

**: FACULTY DETAILED RESEARCH DATA:**

**Name of the Faculty: Dr. Moumita Chakraborty**

**Designation: Assistant Professor**

**Department: Journalism and Mass Communication**

**School: Humanities and Social Sciences**

**Research Area: Traditional media, Development communication, Advertisement, New Media, AI.**

**Details of research portfolio of faculty:**

**A. Researcher's ID details:**

Google Scholar ID:

<https://scholar.google.com/citations?user=Ixd06H8AAAAJ&hl=en>

Orchid ID:

0009-0000-1894-7997

Scopus ID

Vidwan ID

525861

**B. Publication details:**

**1. Conference proceedings/ Conference paper:**

Sl. No.	Name of the Conference	Title of the paper	Month & Year of Publication	Author(s) Name	National/ International	doi number (if any)	ISSN/ISBN no.
1	International Conference On Media, Culture And Audience: Contemporary Issues And Challenges (ICMCA-2023)	"Health communication campaign, and their impact on behaviour - An analysis.	2024	Dr. Moumita Chakraborty	Media culture and Audience,	NA	978-93-5529-948-2

<b>2</b>	International Conference On Media, Culture And Audience: Contemporary Issues And Challenges (ICMCA-2023)	“Digital media convergence: a transformative paradigm in the digital age	<b>2024</b>	<b>Dr. Moumita Chakraborty</b>	Sociological perspectives on Media, Gender and cultural studies,	<b>NA</b>	<b>978-93-91741-73-0.</b>
<b>3</b>	International Conference on Media, Culture and Audience: Contemporary Issues and Challenges (ICMCA-2023)	Portrayal of transgender in Indian cinema, with special reference to Taal	<b>2024</b>	<b>Dr. Moumita Chakraborty</b>	Media Gender and Society,	<b>NA</b>	<b>978-81-967932-4-1, 10:81-967932-4-3.</b>
<b>4</b>	International Conference On Media, Culture And Audience: Contemporary Issues And Challenges (ICMCA-2023)	“Growth of Over the Top (OTT) Video Services: A Possible Threat to Traditional Pay Television Services- An Analysis	<b>2024</b>	<b>Dr. Moumita Chakraborty</b>	Theatre International	<b>NA</b>	<b>ISSN- 2278-2036.</b>
<b>5</b>	International Conference On Media, Culture And Audience: Contemporary	Impact of Social Media on political and public opinion in India - A	<b>2024</b>	<b>Dr. Moumita Chakraborty</b>	International Journal of Cultural Studies and Social	<b>NA</b>	<b>ISSN- 2347-4777.</b>

	ary Issues And Challenges (ICMCA-2023)	comparativ e study”			Sciences.		
<b>6</b>	International conference on media convergence and emerging technologies , ICMCET-2024	Journalism in the Era of Artificial Intelligence	<b>2025</b>	<b>Dr. Moumita Chakrborty</b>	Emerging Trends in Media and Communication Studies",	<b>NA</b>	<b>ISBN 978-93- 6128-689-6.</b>
<b>7</b>	International conference on media convergence and emerging technologies, ICMCET-2024	Decoding News in the Digital Age among Social Media: The Role of Media Literacy in Mitigating Misinformation”	<b>2025</b>	<b>Dr. Moumita Chakrborty</b>	Empowering media users and Interactive Media Design,	<a href="https://doi.org/10.62778/int.book.475">https://doi.org/10.62778/int.book.475</a>	<b>ISBN:978-93-5834-395-3.</b>
<b>8</b>	International conference on media convergence and emerging technologies, ICMCET-2024	The Impact of Social Media on Children: Behavioural and Psychological Effects”,The Impact of Social Media on Children: Behavioural and Psychological Effects”,	<b>2025</b>	<b>Dr. Moumita Chakrborty</b>	Effects',Virtual Reality and Artificial Intelligence Technologies,	<a href="https://doi.org/10.62906/bs.book.207">https://doi.org/10.62906/bs.book.207</a>	<b>978-93-6233-386-5</b>
<b>9</b>	International conference on media convergence and emerging	The Role of New Media in Enhancing Development Communication	<b>2025</b>	<b>Dr. Moumita Chakrborty</b>	5G Media Convergence and Cybersecurity,	<a href="https://doi.org/10.62906/bs.book.208">https://doi.org/10.62906/bs.book.208</a>	<b>978-93-6233-353-7.</b>

