

**Name** : Ms Shifali Ahuja  
**Designation** : Assistant Professor, Department : Journalism & Mass Communication  
**Qualification** : Pursuing PhD, MA (Mass Communication), UGC NET(2012)  
**Experience** : Teaching: 15 Years Industry: 3 Years Research: 3Years  
**Area of Specialisation:** Advertising, Event Management, Public Relations, Corporate Communication, Digital Media Marketing  
**Email (Official ID)** : [shifaliahuja.faculty@maims.ac.in](mailto:shifaliahuja.faculty@maims.ac.in)

### Academic Qualifications

Degree	Branch	Institution / University Name	Year
Ph. D.	Journalism & Mass Communication	Veer Bahadur Singh Purvanchal University, UP	Pursuing
UGC(NET)	Mass Communication		2012
M.A	Mass Communication	Guru Jambheshwar University of Science & Technology (GJUS&T), Hisar	2006
B.A. (Hons.)	Journalism	Kalindi College, University of Delhi	2004
12 <sup>th</sup> (Commerce)	C.B.S.E. Delhi Board	Kendriya Vidyalaya, Shalimar Bagh , Delhi	2001
10 <sup>th</sup>	C.B.S.E. Delhi Board	Kendriya Vidyalaya, Shalimar Bagh , Delhi	1999

### Additional Qualifications

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

### REFRESHER COURSE/ ORIENTATION PROGRAM / FACULTY INDUCTION

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

### Publications

#### Book Chapter

1. Published a k chapter on “**Consumer Behaviour**” in Mass Communication Study Material published by GJUST Directorate of Distance Education.

#### Research Publications

##### International

1. Presented and Published paper titled **Women’s Voice through Digital Participation** in International Conference proceedings on “**Multidisciplinary innovations for sustainability and growth**” held on 23<sup>rd</sup> December 2017 at Kasturi Ram College of Higher Education, Narela, Delhi organized by **Ministry of Micro, Small and Medium Enterprises, (MSME), PPDC Agra. 978-93-86789-27-3.**

## National

1. Paper presenter in the National Conference on “Democratization of Communication” entitled “on 23rd November 2012 at Tecnia Institute of Advanced Studies, Rohini.. **Paper was published in Proceedings of National Conference on Democratization of communication , Page no 69-75 (ISBN978-93-83334- 84-1 )**
2. Presented a paper entitled “**Turning crisis into an advantage: A study of challenges faced by media industry**” in the 2<sup>nd</sup> National Conference on India: survivor of economic recession held on 17<sup>th</sup> March 2012 at Trinity Institute of Professional Studies, Dwarka. **Paper published in Trinity journal of Management , It & Media (TJMITM) page no -44-49 [ISSN2320-6470](#) .**
3. Presented and published paper entitled “**RTI a Lifeline to Good Governance**” at **Interdisciplinary National Seminar, Sponsored by DIRECTORATE HIGHER EDUCATION HARYANA** on ‘Has The Rti Act Gained Its Goal In Present Scenario’ Organised by Vaish College, Bhiwani, Haryana, on 24<sup>th</sup> March 2017. **Chapter published in book edition 2017 .ISBN No. 978-93-82166-81-8.**
4. Presented paper on “**The role of Media in National Upliftment**” at one day **National Conference** on ‘Public Journalism: Need and Contemporary Indian Society’ at Swami Vivekanand Subharti University, Meerut, Uttar Pradesh on 30<sup>th</sup> September, 2016. **Chapter published in book edition 2018 “Public Journalism-Need of Contemporary Indian Society” ISBN :978-93-80317-54-0 .**

## Presentations in Conference/Seminars

### International Conference

1. Presented paper on “**Impact of Social Media on working women of Delhi** ” at one day **International Conference** on ‘Social Media and Governance :Prospects &Challenges’ at Manav Rachna International University , Faridabad in association with Central Institute of Hindi , Agra on 4<sup>th</sup> March 2017.

### National

1. Paper Presenter in the National Conference on “Environment Communication in Modern Age” entitled “People’s Reaction & action on Environmental messages by media” held on 23rd March 2012 at Tecnia Institute of Advanced Studies, Rohini.
2. Paper Presenter in the National Conference on “World at the conclave of Technology , Media and Economic Advancements” held on 23rd March 2013 at Trinity Institute of Professional Studies, Dwarka.
3. Paper presenter in the National conference sponsored by ICSSR **entitled Tranforming & empowering women of the contemporary world.**" on 20 & 21 september 2015 organised by Govt girls P.G.College Bindki, Fathepur, U.P.
4. Participation in National conference, NCITE,15 on " Library Information system & information Technology for Education" held on 27th August 2015.

## Conference / Seminar / Workshop Organized/Resource Person

1. Convenor of First Photography fest Chayaankan –2012.
2. Convenor of FERIA 2016 , Annual Film Fest of MAIMS, Rohini, held on 22nd April 2016. Ms Divya Khosla Kumar , Director, Producer & Actress was the Chief guest of the event.
3. Organised Workshop on Advertising Campaign.
4. Organised Workshop on Digital Media Marketing.
5. Organised workshop On Corporate Communication.
6. Organised workshop on Communication Skills.
7. Organised Workshop on “Resume building and Interviewing Skills .

**Membership in Professional Bodies**

<b>Name of the Professional Body</b>	<b>Nature of membership</b>	<b>Duration</b>
Public Relations Society of India (Delhi Chapter)	Executive Member	2 Years

**Awards / Honors**

<b>Awards / Honors</b>	<b>Agency / Institute</b>	<b>Year of Award</b>
<b>Best Lecturer</b>	Tecnia Institute of Advanced Studies, Rohini, Delhi .	2006
<b>Best Lecturer</b>	Tecnia Institute of Advanced Studies, Rohini, Delhi .	2007