

Curriculum Vitae



Dr. Nisha Singh

H.No-291, Block -A, Kendriye Vihar, Sector-56, Guruugram, Haryana

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Career Objective: To achieve high career growth through a continuous process of learning and keeping myself updated in the changing scenario in order to become a successful professional and to uplift the organization which I am involved with.

Academic Qualification:

Ph.D. (Awarded on 26th April 2013) Topic:-“A STUDY OF CHANGING TRENDS IN ADVERTISING OF TOBACCO AND ALCOHOL PRODUCTS.” in the dept. of Communication Management & Technology from GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, Hissar under the guidance of Prof. (Dr.) Manoj Dayal.

M.Phil. (Awarded on 2007) Topic: - “CHANGING TRENDS IN ADVERTISING OF CONTROVERSIAL PRODUCTS: CONTENT ANALYSIS OF TOBACCO AND ALCOHOL PRODUCTS ADVERTISEMENTS IN INDIA TODAY MAGAZINE (2005-2006) from department Journalism and Mass Communication” Chaudhary Devi Lal University, Sirsa (HR)

BOOK: Fundamental of Green Advertising, ISBN: 978-93-6665-150-7 Publisher- Authors Click Publishing (November, 2025)

PATENT:

1. Green Product Marketing Devices’ published (2025)
2. Analysis the Role of Digital Marketing in Growth of E-Commerce in India: A multiple Holistic Approach (2024)
3. Impact of Advertisement in India on Network Service Sales Promotion and Consumer Satisfaction (2022)

Orientation Programme: I have successfully completed one month (15th Dec 2017-11th Jan. 2018) MHRD-UGC sponsored orientation program from GURU NANAK DEV UNIVERSITY, AMRITSAR.

Refresher Course: I have successfully completed two weeks refresher course (from 27/07/2022 to 10/08/2022) on the topic “**Media Literacy and NEP-2020**” HRD-UGC sponsored by Devi Ahilya Vishwavidyalaya, Indore.

I have successfully completed two weeks refresher course (from 07/09/2021 to 21/09/2021) on the topic “*Contemporary Media Skills, Scope and Challenges*” MHRD-UGC sponsored by Ramanujan College, DU.

18 research papers of BA(JMC) students have been published/presented in national or international conferences under my guidance.

Examination	Stream	Year of Passing	Board/University	Division	%age of marks and grade
PhD	Advertising	Awarded-2013	GJUST. Hissar		
M.Phil	Advertising	Awarded-2008	CDLU, Sirsa	A	55%
P.G.	Mass Communication	2004	GJUST, Hissar	1 st	63.4%
Graduation	B.A	2001	MDU, Rohtak	2 nd	57.8%
Sr. Secondary	Arts	1998	CBSE, Sonapat	1 st	66.6%

Work Experiences: Currently employed as Assistant Professor with Maharaja Agrasen Institute of Management Studies, Rohini Delhi (Guru Gobind Singh Indraprastha University) since 28th July 2014.

Teaching Experience- Twelve years & 8th Months

Worked as contractual lecturer in the Department of Advertising Management and Public Relations, GJUST, Hissar from August 2008 to 1st April 2010

Worked as Empanelled Lecturer in the Department of Communication and Management & Technology GJUST, Hissar from October 2006 till 31st May 2008

Worked as Guest Faculty in the, Department of Journalism and Mass Communication of Jat College, Hissar from September 2006 to February 2007)

Guest Faculty in Institute of Media, (Harton, SGIIT) Hissar from Aug.2005- Feb 2006

Guest Faculty in Institute of Media, (SR INFOTECH) Hissar from Sep. 2004- Jan. 2005

Paper Published:

