cinema: A Narrative Analysis on Construction of Self & Star –Image in Handling Social Concerns' at 5th International Media Research Conference on 'Emerging Trends on Story Telling' at 10th April, 2018 at MAHE (Manipal Academy of Higher Education), Dubai, UAE.
10. Presented a Paper on 'Role of Media Technologies in Contemporary Health Care Management : Benefits and Risks' at 'Bhavishya- 2018, International Conference on Management, Healthcare and Media- 'Strategic Management and Leadership Styles :A Paradigm Shift on 27th-28th April, 2018 at Future Institute of Engineering and Management, Future Business School, Sonarpur, Kolkata-700150
11. Presented a Paper on "Streaming Platforms As Stand-Alone Platforms"- A Cable Tv

Alternative!!! Analytical Study About The Paradigm Shift Of Gratification In Special Reference To Kolkata, West Bengal 'at DME-2018, International Conference on 'Indian Cinema and Alternate Networks' on 16-18th November, 2018 at Delhi Metropolitan Education (Noida) and Guru Govindsingh Indraprastha University (New Delhi) in association with Deakin University, Australia.

12. Presented a Paper on "Bollywood in Australia: Analysis of Genre Having Maximum Impact" (Co- Author) at DME-2018, International Conference on 'Indian Cinema and Alternate Networks' on 16-18th November, 2018 at Delhi Metropolitan Education (Noida) and Guru Govindsingh Indraprastha University (New Delhi) in association with Deakin University, Australia.
13. Presented a Paper on "Recent Trends of Public Service advertisements on Women's Health & Hygiene » at Y Factor International Conference on 'Media & Society', organized by NSHM School of Media & Design, affiliated to Maulana Abul Kalam Azad University of Technology (MAKAUT) on March 8th to 9th, 2019 at Kolkata.
14. Presented a Paper on "Role of ICTS in attaining sustainable development goal in digital age: Challenges & risks" at second International Conference on 'Global Initiatives for Sustainable Development: Issues and Strategies' on 23-27th June, 2019 at Bangkok (Thailand).
15. Presented a Paper on "Understanding the Phenomenon of Blended Learning in higher education" at second 'Global Summit on Education (GEIST) on 6-7th December 2019 at Adamas university (Kolkata).
16. Presented a Paper on "Nonverbal communication through Vedic Iconography: critical analysis with reference to Hindu religious cult of Bengal depicting environmental protection" at International Conference on 'Harmony in Society and Environment' on 7-9th January, 2020 at Adamas university (Kolkata).
17. Presented a Paper on "Diasporic Identities and their representation through South Asian Cinema" at First BIMSTEC International Conference on 'Film, Media and Journalism Studies' on 19-21st January, 2020 at Dhaka (Bangladesh).
18. Presented a Paper on "The use of Media as a catalyst for social change: Education and Awareness through media in the Swachh Bharat Abhiyan" at International Web-Convention Hundred Years of Media Education in South Asia on December 19-20, 2020.
19. Presented a Paper on 'The Use Of Artificial Intelligence In Journalism Practices – Future Trends' as a Co-Author on International Research-to-Practice Conference "MEDIA LANDSCAPE OF RUSSIA AND THE WORLD: PAST, PRESENT, FUTURE" in Russia on 9th of April, 2021 by University of RUDN, Moscow Russia.
20. Presented a Paper on '**Reminiscence of Science Fiction Films of India from 1960 to 2020**', theme of '**Science And The Mass Media: Enduring Legacies, New Challenges**', abstract book of '**Science Communication: Managing the Now and the Future**', 28th AMIC Annual Conference, November 20 and 27 and December 04, 2021, ISSN No- 2599-4743 Edited by Celia E. Acedo, Published by the Asian Media Information and Communication Centre, City of Manila , Philippines, Page- 12, Organized by: Asian Media Information and Communication Centre and Academy of Journalism and Communication, Vietnam, 2022.
21. Presented a Paper on 'Analyzing Digital Integrated Marketing Communication Strategies in Today's VUCA World with Reference to Covid -19 Scenario In India' for

6th International Conference “**Drivers of Global Economic Recovery**” to be held on April 23rd, 2021 organized by Maharaja Agrasen Institute of Management Studies, IQAC.

