



Dr. Santosh Kumar Biswal

Designation: Associate Professor

Qualification: MA, MPhil, PGJMC, PhD

Date of Birth: 31.05.1979

Date of Joining: 23.03.2022

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ORCID: <http://orcid.org/0000-0003-0719-1383>

VIDWAN: <https://vidwan.inflibnet.ac.in/profile/381190>

Scopus ID: 57201861958

Google Scholar:

https://scholar.google.com/citations?hl=en&user=3FdKCA8AAAAJ&view_op=list_works&sortby=pubdate

Area of Interest

Development Communication, Digital Media, Rural Journalism, Media Research & Writing for Media

Courses Taught

Development Communication, Rural Journalism, Advertising and Public Relations & Media Research

Career

1. Associate Professor (2022-present): Rama Devi Women's University, Bhubaneswar
2. Assistant Professor (2015-2022): Symbiosis Institute of Media and Communication, Symbiosis International (Deemed University), Pune
3. Lecturer (2009 – April, 2014) Andhra Loyola College (Autonomous), Vijayawada,
4. Copy Editor (2006-2009): Hindustan Times, New Delhi
5. Communication Assistant (2005-2006): Tara Projects Association, New Delhi

Teaching Experience

14 years

Research Experience

10 years

Administrative/Executive Experience

1. Head of the Department, Journalism and Mass Communication, Rama Devi Women's University, Bhubaneswar (April 2022- Present)
2. Member of Academic Council, Rama Devi Women's University, Bhubaneswar (May 2023 - Present)
3. A lifetime member of Public Relations Society of India (PRSI), Mumbai Chapter, India (2016 - Present)
4. Head of the Department, Visual Communication, Andhra Loyola College, Vijayawada, Andhra Pradesh (June 2012 - April 2014)

Awards & Honors

1. Received gold medal from Utkal University for the first position in postgraduate level (2006)
2. Felicitated from Centre for Development Education and Communication, Bhubaneswar for securing first position in postgraduate level in Utkal University, Bhubaneswar (2006)

Membership in Editorial Board

1. Associate Editor, Media Watch, an international Journal (SAGE). ISSN: 0976-0911, e-ISSN: 2249-8818 (May 2022 – Present)

Research Guidance

- ✓ PhD thesis supervised : 01 (ONE)
- ✓ M Tech/M.Phil. thesis supervised : 00 (ZERO)
- ✓ M.A. thesis supervised : 12 (TWELEVE)

Research Grants: NIL

Publications

Patents: NIL

Journal Publications (ABDC, Web of Science, Scopus & UGC Indexed)

1. Chakraborty U., & Biswal S.K. (2024). Diffusion of Innovation in Direct-to-Avatar (D2A): A Study of Immersive Communication and Branding in the Metaverse. Computers in Human Behavior (Elsevier). <https://doi.org/10.1016/j.chb.2024.108318> (ABDC-A & Scopus)
2. Chakraborty U., & Biswal S.K. (2024). Is ChatGPT a Responsible Communication: A Study on the Credibility and Adoption of Conversational Artificial Intelligence. Journal of Promotion Management. DOI:

