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Shikha Gupta (Ph.D.)

CAREER OBJECTIVE

To contribute to the ideal of human and social equality and development through quality communication, education and research

STRENGTHS

Responsible approach, proactive and caring temperament, decision making ability, team working spirit

- Authored a book “**Indian Political Culture in the age of New Media**”
- On the panel of Associate Editors of “**The International Journal of Humanities**”, published by Common Ground Publishers, US
- On the adhoc panel of **Department of Political Science, University of Delhi.**

August 2014----

**Assistant Professor (Media and Communication)
Cluster Innovation Centre
University of Delhi, delhi**

Work Profile:

Teaching subjects related to media and communications to the students and mentoring and guiding them on various research and production projects.

2005-2011

Senior Assistant Professor

Dept of Communication Studies

Jagannath International Management School

(Affiliated to GGS Indraprastha University, Delhi)

Vasant Kunj, New Delhi

Work Profile:

Teaching Soft skills, Communication Skills, Research, Advertising, Media Management , Marketing, Design and Graphics, Computer Applications in Journalism, Event Management, Business Communication, Public Relations, Language and Writing Skills, Indian Govt. & Politics, Script Writing, Cyber Journalism (New Media), World Media Scenario (Global Media Scenario), at undergraduate level. Also, has been guiding students to work on their project reports.

Achievements:

- **Recognition as an approved faculty** by Guru Gobind Singh Indraprastha University, Delhi
- Organized national and international media conferences, academic workshops and cultural festivals as the **Cultural Head** of the institute.
- **Incharge of the time table and workflow** of the mass communication department.
- Actively involved into administrative activities of handling the department.
- **Creative Head** and have **designed brochures**, and other promotional material for JIMS. I've also designed the cover page of the International Media Journal-“Mass Communicator” published by JIMS.
- **Placement Co-ordinator** of the Department of Communication Studies. I am involved in placement activities and arranging guest lectures, industrial visits, internships and campus interviews.
- Involved in main examination process of Guru Gobind Singh Indraprastha University by setting the question papers for university exams, taking up practical examination at various other colleges and evaluating the external theory examination.
- **Handled the Management Quota** seats admission for JIMS.
- **Headed the Counselling Team** for admission in various courses at JIMS.

- **Designing courseware** for Jagannath Institute of Management Sciences which runs autonomous programmes in various fields. I have also worked for the designing of the syllabus of BJMC with Guru Gobind Singh Indraprastha University with effect from 2009.

2004-2005 **Senior Lecturer**
College of Media and Communication,
Rai University, Mathura Road, New Delhi

Work Profile: Teaching Personal Communication-Voice and Accent, Business Corporate Soft Skills, Live Performance Technique, Writing for Media, International Relations, Power and Media, Indian Government and Politics, Research, Basic Business Chinese Language at undergraduate and post graduate level to various Colleges affiliated to Rai University

Achievements:

- **Co-ordinator of Inter-Media events** and Creativity at CMAC/RML.
- Co-ordinator of Personal Communication/ Foreign Language/ Strategic Entrepreneurial Leadership Skills.
- Designing and writing courseware for undergraduate and post graduate courses.
- Arranging guest lectures, industrial visits and campus interviews.

OTHER WORK PROJECTS

- **Visiting faculty at NISCORT**, Vaishali Ghaziabad for the academic semester August 2012-December 2012.
- **Visiting faculty at IAANS**, New Friends Colony for the academic semester August 2012-December 2012.

- **Visiting faculty at JIMS, Vasant Kunj** for the semester September 2011- November 2011
- **Visiting faculty at Ramjas College, University of Delhi** for add on course on “Media ethics studies” from 2007-2008.
- **Visiting faculty at Neev** (Study centre of Sikkim Manipal University), Kamala Nagar, Delhi; for teaching undergraduate and post graduate students of mass communication and business administration, and guiding them for a research works.
- Works in various projects of a national NGO:”Akhil Bhartiya Manav Adhikar Nigrani Samiti”.
- Worked in various projects of NGO-“University Women’s Association of Delhi”, affiliated to a national body “Indian Federation of University Women’s Association and an international body- “International Federation of University Women”.