Name	Sponsored	Date	Title	Institute	Published/Presented
Bentham Science	Scopus	2025	Artificial Intelligent and Digital Literacy: a paradigm shiftstudy		Published (Under Process)
International Journal of Cultural Studies and Social Sciences	UGC CARE	2024	farmer’s perception regarding use and effectiveness of mass media for agriculture development		Jan, 2024, Vol XX1
Journal of the School of Culture Studies Language, Literature	UGC CARE	2024	MEDIA NARRATIVE S AND THE ABROGATION OF ARTICLE 370: A COMPARATIVE ANALYSIS OF INDIAN NEWSPAPERS		2024, Vol 26
National Conference on "Media and Youth Engagement-Change, Development, Governance and Participation	ICSSR	20-21 April 2018	“Impact of Films on cultural transmission: A youth Perceptual study of India”	<i>VIPS, New Delhi</i>	Proceeding
“Multi-disciplinary Innovations for Sustainability and Growth” International conference	<i>MINISTRY OF MSME</i>	Dec. 2017	“Youth Perception towards Surrogate Advertising Industry and	Kasturi Ram	Proceeding

			sustainable development”		
HAS THE RTI ACT GAINED ITS GOAL IN PRESENT SCENARIO” National Conference	Directorate Higher Education Haryana	24 March 2017	“Use and Misuse of the RTI act with special reference to mass media”	Vaish college, Bhiwani	Proceeding
Treasury Management	Management Journal	2017	RERA: A dawn to real estate sector in India	Delhi	Published in Journal
3rd International conference, Sustainable Corporate Governance		Year: - 2016	Corporate Social Responsibility in Indian SMEs	MAIMS, Delhi	Proceeding ISSN/ISBN 978-9385777226 Page no. 118
23rd Technia National Conference 2015”Stress to Steadiness,		2015	A Review study of workplace stress & its management among T.V News Journalist	Tecnia Institute of Professional Studies	Proceeding Volume:-1, Page:-1, ISSN/ISBN 978-1-63-102459-7
Library Information Science & Information Technology for Education, National Conference	Modern ROHINI Society	2015	Role of Mobile communication in Rural Development :a study of karala village	Modern ROHINI Society	Proceeding Volume:-2, Page:-244 , ISSN/ISBN 1-63102-455-8
Pragyaan: journal of Mass communication,		2011	Analytical Study of Alcohol and tobacco products advertisement (2006-2010)		Volume:- 9, Page:-35 , ISSN/ISBN no. 0974-5521

Paper Presented

- Presented a Research Paper in International Conference on the topic “ Impact of Bollywood on Nationalism in India: A study n Defence Aspirants” (April, 2025)

- Presented a Research Paper in International Conference on the topic “ Digital Literacy evolution to revolution” (April 2025)
- Presented a Research Paper National Conference on the topic AI literacy in Media Faculty: Preparing Future Professionals for An AI-Driven Industry (Feb., 2025)
- Presented a Research Paper in International Conference on the topic “ Participatory Construct of Female TV News Anchor in Development Affairs of the Country” organized by MHRD-SPARC, The Netherland University (16th Dec. 2019)
- Presented a Research Paper in International Seminar on the topic “Changing Global Paradigms of Mediascape” organized by Punjabi University, Patiala.(2009)
- Presented a Research Paper in National Seminar on the topic“A study of changing trends of entertainment sources in Indian society” sponsored by UGC(2014)
- Presented a Research Paper in National Seminar on the topic ‘New Trends in Media’ organized by MJMC Dept. CDLU, Sirsa.(2009)
- Presented a Research Paper in National Seminar on the topic ‘Emerging Trends in Mass Media’ organized by CMT Dept. GJUST Hissar. (2009)
- Presented a Research Paper in International Seminar on the topic “**Changing Global Paradigms of Mediascape**” organized by Punjabi University, Patiala.
- Presented a Research Paper in National Seminar on the topic“**A study of changing trends of entertainment sources in Indian society**” sponsored by UGC
- Participated in National Seminar on the topic, ‘**E-waste management**’ organized by Environment Science and Technology Dept. GJUST, Hissar.
- Participated in a National Seminar on the topic ‘**Adverse Effects of Advertising**’ organized by CMT Dept. GJUST Hissar.
- Participated in Workshop on the topic ‘Communication skills: Soft skills’ FITII, Chandigarh.
- Participated in Workshop on the topic ‘**Writing Skills: Audio and Video**’ Host by Vinod Sharma News Producer, DoordarshanHissar organized by ADPR, GJUST Hissar
- Participated in Workshop on the topic ‘**Film Production: Camera Handling**’ Host by Madam Gauri from AMITY University organized by CMT, GJUST Hissar.
- Participated in Workshop on the topic‘**VaniVikasAurVyaktitva**’ Host by Mr. Gupta Programming Head of AIR KUK, Mr. Avatar Prashar Programming Head of AIR Hissarand Nisha Saini

