



SYMBIOSIS INSTITUTE OF MEDIA & COMMUNICATION

Symbiosis International University

(Established under section 3 of the UGC Act 1956 vide notification No. F9-12/2001-U.3 Govt. of India)

Accredited by NAAC with 'A' grade

Founder : Prof. Dr. S. B. Mujumdar M.Sc. Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)

RESEARCH POLICY DOCUMENT

SIMC promotes a culture of research through a balanced focus on its people and processes. Following are some key research principles that the institute conscientiously follows to create and maintain a culture of research:

1. The institute periodically invites senior researchers and international faculty in allied research areas to conduct sessions with students as well as faculty members. By way of this, the institute endeavours to constantly explore contemporary areas in research and engages with the trends prevailing in the research industry.
2. The institute promotes participation in development programmes for its faculty, including FDPs organised both at the university level as well as the institute level. These programmes play a significant role in encouraging faculty members to become part of a wholesome research culture, by training them in related research areas.
3. The institute motivates its faculty members to regularly participate in national and international research conferences, which provide critical platforms for exchange of ideas. The institute believes that attending and participating in a conference is a significant activity that allows for 'research thinking' and helps build a comprehensive research culture.
4. The institute has also been conducting its biennial conference, International Conference on Media and Communication (ICMAC) since 2016, which is now a significant asset for the institution when it comes to promotion of research. The conference provides a platform for the faculty and students to brainstorm on upcoming themes and sub-themes of significance, thus helping facilitate research engagement with a focused objective for all its stakeholders.
5. The institute continuously acquires and renews its research databases which are prominent in the media and communication space. These include both, the central databases from SIU, as well as the institute's own databases. Some of these databases include WARC, Leximancer, Factiva, Indian Readership Survey (IRS) software etc. These form a very significant aspect in supporting the research ecosystem at SIMC.