

Curriculum Vitae

Name : Dr. Pramiti Roy
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Academic Qualifications:

Degree / Certificate	Qualification	Institute	Board / University	Year	CLASS/DIVISION
Ph.D in Mass Communication	Passed	The University of Burdwan	The University of Burdwan	2023	N.A.
Post Graduation in Journalism and Mass communication	Passed	University of Calcutta	University of Calcutta	2012	70.6% (Rank:1 st class, second)
Graduation in English Honours	Passed	Asutosh college	University of Calcutta	2010	51.6%(2 nd class)
12 th (Physics, Chemistry, English, Biology, Mathematics)	Passed	Birla High School	Central Board of Secondary Education	2007	72%
10 th (English, Bengali, Math-	Passed	G.S.S.Girls School	Central Board of Secondary Education	2005	83.6%

<p>maths, Science, Social science)</p>					
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Professional Details:

1. Worked with the Times of India, (Response)Kolkata as a feature Writer for 3 years in the editorial section under Assistant-editor Aditi Guha and editor Bob Roy.(On & From Jan 2013)
2. Served as a Lecturer in the department of Journalism and Mass communication at Jogesh Chandra Chowdhury College under University of Calcutta from January 2014 to August 2016. (Theory & Practical classes)
3. Served as an Assistant Professor in the Department of Mass communication & Journalism at AMITY UNIVERSITY, KOLKATA from 29th August 2016 to July 31st 2023.
4. Currently working as the Director of Humanities & Social Sciences and Associate Professor and Head of the Department of Journalism and Mass Communication and School of Management at Swami Vivekananda University, West Bengal from 1st August 2023.
5. Completed Ph. D.in A HISTORICAL STUDY OF CALCUTTA MUNICIPAL GAZETTE (1924- 1991) AS THE PUBLIC RELATION INSTRUMENT/ORGAN OF THE LOCAL SELF GOVERNMENT in 2023.

Research Work: Seminars& Paper Presentations:

- Presented paper on "Enhancing Administrative Literacy through the Calcutta Municipal Gazette: A Historical Study from 1924 to 1991" at the Bengal Library Association and Department of Mass communication and Journalism, University of Calcutta Collaborative International Seminar on “Role of Library Associations in Library Movement in the Country” on 20th December 2024 at the Centenary Auditorium, Asutosh Siksha Prangan, University of Calcutta (College Street Campus).
- Presented Research paper on the topic “Good Riddance! News of the world” at the University of Calcutta.
- Submitted dissertation paper on “Press Freedom after Independence” at the M.A.Final year Examination(2012)
- Presented Research Paper at a National conference on “Freedom of Expression: Ethical Parameters & Market Forces in Media Industry” held at Maharaja Agrasen College ,Delhi University(2013)
- Presented Research Paper(which was also published) at an International conference on “Literature to Cinema Appropriation,Adaptation,Adulteration” held at N.I.T. Durgapur (2013)(Paper Published)
- Presented Research Paper at an International Conference on Information & Communication Flow in Third World at Maharaja Agrasen College,University of Delhi on Third World Communication Flow

- Presented Research Paper at an International Conference on Contemporary Media Scenario In South Asian Region held at Bardhaman University in collaboration with Maulana Abul Kalam Azad Institute of Asian Studies (MAKAIAS), Under the Ministry of Culture, Government of India.
- Presented Research Paper at an ICSSR- assisted 2-day National Conference on Sociology In India organized by Directive Initiative & Department Of Sociology, University of Mumbai.
- Presented Research Paper at an UGC Sponsored National Workshop on Media Teaching organised by Department of Journalism and Mass Communication, Vijaygarh Jyotish Ray College, Kolkata.
- Presented a paper on Corporate Social Responsibility: Redefining the paradigm in the UGC sponsored Two Day National seminar on "Facets of Development Communication" organised by the Department of Mass Communication and Videography & Center for Mass communication & Videography, Rabindra Bharati University, Kolkata.
- Presented a paper on "Political Identity and Promotion- A case study of the Calcutta Municipal Gazette" at the 20th Annual Conference sponsored by the Indian Council of Social Science Research & The Annual General Meeting of the West Bengal Political Science Association.
- Participated in an International Conference held at Press Club on “ Pedagogy of teaching Public Relations and Corporate Communication.”
- Presented the paper entitled The changing construct of Public Relations Practice during the Covid 19 pandemic Crisis at the International webinar on Changing dimensions of work and employment relations: Emerging Paradigm in the International Webinar organized by the Department of Business Administration(Human Resource) The University of Burdwan.
- Presented a paper entitled “the paradigm shift in the profession of public relations post the covid 19 pandemic crisis at the One Day International Social Science Conference “Issues & Challenges of Social Science Research in post pandemic era”
- Participated in the 5 day faculty development Programme on Teaching , Recent developments and pedagogy in Research and Industry trends held on 18th July-22nd July 2022 organised by Amity School of Communication, Amity University Kolkata.
- Participated the 5 day faculty development Programme on Emerging trends and developments in World Cinema held on 1st August to 5th August 2022 organised by Amity School of Communication, Amity University Kolkata.