Research Paper accepted

- One Research Paper accepted for publishing in ‘Mass Communicator’ Research Journal of Punjab Technical University, Patiala

- One Research Paper accepted for publishing in ‘Mass Communicator’ Research Journal, JIMS New Delhi
- One Research Paper accepted for proceedings in International Conference organized by JAIPURIA University Noida

Book Chapters published: (9)

- I have published 6 Chapters of Advertising in the GJUST Distance learning Course Book.(2025)
- Branding for good: How ads can drive Eco-Conscious Change. (2025)
- Mastering the Art of Resonating People by Storytelling in Ads (2025)
- Trade Negotiations under WTO: Issues before Developing world (2016) Publisher:- Horizon Books, IGNITEDMINDS EDUTECH PVT.LTD. New Delhi, India, ISSN/ISBN 979-93-86369-00-0.

Seminar& Workshop: Participated in following workshops/Seminars

1. Completed One Week Workshop on “Google Tools for Online Teaching” conducted by Maharaja Agrasen Institute of Management Studies, Delhi during 8, 12-15 August, 2020.
2. Completed one week Faculty Development Programme “Stress and Health Issues due to COVID 19: Management and Technical Solutions being organised by MAIT during July 06 to 10, 2020
3. “Making Higher Education Value Based, Innovative & Research Oriented for Resurgence” scheduled to be held during 24-30 June 2020 conducted by Maharaja Agrasen Institute of Management Studies, Delhi
4. UGC FDP "Role of Emotional Intelligence in Career" on 18th July 2020by United College of Education (Affiliated to Guru Gobind Singh Indraprastha University, New Delhi
5. Online Short-Term Course On E-Content Development during (28/05/2020 to 03/06/2020) organised by UGC-Human Resource Development Centre of Gujarat University
6. Dr. Nisha Singh participated in the one week multi- disciplinary faculty development programme on “ MOOCs, E- content Development and OER” 28/05/2020 to 03/06/2020 and obtained the Grade A , organized by Govt. First Grade College, HUNGUND-587118
7. “LEADERSHIP AND ECONOMY” November 25-27, December 1-4,2020 conducted by Kautilya International Foundation New Delhi, Invertis University Bareilly (UP) and Maharaja Agrasen University (Himachal Pradesh).
8. National One Week Online Faculty Training Program on "PEDAGOGICAL TRAINING FOR EFFECTIVE ONLINE TEACHING & LEARNING" jointly organized by Deen Dayal Upadhyaya College (University of Delhi) and K.T.H.M. College, Nashik, Maharashtra under the Internal Quality Assurance Cell (IQAC) & DBT Star College Program from 3rd to 10th August, 2020.

