

FACULTY DETAILED RESEARCH DATA:

Name of the Faculty: DR. PRAMITI ROY

Designation: Director, Head

Department: Journalism and Mass Communication

School: Humanities and Social Science

Research Area: Public Relations, Political Communication, Corporate/ Organizational Communication

Details of research portfolio of faculty:

A. Researcher's ID details:

Google Scholar ID:

<https://scholar.google.com/citations?user=9ue0IXsAAAAJ&hl=en&authuser=1>

Orchid ID: 0000-0002-9540-1696

Vidwan ID: 500502

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 Transforming the Future of Environmental Sustainability		September, 2024	Dr. Pramiti Roy	International	NA	NA
2.	International Conference on Transforming the Future of		September, 2024	Dr. Pramiti Roy	International	NA	NA

	Environmental Sustainability						
3.	International Conference on Transforming the Future of Environmental Sustainability		September, 2024	Dr. Pramiti Roy	International	NA	NA
4.	International Conference on Transforming the Future of Environmental Sustainability		September, 2024	Dr. Pramiti Roy	International	NA	NA
5.	International Conference on Transforming the Future of Environmental Sustainability		September, 2024	Dr. Pramiti Roy	International	NA	NA
6	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)	Enhancing Administrative Literacy through the Calcutta Municipal Gazette: A Historical Study from 1924 to 1991	20th December 2024	Dr. Pramiti Roy	International	NA	NA
7	Maharaja Agrasen College ,Delhi University (2013)	“Freedom of Expression: Ethical Parameters & Market Forces in Media Industry	2013	Dr. Pramiti Roy	National	NA	NA
8	N. I. T. Durgapur	Literature to Cinema	2013	Dr. Pramiti Roy	International	NA	NA

	(2013)	Appropriation, Adaptation, Adulteration					
9	Maharaja Agrasen College, University of Delhi on Third World Communication Flow	Information & Communication Flow in Third World		Dr. Pramiti Roy	International	NA	NA
10	Bardhaman University in collaboration with Maulana Abul Kalam Azad Institute of Asian Studies (MAKAIAS), Under the Ministry of Culture, Government of India.	Contemporary Media Scenario In South Asian Region		Dr. Pramiti Roy	International	NA	NA
11	ICSSR-assisted 2-day National Conference, organized by Directive Initiative & Department Of Sociology, University of Mumbai	Sociology In India		Dr. Pramiti Roy	National	NA	NA
12	"Facets of Development Communication	Corporate Social Responsibility:		Dr. Pramiti Roy	National	NA	NA

		Redefining the paradigm					
13	20th Annual Conference sponsored by the Indian Council of Social Science Research & The Annual General Meeting of the West Bengal Political Science Association	Political Identity and Promotion- A case study of the Calcutta Municipal Gazette		Dr. Pramiti Roy	National	NA	NA
14	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.	The changing construct of Public Relations Practice during the Covid 19 pandemic Crisis		Dr. Pramiti Roy	National	NA	NA
15	Issues & Challenges of Social	The paradigm shift in		Dr. Pramiti Roy	International	NA	NA

	Science Research in post pandemic era”	the profession of public relations post the covid 19 pandemic crisis					
16	International Conference on Multidisciplinary Research Methodology and IPR (ICMRM) 2023.	“Extended Analytics in Research Methodology across various verticals: A review	2023	Dr. Pramiti Roy	International	NA	NA
17	International Conference on Multidisciplinary Research Methodology and IPR (ICMRM) 2023.	A generic platform-independent Research Methodology framework converging product commercialisation	2023	Dr. Pramiti Roy	International	NA	NA

2. Publications in SCI/Scopus indexed Journals:

Sl. No	Name of the Journal (mention SCI/scopus)	Title of the paper	Month & Year of Publication	Author(s) Name (Highlight the corresponding and 1 st author in every article)	doi number	Issue No. & Volume No.	Page no.	ISSN of the journal
1	UGC Care	Independent Content Creation – Empowering Filmmakers and Artists in OTT Era	2024 Jan	Dr. Pramiti Roy	NA			ISSN-2278-2036.