22. Presented a Paper on ‘Green Marketing Campaigns of Brands- Examining Behavior Change Through Emotional Appeal’ in Manipal International Media Research Conference (online), organised by School of Media & Communication, Manipal Academy of Higher Education, Dubai on May 31, 2022.

23. **INTERNATIONAL ACCEPTANCE OF PAPER:** – Presented a Paper on 'Analyzing Digital Integrated Marketing Communication Strategies in Today’s VUCA World with Reference to Covid -19 Scenario In India' for 6th International Conference “**Drivers of Global Economic Recovery**” to be held on April 23rd, 2021 organized by Maharaja Agrasen Institute of Management Studies, IQAC.

24. Presented a Paper on ‘Green Marketing Campaigns of Brands- Examining Behavior Change Through Emotional Appeal’ in Manipal International Media Research Conference (online), organised by School of Media & Communication, Manipal Academy of Higher Education, Dubai on May 31, 2022.

- Accepted Paper in the Fifth Annual Ph.D Student Conference in Journalism and Communication Studies (APSCJC) 17-18 December, 2011 at Communication University of China, Beijing
- Accepted Paper in International Conference on ‘Second Life’ at University of Communication, Uruguay, 9-11 2012
- Accepted Paper in International Conference 3rd Ireland India Institute Conference 2019.
- Paper entitled ‘*Analyzing and Understanding the phenomenon of gratification as a methodology in contemporary society : An Exploratory Research*’ in 4th World Conference on Media and Mass Communication (MEDCOM ‘18), ‘Power of Media ; Shaping the Future’ at Bangkok, Thailand, 5th to 7th April, 2018.
- Acceptance for Fifth International Conference on Communication & Media Studies, Oct 1, 2020, Oct 2, 2020 at University of Toronto, Toronto, Canada, “Analyzing and Understanding the Phenomenon of Gratification as A Methodology in Contemporary Society: An Exploratory Research”.
- Presented a Paper on ‘The Use of Artificial Intelligence in Journalism Practices – Future Trends’ as a Co-Author on International Research-to-Practice Conference “MEDIA LANDSCAPE OF RUSSIA AND THE WORLD: PAST, PRESENT, FUTURE” in Russia on 9th of April, 2021 by University of RUDN, Moscow Russia.
- Presented a Paper on ‘Reminiscences of Science-Fiction Films of India from 1960 To 2020’ as a Principal Author on the theme of ‘Science Communication: Managing the Now and the Future’ 28th Annual Conference by AMIC (Asian Media Information Center) in association with Academy of Journalism and Communication (AJC), Vietnam on held on 20th and 27th November and 04th December 2021.

- Presented a Paper on ‘Effective Health Communication Mediated in Indian Society’ as a Principal Author on International e-Conference on Changes State, Economy, Public Health and Society, January 16-17, 2022, Organized by : Center for Academic & Professional Career Development and Research (CAPCDR).

ORGANIZER (NATIONAL/INTERNATIONAL WEBINAR/ SEMINAR/ CONFERENCES: -

- Medianext 2020, National Webinar) School of Media, Communication and Fashion, Adamas University.
- IAMCR India International Webinar series, School of Media, Communication and Fashion, Adamas University.
- Session Chaired for International e-Conference on Changes State, Economy, Public Health and Society, January 17, 2022, Organized by: Center for Academic & Professional Career Development and Research (CAPCDR)
- Address the Conference on ‘Advertising Next’ on youth forum on PRSI’s 43rd All India Public Relations Conference ‘Jansampark Kumbh as a resource guest youth Speaker.
- Organized One-Week-Long Faculty Development Programme (FDP) On ‘Application of Methodologies in Media, Communication and Entertainment Research’
- Session Chaired for International Virtual Conference on Challenges in Education, Business and Technology, February 20-21, 2022, Organized by : Center for Academic & Professional Career Development and Research (CAPCDR)