EDUCATIONAL QUALIFICATIONS

- Ph. D. from Banasthali University, Rajasthan on “Political Culture and Digital Divide: A Comparative Study of Communication Revolution in Different Communities”.
- M. Phil. in Chinese and Japanese Studies with dissertation on “Sino-American Relations in Post Cold War Era.” from University of Delhi, Delhi.
- M. A. (Political Sc.) from University of Delhi, Delhi.
- B.A. (Political Sc.) from University of Delhi, Delhi

PROFESSIONAL QULAIFICATIONS/TRAINING

- Post Graduate in Business Administration from Symbiosis, Pune
- Post Graduate in Journalism from YMCA, Delhi.
- Diploma in Software Design and Development from MSME and CDAC, Delhi.
- Post Graduate in Chinese Language from University of Delhi.
- Attended one week video workshop organized by JIMS.

COMPUTER SKILLS

MS-Office; Internet Applications, Web Designing and Multimedia- HTML, Flash, Photoshop, PageMaker, Illustrator, Quark express, Corel Draw; Networking; Languages-C, C++ & OOPS, RDBMS, Oracle 8i, VB 6.0 SQL/PLSQL; Operating System- DOS, Windows and Unix; and SPSS

LANGUAGES KNOWN

Hindi, English, Chinese (both written and spoken)

RESEARCH PAPER PUBLICATIONS/PRESENTATIONS

- Presented a paper titled ‘State of Research in Political Science’ in a national conference organized by Department of Political Science, CCS University, Meerut in March 2012.
- Presented a paper titled ‘Digital Divides in South Asia’ in a national conference organized by Department of Political Science, CCS University, Meerut in April 2011.
- Presented a paper titled ‘Media and environmental issues and issues of consumer protectionism’ in a national conference organized by Ministry of Consumer Welfare, Government of India in collaboration with Indian Institute of Public Administration at CCS University, Meerut in March, 2011.
- Paper titled, ‘New Media as an emerging aid and resource to teaching’ accepted for presentation at UGC sponsored national seminar by Bangalore University in March 2011.
- Paper titled, ‘New Media and Global Culture: A Case Study of India’, published in Media and Communication Research-Changing Paradigms; Edited by Om Gupta and Sudesh Sharma, Gyan Publication , 2011.
- Paper titled ‘Behavioural Influence of the Public Relation Strategies and tactics in Indian Politics’ accepted for presentation in the International Conference on Social Science organized by University of Cambridge, UK held in August 2010
- Paper titled ‘Relevance of the Social Contract Theory in the Contemporary Globalized World’ accepted for presentation in the International Conference on Humanities organized by University of California, LA, USA held in June 2010.
- Presented paper titled ‘New Media and Political Communication in India’ and chaired the session at International Conference organized by The International Society for the Social Studies Annual Conference in Orlando, FL, USA held in February 2010

- Paper titled ‘New Media and Political Communication in India’ published in the proceedings of ISSS Conference-2010.
- Presented paper titled ‘New Media and Global Culture: A Mirage yet to be a Mélange’ at International Conference organized by the Global Communication Association in India held in November, 2009.
- Paper titled ‘New Media and Global Culture: A Case Study of India’ accepted for presentation in the International Conference on Migration, Citizenship and Intercultural Relations at Deakin University, Melbourne, Australia held in November 2009.
- Conducted a session as a resource person in Faculty Development Programme on ‘How to prepare Power Point Presentations as a Teaching Tool and Aid in Education’ organized by JIMS in July 2009.
- Presented a paper titled ‘Exploitation of Women in Twenty-first Century’ organized by Akhil Bhartiya Manav Adhikar Nigrani Samiti at Shah Auditorium, Delhi in March 2004.
- Presented a paper titled ‘Role of Women in Promoting Harmony and Peace’ organized by University Women’s Association of Delhi at India International Centre, Delhi in September 2002.

DESIGNING PUBLICATION

- Designed the cover Page of a Book, “Supplement Journalism in India”, by Dr. Pooja Rana, Pentagon Press, 2010.

(SHIKHA GUPTA)