2	UGC Care	Narrative of Political Communication through Opinion and Exit Poll: An Experience in West Bengal, 2014-2021	2024 Jan	Dr. Pramiti Roy	NA			ISSN-2347-4777
3	Educational Administration: Theory and Practice	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	Jan 24, 2024	Dr. Pramiti Roy	10.53555 /kuey.v30 i1.8411	Vol. 30 No. 1 (2024)		ISSN-2148-2403
4	Educational Administration: Theory and Practice	Transforming Governance In India: E-Governance Applications And Global Perspectives	25-Dec-2023	Dr. Pramiti Roy	10.53555 /kuey.v29 i4.6922	Vol. 29 No. 4 (2023)		
5	Educational Administration: Theory and Practice	Influencing Change: The Role of Media in Social Movements	5-Nov-2023	Dr. Pramiti Roy	https://doi.org/10.53555/kuey.v29i4.7660	Vol. 29 No. 4 (2023)		ISSN-29(4), 2960–2968.
6	Educational Administration: Theory and Practice	Traversing Roles Of Climate Crisis: A Visual Social Semiotic Study On Climate Change Advocacy On Instagram	27-Feb-2024	Dr. Pramiti Roy	https://doi.org/10.53555/kuey.v30i2.8601	Vol. 30 No. 2 (2024)		ISSN-2148-2403
7	Neuro Quantology (Scopus)	Facets of Promotional Communication in Colonial India	2022	Dr. Pramiti Roy	10.48047 /nq.2022. 20.22.NQ 10046			

3. Book chapter:

Sl. No.	Title of the book Chapter	Publishers	Author(s) Name (Highlight the corresponding and 1 st author in every article)	Year	ISBN No.	doi no. (if applicable)
1	Internet- A Competitive Displacement for Traditional Media on the News Domain		Dr. Pramiti Roy	2024	978-87-967932-4-1, 10:81-967932-4-3	NA
2	The Indian Youth And The Changing Paradigm: From Television To The Internet		Dr. Pramiti Roy	2024	978-93-6128-689-6.	NA
3	Media Convergence and Advertising Evolution	Integrated Publications	Dr. Pramiti Roy	2024	978-93-5834-395-3	https://doi.org/10.62778/int.book.475
4	Exploring How Podcasting Combines Elements of Radio, Storytelling, and Digital Media, and Its Impact on the Broader Media Landscape		Dr. Pramiti Roy	2024	978-93-6135-317-8	https://doi.org/10.62906/bs.book.207
5	Exploring VR and AR Applications in Journalism and News Reporting: Creating Immersive Storytelling Experiences	AkiNik Publications	Dr. Pramiti Roy	2024	978-93-6233-386-5	https://doi.org/10.62906/bs.book.207
6	An Investigation into How Global Convergence of Media Is Influencing Cultural Exchange, Diversity, and Homogenization of Media Content in Different Regions		Dr. Pramiti Roy	2024	978-93-6135-243-0	https://doi.org/10.22271/ed.book.2976
7	Strategic Corporate Crisis Management - Case studies on Coca Cola, KFC chicken & United Airlines controversy		Dr. Pramiti Roy	2024	NA	
8	Extended Analytics in Research Methodology across Various Verticals: A Review		Dr. Pramiti Roy	2023	9788197653544 (Print) 9788197653568 (eBook)	
9	A Generic Platform-Independent Research Methodology Framework Converging to Product Commercialization		Dr. Pramiti Roy	2023	9788197653544 (Print) 9788197653568	

					(eBook)	
10	Emerging Technology in Media and Communication Studies: Visual Evolution: The Transformative Role of Graphic Design in Media Studies	Swami Vivekananda University	Dr. Pramiti Roy	2024	978-93-6128-689-6	NA
11	The Calcutta Municipal Gazette- A Public Relations Organ for the Local Self Government		Dr. Pramiti Roy		2165-7912)	
12	Facets of promotional communication in colonial India as experienced in public relations practiced by the local self-government ”		Dr. Pramiti Roy		:1303 5150	

4. Text/Reference book published from reputed national/international publishers:

Sl. No.	Title of the Text/Reference book	Publishers	Author(s) Name (Highlight the corresponding and 1 st author in every article)	Year	ISBN No.	doi no. (if applicable)
1.	Entrepreneurial Ecosystem	Swami Vivekananda University	Dr. Pramiti Roy	2024		

5. Project granted:

Sl.	Sponsoring Agency	Name of the project	Duration		Amount in Lakhs	PI/ CO-
			Starting Month &	Ending month &		

No			Year	Year		PI
1	ICSSR	Post- COVID era and the zero generation: vulnerability, resilience and adaptive capacity in aging communities of selected urban spaces of North East India.	20/09/2024	20/09/2025	10 Lacs	Dr. Pramiti Roy, Dr. Rituparna Chakraborty

6. Patent/IPR granted:

Sl. No.	Name of the patent	Name of the applicant	Name of the inventor	Date of File	Date of Publication	Whether Granted (yes/no); If yes, Date of Grant	Application No.
	Consumer Attitude Based Behavioral Intention in Green Food Product	Prof. Pramiti Roy, Dr. Romica Bhat	Prof. Pramiti Roy, Dr. Romica Bhat	08. 04. 2022			