PARTICIPATION IN WEBINAR/ SEMINAR/ CONFERENCES: -

- Participated in a One-day seminar on ‘Women and Law in Contemporary India’ on 16th March, 2018, School of Law & Justice, Adamas University.
- Participated in a State Level seminar on ‘Students Mental Health and Psychology of Wellbeing’ on 7th May, 2018, Organized by Department of Psychology, School of Social sciences, Adamas University.
- Participated in an Awareness Programme on ‘Mental Health Literacy and Promotion of Mental Health’ on 4th December, 2018, Organized by Department of Psychology, School of Social sciences, Adamas University.
- Participated in National Webinar on ‘Impact of Covid-19 on PR industry and challenges post Covid’ organised by Department of Journalism and Mass Communication, Management Education and Research Institut on 14th May 2020.
- Participated in NAAC Accreditation management System Demo by ‘inpods’ on May 29th 2020.
- Participated in the 1st National Webinar series on ‘Journalism, Communication, Research, Media Planning, Advertising, and PR topics’ Organized by Institute of Media Studies’, Utkal University, Bhubaneswar, Odisha, from 24th to 30th April 2020.
- Participated in the 2nd National Webinar series on ‘Mass Self Communication, Research, Visual Media, Tribal Communication, Mobile TV and Journalism, Cinema,

Open Resources in Journalism, Folk Media, C4D and Podcasting' Organized by Institute of Media Studies', Utkal University, Bhubaneswar, Odisha, from 6th to 13th May 2020.

- Participated in the 3rd National Webinar series on 'Academic Writings, Online Media, Life Style Communication, Data Journalism, Children & Media, Health Communication, Photojournalism, TV News and Social Media Research etc' Organized by Institute of Media Studies', Utkal University, Bhubaneswar, Odisha, from 26th May to 4th June 2020.
- Participated in the National Webinar on 'Steps Towards Life : Chemistry !' by Nobel Laureate Prof. Jean Marie Lehn, Organised by Dept. Of Chemistry, School of Basic and Applied Sciences, Adamas University on 29th May 2020.
- Participated in National Webinar on 'Life Next@2020: Reinventing Life and Work(Online)' Organised by SRF on 17th May 2020.
- Participated in National Webinar on 'Narrative Journalism Versus Data Journalism' Organised by Delhi Metropolitan Education on 2nd June 2020.
- Participated in National Webinar on 'Cyber Media in New World Order' Organised by Delhi Metropolitan Education on 1st June 2020.
- Participated in National Webinar on ' 'United States in the phase of COVID-19' A journalist's Narrative Live ' Organised by Delhi Metropolitan Education on 28th May 2020.
- Participated in National Webinar on 'During Information Pandemic COVID-19' Organised by Delhi Metropolitan Education on 26th May 2020.
- Participated in National Webinar on 'Non-violent Communication in times of Corona Virus ' Organised by Delhi Metropolitan Education on 22nd May 2020.
- Participated in National Webinar on 'Neuro Tourism' Organised by Department of Management, School of Business and Economics, Adamas University on 3rd June 2020.
- Participated in International Webinar on 'Role of Science & Technology in the Diagnosis of Novel Corona Virus (Covid 19) organized by Department of Sciences, Dr. B.R. Ambedkar College, Osmania University, Hyderabad, India'.

SOFTWARES KNOWN: -

SOFTWARE	AVERAGE	GOOD	EXCELLENT
Quark Express	-	-	Yes
Adobe Audition	-	-	-
Adobe Premiere Pro	-	Yes	-
SPSS	-	-	Yes
Publishers	-	-	Yes
Corel Draw	-	Yes	-
OBS	-	Yes	-
Open Shot	-	Yes	-
Draw.io	-	-	Yes
Mindmaster	-	-	Yes
Renderforest	-	-	Yes
PLS-SEM	-	-	Yes
GSI	-	-	Yes
Latex	-	Yes	-
Nvivo	-	Yes	-
Kinemaster	-	-	Yes
Nch	-	-	Yes

ORIENTATION/ REFRESHER COURSE(S)/OTHER COURSES (ONE WEEK DURATION) ATTENDED:

