

Payal Mehra Vitae

Professor, Communication Area,

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D.O.B: August 10, 1971

Summary

Currently serving as Professor at the Indian Institute of Management Lucknow with more than 28 years of industry, teaching, research, and training experience in the field of business communication. Award-winning researcher: *Best Paper Award* in MICA's 10th International Communication Management Conference (ICMC 2024), hosted at MICA Ahmedabad, held on January 17-19, 2024, for a co-authored paper. *Best Paper Award* at the Second International Prism Conference (November 17-19, 2022), held under the aegis of IIM Nagpur. '*Kamala Award*' for *Best Paper by a Woman* awarded by the Indian Society for Training and Development in 2005. Author of two Business Communication text books with Pearson Inc. and Business Expert Press NY. 60 plus research publications in Business Communication: 36 peer reviewed journals, 25 conference presentations, three completed seed money project reports; six working papers; seven book chapters, and one case series. Earned several publication awards at IIM Lucknow (2010-2023) for publication in A, B and Scopus indexed, category journals as per institutional norms

Publications

Published Papers

1. Mehra, P., Lavanya, G., & Chauhan, R. (2024). Harry Potter and the Artificially Intelligent Wand: Learning Team Communication in a Simulation Environment. *Business and Professional Communication Quarterly*, 0(0). <https://doi.org/10.1177/23294906231223602> (IF: 1.3; Scopus indexed, SCimago Journal Rank is 0.477, Q2, ABDC)
2. P Mehra (2023) Feature on Teaching and Technology: Teaching MBA Students Business Report Writing Using social media Technologies, *Business*

- and Professional Communication Quarterly 86 (2), 207-230 (IF: 1.3; Scopus indexed, SCImago Journal Rank is 0.477, Q2, ABDC
3. P Mehra (2023) Unexpected surprise: Emotion analysis and aspect-based sentiment analysis (ABSA) of user generated comments to study behavioral intentions of tourists. *Tourism Management Perspectives* 45, 8 (IF: 8.7; Journal Citation Report™, JCR; ABDC: A ABS: 2; Scopus indexed, 0.582, Q1)
 4. Upadhyay, S., Upadhyay, N., Gour, A. & Mehra, P. (2022) Examining WHO's Crisis Communication in Issue Arenas during COVID-19: A Socio-semantic Network Analysis, *International Journal of Strategic Communication*, 16:4, 599-619, DOI: 10.1080/1553118X.2022.2058400
 5. Payal Mehra, Ankit Ahuja (2022). Role Identity Tactics of CEOs in Public Apologies on Twitter and User Sentiments. *Communication Research and Practice*. Taylor & Francis, Routledge. Journal Citation Indicator =0.80 (Journal Citation Report™, JCR) ABDC, Scopus indexed, 0.582 (Q1); Visit: <https://doi.org/10.1080/22041451.2022.2054673>
 6. Mehra, P (2022). In Whalen, D.J. (2022). Selections from the 2021 ABC Annual Conference, Answering Aretha's Question: Who's Zooming Who? Part 1. *Business and Professional Communication Quarterly*, 85, 1. 115-135. Scopus indexed; IF=1.043 Journal Citation Report TM, JCR
 7. Khandpur, M; Kumar, K; Kumar; Mehrotra, D; Mehra, P (2022). A single-blinded assessment of the effect of communication on psychological burden among oral cancer and oral potentially malignant disorder patients. *Journal of Oral Biology and Craniofacial Research*. 12, 4, 427-430. Elsevier. Indexed in PubMed Central; Scopus indexed, 2.1
 8. Payal Mehra (2021). Using social media UGCs to Explain Culture Shock and Coping Strategies in a Cross-Cultural Communication Course in *Journal of Organizational Behavior Education*. 14: 129-142. ABS-1; ABDC-C; Scopus indexed. <https://www.thecasecentre.org/products/view?id=183725>
 9. Payal Mehra (2021). Hot Topics: Introduction to Persuasive Structure., In Whalen DJ (2021). *Gathering Around the Cool Fire to Share Business Communication Teaching Innovations*. Business and Professional Communication Quarterly Volume 84 Issue 3, September 2021. Sage Pub. Scopus indexed IF=1.043 (2020)
 10. Payal Mehra and Anubhav Mishra (2021). Role of Communication, Influence, and Satisfaction in Patient Recommendations of a Physician. *VIKALPA The Journal for Decision Makers* 46(2) 99–111, 2021. Sage Pub. ABS, Scopus indexed
 11. Prashant Mishra and Payal Mehra. (2021). Revisiting face concerns in dealing with culture shock: Analyzing foreign tourists' experiences in India. IIMS

