

Name : Dr. Neha Bhagat
Designation : Assistant Professor
Department : Journalism and Mass Communication
Qualification : Ph.D, MJMC, BJMC, UGC-NET
Experience : Teaching:9 years 6 Months Industry: 4 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	2024
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

- Successfully Completed Online Training Programme on "NEP 2020 Orientation & Sensitization Programme" organized by Mahatma Hansraj Malaviya Mission Teacher Training Centre (MH-MMTTC), Hansraj College, University of Delhi on 78 - 26 March, 2025

- 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 a paper titled "Exploring The Effective Social Media Marketing Strategies of the Fmcg Sector for Establishing the Brand Awareness" in Dirasat:Human and Social Sciences, Volume 52, No. 5,2025, 7327.
- Published a patent titled 'Communication system for broadcasting a live-video through social media and method thereof', India Patent App. No: 202377025983 A, Publication, Journal No: 20/2023, Date of Publication:79th May, 2023 (<https://search.ipindia.gov.in/IPOJournal/Journal/Patent>)
- Paper Published titled "EFFECTIVENESS OF MARKETING COMMUNICATION STRATEGIES OF FMCG SECTOR DURING COVID-19" in UGC- Listed Journal Anvesak ISSN- 0378-4568, Volume 52, Number 7.(II) July- December 2022.
- Paper Published titled "A study on Consumer perception towards Green Marketing Communication with special reference to PepsiCo India" in Scopus Indexed Journal "Res Militaris" E-ISSN- 2265-6294, Volume 70, Number 5, 2022
- 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
- Published a book chapter titled "Branding For Good: How Ads Can Drive Eco-Conscious Change" in Advertising Reimagined Clicks, Stories and Beyond (Bhumi Publishing, ISBN 978-93-48620-75-6)
- Published a book chapter titled "Mastering the Art of Resonating People by Storytelling in Ads" in Innovative Perspectives in Management, Commerce and Law: Strategies for a Globalized World {ISBN-978-93-342-0280-9}

Presentations in Conference

International Conference

- Presented a paper titled " Effects of Social Media on Cancel Culture" in an International Conference "Shaping the Future of Media: Experiments & Innovations" on 76-77th April 2025 organised by Vivekananda School of Journalism and Mass Communication.
- Presented a paper titled "Political Memes and their Effects on Gen Z" in an International Conference Global Convergence of Law, Media, Commerce, IT & Economics in the perspective of Viksit Bharat @2047" hosted by Maharaja Agrasen Institute of Management Studies on 29-

30th April 2025

- Presented a paper titled " A study on Consumer perception towards Green Marketing Communication with special reference to PepsiCo India" in the 2nd ICGETEI-2022 held at Amity University, Rajasthan on 3-5 March 2022.
- Presented a Paper titled "Effectiveness of Marketing communication Strategies of FMCG Sector during COVID-19" in the International Conference on Global Entrenuership Trends & Empowerment through Innovation held at Amity University, Rajasthan, Jaipur, 2021.
- 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.

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

- Successfully completed 1 day FDP on Empowering Ethical Advertising by ASCI Academy in collaboration with Jamia Milia Islamia on 20th April 2024.
- Successfully participated and completed AICTE Training And Learning (ATAL) Academy Online Elementary FDP on "Cinematic Communication" from 2027-06-74 to 2027-06-78 at Makhnallal Chaturvedi National University of Journalism and Communication (MCNUJC) Bhopal one week FDP on Cinematic Communication.
- Successfully participated and completed in Short Term Course on Human Values and professional Ethics from 37/07/2023 to 05/08/2023 at UGC HRDC DAVV Indore.
- Participated in the workshop on Research Project Writing and Data Analysis by Amity University, Noida from 21st Feb to 28th Feb 2022.
- Successfully completed one week e-FDP on "Academic & Research Social Media Websites" by Maharaja Agrasen University, Baddi, HP.
- Organized one week FDP "Research Congress 2021" by Maharaja Agrasen Institute of

Management Studies.

- Participated in a Workshop on "Structured Equation Modelling using SmartPLS on 25th-26th July 2020 by Hisashi-Excellence Education Pvt. Ltd.
- 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.
- Attended an International Conference on "Global Economic Order in the Post-Covid-19 Era: Challenges, Opportunities and Strategies" by Maharaja Agrasen Institute of Management Studies on July 25th 2020.
- Attended a week long Online Series of International Webinars on "India-Centric Research and Study for Self Reliant India" by Invertis University Bareilly and Kautilya International Foundation from 16th July- 22nd July 2020.
- Completed a 4 week long Induction/Orientation Programme for "Faculty in Universities/Colleges/Institutes of Higher Education" by Ramanujan College University of Delhi, Sponsored by Ministry of Human Resources Development Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching from 4 June- July 7, 2020.
- Participated in a week long Workshop by Maharaja Agrasen Institute of Management Studies on "Google Tools for Online Teaching" on 8,72-75 August 2020.
- Attended a week long FDP by Maharaja Agrasen Institute of Technology from July 6-7,2020 on the topic "Stress and Health Issues Due to COVID-19: Management and Technical Solutions" Maharaja Agrasen Institute of Management Studies sponsored by National Commission for Women on 6th November 2020.
- Participated in A National Webinar on "Gender- Based Violence in Digital Space" organized by MAIMS
- Attended FDP on Story Telling at Apeejay Institute of Mass Communication
- Attended FDP on "Research Methodology" at Madhu Bala Institute of Communication and Electronic Media.
- Organized Seminar on National PR Day
- Convener of Media Fest Madhyam