

SHUBHDA ARORA

Teaching Experience

1. **Current Position – Assistant Professor – Indian Institute of Management, Lucknow** **Sep 2019- Present**
2. **Visiting Faculty – Indian Institute of Management, Ahmedabad (IIM-A)** **Jun 2019 – Sep 2019**
 - **Subject** – Core course – Written Analysis and Communication
3. **Adjunct Faculty – Indian Institute of Management, Lucknow (IIM-L)** **Jun 2017 – Aug 2019**
 - **Subject** – Core course – Communication for Management
4. **Adjunct Faculty – Indian Institute of Management, Jammu (IIM-J)** **Jul 2019 – Sep 2019**
 - **Subject** – Core course – Business Communication
5. **Assistant Professor – FLAME University, (Pune) - School of Media & Communication** **Jul 2014 – Apr 2019**
 - **Subjects** – Culture and Communication, Communication theory, World Cinema, Development Communication, Sociology of Disasters
 - **Chair** – Graduation Project Committee: Co-ordination of research dissertations for all final year undergraduate and postgraduate students. (2014-2017)
 - **Member** – Research Committee (2014-15); Library Committee (2016-2018)
 - **Member** – NOW (New Options for the World) - Conference for Undergraduate Students. (2014-15)
 - **Member** – Board of Studies – Curriculum design and review. (2017- 2018)
 - **Faculty Mentor** – Discover India Program (DIP), Developmental Activities Program (DAP), Graduation Project
6. **Assistant Professor – Great Lakes Institute of Management, (Gurugram) - Communication** **Apr 2019 – Aug 2019**
 - Oral Communication (2 credits/ 150 students)
 - Written Communication (2 credits/150 students)
7. **Adjunct Faculty – BENNETT University, (Greater Noida) - School of Business** **Jul 2018 – Dec 2018**
 - **Subject** – Core course – Business Communication

Research Excellence Fellowship – Central European University, Budapest, Hungary **Sep 2016 – Dec 2016**

- **Topic/ Paper** – Gendering Disasters: A study of the post-disaster relief and rehabilitation after the Nepal earthquake of 2015
- **Supervisors** – Dr. Elisa Helms, Dr. Andrea Peto, Dr. Sara Meger (CEU, Budapest – **Department of Gender Studies**)
- Ethnographic study that focuses on oral narratives of affected women – contributes to an understanding of gendered experiences of disaster relief and rehabilitation
- **Funding**- Open Society Foundation (OSF)
- **Course Audited** – ‘Gendered Memories of the Holocaust’ by Dr. Andrea Peto

Guest Researcher – Freie Universitat, Berlin, Germany **Jun 2018 – Jul 2018**

- **Research Theme** – Role of Social Media in Disaster Communication
- **Supervisor** – Dr. Martin Voss, Head – Disaster Research Unit (DRU)
- **Affiliation** – Disaster Research Unit (DRU), Institute of Social and Cultural Anthropology

- Virtual Ethnography of online communities after the Nepal Earthquake of 2015.

Doctoral Fellow – Mudra Institute of Communications, Ahmedabad (MICA), India

Jul 2011 – Mar 2015

- **Topic** – ‘I lived through a disaster’: remembering the experiences of relief and rehabilitation in the 2010 Leh flash floods
- **Faculty Supervisors** – Dr. Arbind Sinha, Dr. Rajneesh Krishna, Dr. Rasananda Panda (MICA)
- **External supervisors** – Dr. Keval Kumar (MICA), Dr. Janki Andharia (TISS), Dr. Sonia Perez (Universidad de Chile)
- Focuses on lived experiences of those affected by natural disaster and memories evoked in the wake of such post disaster events. Explores socio-cultural perceptions of risk, vulnerability and resilience

Visiting Scholar – Universidad de Chile, Santiago - Facultad de Ciencias Sociales

Nov 2012 – Feb 2013

- Worked at the Disaster Research Center - **CIVDES** [Centro de Investigacion Vulnerabilidades y Desastres Socionaturales]
- **Supervisor** – Dr. Sonia Perez, Professor, Universidad de Chile