- Journal of Management Science (IIM Shillong) IIMS Journal of Management Science Vol. 12, No. 1, January-April, 2021
12. Payal Mehra. (2020). Professor turned radio guest in COVID-19 lockdown era. the Western ABC Bulletin, 2.1.
<https://abcwest.org/2020/06/14/professor-turnedradio-guest-in-covid-19-lockdown-era/>
 13. Payal Mehra & Catherine Nickerson (2019). Does Technology Divide or Unite Generations? Testing Media Richness and Communication Climate Effects on Communication Satisfaction in the Indian Workplace. International Journal of Organizational Analysis. Emerald Pub. ABDC, Scopus, ABS
 14. Payal Mehra & Anubhav Mishra (2019) 'Communicative competence and subjective well-being: The mediating role of organization-based self-esteem', in International Journal of Indian Culture and Business Management, Inderscience, Indexed in ABDC, ABS, Scopus.
 15. Payal Mehra (2019). 'King George Medical University, Lucknow (India): Inculcating A Service Mindset.' Journal of South Asian Journal of Business and Management Cases, 8, 2. Sage. Scopus, ABS
 16. Payal Mehra, Catherine Nickerson, (2019) Organizational communication and job satisfaction: what role do generational differences play? International Journal of Organizational Analysis, Emerald. ABS, ABDC, Scopus
 17. Payal Mehra. (2019). 'InvestiCom: An Investor Negotiation Simulation', in Journal of Organization Behavior Education (JOBED), Peter Neilson Publishing, Scotland. ABS, ABDC
 18. Payal Mehra (2018). Does consultation time influence patient perception of provider communication style, patient satisfaction and word of mouth recommendation in India? A mediation analysis. Asia Pacific Journal of Health Management, 13, 1. Elsevier, Scopus, ABDC
 19. Payal Mehra (2016) Outpatient clinic waiting time, provider communication styles and satisfaction with healthcare in India. International Journal of Health Care Quality Assurance, Emerald, 29: 7, pp. 759 - 777 Scopus, ABS
 20. Payal Mehra (2015) Face to face information seeking behavior of patients and impact on in-clinic satisfaction. Asia Pacific Management Review. Elsevier. 20, 4, December 2015, Pages 293–303; Listed in Scopus, ABDC.
 21. Payal Mehra (2015). Be a Radio Jockey: 'An Experiential Learning Assignment in a Cultural Communication Course.' Journal of International Business Education. 10. ABS, ABDC
 22. Payal Mehra (2014): 'Influence of socio-demographic factors in doctor patient communication in India', IJICBM, Inderscience. ABS, ABDC, Scopus

