

Name : Ms. Neha Bhagat
Designation : Assistant Professor
Department : Journalism and Mass Communication
Qualification : BJMC, MJMC, UGC-NET, Pursuing Ph.D
Experience : Teaching: 5 Years 6 Months Industry: 3 Years
Area of Specialization(s) : Public Relations, Advertising, Digital Marketing
Email (Official ID) : nehabhagat.faculty@mains.ac.in
Ph.D guidance : 0

Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Mass Communication	Amity University, Rajasthan	Pursuing
UGC- NET	Mass Communication		2015
MJMC	Journalism and Mass Communication	Amity University, Rajasthan	2011
BJMC.	Journalism and Mass Communication	Guru Gobind Singh Indraprastha University, Delhi	2009
12 th (Commerce)	C.B.S.E BOARD	Doon Public School, Delhi	2006
10 th (Commerce)	C.B.S.E BOARD	Doon Public School, Delhi	2004

Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution / University / Agency Name	Year
Online Certificate	Introduction to Digital	Reuters	2021

REFRESHER COURSE/ ORIENTATION PROGRAM / FACULTY INDUCTION

- Done Online Orientation Program/ Faculty Induction Program (from 4th June to 1st July, 2020) organized by Ramanujan College, University of Delhi.

Research Publications (Indexed)

International

- Published Paper titled “Cross culture motifs and motives via updated technologies: Coke Studio and AIB” in International Organization of Scientific Research, Volume 21 Issue:1 January 2016, p-ISSN: 2279-0845, Page:-41-49
- Published Paper titled “Emerging trend of emotional appeal in Indian Television Advertising” in International Organization of Scientific Research, Volume 22 Issue:8 August 2017, p-ISSN: 2279-0845, Page:-27-30

Presentations in Conference

International Conference

- Presented a Paper titled “Effectiveness of Marketing communication Strategies of FMCG Sector during COVID-19” in the International Conference on Global Entrepreneurship Trends & Empowerment through Innovation held at Amity University, Rajasthan, Jaipur, 2021.

National

- Published Research Paper titled “Unconventional Representation of Women in Indian Advertising” in the proceedings of the National Conference on Women Empowerment, Skill Enhancement and Media: Prospects and Challenges,2016 by Vivekananda Institute of Professional Studies,ISBN:978-93-80570-26-6, Page- 267- 273
- Presented paper in National Conference on Women Empowerment, Skill Enhancement and Media: Prospects and Challenges by Vivekananda Institute of Professional Studies.

Conference / Seminar / Workshop Organized/Resource Person

- Organized one week FDP “Research Congress 2021” by Maharaja Agrasen Institute of Management Studies.
- Organized MAIMS International Conference as a Conference Co- Convener on “Impact of Digitization on Education, Management Sciences, Information Technology Law Enforcements and Media” by Maharaja Agrasen Institute of Management Studies on 3rd and 4th December 3, 2020.
- Organized Seminar on National PR Day
- Convener of Media Fest Madhyam