Awards, Certifications and Workshops

- Invited for a curriculum review workshop at the **Jamsetji Tata School of Disaster Studies**, Tata Institute of Social Sciences (TISS), Mumbai. [August, 2017]
- Attended a 2-week capacity building workshop on Media and Communication studies organized by **Jamia Millia Islamia**, New Delhi and supported by University Grant Commission [April, 2017]
- Attended summer school on “**Risk Communication and Narratives of Risk**” at School of Humanities and Social Sciences, Technische Universitat, Dresden, Germany- funded by the **German Excellence Initiative Program** [October, 2016]
- Participated in a Case Study Workshop conducted by FLAME University Pune and ET cases [July, 2016]
- **Film Appreciation Course** conducted by the Film and Television Institute of India [FTII] and the National Film archive of India [NFAI], under the Ministry of Information and Broadcasting, Government of India [June, 2015]
- **Best Paper Award** at the 3rd National Conference on Human Resource Management [Feb, 2013]
- Cleared a national level **UGC NET exam in Management** for eligibility for lectureship in India [June, 2012]
- Merit scholarship for outstanding academic performance at IBS, Hyderabad [April, 2010]

Guest Lectures

- **United Nations Foundation** – ‘Girl Up’ India initiative – lecture on ‘Gender and Mediascape’ [November, 2018]
- **Institute of Social and Cultural Anthropology, Freie Universitat, Berlin** – ‘Cultural insights for managing disaster relief and rehabilitation’ [June, 2018]
- **FLAME University Summer School** – ‘Media Literacy for High School Students’ [May, 2018]
- **Rizvi college of Arts, Science and Commerce, Mumbai** – ‘Careers in Media and Communication’ [February, 2016]

International Projects

- **Faculty research guide** – Guided a team of ten students who explored the social and cultural importance of ‘Dong Ho’ art in the lives of Vietnamese people [2015].
- Worked under the guidance of **Dr. Arvind Singhal, University of Texas, El Paso (UTEP)** – Ethnographic study of maternal health and adoption of contraception in Bihar using a Positive deviance approach funded by **Population Foundation of India (PFI)**. [2012].

National Projects

- **Primary investigator** -‘Mud and Mirror’: Exploring the tradition of *Lippan* and *Chittar Kaam* in Kutch, India. [2014 – 15]

- Exploring patterns of internet consumption among adolescents in Ahmedabad funded by MICORE, research wing of Mica, [2012]

Thesis Guidance (Selected Student Projects)

- Women Characters in 'Game of Thrones': A Critical Perspective by Malvika Gopakumar [2018]
- Gender fluid roles and their characterization in Japanese Anime by Swathy Sasikumar [2017]
- Selfies and the Self: A study of Digital Self- representation among Young Adults on Social Media by Mosam Acharya [2016]
- Understanding Self-Disclosure and the Influence of Social Media on Romantic Relationships by Purnima Bala [2016]
- Profiling of User Identity on the Dark Net: A study of Galaxy 2 and Blackbook by Omisha Walia [2016]
- Role of Media in the Kargil War by Gayathri Loka [2016]

Book Chapters

1. Arora, S. (forthcoming). The Child Bride: Unpacking the popularity of the Indian Television show *Balika Vadhu* in Vietnam in "Media Culture in Trans/national Asia: Convergences and Divergences". Hyesu Park (Eds.). **Rutgers University Press**.
2. Arora, S. (forthcoming). 'I lived through a disaster': Disaster memories and memorializing practices after the 2010 Leh Flash Floods in "Disaster Studies: Exploring Intersectionalities in Disaster Discourse". Janki Andharia (Eds.). **Springer**.

Journal Publications

1. Arora, S. (2018). Post Disaster Memoryscapes: Communicating disaster risks and climate change after the Leh flash floods in 2010. *Communication and the Public*, 3(4), pp. 310-321.
2. Arora, S. (2018). Stories from the Margins: Exploring Gendered Memories of the Leh Flash Floods in 2010. *Indian Journal of Social Work*, 79(1), pp. 65-82
3. Arora, S. (2014). Globalized frames of Indian fashion. *Global Studies Journal*, 6(1), pp. 37-43
4. Arora, S. (2014). Visual persuasion in Print Advertising: An inquiry into the 'Incredible India' Campaign. *Communicator*, Vol. XLVII, pp. 56-77
5. Arora, S. (2013). Audience at Play: An Inquiry into the Song Kolaveri Di. *Media Watch*, 4(2), pp. 248-255.
6. Majumder, M., & Arora, S. (2013). Rethinking Performance Management System: A Feminist Critique. *Review of HRM*, 2(1), pp. 9-15