23. Payal Mehra (2013): Doctor-Patient Gender and Interactions in a medically underserved population. *Journal of Academy of Taiwan Business Management Review*, 9, 2, 1-9. ABDC
24. Payal Mehra (2012) Task Interactions and the New Media: Does More Frequent Interaction Contribute to Greater Satisfaction with the Media? An India Specific Study. *Singapore Management Review*. 34, 2, Indexed in ABDC, ABS, Scopus
25. Payal Mehra (2011). Communicating in a Crisis and the Role of a Business Leader: The Case of Jet Airways. *Journal of Case Research*, 2, II.
26. Payal Mehra (2010) 'An Experiential class assignment on media choice and task performance.' *Journal of Organizational Behavior Education* 3 © Neilson Journals Publishing, Edinburgh, Scotland UK. ABDC, ABS
27. Payal Mehra (2010) 'A Socio-Technical perspective on new media and information sharing in government and non-government sectors in India: an empirical investigation.' *Journal of Creative Communication*, 4, 1, 45-63. Sage
28. Payal Mehra, (2010) 'Impact of task types and CMC technology on exchange quality in team settings- an empirical investigation.' *Vikalpa*, 35, 1, 31-52
29. Payal Mehra, (2009) 'Making Face to Face Meetings More Productive- Perception of Managers' *Indian Journal of Training and Development*, 39,2, 69-78
30. Payal Mehra, Monika Mital (2008) 'Taking the Self-Directed Road to E-Learning: Learner Control, Efficacy, and Motivation'. *International Journal of Human Resources Development and Management (IJHRDM)* 8, 4, 364376. Inderscience. Scopus, ABDC
31. Payal Mehra, Vaishampayan, Mital (2007) 'Internal Quality Issues in Professional Education in the Indian Context -Understanding Student Perspectives' *The International Journal of Learning*, 14, 2, 159-174. Common Ground Publishers. Scopus.
32. Payal Mehra (2007). The Write Impact. *Indian Management*. 46, 3. 55-59. *Journal of AIMA*
33. Payal Mehra, Monika Mital (2007) 'Integrating Technology into the Teaching Learning Transaction-Pedagogical and technological perceptions of management faculty'. *International Journal of Education and Development using Information and Communication Technology (ijDECT)*' 3, 1. Indexed in DEST and Ebsco database
34. Payal Mehra (2004). Study of stress levels in organizations and impact on employee behavior'. *Journal of Indian Society of Training and Development*. 17. 30. Payal Mehra (2003). Manager's Perception of importance of Business

Communication for Effective Job Performance-an Empirical Evaluation' IJMR, ICFAI.

35. Payal Mehra (2002). Understanding Teenage Consumption Behavior-a Theoretical Insight' Journal of Prestige Institute of Management, Indore
36. Payal Mehra (2001). MR-Doctor interaction-study of doctors' expectations from Medical Representatives. Journal of Prestige Institute of Management Research.

Conference Presentations

1. Chauhan, R and Mehra, P. (2024). Harry Potter and the OmniGlobe: Learning Negotiation and Communication Styles in an Immersive Simulation Environment at the 10th international communication management conference (ICMC, 2024) held between January 18-20, 2024 at MICA, Ahmedabad.
2. Chauhan, R and Mehra, P. (2024). Exploring the MSME Pathway from 2003 to 2023: A Bibliometric Analysis of Usage of social media as a Communication Tool by MSME. Paper presented in the 3rd International Conference on Management of MSMEs, January 16-18, at Amritsar, India
3. Mehra, P and Tyagi, H (December, 2022). Medical Tourism and Doctor-Patient Communication. Presented In The 9th Management Doctoral Colloquium & VGSOM Research Scholars' Day, February 02 & 03, 2023. Vinod Gupta school of management, IIT Kharagpur Doctoral Colloquium at IIT Kharagpur
4. Mehra, P and Ahuja, A (November 17-19, 2022). When business leaders apologize on social media: Evaluating effects of image restoration theory and rhetorical persuasion in crisis communication. Presented in the 2nd International PRISM conference in association with IIM Nagpur; Published in the Proceedings.
5. Payal Mehra (2021-Online). My Favorite Assignment- Presentation: Creating Cross Cultural Simulations and Culture Games: Play On. In ABC Annual International Conference 2021
6. Payal Mehra and Ankit Ahuja (2021-Online). Crises and CEO' Apologies on Social Media: A Textual Analysis Across National Cultures: Empirical research on business practice. 26-28 August, 2021. ABC Regional Conference Vienna
7. Payal Mehra (2020-Online). My Favorite Assignment- CEOs and Apologies: Lessons in Crisis Communication (Online). ABC Annual International Conference