- Presented a paper in the International Gender Conference 2022 organised by Symbiosis School for Liberal Arts, Pune & DePaul University, Chicago (held on March 3-5,2022)
- Participated in the faculty development programme organized by Press Club, Kolkata & St. Xavier's University, Kolkata in collaboration with UNICEF, West Bengal from 17th September 2022 to 24th September 2022.
- Presented paper on “Extended Analytics in Research Methodology across various verticals: A review presented at International Conference on Multidisciplinary Research Methodology and IPR (ICMRM) 2023.
- Presented paper on “A generic platform-independent Research Methodology framework converging product commercialisation” presented at International Conference on Multidisciplinary Research Methodology and IPR (ICMRM) 2023.

List all conferences/workshops/FDPS, etc. (national/international) organized online and offline separately with your role:

- Participated in the 5 day faculty development Programme on Teaching, Recent developments and pedagogy in Research and Industry trends held on 18th July-22nd July 2022 organised by Amity School of Communication, Amity University Kolkata. ROLE:- as one of the joint convenors of the FDP.
- Participated in the 5 day faculty development Programme on Emerging trends and developments in World Cinema held on 1st August to 5th August 2022 organised by Amity School of Communication, Amity University Kolkata. ROLE:- organised it on behalf of the department(ASCO).

Publications:

- Research article on “Traversing Roles Of Climate Crisis: A Visual Social Semiotic Study On Climate Change Advocacy On Instagram” published in Educational Administration: Theory and Practice, SCOPUS Journal. ISSN: 2148-2403
- Research article on “The Role of Social Media in the Dissemination of News: A Study of the Students of Selected Higher Education Institutes in the District of North 24 Parganas, West Bengal” published in Educational Administration: Theory and Practice, SCOPUS Journal. ISSN: 2148-2403.
- Research article on “Transforming Governance In India: E-Governance Applications And Global Perspectives” published in Educational Administration: Theory and Practice, SCOPUS Journal, ISSN: 2148-2403
- Research article on “Influencing Change: The Role of Media in Social Movements” published in Educational Administration: Theory and Practice, SCOPUS Journal, ISSN: 29(4), 2960–2968.

- Research article on "Press Freedom after Independence" got published in the South Asian Journal of Multidisciplinary studies (SAJMS) ISSN:2349-7858
- Research article on NEW WORLD INFORMATION AND COMMUNICATION ORDER got published in the International Journal of Interdisciplinary and Multidisciplinary studies.(IJIMS) (ISSN 2348 –0343)
- Contributed a chapter on "The present day relevance of article 19(1)(a) in context to the freedom of Press" published on ' *Media Teaching* ' -Edited by -Dr.Arnab Kumar Banerjee.
- Research article on "Corporate social responsibility: the changing perspective." got published in the International journal of business and Management Invention. (IJBMI) (ISSN 2319-8028) July 2017.
- "National Integration in Today's perspective And the challenges Ahead" presented at the National Conference on Remembering A.R.Desai organised by Directed Initiative in association with the University of Mumbai and Indian Council of Social Sciences Research(ICSSR) was published in the UGC approved journal "EDUCATION RESEARCH AND ANALYSIS". (ISSN : 2348 -571X)
- " The Development Media Model and It's Role in the implementation of South Asia's Developmental Policies Led by the Government" published, in The Global Media Journal, USA.(ISSN :1550-7521)
- Paper entitled " The Calcutta Municipal Gazette- A Public Relations Organ for the Local Self Government" published in the "Journal of Mass communication and Journalism" (ISSN: 2165-7912)
- Chapter published in the book entitled " Digitalization" edited by Prof. Anwasha Chattopadya , Dept. of Statistics University of Calcutta & Prof. Tanaya Mazumdar , Dept. of Economics, University of Calcutta.
- Paper entitled " Facets of promotional communication in colonial India as experienced in public relations practiced by the local self-government" published in NeuroQuantology journal (ISSN:1303 5150) under Scopus coverage.
- Contributed a chapter entitled The stereotypical representation of women in Indian(Hindi) Cinema -The static approach in the book titled women in Indian Cinema edited by Dr. Tamilselvi N & Dr. Shourini Banerjee.
- Contributed a book chapter titled "Foreseeing the future of India's MBA education system"for the book Education and sustainability:Developing fresh minds.

Edited by Dr. Gursharan Singh Kainth, Director general Guru Arjan Dev Institute of Development studies.

