

**Curriculum Vitae**  
**Dr. Payel das**

**Designation: Assistant Professor**

**Education**

**PhD** Mass Communication, Assam Central University Silchar, Assam, India (2009-2012)  
Place of work: , Assam Central University Silchar, Assam, India  
Thesis: Social Background, Mass Media Exposure and Awareness of Gender Issues among the Post Graduate Students in Silchar  
(Guide: Prof. (Dr) G.P. Pandey, Head, Assam Central University Silchar, Assam, India)

**MA** Mass Communication, Assam Central University Silchar, Assam, India (2006-2008)

**BA** Economics (Hons.), MDK Girl's College, Dibrugarh University, Assam, India (2003-2006)

**NET** National Eligibility Test, UGC, New Delhi (2012)

**Scholarly Interests and Expertise**

**Broad areas:** Media Culture and Society, Gender Studies, Public Relations, Corporate Social Responsibility, Social Media, Branding and Advertising.

**Specific areas:** Media and Gender Studies, Media and Health Awareness, Social Media and Cultural Studies, Social Media and Advertising, Social Media and Branding, Public Relations, Corporate Social Responsibility

**Teaching Experience:** 1year and 4 months (Postgraduate)

- **June 22, 2015 onwards**

**Programmes Taught:**

MMC (Journalism)

**Courses/Subjects Taught:**

- Media Culture and Society
- Research
- Communication Theories

**Journals:**

1. **Das, P. & Mandal, S.** (2016) “Evaluating the Influence of Social Media on Brand Sacralization: An Empirical Study among Young Online Consumers”, *South Asian Journal of Global Business (ABDC-C)* (Forthcoming)
2. **Das, P. & Mandal., S.** (2016). “Exploring the Role of Social Media on Brand Love: An Empirical Investigation”. *Int. Journal of Innovation and Technology Management (ABDC-C)* (Under Review)
3. Barkakati U., Patra, Kishore, R. & **Das, Payel (2016)**. “Corporate Social Responsibility and its Impact on Consumer Behavior”, *International Journal of Sustainable Society.* (SCOPUS; Forthcoming)
4. **Das Payel (2015)** Mass Media Exposure and Gender Awareness: A Study on the Post Graduate Students’, *The International Journal Of Humanities & Social Studies (IJHSS)*, Vol. 3, Issue 4, April, 2015, Pp 9-18: ISSN 2321 – 9203. <http://theijhss.com/wp-content/uploads/2015/04/2.-HS1504-004.pdf>
5. **Das Payel (2014)** A Comparative Study on the Coverage of Women Issues in Meghalaya’, *International Journal of Experimentation and Innovation in Education (IJEIE)*, Vol-3, Issue-3: ISSN NO: 2278-1770, May 2014. <http://www.ijeie.in/index.php/articles/current-volume/vol-3-issue-3-may-2014/192-a-comparative-study-on-the-coverage-of-women-issues-in-meghalaya>.
6. **Das Payel (2012)** ‘Effectiveness of Health Awareness among the Daily Paid Women Workers: A case Study in the Cachar District of Assam’, *International Journal of Human Development and Sustainability*, Vol.5, No.1, pp 23-31: ISSN-10: 0974-3529, ISBN-978-1-61233-614-5, Brown Walker Press, USA in Spring 2012 issue.
7. **Das Payel (2011)** Education, Media and Women Empowerment from Feminist Perspective’ in the *University News Journal*, pp. 14 -26: ISSN-0566-2257, Vol.49 No 35 in Aug 29-Sept.04, 2011 issue. This research article has been by proposed by Gyan Book (P) Ltd. to consummate into readable book.
8. **Das Payel (2011)** Different Feminist Perspective and the Role of Media: An Overview’, *International Journal of Communication Development*, Vol-2, pp. 10 -15: ISSN NO: 2231-2498, July-Sept., 2011.
9. **Das Payel (2011)** Patterns of Social Advertising in Print Media’ published in *Communication Today* in the Jan-Mar, 2011 issue in pp. 20- 29 :ISSN No: 0975-217X.

#### **Books:**

10. **Das, Payel (2016)**. Social Background, Mass Media Exposure and Awareness of Gender Issues, ISBN 978-3- 659-89689- 7, Lambert Academic Publishing, Germany.
11. Pandey G.P., **Das Payel**, Joshi Charu (ed). (2014). *Media and Women: Emerging Perspectives* . ISBN-978-93-80966-35-9, Sunrise Publications, New Delhi.