- 10.1080/10496491.2024.2332987. e-ISSN: 1540-7594. (Taylor & Francis) (ABDC-B & Scopus)
3. Paul, P., Kusuma K. S., & Biswal S.K. (2023). Inclusive Communication through Community Journalism: Emerging Community Media Practices in India. *Journal of Media and Communication*, 7(1), pp. 38-53. e-ISSN: 2581-513X (UGC)
 4. Chakraborty U., & Biswal S. K. (2023). Is Digital Social Communication Effective for Social Relationship? A Study of Online Brand Communities. *Journal of Relationship Marketing*. e-ISSN: 1533-2675 (Taylor & Francis) (ABDC-B & Scopus)
 5. Shilpa K., Kumari A., Das M.M., Sharma T., & Biswal S.K. (2023). Exploring Trauma Literacy Quotient Among Indian Journalists and a Way Forward in Post-Pandemic Era: A Case Study of India. *Journalism & Mass Communication Educator*, pp. 1–22. <https://doi.org/10.1177/10776958231161889> (SAGE) (Scopus)
 6. Chakraborty U., & Biswal S.K. (2023). Impact of social media participation on female entrepreneurs towards their digital entrepreneurship intention and psychological empowerment. *Journal of Research in Marketing and Entrepreneurship*. <https://doi.org/10.1108/JRME-03-2021-0028> (Emerald). (ABDC-B, Web of Science & Scopus)
 7. Chakraborty U., & Biswal S.K. (2022). Are online reviews credible? The effects of online reviews for the adoption of MOOCs for E-learning. *Journal of Decision Systems*, pp. 1-22. (Taylor & Francis) (ABDC-B, Web of Science & Scopus)
 8. Kamble C., & Biswal S.K. (2022). Portrayal of Women in Bollywood Item Songs. *Littcrit*, 93(48), pp. 21-29. (UGC)
 9. Chakraborty U., & Biswal S. K. (2021). Psychological empowerment of women entrepreneurs: a netnographic study on twitter. *Management Research Review* (Emerald) (ABDC-C & Scopus)
 10. Kusuma K.S., Paul P., & Biswal S.K. (2021). MOJO in Development Communication: Mediating Social Change and Empowerment through Mobile Phones in India. *Communicator*, 56(2), pp. 1–8. (UGC)
 11. Biswal S.K. (2020). Media in the Troubled Times. *Media Watch*, 11(3). DOI: 10.15655/mw/2020/v11i3/202951 (Editorial) (Scopus & UGC)
 12. Chakraborty U., & Biswal S.K. (2020). Impact of Online Reviews on Consumer's Hotel Booking Intentions: Does Brand Image Mediate?. *Journal of Promotion Management*, 26(7), pp. 943-963. (Taylor & Francis) (ABDC-B, Scopus & UGC)
 13. Biswal S.K. (2019). Disability, Deficiency, and Excess: A Cinematic Construction of Disability in Popular Odia Cinema. *Media Watch*, 10(3), pp. 723-736. (Scopus & UGC)
 14. Biswal S.K. (2019). Exploring the Role of Citizen Journalism in Rural India. *Media Watch*, 10, pp. 43-54. (Scopus & UGC)
 15. Biswal S.K. (2017). Representation of Women with Disabilities in Hindi Cinema. *Media Watch*, 8(2), pp.67-74. (Scopus & UGC)
 16. Mohapatra A., & Biswal S.K. (2014). Disability And Media In India. *Communication Today*, 16(3), pp. 81-89. (UGC)

Articles in Other Journals

1. Kamble C., & Biswal S.K. (2023). The Changing Role of Marginalised Women in Hindi Cinema: A Shift from Cinematic Negotiations to Empowerment. *Media Watch*, 09760911231191266 ISSN: 0976-0911, e-ISSN: 2249-8818. <https://doi.org/10.1177/0976091123119126> (SAGE)
2. Nayak S.C., Biswal S.K. (2021). OTT Media Streaming in COVID-19 Lockdown: The Indian Experience. *Media Watch*, 12(3), 440-450. ISSN: 0976-0911, e-ISSN: 2249-8818. DOI: 10.15655/mw/2021/v12i3/166019 (SAGE)
3. Biswal S.K., & Chakraborty U. (2019). Trends of Online News in Facebook. *Samvad*, 18, 79-83. ISSN: 2249-1880, e-ISSN: 2348-5329. (Google scholar & Indian Citation Index)
4. Biswal S.K. (April-June, 2017). The new Disability Act and the role of the media. *Vidura*, 9(2), 13-14. ISSN: 0042-5303.
5. Biswal S.K. (January-March, 2017). Role of the media in a democracy revisited. *Vidura*, 9(1), 19-20. ISSN: 0042-5303.
6. Biswal S.K. (January-March, 2017). Odisha's health communication fares rather poorly. *Vidura*, 9(1), 55-56. ISSN: 0042-5303.

Edited Journals

Edited a special issue for an international journal, *Media Watch* (September 2020), Volume-11, Issue-3, pp.373-590. Impact Factor: 1.9; Q2 Journal in Communication (UGC & Scopus)

Full Papers in Conference Proceedings

1. Biswal S.K., & Srinivasan V. (2014). *The Role of information literacy and ICT in Indian libraries: A Critical Study*. In B. Ramesh Babu (Ed.), *Role of Library Associations in Promoting Information Literacy in the Knowledge Society*. Conference Proceedings, 281-285. Vijayawada: Andhra Pradesh Library Association. ISBN: 978-81-9233.
2. Kusuma K.S., & Biswal S.K. (2013). *Internet Advertising Industry in Indian Economy: A Study of Prospects and Future*. Conference Proceedings, 94-98. Vijayawada: Andhra Loyola College.
3. Kusuma K.S., & Biswal S.K. (2011). *Citizen Journalism in India: A Study of Participation, Opportunities and Challenge*. Conference Proceedings, 131-140. Machilipatnam: Krishna University Publication.

