



Name: Sharmila Kayal

Designation: Associate Professor

Qualifications: Ph.D., MA, PGDCA

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Biographical Sketch

Dr. Sharmila Kayal is currently an Associate Professor, Department of Mass Communication, Faculty of Arts & Social Studies, St. Xavier's University Kolkata (SXUK). Prior to joining the SXUK, she has worked as an Assistant Professor, Grade II, Dept of JMC Adamas University from 2015 to 2020 and Associate Professor and HoD in SoMC (School of Media and Communication) from 2020 to 2025. She was a full-time research scholar (2010 to 2014) at Pondicherry Central University in Puducherry. There, she was a recipient of the university-accredited UGC Research Fellowship for five years. She did her Master's degree in Journalism and Mass Communication from Ravenshaw University in Cuttack. Her Master's degree dissertation 'Non-Verbal Communication through Indian Classical Dance & Music – With Special reference to 'Odissi'' was highly appreciated and also cited. She obtained a Postgraduate Diploma in Computer Application in the year 2007 from F.M. Autonomous College in Balasore. She has a B.A. Degree in Sociology (Honours) with Education as Elective. She received a First Class with Distinction and was a university rank holder. In 2009-10, she has worked as a Guest Faculty in Department of Journalism and Mass Communication, UGC Add-on-Course at Fakir Mohan Autonomous College in Balasore. Her undergraduate dissertation 'Widowhood Problems of Bengali Community – A Special Reference to the Rural Dwellers of East Medinipur' was well acclaimed by the Department of Sociology for the niche empirical field study with proper quantitative techniques. Further, she was an intern and later worked as a trainee Journalist at *The Sambad*, North Odisha Division, Balasore. She was a Programme Executive at the Television Channel *Omm TV*. She got more than fifty bylines as an intern and later on as a trainee journalist while with *The Sambad*. She was also recruited by *ETV* as a Special Correspondent/ Reporter in 2009. She has actively participated in international conferences held in Dubai in 2018 and Bangkok in 2019, Russia in 2022 where her papers were published in reputed and prestigious journals. She has papers in the *Indian Journal of Ecology*, a NAAS-credited and Scopus-indexed journal. She also has an additional Master's degree in Criminology and Police

Administration, which she completed in 2015. She is pursuing her MBA in Marketing from DDE, Pondicherry University.

Areas of Specialisation and Research

- Audio Visual Communication,
- Development Communication,
- Advertising,
- Media Audience Reception,
- Media Management,
- Marketing Communication

Teaching Experience

- Associate Professor in the Department of Journalism & Mass Communication at Adamas University, Kolkata, West Bengal from 01/11/2020 to 11/08/2025.
- Assistant Professor (Grade II) in the Department of Journalism & Mass Communication at Adamas University, Kolkata, West Bengal from 13/07/2015 to 30/10/2020.
- Faculty Member in Fakir Mohan Autonomous College, Balasore, Odisha from 13.07.2009 to 31.12.2010.

Administrative Responsibility

- Head of the Department of Journalism and Mass Communication, School of Media and Communication, Adamas University from 1/8/2022 to 3/8/2025
- Cluster Head of the Department of Communication Management, School of Media and Communication, Adamas University from 1/7/2019 to 31/7/2022
- Deputy Superintendent, Exam, Adamas University, 2020-2023
- Exam Coordinator, 2017-2020
- Research and Development Coordinator and SPOC, 2018 to 2025.
- NAAC Spoc and NAAC I coordinator, 2018-2025.
- Academic Coordinator, 2015- 2016.

- Library Coordinator, 2015-2025.

Publications

Book(s) Edited/Authorred

- (2023) **Proceedings of International Conference of Media and Communication (ICMC-I) on New Media Landscape in India: Dimensions, Issues, Trends, and Future** (Sayak Pal, Sharmila Kayal, Noveena Chakravorty), Adamas University Press, Printed by Joy Printers 31/13, Motilal Mullick Lane, Kolkata – 700035, ISBN: 978-81-963402-0-9
- (2023) **New Media Landscape and Dimensions: An Indian Perspective**, (Sharmila Kayal et al), Adamas University Press, Printed by Joy Printers 31/13, Motilal Mullick Lane, Kolkata – 700035, ISBN: 978-81-963402-1-6
- (2024) **The new paradigm of Media & Communication Research (Percepts of IAMCR India webinar)**, Adamas University Press, Printed by Joy Printers 31/13, Motilal Mullick Lane, Kolkata – 700035, ISBN: 978-81-963402-4-7
- (2024) **Indian Contemporary Films and Societal Reflection**, (Noveena Chakravorty, Sharmila Kayal, Sayak Pal), Adamas University Press, Printed by Joy Printers 31/13, Motilal Mullick Lane, Kolkata – 700035, ISBN: 978-81-963402-2-3
- (2024) **Sustainable Development Goals: A Handbook based on Media Perspective** (Sharmila Kayal et al), Adamas University Press, Printed by Joy Printers 31/13, Motilal Mullick Lane, Kolkata – 700035, ISBN: 978-81-963402-9-2
- (2025) **RAINBOW Advertising and Media Business, A Handbook Based on LGBTQIA++**, (Sayak Pal, Sharmila Kayal, Noveena Chakravorty), Adamas University Press, Printed by Joy Printers 31/13, Motilal Mullick Lane, Kolkata – 700035, ISBN: 978-81-971801-4-9

Chapter/Article published in Books

- (2023) **“Exponential Growth of Digital Eco-Systems in a VUCA World and the Role of Information Management: A Global Market Perspective”**, Sharmila Kayal et al, Book of Contemporary Digital Transformation and Organizational Effectiveness in Business 4.0, Edited by Nilanjan Ray, Sudin Bag, Tapas Kumar Chatterjee, CRC Apple Academic Press, Taylor & Francis. ISBN: 9781774916544
- (2024) **“Data Journalism and Visualisation: Prospects of Data Driven Storytelling”**, Sharmila Kayal et al, Handbook of Digital Journalism: Perspectives from South Asia,

Article published in Peer-reviewed journals

- (2023) Kayal S., Saha R. Decoding the myth of luxury in cosmetics herbal products advertisements. RUDN Journal of Studies in Literature and Journalism. - 2023. - Vol. 28. - N. 1. - P. 175-186. doi: [10.22363/2312-9220-2023-28-1-175-186](https://doi.org/10.22363/2312-9220-2023-28-1-175-186). **ISSN:** 2312-9220 (Print) **ISSN:** 2312-9247 (Online)
- (2023) Decoding Rhetoric's of Political Speeches: A Case Study on West Bengal Assembly Elections 2021, Kayal S., Agarwal S., Pal S., Tripathi N., Atishay Kalit. Vol.10, Pt.A, Sr. 17, 2023. P-236-242. Issue (ROSE- Jan-June),. https://atishaykalit.in/Journals/JAN_JUN_2023_2.pdf , ISSN 2277-419X.
- (2014) Status of Women in Masculine Product Advertisements : A Study of Indian Commercials'- As Co Author, in International Journal of 'Media and SocialDevelopment', Jan-March 2014. Vol: 2(1), , ISSN: 2320-8244.