



Dr. Ambika Sankar Mishra

**Designation:** Associate Professor

**Qualification:** M.A, PhD

**Date of Birth:** 20.05.1982

**Date of Joining:** 10.03.2022

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**ORCID:** <https://orcid.org/0000-0003-3563-6300>

**Vidwan- ID:** 381115

**Web of Science Researcher ID:** GLU-1412-2022

### **Area of Interest**

New Media, Communication Research, Film studies, Development Communication

### **Courses taught**

International and Intercultural communication, Communication Theory, New Media, Communication Research, Broadcast Journalism, Documentary Film Making , Media laws and Ethics

### **Career**

1. Associate Professor at Rama Devi Women's University, Bhubaneswar from 10.03.2022
2. Associate Professor in Media and Communication at Centurion University of Technology and Management, Bhubaneswar from 1.1.2019-7.05.2022
3. Assistant Professor in Media and communication at Centurion University of Technology and Management, Bhubaneswar from 4.08.2014-31.12.2018.
4. Assistant Professor in Mass Communication and Journalism at St. Joseph's Degree and PG College Hyderabad from 8<sup>th</sup> August 2013-30<sup>th</sup> July 2014.
5. Assistant Professor in Mass Communication and journalism at Sambad School of Media and Culture, Bhubaneswar from 8<sup>th</sup> July 2009 to 31<sup>st</sup> July 2013
6. Assistant Professor in Mass Communication and Journalism at Institute of Media Studies From August 2008- 6<sup>th</sup> July 2009

### **Teaching Experience**

16 years

### **Research Experience**

7 years

### **Administrative/Executive Experience**

Coordinator, Dept. of History, Rama Devi Women's University from 2022

### **Awards & Honors**

- Achiever Excellence Award 2020 by Achiever's Foundation, Bhubaneswar.

### **Research Guidance**

M.A. thesis supervised : **25 (Twenty Five)**

### **Journal publications**

1. Ambika Sankar Mishra, Iram Rizvi , Gyana Ranjan Mishra and Ahaana Mansai ,Educational Apps and Students' Response towards Them, Indian journal of natural sciences, Vol.14 / Issue 79 , Aug 2023.
2. Ambika Sankar Mishra, Portrayal of transgenders in Bollywood Films: A Study of two prominent films Sadak and Sabnam Mausai, Shodh Sarita, Volume :7, Issue-28, PG 45-49, 2020
3. Ambika Sankar Mishra, Youtube, Education and the Youth: A Perceptual Analysis, Indian Journal of Natural Sciences, Volume:10 , Issue-60, PG-23047-23053, 2020
4. Ambika Sankar Mishra and Gyanaranjan Mishra Changing trends in Corporate Communication: An Analytical Study, Shodh Sanchar Bulletin Volume 10, Issue-40, PG-64-69, 2020
5. Ambika Sankar Mishra, Kansara Gharani, Padmavati Rani: A Study of the Folk literature of Snake Charmers of Padmakesharpur, Shodh Navneet, Volume: II, Issue-1,PG-213-221 , 2019.
6. Published paper titled The Watchdog and the Bone Story: A study on Media and its Social Responsibility, Pragyan, VOLUME 17, ISSUE 1&2, 2019, PG- 5 – 9, 2019

7. Ambika Sankar Mishra, Privacy and the New Media Child, Jagran International Journal on Contemporary Research, Volume: 6, Issue-1, PG- 50-54,2019
8. Ambika Sankar Mishra, BAND-AID TO BACARDI: A Perceptual Analysis of Portrayal of Women in Television Commercials among working women of Hyderabad, Edulight, Volume:7, issue-13, 2018, PG-83-88, 2018
9. Ambika Sankar Mishra, BAND-AID TO BACARDI: A Perceptual Analysis of Portrayal of Women in Television Commercials among working women of Hyderabad, Edulight, Volume:7, issue13, 2018, PG-83-88, 2018 .
10. Ambika Sankar Mishra, breaking of a Baba: 90 Hours of live coverage and baba gone down, an opinion study on media coverage of Godman Sartahi issue by private Odia news Channels, Journal of Content, Community & Communication, Volume-4, PG-50-54, 2016

#### **Book/book chapter Publications**

1. Ambika Sankar Mishra , Nity & Iram Rizvi Emoji and Communication: A Study of Emoji Using Habits of Young Girls , Research at DME, IARA Publications, New Delhi, India 2023
2. Santosh Kumar Biswal , Ambika Sankar Mishra & Narsingh Majhi , Use of technologies in media and communication: Interventions of artificial intelligence in mitigating fake news on social media. In AI-Based Metaheuristics for Information Security and Digital Media ,95-111, Chapman and Hall/CRC,2023
3. Ambika Sankar Mishra, Copy Right Challenges in Courseware Production, Changing landscape of news media & entertainment, 245-254, ISBN 978-93-5628-588-0, Lakecity Publishing,2022.
4. Ambika Sankar Mishra, Education social media and youth a perceptual analysis, Communication 4.0, PG-328-336, ISBN: 9789353910464, Institute of Media Studies, 2019
5. Ambika Sankar Mishra, Communication for Development, Message forwarding habits in social media, 73-80, ISBN: 9789353219130, Institute of Media studies, 2018.