#### **Book Chapters:**

12. **Das Payel (2013)** ‘Media and its Role in Education and Women Empowerment’, in Satpathy, Chandra, K. and Biswas, Behari, N. (ed) *Vistas of Education*, pp-266-282,

ISBN: 978-81-923224-4-5, First Edition 2013, N E Books and Publishers, Silchar, Assam.

13. **Das Payel (2012)** 'Media and its Content in the Role of Women Empowerment and Education from Feminist Perspective', *Issues of Communication Development and Society*, pp 214-223: ISBN No: 978-81-8457-403-6 in 2012 issue, Kaniskha Publishers.
14. **Das Payel (2012)** 'Impact of Mass Media on Health Awareness among the Rural Agricultural Women: A Case Study in the Sonabarighat and Mashimpur village' in Harendra Sinha (ed) *Health and Development in Rural NE India*, pp. 66-75: ISBN-978-93-5074-45-3, Abhijit Publishing House, Delhi.

### **Research Papers Presented in National/International Conferences**

1. **Das Payel (2016)** '*Fan No. 1: A Study of Celebrity Fandom in India*' in a Two Day International Conference on Media and Communication: Prospects and Challenges, held on October 6-7, 2016 organized by the Symbiosis Institute of Media and Communication, Lavale, Pune.
2. **Das Payel (2016)** 'An (r)evolution of the 'app'-ealing side of news consumption' in a Two Day International Conference on Media and Communication: Prospects and Challenges, held on October 6-7, 2016 organized by the Symbiosis Institute of Media and Communication, Lavale, Pune.
3. **Das Payel (2015)** '*Media Advocacy and Human Rights*' in a Two Day International Seminar sponsored by Indian Council of Social science Research, New Delhi on "Media and Human Rights: Problems and Prospects" held on March 11-12, 2015 organized by the Department of Mass Communication Studies, Assam University Silchar, Assam.
4. **Das Payel (2013)** '*Media and its role in Education from Feminist Perspective*' in a Two Day National Conference sponsored by Indian Council of Social science Research, New Delhi on "Media and Women: Different Emerging Perspectives in the Way of Development" held on March 15-16, 2013 organized by the School of Communication Studies and Creative Arts, Assam University Silchar, Assam.
5. **Das Payel (2012)** '*Media and its Content in the Role of Women Empowerment and Education from Feminist Perspective*', in a Three Day National Seminar on "Issues of Content & Technology in Contemporary Media-ICT CM" held on June 28-30, 2012 organised by College of Journalism and Mass Communication, Teerthankar Mahaveer University, Moradabad.
6. **Das Payel (2012)** '*Effectiveness of Health Awareness among the Daily Paid Women Workers: A case Study in the Cachar District of Assam*' in a UGC sponsored National Seminar on "Why Development Matters: Capture better the complexity of Human Life" on 26<sup>th</sup>- 28<sup>th</sup> March, 2012 in Ananda Chandra College of Commerce, Jalpaiguri, West Bengal.

7. **Das Payel (2012)** *‘Impact of Mass Media on Health Awareness among the Rural Agricultural Women: A Case Study in the Sonabarighat and Mashimpur village of Cachar, Assam’* in a UGC sponsored National Seminar on “Development Constraints in North East India” on 14-15<sup>th</sup> March, 2012, Govt. J. Buana College, Lunglei, Mizoram.
8. **Das Payel (2012)** *‘Empowering People through access to information and Knowledge’* in a Two Day National seminar on “Collection Development in Academic, Public and Special Libraries and Information Centers in Digital Era with special reference to North East India” sponsored by Ministry of Culture, jointly organised by Department of Library and Information Science, Assam University Silchar and Central Reference Library, Ministry of Culture, Govt. of India, Kolkata on Feb, 2011.
9. **Das Payel (2012)** *‘Bihu: Its changing trends and Sustainability’* in a National Seminar on Folk Media and Sustainable Development in the North-East organized by the Gandhi Smriti and Darshan Samiti, New Delhi and Gurudev Rabindranath Tagore Foundation, New Delhi on 17<sup>th</sup> - 18<sup>th</sup> February, 2011.
10. **Das Payel (2012)** *‘Role of Media in Curbing Naxalism’* In a National Seminar on “Media and Naxalism” organised by All India Journalist Association on 20<sup>th</sup> June, 2010.

#### **Professional Awards, Honours & Achievements**

- ICSSR Post-Doctoral Fellowship in Mass Communication (2012-2014)
- NET (National Eligibility Test), UGC, New Delhi, India (2012)

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