Book/book Chapter Publications

Books (Authored)

1. Biswal S.K. & Kulkarni A. J. (2024). *Exploring the Intersection of Artificial Intelligence and Journalism: The Emergence of a New Journalistic Paradigm*. New York: Routledge. ISBN: 9781032716893. (Scopus-Indexed)

Books (Edited)

2. Biswal S.K. & Giri A. K. (2024). *Rethinking Media Studies: Media, Meditation and Communication* (Eds). New York: Routledge. ISBN: 9781032271279. (Scopus-Indexed)

3. Biswal S.K., Kusuma K.S., & Mohanty S. (2020). *Social and Cultural Dynamics in Indian Cinema* (Eds.). Hershey, PA: IGI Global. ISBN13: 9781799835110. (Scopus-Indexed)
4. Dasgupta S., Biswal S.K., & Ramesh A. (2018). *Holistic approaches to Brand Culture and Communication across Industries* (Eds.). Hershey, PA: IGI Global. ISBN: 9781522531500.

Book Chapters

1. Verma P., Biswal S. K., & Patankar S. (2024 May). Revisiting Gender Representation in Indian News Media. In *Rethinking Media Studies: Media, Meditation and Communication* (pp. 339-352). New York: Routledge. (Scopus-Indexed)
2. Patnaik S., & Biswal S. K. (2023). Use of artificial intelligence and blockchain technologies in detecting and curbing fake news in journalism. *AI-Based Metaheuristics for Information Security and Digital Media*, 14, 1.
3. Biswal S. K., Mishra A. S., & Majhi N. (2023). 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* (pp. 95-111). Chapman and Hall/CRC.
4. Biswal S.K. (2021). Cinematic Representation of Disability from Pity to Human Rights in India: Investigating the Changing Roots and Routes. In A K Giri (Ed.), *Cross-Fertilizing Roots and Routes Identities, Social Creativity, Cultural Regeneration and Planetary Realizations* (pp. 363-379). London: Palgrave Macmillan.
5. Mohanty S., & Biswal S.K. (2021). Crossing the Border: A Postcolonial Discourse of Double Consciousness and Multiple Solidarities with reference to the texts Brick Lane and The Mistress of Spices. In A K Giri (Ed.), *Cross-Fertilizing Roots and Routes Identities, Social Creativity, Cultural Regeneration and Planetary Realizations* (pp. 307-316). London: Palgrave Macmillan.
6. Biswal S.K., & Gouda N.K. (2020). Artificial Intelligence in Journalism: A Boon or Bane?. In Anand J. Kulkarni and Suresh Chandra Satapathy (Eds.), *Optimization in Machine Learning and Applications, Algorithms for Intelligent Systems* (pp. 155-167). Singapore: Springer.
7. Biswal S.K. (2020). The Space of Artificial Intelligence in Public Relations: The Way Forward. In Anand J. Kulkarni and Suresh Chandra Satapathy (Eds.), *Optimization in Machine Learning and Applications, Algorithms for Intelligent Systems* (pp. 169-176). Singapore: Springer.
8. Biswal S.K. (2019). Disability Space in News and Entertainment Media in India: A Case Study. In S. Gankidi (Ed.), *Human Rights In India: Prospective and Retrospective* (pp. 220-238). Jaipur: Rawat Publications.
9. Biswal S.K. (2018). Branding Culture: A Study of Telugu Film Industry. In S. Dasgupta, S. Biswal, & A. Ramesh (Eds.), *Holistic Approaches to Brand Culture and Communication Across Industries* (pp. 1-23). Hershey, PA: IGI Global. (Scopus)
10. Biswal S.K. (2016). Media's concern towards the elderly people in India: A study. In K. John Babu (Ed.), *Media and Communication for Development* (pp. 279-292). New Delhi: Dominant Publishers.

11. Biswal S.K. (2015). Disability representation in Bollywood industry: A discourse analysis. In K. John Babu (Ed.), *Media and Human Rights* (pp. 119-137). New Delhi: Dominant Publishers.
12. Biswal S. K. (2015). Disability in India: Past, Present and Future. In Atanu Mohapatra (Ed.), *Development Issues In India: Policies And Perspectives* (pp. 239-258). New Delhi: Manglam Publishers.
13. Biswal S.K. (2014). The Role of Citizen Journalism for Agricultural Innovations in India: A Study of Prospects and Problems. In G. Anita (Ed.), *Agricultural Innovations and Mass Media* (pp. 158-168). New Delhi: Kanishka.