8. Payal Mehra (2019). Communication satisfaction and expression of assertiveness by women managers in Indian workplaces: An empirical evaluation. The world congress on women was held on 8th September 2019 at JN Tata Auditorium, Indian Institute of Science, Bengaluru, Karnataka India.
9. Payal Mehra (2019). Organizational Communication, Diversity and Job Satisfaction. In the Nineteenth International Conference on Knowledge, Culture, and Change in Organizations (co-authorship with Prof. Catherine Nickerson). 21-22 February 2019. Venue: The University of British Columbia, Robson Square, Vancouver, BC, CA
10. Ankit Ahuja, Payal Mehra (2018). Face Theories and Public Apologies by CEOs: A Cross Cultural Evaluation in conference on 'Society and Management: Indian Culture Vis-à-vis Western Culture' December 7-8, 2018 at the Indian Institute of Management Kozhikode, Kerala, India.
11. Payal Mehra (Jan 8-10, 2017). Communication Initiatives at King George's Medical University (KGMU). Paper presented at MICA, Ahmedabad.
12. Payal Mehra (June, 2016). Validation of the Healthcare Communication Satisfaction Questionnaire (HCSQ) to measure outpatients' experience with physicians in a medically underserved country. Presented in IJAS Conference held in Ryerson University, Toronto (May 30-Jun 3, 2016). Invited to Chair a session
13. Payal Mehra (August, 2013). Patient Information Seeking, Gender, and Effects on Satisfaction in a Medically Underserved Nation. Presented in ICSSB Conference held at Macau, August 28-30, 2013
14. Payal Mehra (Jan 2013). Doctor Patient Gender and Interactions in a medically under-served population. Presented in the 10th AIMS International Conference held at IIM Bangalore 6-9th January, 2013. Also chaired the session. Paper published in the proceedings (ISBN: 978-81924713-1-0). Visit: http://aims_international.org/aims10/AIMS10Proceedings/PDF/cat22.htm
15. Payal Mehra (April 2011). 'Socio-demographic influencers on patient provider interactions and outcomes: emerging economy perspectives' presented in ICBM-2011 held at Izmir, Turkey between 15-17th April, 2011
16. Payal Mehra (November, 2010) 'Communicating in a crisis: The Case of Jet Airways presented at the International Case Conference organized by IMT Nagpur, November 16 - 18, 2010 – Goa, India. Proceedings published in book form (Excel Publications).
17. Payal Mehra (March 2010). A socio-technical perspective on computer mediated communication: comparison of government and non-government sectors in India'. In the International Conference on Information Systems,

- Technology and Management (ICISTM), Bangkok, Thailand, March 11-13, 2010 (published in the proceedings)
18. Payal Mehra (April 2009) 'Crisis Communication in the Tourism Industry: Theoretical Perspectives, the International Conference on Tourism in the Global Village (April 8-10, 2009) titled held at the Indian Institute of Management Lucknow
 19. Payal Mehra (October 2008) 'Email Communication and Exchange Quality: An Empirical Study' the Annual Convention of the Association for Business Communication (ABC) at Lake Tahoe, Nevada, USA October 30 November 1 2008. visit:
www.businesscommunication.org/conventions/Proceedings/2008/10ABC2008.pdf
 20. Payal Mehra (December 2007) 'The Rise of the 'Indian English'-The International Language of Globalization' in the 2nd International Conference on Management
 21. Research on the theme 'Brand India' organized by the Yale-Great Lakes Management Research Centre at Great Lakes Institute, Chennai (23 Dec 2007).
 22. Payal Mehra (December 2006) 'Making Meetings More Productive- Themes and Concerns in 6th International ABC Conference conducted by Asia Pacific Rim of the Association of Business Communication hosted by IIM Ahmedabad (14-16 Dec 2006). Chaired a session on Gender Roles and Communication.
 23. Payal Mehra (March 2006). 'Pedagogy relating to the teaching of Presentation Skills', in the National Conference on Business Communication – organized by Lal Bahadur Shastri Institute of Management, New Delhi, March 2006
 24. Payal Mehra (March 2002) Pedagogy of Business Communication in a national seminar at IIM Ahmedabad
 25. Payal Mehra (2001) Use of IT and Technology Tools in Educational Pedagogy. In a national seminar on Higher Education, organized by Department by Commerce, University of Lucknow