Title of the Course	Place	Duration (No. of Weeks)	Period
UGC-ASC Orientation Programme for Ph.D. Scholars	Bharathiar University, Coimbatore, Tamil Nadu	3 Week	13/07/2011 to 02/08/2011
UGC-ASC All India Workshop on Research Methodology for Research Scholars	Pondicherry Central University, Puducherry	02 Days	04/08/2011 to 05/08/2011
Workshop on SPSS for Data Analysis	Loyola Institute for Social Science Training and Research (LISSTAR), Loyola College, Chennai	03 Days	13/10/2011 to 15/10/2011
Workshop on Feminist Research Methodology	Centre for Women's Studies, Pondicherry Central University, Puducherry	03 Days	20/03/2012 to 22/03/2012
National Workshop on Qualitative Research Data Analysis using NVivo	Christ University, Thiruvananthapuram, Kerala	02 Days	08/03/2013 to 09/03/2013
Faculty Development Programme	School of Social Sciences, Adamas University, Kolkata	2 days	05/07/2019 to 06/07/2019
Faculty Development Programme on "Media Education & Industry Interface"	Amity School of Communication, Amity University, Kolkata	5 Days	11/07/2019 to 12/07/2019
One day Online Faculty Development Programme on "Challenges in Building Collaborations in Research and Innovation"	Dr. M.G.R Educational and Research Institute, Chennai	1 Day	09/05/2020
One day Online National Workshop on 'Career Opportunities in Skill India Project'	My Academy of Skills, Training partner with NSDC and MSME, Govt of India	1 Day	09/05/2020
Online Faculty Development Programme on "Techniques for Effective Teaching"	My Academy of Skills, Training partner with NSDC and MSME, Govt of India	1 week	14/05/2020 to 20/05/2020
Online Faculty Development Programme on "Partial Least Square Structural Modelling Using Smart PLS & G* Software"	TUHH, University of Hamburg, Germany in Collaboration with Amity University, Gwalior.	1 week	17/05/2020 to 23/05/2020
Faculty Development Programme on "E-Learning and Development in the	Department of Management, Adamas University	Six Days	25/05/2020 to 30/05/2020

Digital Era”			
Faculty Development Programme on “Managing Online Classes and Co-Creating MOOCS:2.0”	Teaching Learning Centre, Ramanujan College, University of Delhi, Sponsored by MHRD, Pandit Madan Mohan Malavya National Mission on Teachers and Training	2 Week	18/05/2020 to 03/06/2020
Online Workshop on ‘Data Analysis and Interpretation through SPSS’	Dayananda Sagar University, Bengaluru, Karnataka	1 Week	15/06/2020 to 21/06/2020
Online Induction/Orientation Programme for faculty in Universities/Colleges/Institutes of higher education.	Teaching Learning Centre, Ramanujan College, University of Delhi, Sponsored by MHRD, Pandit Madan Mohan Malavya National Mission on Teachers and Training	4 Week	04/06/2020 to 01/07/2020
FDP on ‘Making Higher Education Value-Based, Innovative & Research Oriented for Resurgence’	Maharaja Agrasen Institute of Management Studies GGSIP University, Delhi	1 Week	24/06/2020 to 30/06/ 2020
FDP on ‘Research Practices in Media and Social Science Studies & Industry-Academia Interface’	Amity University, Kolkata	5 Days	01/07/2020 to 05/07/2020
Online Workshop on ‘Research Methodology’	Department of Commerce, Assam University, Silchar, Assam	1 Week	13 th July to 18 th July 2020
FDP on ‘Advanced Concepts on Developing MOOCs’	Teaching Learning Centre, Ramanujan College, University of Delhi, Sponsored by MHRD, Pandit Madan Mohan Malavya National Mission on Teachers and Training	2 Week	1 st July to 16 th July 2020
Refresher Course on ‘Journalism, Media & Cinema in Nation and Generation Building’	CPDHE (Centre for Professional Development in Higher Education) UGC-HRDC, University of Delhi	2 Week	20/07/2020 to 01/08/2020
Online Refresher Course on Research Methodology & Data Analysis (Using SPSS, MATLAB, R softwares)	Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) scheme , Organized by Teaching Learning Centre, Ramanujan College, University of Delhi in association with Indian Accounting Association, NCR Chapter.	Two Week	24th March to 07th April, 2021

