Faculty Profile

Name : Dr. Nisha Singh

Designation : Assistant Professor

Department : Journalism & Mass Communication

Qualification : Ph.D., M.Phil., P.G. (Mass Communication), B.A.

Experience : Teaching: 12 Years 8 Months Industry: 5 years Research: -

Area of Specialization(s) : Advertising, Electronic Media (Radio & Television), Public Relations

Email (Official ID) : nishasingh.faculty@maims.ac.in

Ph.D guidance : 18 research papers of B.A. (JMC) students published/presented in national or international conferences under her guidance.

Academic Qualifications

Degree	Branch	Institution / University Name	Year of Passing	Division / % marks
Ph. D.	Advertising	Guru Jambheshwar University of Science & Technology, Hissar	2013	Awarded
M.Phil.	Advertising	Chaudhary Devi Lal University, Sirsa (HR)	2008	A / 55%
P.G.	Mass Communication	Guru Jambheshwar University of Science & Technology, Hissar	2004	1st / 63.4%
Graduation (B.A.)	Arts	Maharshi Dayanand University, Rohtak	2001	2nd / 57.8%
Sr. Secondary	Arts	CBSE, Sonepat	1998	1st / 66.6%

Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution / University / Agency Name	Year
Orientation Programme	General (One Month)	MHRD-UGC sponsored, Guru Nanak Dev University, Amritsar	15 Dec 2017 - 11 Jan 2018
Refresher Course	Media Literacy and NEP-2020	MHRD-UGC sponsored, Devi Ahilya Vishwavidyalaya, Indore	27 Jul - 10 Aug 2022
Refresher Course	Contemporary Media Skills, Scope and Challenges	MHRD-UGC sponsored, Ramanujan College, University of Delhi	7 - 21 Sep 2021

Research Publications (Indexed)

Book

- Fundamental of Green Advertising, ISBN 978-93-6665-150-7, Authors Click Publishing, November 2025.

Patents

Title	Year
Green Product Marketing Devices	2025
Analysis the Role of Digital Marketing in Growth of E-Commerce in India: A Multiple Holistic Approach	2024
Impact of Advertisement in India on Network Service Sales Promotion and Consumer Satisfaction	2022

Papers Published

- Artificial Intelligence and Digital Literacy: A Paradigm Shift Study, International Journal of Cultural Studies and Social Sciences, Scopus (Bentham Science), 2025 (under process).
- Farmer's Perception Regarding Use and Effectiveness of Mass Media for Agriculture Development, Journal of the School of Culture Studies Language, Literature, UGC CARE, Vol. XXI, January 2024.
- Media Narratives and the Abrogation of Article 370: A Comparative Analysis of Indian Newspapers, UGC CARE listed, Vol. 26, 2024, presented at the National Conference on 'Media and Youth Engagement, Change, Development, Governance and Participation', ICSSR.
- Impact of Films on Cultural Transmission: A Youth Perceptional Study of India, presented at International Conference 'Multi-disciplinary Innovations for Sustainability and Growth', VIPS, New Delhi, 20-21 April 2018 (proceedings).
- Youth Perception towards Surrogate Advertising and Sustainable Development, presented at International Conference organized with the Ministry of MSME, December 2017 (proceedings, Kasturi Ram).
- Has the RTI Act Gained its Goal in Present Scenario, National Conference, Directorate of Higher Education Haryana, 24 March 2017 (proceedings).
- Use and Misuse of the RTI Act with Special Reference to Mass Media, Vaish College, Bhiwani, 2017 (proceedings).
- RERA: A Dawn to Real Estate Sector in India, Treasury Management Journal, Delhi, 2017.
- Corporate Social Responsibility in Indian SMEs, 3rd International Conference on Sustainable Corporate Governance, MAIMS, Delhi, 2016 (proceedings, ISBN 978-93-85777-22-6, p.118).
- A Review Study of Workplace Stress & its Management among T.V. News Journalists, 23rd Tecnia National Conference 'Stress to Steadiness', Tecnia Institute of Professional Studies, 2015 (proceedings, Vol. 1, ISBN 978-1-63-102459-7).

- Role of Mobile Communication in Rural Development: A Study of Karala Village, National Conference on Library Information Science & Information Technology for Education, Modern Rohini Society, 2015 (proceedings, Vol. 2, ISBN 1-63102-455-8).
- Analytical Study of Alcohol and Tobacco Products Advertisement (2006-2010), Pragyaan: Journal of Mass Communication, Vol. 9, ISSN 0974-5521, 2011.

Book Chapters Published (9)

- Six 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, Horizon Books, IGNITEDMINDS EDUTECH PVT. LTD., New Delhi, ISBN 979-93-86369-00-0, 2016.

Presentations in Conference

International Conference

- Impact of Bollywood on Nationalism in India: A Study on Defence Aspirants, April 2025.
- Digital Literacy: Evolution to Revolution, April 2025.
- Participatory Construct of Female TV News Anchor in Development Affairs of the Country, organized by MHRD-SPARC, The Netherland University, 16 December 2019.
- Changing Global Paradigms of Mediascape, International Seminar, Punjabi University, Patiala, 2009.

National

- AI Literacy in Media Faculty: Preparing Future Professionals for an AI-Driven Industry, National Conference, February 2025.
- A Study of Changing Trends of Entertainment Sources in Indian Society, UGC sponsored National Seminar, 2014.
- New Trends in Media, National Seminar, MJMC Dept., CDLU, Sirsa, 2009.
- Emerging Trends in Mass Media, National Seminar, CMT Dept., GJUST, Hissar, 2009.

Conference / Seminar / Workshop Organized/Resource Person

- Conference Secretary, MAIMS 6th ICON International Conference.
- Founder Member, Alumni Association, MAIMS.
- Directed several cultural programmes of the University/College; organized and managed departmental seminars; designed banners, brochures, and annual reports.

Membership in Professional Bodies

Name of the Professional Body	Nature of Membership	Duration
Alumni Association, MAIMS	Founder Member	-
MAIMS 6th ICON International Conference	Conference Secretary	-

Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
Grade A in multi-disciplinary FDP on MOOCs, E-Content Development and OER	Govt. First Grade College, Hungund	2020
Selected for Big F.M., Hissar (Radio Anchoring)	Big F.M., Hissar	-