Books

1. Payal Mehra (2016). Business Communication for Managers 2e. Pearson, N Delhi. ISBN: 9788131758656 Pages 440 Imprint, Pearson Education (visit <https://in.pearson.com/content/dam/region-growth/india/pearsonindia/Support/pdf/Catalogue-B&E-2019.pdf>)

2. Payal Mehra (2014). *Communication beyond Boundaries*. Business Expert Press, New York Scholarly Books Published. Print ISBN: 9781606496381; E-book ISBN: 9781606496398

Book Chapters

1. Chauhan, R and Mehra, P. (2024). *Harry Potter and the OmniGlobe: Learning Negotiation and Communication Styles in an Immersive Simulation Environment*. In 'Immersive Technology and Experiences: Implications for Business and Society.' Palgrave Macmillan. Springer.
2. Payal Mehra and Ankit Ahuja. (2020). *Crisis as Mind-set Approach to Organizational Crisis When Crisis is the New Normal*. In "The New Normal: Challenges of Managing Business, Social and Ecological Systems in the Post COVID-19 Era." E.Ds.'. Chaturvedi, H. and Dey, A.K.). Published by Bloomsbury India
3. Payal Mehra (2013). *Crisis Communication in the Tourism Industry: Theoretical Perspectives* has been published in book "Tourism in Global Village", ISBN 978-3-8383-5957-1, pp. 59-70, LAP Lambert Academic Publishing AG & Co KG., available on amazon [http://www.amazon.com/TourismGlobal-Village-Devashish Gupta/dp/3838359577](http://www.amazon.com/TourismGlobal-Village-Devashish-Gupta/dp/3838359577).
4. Payal Mehra (2011). 'Communicating in a crisis: The Case of Jet Airways' published in Excel Collection of Case studies.
5. Payal Mehra. (2010). *A socio-technical perspective on computer mediated communication: comparison of government and non-government sectors in India*. *Communications in Computer and Information Science*, Volume 54, 4., 198-209 Ed. Sushil K. Prasad, Harrick M. Vin, Sartaj Sahni, Mahadeo P. Jaiswal, Bundit Thipakorn, Springer http://link.springer.com/chapter/10.1007%2F978-3-642-12035-0_20 http://link.springer.com/chapter/10.1007%2F978-3-642-12035-0_20 - page-10_20#page-1
6. Payal Mehra. (2007). *Pedagogy of presentation skills. Communication for Management-Teaching and Research in Indian B-Schools*. Ed. Roshan Lal Raina and Pankaj Priya. Ess Ess Publications in association with the Lal Bahadur Shastri Institute of Management New Delhi.
7. Payal Mehra. (2006). *Making meetings more productive-themes and concerns*. *Management Communication-Trends and Strategies*. Ed. Asha Kaul and Gupta, Tata McGraw Hill Publishing N Delhi.