6. Chandrabhanu Pattanayak, Prajna Pani, Ajit Kumar Pradhan, Ambika Sankar Mishra  
Repositioning Folklore and Indigenous knowledge systems ISBN: 9788193172100, Centurion  
University Press, 2016

**Participation in Conferences & Seminars (as invited/plenary/chair)**

1. Presented paper Redefining Tribal Development: The Success Story of an University on  
13.08.2023 at World anthropology Congress organized by KIIT university , Bhubaneswar
2. Presented paper A study on Utility of Social Media on educational environment on in  
association with Sandipta Patra on 16.03.2024 On International media conclave 2024 on  
Media politics and Democracy organized by Fakir Mohan University
3. Co-Chaired a session at International media conclave 2024 on Media politics and Democracy  
organized by Fakir Mohan University on 16.03.2024
4. Chaired a session on 31.03.2024 at National Conference on Vikashit Bharat organized by KIIT  
University
5. Presented paper Game based learning: A comprehensive study on its impact,  
Implementation and effectiveness in educational settings in association with Harapriya  
Sarangi on 21.11.2023 on National Media Conclave Institute of media studies
6. Presented Paper Education, Social Media and the Youth at the 3rd National Media Conclave  
organized by Institute of Media Studies at KIIT University Bhubaneswar, between 21-23  
November 2019.
7. Presented Paper titled "What is in a status? A study of perceptions relating to Status  
messages in Social Media" in the 27th international conference Organized by Asian Media  
Information and Communication Centre at Chulalongkorn University , Bangkok in June 2019.
8. Presented Paper titled "Women and Television commercials: A perceptual analysis among  
working women of Bhubaneswar" In 32nd Indian Social science Congress, at KIIT University,  
Bhubaneswar on 22nd December 2018.

9. Presented Paper titled "Message forwarding habits in Social Media" In 2nd National Media Conclave Organized by Institute of Media Studies Bhubaneswar at KIIT University on 22nd November 2018.
10. Presented paper titled "PR Strategies During Demonetization: A case study" at one day National Conclave on the theme "PR an effective tool for Good Governance" organized by Birla Global University, Bhubaneswar in association with Public Relation Council of India on January 2018
11. Presented paper Titled "In the assembly of Gods" at the International Conference on Folklore for Management Studies at KIIT University Bhubaneswar in December 2017
12. Presented paper titled "Privacy security and Social Media" in at 3rd international Conference at Xavier University Bhubaneswar in December 2017.
13. Presented paper titled "The Need of Odia Communication Skills For Government Employees" at Institute of Odia studies and Research, Bhubaneswar in 3rd national language conference , March 2016
14. Presented paper titled "The Social Media Language" at Institute of Odia studies and Research, Bhubaneswar in 3rd national language conference in March 2016
15. Presented paper titled "Role of Media in Democracy" in at 2nd international Conference at Xavier University Bhubaneswar in November 2016
16. Presented Paper Titled 'A Study of Market Driven Media and its Impacts' at the national seminar organized by Department of Commerce of St. Joseph's Degree and PG College Hyderabad on December 2013.
17. Presented Paper Titled 'A Study of cross-Cultural communication on Marketing' at the national seminar organized by Department of Commerce of St. Joseph's Degree and PG College Hyderabad on December 2013.
18. Presented Paper Titled 'Mass Media and Social Responsibility' at the international seminar organized by Department of Communication of Visva Bharati University in January 2014.

19. Presented Paper Titled ‘History of press in Odisha’ at the national seminar organized by Department of Communication of Vivekananda institute of Professional Studies New Delhi in January 2014.
20. Presented Paper Titled “A study of the Impact of Social Media on political Behaviours of the youth of Hyderabad” at IMS Unison University, Dehradun in April 2014.
21. Presented paper titled ‘Language Many words one meaning’ at 32nd Indian social science congress at New Delhi in 2008.

**Other information(s)**

**E-content and syllabus Development**

Course writer for the 4 quadrant E-content course in Camera operator (2 Modules) and Video Editor (1 Module), for centurion University of Technology and Management in association with Commonwealth of learning, CANADA