	technologies, ICMCET-2024	tion Through Media Convergence					
<b>10</b>	International conference on media convergence and emerging technologies, ICMCET-2024	'The Future Classroom: Evaluating the Effectiveness of AR and VR in Educational Settings'	<b>2025</b>	<b>Dr. Moumita Chakraborty</b>	Media Convergence and Design Skills,	<a href="https://doi.org/10.22271/ed.book.2977">https://doi.org/10.22271/ed.book.2977</a>	978-93-6135-317-8
<b>11</b>	International conference on media convergence and emerging technologies, ICMCET-2024.	The Convergence of Cyber Security, AI, and Advanced Tech: Strategies for a Secured Future'	<b>2025</b>	<b>Dr. Moumita Chakraborty</b>	Future"Global Media and Cultural Exchange A Growing Perspective,	<a href="https://doi.org/10.22271/ed.book.2976">https://doi.org/10.22271/ed.book.2976</a>	978-93-6135-243-0
<b>12</b>	International Conference on Transforming the Future of Environmental Sustainability, (ICTFES-2024).	'Towards a Sustainable Future: Exploring the Benefits and Challenges of a Green Economy Transition in India	<b>2025</b>	<b>Dr. Moumita Chakraborty</b>	NA	<b>NA</b>	<b>NA</b>
<b>13</b>	International Conference on Transforming the Future of Environmental Sustainability	'Effective Risk Communication in Risk Management in India: An analysis'	<b>2025</b>	<b>Dr. Moumita Chakraborty</b>	NA	<b>NA</b>	<b>NA</b>

	y, (ICTFES-2024).						
<b>14</b>	International Conference on Transforming the Future of Environmental Sustainability, (ICTFES-2024)	'Resilience and Recovery: Strengthening Environmental Sustainability in India's Post-Pandemic Economy	<b>2025</b>	<b>Dr. Moumita Chakraborty</b>	NA	<b>NA</b>	NA
<b>15</b>	International Conference on Transforming the Future of Environmental Sustainability, (ICTFES-2024).	'Interactive and Immersive Media for Environmental Education in India	<b>2025</b>	<b>Dr. Moumita Chakraborty</b>	NA	<b>NA</b>	NA
<b>16</b>	International Conference on Transforming the Future of Environmental Sustainability, (ICTFES-2024).	'The Role of Communication strategies in Creating Environmental Sustainability Awareness with Special Reference to Swatch Bharat Abhiyan in Assam,	<b>2025</b>	<b>Dr. Moumita Chakraborty</b>	NA	<b>NA</b>	NA

## 2. Book chapter:

Sl. No.	Title of the book	Publishers	Author(s) Name (Highlight the corresponding and 1 <sup>st</sup> author in every article)	Year	ISBN No.	doi no. (if applicable)
1	“Health communication campaign, and their impact on behaviour - An analysis”- Media culture and Audience	Authorspress	Dr. Moumita Chakraborty	2024	978-93-5529-948-2	NA
2	‘Digital media convergence: a transformative paradigm in the digital age’- Sociological perspectives on Media ,Gender and cultural studies	Levant books	Dr. Moumita Chakraborty	2024	978-93-91741-73-0	NA
3	‘Portrayal of transgender in Indian cinema, with special reference to Taali, An Indian web series- A critical review’- Media Gender and Society.	Penprints	Dr. Moumita Chakraborty	2024	978-81-967932-4-1, 10:81-967932-4-3.	NA
4	‘Journalism in the Era of Artificial Intelligence, Emerging Trends in Media and Communication Studies’- Emerging technology in media and communication studies.	Swami Vivekananda University	Dr. Moumita Chakraborty	2024	978-93-6128-689-6	NA
5	‘Decoding news in the digital age among social media: the role of media literacy in mitigating misinformation]- Empowering Media Users and Interactive Media Design	Integrated Publications	Dr. Moumita Chakraborty	2025	978-93-5834-395-3	<a href="https://doi.org/10.62778/int.book.475">https://doi.org/10.62778/int.book.475</a>
6	<b>‘The Convergence of Cyber Security, AI, and Advanced Tech:</b>	AkiNik Publications	Dr. Moumita Chakraborty	2025	978-93-6135-243-0	<a href="https://doi.org/10.22271/ed.book.2976">https://doi.org/10.22271/ed.book.2976</a>

	<b>Strategies for a Secured Future’- Global Media and Cultural Exchange - A Growing Perspective</b>					
7	‘The Future Classroom: Evaluating the Effectiveness of AR and VR in Educational Settings’- Media Convergence and Design Skills	AkiNik Publications	Dr. Moumita Chakraborty	2025	978-93-6135-317-8	<a href="https://doi.org/10.22271/ed.book.2977">https://doi.org/10.22271/ed.book.2977</a>
8	‘The Role of New Media in Enhancing Development Communication Through Media Convergence’- 5G Media Convergence and Cybersecurity	Bright Sky Publications	Dr. Moumita Chakraborty	2025	978-93-6233-353-7	<a href="https://doi.org/10.62906/bs.book.208">https://doi.org/10.62906/bs.book.208</a>
9	‘The Impact of Social Media on Children: Behavioural and Psychological Effects’- Virtual Reality and Artificial Intelligence Technologies	Bright Sky Publications	Dr. Moumita Chakraborty	2025	978-93-6233-386-5	<a href="https://doi.org/10.62906/bs.book.207">https://doi.org/10.62906/bs.book.207</a>
10	Facets of Defamation with Appropriate Case Studies		Dr. Rohit Ganguly, Dr. Moumita Chakraborty	2025	978-81-971801-9-4	NA