Capacity Building Programme for Social Science Faculty Members/Researchers	School of Social Sciences, Central University of Punjab, Bathinda	21 Days	9 th August to 21 st August, 2021
Online Workshop “Bloom's Taxonomy based Question Paper Design for Outcome Based Education in Visual Communication”	Department of Visual Communication, Ayya Nadar Janaki Ammal College, Sivakasi, Tamil Nadu, UGC PARAMARSH Scheme	One Day	27.09.2021
FDP on Contemporary Approaches in Media	Reva University, Bengaluru	Eight Days	27 th October to 4 th November, 2020
Executive Development Programme on Media Literacy	Manipal University Jaipur in collaboration with MUJ HR, MUJ Tec & IQAC	Three Days	11 th October to 13 th October 2021
FDP on Evolving Media: Effective Teaching & Research	Amity University, Kolkata	5 Days	12 th July to 16 th July 2021
Induction/Orientation Programme for “Faculty in Universities/Colleges/Institutes of Higher Education”	Teaching Learning Centre, Ramanujan College University of Delhi In collaboration with SST COLLEGE OF ARTS & COMMERCE, ULHASNAGAR, MAHARASTRA and HINDU COLLEGE, MORADABAD, UTTAR PRADESH under the aegis of MINISTRY OF EDUCATION	30 Days	15 -02-2022 to 16-03- 2022

OTHER PROFESSIONAL QUALIFICATION: -

Name of the Course	University/Institute Affiliation	Duration	Date of Accomplishment
‘Introduction to Cloud Identity’	Google Cloud through Courseera	1 Week Course	Certificate earned at 04/01/2020
‘Communication During Global Emergencies’	Emory University through Courseera	3 Week Course	Certificate earned at 04/04/2020 with 97% Grade.
‘Essential Epidemiological Tools for Public Health Care Practice’	Johns Hopkins University through Courseera	4 Week Course	Certificate earned at 04/12/2020
‘Film, Images & Historical Interpretation in the 20th Century: The Camera Never Lies’	University of London through Courseera	6 Week Course	Certificate earned at 04/12/2020 with 87% Grade.
‘Social Media Advertising’	University of Colorado Boulder through Courseera	5 Week Course	Certificate earned at 26/04/2020 with 95% Grade.
‘Integrated Marketing Communications: Advertising, Public Relations, Digital Marketing’	IE Business School through Courseera	4 Week Course	Certificate earned at 28/04/2020 with 98% Grade.

'Advertising and Society'	Duke University through Courseera	7 Week Course	Certificate earned at 03/05/2020 with 97.2% Grade.
'Brand New Brand'	California Institute of the Arts through Courseera	7 Week Course	Certificate earned at 06/05/2020 with 75% Grade.
'Transmedia Storytelling: Narrative Worlds, Emerging Technologies and Global Audiences'	University of New South Wales, Sydney through Courseera	6 Week Course	Certificate earned at 17/05/2020 with 76.3% Grade.
'Native Advertising'	University of Colorado Boulder through Courseera	4 Week Course	Certificate earned at 23/06/2020 with 98.5% Grade.
'Digital Advertising Landscape'	University of Colorado Boulder through Courseera	6 Week Course	Certificate earned at 22/06/2020 with 98.3% Grade.
'Search Advertising'	University of Colorado Boulder through Courseera	5 Week Course	Certificate earned at 20/06/2020 with 89% Grade.
'Digital Transformation'	University of Virginia	4 Week Course	Certificate earned at 27/05/2020 with 86% Grade.
'Online Games: Literature, New Media and Narrative'	Vanderbilt University	6 Week Course	Certificate earned at 17/06/2020 with

			89% Grade.
'Strategic, Self Marketing and Personal Branding'	The state University of Newyork	4 Week Course	Certificate earned at 29/07/2020 with 89% Grade.
'Communication Strategies for a Virtual Age'	University of Toronto	6 Week Course	Certificate earned at 18/07/2020 with 87% Grade.

- Done more than **FIFTY** LinkedIn courses on various topics.

LANGUAGE	READ	WRITE	SPEAK
Bangla	Yes	Yes	Yes
Hindi	Yes	Yes	Yes
Odiya	Yes	Yes	Yes
English	Yes	Yes	Yes

NATIONALITY: - Indian

MARITAL STATUS: - Married

Date of Birth-09/01/1987

Date:

Name & Signature- Sharmila Kayal



Place: Barasat, Kolkata