



Name: Dr. Manali Bhattacharya

Designation: Assistant Professor in Mass Communication

Qualifications/Academia: M.A., Ph.D.

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Biographical Sketch

Dr. Manali Bhattacharya is an Assistant Professor at St. Xavier's University, Kolkata and is presently working as the Prof. in charge of the Mass Communication department.

A first-class post graduate from Calcutta University, she did her Ph.D from the Burdawan University. She is having 12 years of experience in teaching and mentoring both Under graduate & Post Graduate students.

She has participated and presented research paper in several National & International Conferences. Some of her research papers were published in reputed research journals.

Areas of Specialisation and Research

Her areas of specialisation are Mass Communication Theory, Marketing Communication, Integrated Marketing Communication, Advertising, Public Relations, Social Research Methodology.

And the research interest lies on the field of Mass communication theory, Advertising, Consumer Behaviour, Brand Management.

Administrative Responsibilities

Presently working as Prof.-in-charge of Mass Communication Department. Worked as a Post Graduate & Under Graduate Course Coordinator. Worked as an academic coordinator and also course coordinator in both UG & PG level. Organized Cultural fests with students. Organized Faculty Development Program with American centre, Kolkata in the year 2014 & 2009.

Teaching Experiences

- Teaching for last 12 years from 2006.

Chapter/Article published in Books

- (2009) **“CELEBRITY ENDORSED REALITY TV SHOWS: A NEW MARKETING TOOL”** Advertising Express, IFCAI, ISBN: A100002346.
- (2018) Chapter in the Book: Women’s Journey towards empowerment: A Myth or a Reality. Published by: Towards Freedom Topic: **“Women empowerment a myth in the age of information, communication and technology”**, Manali Bhattacharya et al. ISBN - 108182060737

Article published in Peer-reviewed journals

- (2010) **“MILES TO GO: EFFECTIVENESS OF RTI”** Manali Bhattacharya et al, Global Media Journal. ISSN: 2249-5835
- (2015) **“IMPACT OF CELEBRITY ENDORSEMENT ON THE CONSUMPTION BEHAVIOR OF INDIAN CHILDREN”**, Manali Bhattacharya et al, Global Journal of Management and Business Studies. ISSN: 2248-9878
- (2015) **“PORTRAYAL OF WOMEN IN ADVERTISING: AN INDIAN PERSPECTIVE”**, Manali Bhattacharya et al, South Asian Academic Research Journal. ISSN: 2249-7137