Published as Conference Proceedings

1. Kuchibhotla, S. & Arora, S. (December, 2017). Vulnerable Children and War Cinema: Exploring Varying Representations of 'Childhood in Refuge' Through the Film "Turtles Can Fly". *Consuming the Environment Conference*. University of Gavle, Sweden.
2. Sastry, A., Patel, N. & Arora, S. (December, 2017). The City of Burning Lakes: Media Representation of an Environmental Disaster in Bangalore City. *Consuming the Environment Conference*. University of Gavle, Sweden.
3. Arora, S. (2013). *Revisiting 'Consumer Needs' in Marketing: A critical theory Perspective*. 3rd IAM Conference, Indian Institute of Management, Ahmedabad

Paper Presentations - Conferences

1. Arora, S. (July, 2019). Women and Disasters: Exploring Intersectional Vulnerability and Gendered Experiences of the Nepal Earthquake, 2015. *Association for Asian Studies*. Thammasat University, Bangkok, Thailand.
2. Arora, S. (January, 2019). Digital lists and list making in post-disaster contexts. *Internet Researchers' Conference*. Hyderabad.
3. Arora, S. (June, 2018). Post-Disaster Memoryscapes: Communicating Disaster Risks and Climate Change after the Leh Flash Floods, 2010. *International Symposium on Communication, Ecology and Cultural Heritage*. Penn Wharton China Center, Beijing, China.
4. Acharya, M. & Arora, S. (January, 2018). Selfies and the Self: A study of Digital Self- representation among Young Adults on Social Media. *International Conference on Media and Communication*. MICA, Ahmedabad.

5. Arora, S. (July, 2017). Gendered Memories of Partition in Cinema: Exploring intersectionality and meaning making in the film Qissa. *International Association of Media & Communications Research [IAMCR] Conference*. Cartagena, Colombia.
6. Arora, S. (November, 2016). Religion, Caste and Food Politics: Discourses around sacredness and taboos in India. *Religions and Politics in Modern Asia*. Corvinus University of Budapest, Hungary.
7. Arora, S. (July, 2016). Leh Flash Floods: Disaster Management for difficult geographic terrains. ET (Economic Times) cases and *Flame International Case Conference*. Pune.
8. Arora, S. (January, 2016). Disaster Response and New Media: A study of Humanitarian actions co-ordinated by online communities during the Chennai Floods. *National Conference on Media and Public policy in India*. Indian Institute of Management, Kashipur.
9. Arora, S. (July, 2014). News media and the coverage of natural disasters: An ethnographic study of Leh, Ladakh (India). *International Association of Media & Communications Research [IAMCR] Conference*. Hyderabad.
10. Arora, S. (August, 2013). Globalized frames of Indian fashion. *Sixth international global studies conference*. New Delhi.
11. Arora, S. (July, 2012). Audiences at play: an epistemic inquiry into the song 'Kolaveri di'. *International Association of Media & Communications Research [IAMCR] Conference*. Durban, South Africa.
12. Arora, S. (July, 2012). Virtual Gender Identity: A study of self-exploration among Indian Adolescents. *International Association of Media & Communications Research [IAMCR] Conference*. Durban, South Africa.

Paper Presentations - Webinar

Arora, S. (March, 2018). Disasters and New Media: A study of the humanitarian actions and memory work done by online communities after the 2015 Himalayan Earthquake. *When the Local meets the Digital: Implications and Consequences for Environmental Communication Webinar*

Education

Doctoral Degree (FPM) Communication	2011-15	MICA, Ahmedabad
MBA	2008-10	IBS, Hyderabad
BSc. (Hons.) – Human Development	2005-08	Lady Irwin College, Delhi University

Teaching Summary

- **IIM Lucknow** - Assistant Professor, Communication [**September 2019 - Present**]
- **IIM Ahmedabad** - – Visiting Faculty, Written Analysis and Communication [**June 2019 – September 2019**]
- **IIM Lucknow** – Adjunct Faculty, Communication for Management [**June 2017- August 2019**]
- **IIM Jammu** – Adjunct Faculty, Business Communication [**July 2019- September 2019**]
- **Great Lakes Institute of Management, Gurugram** - Assistant Professor, Communication [**April 2019- August 2019**]
- **Bennett University, Greater Noida**– Adjunct Faculty, Business Communication [**July 2018 – December 2018**]
- **FLAME University, Pune** – Assistant Professor, Media and Communication [**July 2014- April 2019**]
- **MICA, Ahmedabad** – Teaching Assistant, Development Communication [**July 2011 – June 2014**]
- **Lovely Professional University, Phagwara** – Assistant Professor [**December 2010 – June 2011**]

Industry Experience – Apollo Hospital, Delhi- Assistant Marketing Manager, B positive Magazine [**February 2010 – November 2010**]

Academic References – Available on request