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

1. Presented research papers in 15 national and international seminars and conferences (2011-2024)

Other information(s)

Business Cases

1. Chakraborty, U., & Biswal, S. K. (2024). *The Barbie Movie: The Emergence of a New Era for Branding* SAGE Business Cases. DOI: <https://doi.org/10.4135/9781071942161>.
2. Chakraborty, U., & Biswal, S. K. (2024). *Amul's Brand Storytelling: From Communicative Narratives to Action*. SAGE Publications: SAGE Business Cases. DOI: <https://doi.org/10.4135/9781071922996>.
3. Chakraborty, U., & Biswal, S. K. (2024). *Re-strategizing in a Crisis: The Space of Quick Commerce in Swiggy's Business*. SAGE Business Cases. DOI: <https://doi.org/10.4135/9781071935095>.
4. Chakraborty, U., & Biswal, S. (2023). *Strategizing To Survive Economic Uncertainties: Maruti Suzuki India*. SAGE Business Cases. DOI: <https://doi.org/10.4135/9781529610451>.
5. Chakraborty, U., Biswal, S., & Filieri, R. (2021). *Snickers: Celebrations versus hunger*. SAGE Business Cases. DOI: <https://doi.org/10.4135/9781529793857>.

Manual/Study Materials

1. Biswal S.K. (2022). Unit No. 3: Interpersonal Communication. *Principles of Communication of Communication and Extension in Rural Development*. Indira New Delhi: Gandhi National Open University.
2. Biswal S.K. (2023). Module 5: Reporting on Malicious Uses of AI Technologies. In M. Jaakkola (Ed.). *A Handbook for Journalism Educators: A Handbook for Journalism Educators Reporting on Artificial Intelligence* (pp. 69-80). UNESCO. ISBN 978-92-3-100592-3. Link: <https://unesdoc.unesco.org/ark:/48223/pf0000384551>.

E-Content Development (SWAYAM & e-PG Pathshala- MHRD)

1. Contributed e-content of the 4 quadrants of the lecture 'Qualities of Reporter' (Week-9, SL.23) for Massive Online Open Course (MOOC) titled 'Print and Broadcast Journalism' in SWAYAM platforms of MHRD (January 18-May 31, 2021)

2. Contributed e-content of the 4 quadrants of the lecture 'Broadcast Writing Style for TV Programmes' (Week-14, SL.36) for Massive Online Open Course (MOOC) titled 'Print and Broadcast Journalism' in SWAYAM platforms of MHRD (January 18- May 31, 2021)
3. Contributed e-content of the 4 quadrants of the lecture 'Use of Graphics and Cartoons in Print Media' (Week-10, SL.26) for Massive Online Open Course (MOOC) titled 'Print and Broadcast Journalism' in SWAYAM platforms of MHRD (January 18- May 31, 2021)
4. Contributed e-content of the 4 quadrants of the lecture 'Ethics of digital media: Plagiarism, copyrights, attribution' (Week-4, SL. 9) for Massive Online Open Course (MOOC) titled 'Media Content Production on Multiple Platforms' in SWAYAM platforms of MHRD (Launch of Programme, July 15, 2019)
5. Contributed a paper 'Community Media-A Historical Trajectory' in the module 'Community Media and Society' under e-PG Pathshala, an MHRD Project. (2017)
6. Contributed a paper 'Community Blogging' in the module 'Community Media and Society' under e-PG Pathshala, an MHRD Project. (2017)