- Book Chapter accepted for publication in an edited volume on “Reliving the past Vis-A vis the realities of the present: An Indian experience to be published by the Dean, Faculty of Arts, University of Burdwan scheduled to be published in Dec 2022.
- Published paper on “Extended Analytics in Research Methodology across various verticals: A review at International Conference on Multidisciplinary Research Methodology and IPR (ICMRM) 2023, Pid:45,2023.
- Published paper on “A generic platform-independent Research Methodology framework converging product commercialisation” at International Conference on Multidisciplinary Research Methodology and IPR (ICMRM) 2023, Pid:46, 2023.
- Edited book on Media, Gender and Society: Emerging trends and Interpretations, published on March 2024.
- Edited book on Virtual Reality and Artificial Intelligence Technologies,2024.
- Edited book on Sociological perspectives on media, gender and cultural studies, published on Feb 2024.
- Edited book on 5g convergence and Cyber security, 2024.
- Edited book on Media Convergence and Design Skills, 2024.
- Edited book on Published in Empowering Media Users and Interactive Media Design, 2024.
- Edited book on Global Media and Cultural Exchange A Growing Perspective, 2024.
- Edited book on Media, Culture and Audience: Contemporary issues and challenges, published on Feb 2024.
- Research article on “Independent Content Creation – Empowering Filmmakers and Artists in OTT Era” published in Theatre International (UGC approved, UGC Care-listed International journal).
- Research article on “Narrative of political communication through opinion and exit poll: An experience in West Bengal, 2014-2021” published in published in International Journal of Cultural studies and Social Sciences (UGC approved, UGC Care-listed International journal).

- Book chapter on "From colonial roots to Urban chronicles: The Calcutta Municipal Gazette".
- Book chapter on "Internet – A competitive displacement for traditional media on the News Domain published in the book Media, Gender and Society: Emerging trends and Interpretations published by Penprints Publication on March 2024.
- Book chapter on "Internet- A Competitive Displacement for Traditional Media on the News Domain" published in Media Gender and Society, Emerging Trends and Interpretations. ISBN: 978-87- 967932-4-1, 10:81- 967932-4-3.
- Book chapter on "The Indian Youth And The Changing Paradigm: From Television To The Internet" published in Emerging Trends in Media and Communication Studies, ISBN: 978-93- 6128-689-6.
- Book chapter on "Media Convergence and Advertising Evolution" , Published in Empowering Media Users and Interactive Media Design. ISBN: 978-93-5834-395-3.
- Book chapter on "Exploring How Podcasting Combines Elements of Radio, Storytelling, and Digital Media, and Its Impact on the Broader Media Landscape" published in Media Convergence and Design Skills, ISBN: 978-93-6135-317-8.
- Book chapter on "The Impact of 3G Telephony on Mass Media Companies: Integrating Consumer Technologies like Mobile Phones and Video Games" published in 5G Media Convergence and Cybersecurity, ISBN: 978-93-6233-353-7.
- Book chapter on "Exploring VR and AR Applications in Journalism and News Reporting: Creating Immersive Storytelling Experiences" published in Virtual Reality and Artificial Intelligence Technologies. ISBN: 978-93-6233-386-5.
- Book chapter on "Strategic Corporate Crisis Management - Case studies on Coca Cola, KFC chicken & United Airlines controversy" published in India in Transition: From Agriculture to Innovation, Trade, Industry and Society. ISBN: 978-81-974325-8-3.
- Book chapter on "An Investigation into How Global Convergence of Media Is Influencing Cultural Exchange, Diversity, and Homogenization of Media Content in Different Regions" published in Global Media and Cultural Exchange A Growing Perspective. ISBN: 978-93-6135-243-0.

Patents:-

Prof. Pramiti Roy along with Dr. Romica Bhat have jointly published a patent on 08.04.2022– Topic - Consumer Attitude Based Behavioral Intention in Green Food Product.

As a chairperson:

Chaired a 2 day U.G.C. sponsored International Seminar on "Narratives of Disability : Contemporary Barriers and Belonging" Organized by Centre for Disability Studies, Jadavpur University in collaboration with Department of Film Studies, West Bengal State University and Byanjanbarna Foundation.

As an Honourary member of the Editorial Board:

1. Appointed as an honorary Editorial Member of IJBST group of journals, a group of peer reviewed open access research journals.
2. Appointed as the Scrutineer in the UGC referred International Peer- reviewed journal Education, Research & Analysis (ISSN 2348-571X)

Membership/participation outside Amity:

1. Member, Syllabus Committee of Burdwan University/Examiner of Burdwan University, West Bengal.
2. External Examiner, Jadavpur University, West Bengal.
3. External Examiner, Gourbanga University, West Bengal.
4. External Examiner, Kazi Nazrul University, West Bengal.
5. External Examiner, Makaut (Nshm Knowledge Campus), West Bengal.
6. External Examiner, Swami Vivekananda University, West Bengal.

Membership/participation outside Swami Vivekananda University:

1. Invited as a discussant for the technical session on the theme "Gender Dynamics in Media" at the International Conference on Innovative Paradigms in Communication & Media: Bridging the Global Perspectives, organized by the Centre for Journalism and Mass Communication (CJMC), Visva-Bharati.
2. Delivered my lecture at the 150th National Webinar on "Building A Digital PR Strategy: Key Components and Tools" organised by Communication Today Bharati Vidya-peeth's A Bilingual Media Quarterly Journal and Institute of Computer Applications Lighthouse of Media Professionals and Management (BVICAM), New Delhi.

Personal Details:

Date of Birth : 13.04.1989

Gender : Female

Religion : Hindu

Caste : General (Vaidya)

Nationality : Indian

Languages Known: English, Bengali, Hindi

Declaration

I hereby declare that above mentioned details are true to the best of my knowledge.

Date: 17.02.2025

Signature : *Pramiti Roy*