Book Reviews

1. Book Review for Metamorphosis, the Journal of IIM Lucknow, Vol 7, No. 2(2008), 213-215 Name of the Book: Strategic Human Resource Management Author: Dr Tanuja Agarwal, Reader Faculty of Management Studies, University of Delhi; Oxford University Press Publication; No of pages: 796
2. Book Review for 'Metamorphosis' the Journal of IIM Lucknow, Vol 8, No. 2 (2009) 65-67. Name of the Book: Emotional Intelligence: Myth or reality Author: Dr. Mousumi Bhattacharya and Dr Nilanjan Sengupta Excel Publications

Instructional experience

First Year Courses	Communication for Management, Written Executive Communication (PGP); and International Business Communication (IPMX)
Elective Course	Communication beyond Boundaries (PGP) Third term Elective Course Persuasive Storytelling for Businesses (IPMX)
FPM (Doctoral) Course	Pedagogy, Scholarly Writing
EFPM (Doctoral: Part-time)	
Elective:	Theories in Cross Cultural Management

Research Guidance

1. Dissertation advisor to Ms. Jaspreet Kaur-EFPM Scholar
2. Dissertation advisor to Mr. Rishab Chauhan (FPM scholar) since 2024
3. Thesis advisor to Mr. Ankit Ahuja-EFPM scholar since 2017 (Awarded)
4. Thesis advisor to Dr Himanshu-EFPM scholar since 2022 Jan
5. Member of Thesis Advisory Committee to Mr. Ranjan Kumar (EFPM scholar (Completed)
6. Member of Thesis Advisory Committee to Mr. Prashant Mishra (EFPM scholar (Completed)

7. PhD thesis co-guide for KGMU Dissertation Title: Effects of communication intervention strategies on oral cancer patients' information seeking behavior (August 2016 onwards)

Recent Consulting

1. Bureau of Indian Standards (BIS) March to April 2022. A three-day customized training programme on 'Preparation of Case Studies'
2. Bureau of Indian Standards (BIS) March to July 2021. A three-day customized training programme on 'Preparation of Case Studies'

Synergistic Activities

Seed Money Projects

1. Seed Money Project (SM-239/completed) Title- 'Differences in Intergenerational Communication and effects on Workplace Commitment and Satisfaction in India' (Duration: February 05 2016-August 04, 2017)
2. Seed Money Project (SM-198/ COMPLETED)
Title: 'Audience Analysis-Perspectives on Influence, Persuasion and Compliance Gaining' Report submitted (March 2012).
3. Seed Money Project (SM-173/ COMPLETED)
Title: 'Human Communication Systems in a Computer mediated environment'. Report submitted (October 2008).

Working Papers/Case Series

1. Working Paper Series: WPS /2017-18/08. Differences in intergenerational communication and effects on commitment and satisfaction at the workplace in India.
2. Working Paper Series: WPS / 2015-16/02. Word of Mouth Recommendation and
3. Patient Satisfaction: The Effects of Provider's Communication Skills and the Mediating Role of Consultation Length
4. Case Series: IIML Case Series/ 2014-15/1. Teaching Learning with Stories: A Case Study Approach to Business Communication. 69 Real Life Critical

Incidents in Business Communication for Management and Engineering Students

5. Working Paper Series: WPS / 2010-2011/19. Literature Review on Influence, Persuasion and Compliance Gaining Strategies in Patient Provider Interactions
6. Working Paper Series: WPS / 2009-2010/ 12. A socio-technical perspective on computer mediated communication: comparison of government and nongovernment sectors in India
7. Working Paper Series: 2008/09-04. Computer Mediated Communication: Impact of Media Choice, Media Frequency and Familiarity on Exchange Quality
8. Working Paper Series: 2008/09-24. Information Exchange and Task Media Interactions in a Computer-supported Cooperative Work Environment

Training Programmes Conducted (latest first)

Long term

Conducted courses for GMPE (15-hour module in Business Communication) and Defense Forces participants (a 15-hour module in Business Communication) in 021-22/ Coal India, NHPC, NTPC, GAIL, IFS (Programme Directorship); ALPDW – Advanced leadership programme (12-hour module) Conducted courses for GMPE (15-hour module in Business Communication) and Defense Forces participants (open elective on Cross-cultural communication; a 15-hour module) in 2020-21; 9-Hour Communication module to Young Lead Successfully conducting an Open 5-day MDP on Effective Leadership