Select Popular Articles

1. Biswal S.K., & Chakraborty U. (July 22, 2024). The digital nomad. *The Telegraph*. P. 10. <https://www.telegraphindia.com/opinion/the-digital-nomad-uniqueness-of-this-phenomenon-is-not-to-be-undermined/cid/2035339>
2. Biswal S.K., & Chakraborty U. (February 19, 2024). Cuts deep. *The Telegraph*. P. 10. <https://www.telegraphindia.com/opinion/cuts-deep-there-is-a-need-to-strengthen-media-literacy-to-tackle-deepfakes-deleterious-impacts/cid/2001406>
3. Das S., & Biswal S.K. (October 23, 2023). Journey of journalism: From stone carving to ChatGPT. *The Pioneer*, p. 7. <https://www.dailypioneer.com/2023/columnists/journey-of-journalism--from-stone-carving-to-chatgpt.html>
4. Chakraborty U., & Biswal S.K. (2023, September 26). Digital medium and new economic paradigm. *The Pioneer*. p. 7. <https://www.dailypioneer.com/2023/columnists/digital-medium-and-new-economic-paradigm.html>
5. Biswal S.K. (2023). The future of news. *The Telegraph*, p. 10. <https://epaper.telegraphindia.com/calcutta/2023-4-10/71/Page-10.html>
6. Biswal S.K., & Kulkarni A. (2023). Future of AI in data journalism is unclear. *The Pioneer*, p. 7. <https://www.dailypioneer.com/2023/columnists/future-of-ai-in-data-journalism-is-unclear.html>
7. Biswal S.K. & Chakraborty U. (2023). The medium is the message. *The Telegraph*. <https://www.telegraphindia.com/opinion/the-medium-is-the-message-traditional-methods-of-selling-are-now-passe/cid/1901463>
8. Biswal S.K., & Behuria, S. (2022). Research on mental health is unhealthy. *The Pioneer*, p. 6. <https://www.dailypioneer.com/2022/columnists/research-on-mental--health-is-unhealthy.html>
9. Biswal S.K. (2021). Old methods. *The Telegraph*, p. 16. <https://epaper.telegraphindia.com/calcutta/2021-10-29/71/Page-16.html>

10. Kulkarni A.J. & Biswal S.K. (2021). The Next big thing in journalism. *The Pioneer*. P. 7 <https://www.dailypioneer.com/2021/columnists/the-next-big-thing--in-journalism.html>
11. Biswal S.K., & Gokhale, N.P. (2021). Media interest in conflict zones should move beyond reporting events to understanding processes, seeking resolution. *The Indian Express*. <https://indianexpress.com/article/opinion/media-interest-in-conflict-zones-afghanistan-taliban-7480504/>
12. Misra A. & Biswal S.K. (2021). India's other athletes. *The Telegraph*. P. 10 https://epaper.telegraphindia.com/imageview_350413_196127_4_71_05-01-2021_10_i_1_sf.html
13. Biswal S.K., & Chakraborty U. (2020). Media needs to take its blinkers off. *The Pioneer*, p. 7. <https://www.dailypioneer.com/2020/columnists/media-needs-to-take-its-blinkers-off.html>
14. Biswal S.K., & Chakraborty, U. (2020). Customise model of social distancing for the disabled. *Deccan Chronicle*, p. 6. <http://epaper.deccanchronicle.com/articledetailpage.aspx?id=14814090>
15. Biswal S.K. (2019). Sordid reality. Kolkata: *The Statesman*. <https://epaper.thestatesman.com/m5/2437551/8th-Day/01ST-DECEMBER-2019?fbclid=IwAR27QXNUvAJLn3XifCOvcTjv75yvmm2o6xx8oDO664FhUWOwxDpyPvkOYGA#dual/1/1>
16. Biswal S.K. (2019). Glimmer of Hope. Kolkata: *The Telegraph*, p. 14. <https://epaper.telegraphindia.com/calcutta/2019-6-3/71/Page-14.html>
17. Biswal S. K. (2019). Time to honour their battles. *The Telegraph*, p. 14. <https://www.telegraphindia.com/opinion/time-to-honour-the-battles-of-indians-with-disabilities/cid/1680456>
18. Biswal S.K. (2018). Rural journalism in a shambles. Kolkata: *The Statesman*, p. 9. <https://www.thestatesman.com/opinion/rural-journalism-shambles-1502712969.html>
19. Biswal S.K. (2017). The new Disability Act and the role of the media. *Vidura*, 9(2), pp. 13-14.
20. Biswal S.K. (2017). Role of the media in a democracy revisited. *Vidura*, 9(1), 19-20.
21. Biswal S.K. (2016). The sun shines bright on digital platforms. *Vidura*, 8(4), pp. 10-11.
22. Biswal S.K. (2016). Where newspapers compete to attract readers. *Vidura*, 8(3), p. 34.
23. Biswal S.K. (2015). A call to save an endangered art form. *Vidura*, 7(1), pp. 36-37.
24. Biswal S.K. (2014). Media turning a blind eye to the disabled?. *Vidura*, 6(3), pp. 15-16.