9. Dr. Nisha Singh has completed FDP on “MOODLE learning Management System” organized by V.P. Institute of Management Studies and Research , Sangli in association with Spoken-Tutorial IIT Bombay, during 12th May 2020- 17th May 2020
10. Online Lecture Workshop On Frontiers in Science & Engineering - Opportunities for Graduates (Sept 14-19, 2020) jointly organized by Science Foundation and MHRD-IIC-DDUC Chapter, Deen Dayal Upadhyaya College, University of Delhi, New Delhi (Under the aegis of DBT Star College Program)
11. Participated in one week “Faculty Development Program” organized by MAIMS on the topic “Research Methodology using SPSS and AMOS” held from 5th June to 11th June,2017 •
12. Participated in one week “Faculty Development Program” organized by BVIMR on the topic “Financial Econometric- E-VIEWS” (2 January 2017-8 January 2017) • Participated in one week.
13. “Faculty Development Program” organized by DIAS on the topic “ADVANCED DATA ANALYTICS WITH SPSS & AMOS” (June 2016)
14. Participated in one week “Faculty Development Program” organized by MSME Delhi from (2nd June 2015-7th June 2015)
15. Participated in one day “Faculty Development Program” organized by Apeejay Delhi fro

Field Exposure: I have worked with All India Radio Rohtak, All India Radio Hissar and one week training in AIR, Mumbai .

Radio (2005-2010): All India Radio Hissar

Associated with All India Radio, Hissar as an *Anchor* for ‘*YuvUmang*’ was a Live Programme.

Covered and prepared a daily ‘RADIO REPORTS’ on *various topics*.

Written a script, edited and given voice over program for ‘RADIO FEATURE’ for AIR Hissar.

I also got selected for ‘BIG F.M’ Hissar.

Covered Outdoor Broadcasting for AIR Hissar

Television (2005- 2009): DoordarshanHissar

Participated as an artist in the Advertisement, projecting Govt. of Haryana.

Associated with Doordarshan, Hissar as an Anchor ‘Chitramala’ Programme.

Conducted a series of Interviews for Doordarshan, Hissar also.

Participated as an Anchor in 'Rail Budget' and 'Aam Budget'

Participated in other Programmes of Doordarshan, Hissar.

Had worked as a Freelancer on a story for 'Sansani' Broadcasted on Star News.

Had covered CM Rally of Haryana for DD Hissar

Production House (2007-2010): D.COM. Hissar (A Media House)

Written scripts and given voice over in various 'DOCUMANTORIES' based on 'Nirmal Gram Yojana' of UNICEF

Participated as an Anchor in 'Mhara Haryana' programme.

Worked as a News Anchor in 'Manndi Bhav' programme.

City News Channel (2005-2007): BCN Hissar

Worked as **PR Manager**

Written TV News script and worked as a **News Reader** in BCN, Hissar.

Directed a Dance programme 'Aaja Nachle'

Internship/ Training: (12 March -11 May 2004) ETV Rajasthan, Jaipur.

2 months training in ETV Rajasthan, Jaipur.

Writtene News scripts

Edited News clippings

Edited Sound clipping

Computer Proficiency:

Good command over lay-out designing, Adobe Photoshop, Corel Draw, Page maker, Quark Express, Sound Forge & Cool Edit, Movie maker, MS office.

Extra Curricular Activities:

I am a founder member of Alumni Association.

I am Conference secretary of MAIMS 6th ICON International conference

I have Directed many cultural programs of University and college. Organized and manage many department seminars.

I have Designed all Banner, Brochure, Annual Report,

Personal Profile:

Area of Interest : Teaching, Travelling and Anchoring

Date of Birth :September 30, 1980

Father's Name: Sh. M.S. Singh

Mother's Name :Smt. Sushila Devi

Nationality : Indian

Language known : Hindi, English

Permanent Address : H.no. 291, Block-A, Kendriye Vihar, Sector-56,Gurugram, Haryana

References:

1. Prof. (Dr.) Rajni Malhotra Dhingra (Director, MAIMS)

MAIMS Rohini Delhi

2. Prof. (Dr.) Manoj Dayal

Media Faculty, C.M.T.Dept.

GJUST, HISSAR

(Nisha Saini)