Short term

Conducted 5-day Open MDP on Communication at IIM Lucknow (Feb 2024, 2023, 2022, 2020, Feb 2019, Feb 2018 and Feb 2017) Training sessions conducted on communication for sponsored MDP programmes at IIM Lucknow in various public sector enterprises of India (LIC, Defense, GMPEs, OIL, ONGC, Indian Railways, NTPC, IPS, IFS, IA&AS, CA's, Principals of CBSE schools, Principals and teachers of Kendriya Vidyalaya schools, Armed Forces, Coal India, LIC, Luminous, DRDO scientists, executives from BNP-Paribas, HAL, COAL, GAIL, amongst others. Programme Director for various programmes such as Prosecuting Officers of U P Govt., NTPC, IRS, HAL, the Education Managers of Bihar, GAIL, CBSE Principals, GMPE, IFS, amongst others. Programme director for One-year Part time CPGME (Certificate programme in General Management for Executives)

Invitations

Invited to deliver lectures at various academic institutions of India: Bank of India, RBI, IIT Bhubaneswar Lucknow, University MBA department, King George Medical College, Income Tax Training Centre, IIT Kanpur, IIT-BHU, Jaipuria Institute of Management, Lucknow, CSMU Kanpur, IHM, IMS

Other Academic Roles (most recent first)

- Talk on Effective Email Communication 05 April 2024 at Hines Inc India (online)
- Keynote speaker at the 4th annual International Conference on "Harmony in Innovation: Navigating Global Business Landscapes through Emerging Technologies and Dynamic Management Strategies." hosted by Dr. D. Y. Patil B-School, Pune
- Invited to evaluate a Ph.D. thesis entitled "Crisis Communication Strategies in Tourism: A Case of Goa Tourism During the Covid-19 Pandemic" submitted by Ms. Amrita Chaskar, Birla Institute of Technology & Science, Pilani
- Meeting of the Research Degree Committee (RDC) in Management held at Department of Management Studies, Bhimtal (online) on Monday, 11-03-2024, Kumaun University, Nainital
- Selection Committee as subject expert for faculty recruitment process in Liberal Arts area at Jaipuria Institute of Management, Noida. 19th February from 1.40 to 2.40 pm on virtual mode.
- Member, Equal Opportunity Cell viz., Office Order No L146/2023
- Reviewer Invitation: Advances in Hospitality and Tourism Research (AHTR) April 25, 2024
- Reviewer Invitation: for Tourism Management Perspectives on Feb 04, 2024
- Reviewer Invitation: Journal of Contingencies and Crisis Management 30-Jan-2024
- Invited as course outline reviewer in communication area by Jaipuria Business School, and by BIMTECH, Greater Noida, India BC Area Advisory Board of 2023
- Selection panel member for selecting faculty in the Area of Business Communication at IMT Ghaziabad, 10/12/23
- International Editorial (Review) Board (ERB) Abhigyan, the FORE School of Management Journal June 2023 (for two years)
- Selection panel member for selecting faculty in the Area of Business Communication at IMT Ghaziabad, 3/3/23

- Attended Board Meeting of Kumaon University (Management Department) 25/8/23
- Invitation to judge the Composite Round of the Farida Abraham Memorial Debate 2023 Friday, 14th October, 2023
- Invited by Humanities and Social Sciences, Austrian Science Fund (FWF), Georg-Coch-Platz 2, 1010 Vienna to review a research proposal project. Project title: Word-of-Mouth in the Healthcare Sector
- Member of Faculty selection panel at IIM Kozhikode, Kerala India, for Professor Selection (2023)
- Associate Editor for the Journal (special issue): Engineering Management Journal (2023)
- Chief Judge-Frank Anthony Debate at Jaipuria School 10/7/23
- Served as Reviewer for journals such as Tourism Management Perspectives JOBE, JITB, Metamorphosis, and for Emerald journals
- Member, Board of Studies, Department of Management, Kumaoun Central University, Bhimtal, Uttarakhand
- Invited as Thesis evaluation expert by Department of Management, Kumaoun Central University, Bhimtal, Uttarakhand
- Invited as Thesis evaluation expert by Vishverayya Technological University (VTU) 2021-22
- Invited by NTPC School of Business, Noida Training department for conducting a training on Communication skills for leaders (2021-22) titled "Enhancing Leadership & Strategic Communication
- Member of online selection panel for selecting faculty in the Area of Business Communication at IMT Ghaziabad, Friday 10th December 2021.
- Invitation to deliver a session in the AICTE ATAL FDP on "Effective Team Work" at IIT Bhubaneswar (4-8 October 2021)
- Invited to be the Chief Guest by LBSIM, Delhi: National HR Conference, Sat Oct 9, 2021
- Attended Board Meeting of Kumaon University (Management Department) 20/21/22
- Invited as a reviewer for a paper by Asia Pacific Journal of Health Management.
- Associate Editor in the IIM Ranchi Journal of Management Studies (IRJMS) editorial board (on Invitation). IRJMS is a bi-annual and interdisciplinary journal. <https://www.emeraldgroupublishing.com/journal/irjms> (July 12, 2021)
- Member of Faculty selection panel at IIM Kozhikode, Kerala India, for Professor Selection on Thursday, 17 December 2020.

- Invited as panel expert by IEC Division NHM UP on 13 Jul 2020, to judge Janpahal Covid-19 competition
- Invited to set up question paper for Punjab Public Service Commission by the Controller of Examination, Patiala Punjab India (01 July 2020)
- Served as Reviewer for 10th ICMC 2020 International Conference on Management Cases (BIMTECH)-2020
- Served as Reviewer for Behavior & Information Technology, 2020
- Served as Reviewer for JOBE Neilson Journals Publishing, 2020
- Invited by Jaipuria Institute of Management Lucknow for Curriculum Review on 29th June, 2019
- Served as Reviewer for BMC Health Services Research Editorial Office (Jan 2019)
- Served as reviewer for a paper in IJOA, Emerald (2018)
- Served as reviewer of three papers for the Academy of Management conference (March 2018)
- PhD thesis evaluated (September 2017). Title: A study on relationship between Drama intervention and employability of professional college students. Management Department. Sharda University. Invited to be the Expert in Vivavoce examination
- Served as reviewer for ten papers for Pan IIM World Management Conference scheduled held at IIM Lucknow in December 2017
- Report published in the July 22nd 2015 edition of Times of India
- /Economic Times
<http://health.economictimes.indiatimes.com/news/industry/female-docsbetterlisteners-than-males-study/48064885>
- Member, Editorial Review Board of "Amity Journal of Cross Cultural Management (AJCCM)" June 25, 2015
- Member of the Reviewers Board of 'Paradigm', the biannual journal of IMT Ghaziabad. Published by Sage (Jan 2015 onwards)
- Served as reviewer for International Journal of Health Care Quality Assurance, Emerald (2015)
- Served as reviewer for three papers for second Pan IIM World Management Conference which was from 5-8 November 2014 at IIM Kozhikode
- IIT Kanpur: Addressed, on invitation, the students, faculty and doctoral scholars on the theme 'Pedagogy in Management Education' in July 2014. Please visit: <http://www.iitk.ac.in/july14ime/seminars>
- Session Chair in AIMS-10 Conference held in Bangalore (6-9, Jan, 2013)
- Member of the Reviewers' Board of the bi-annual journal of Jaipuria Institute of Management, Lucknow, India (since 2012)

- Served as reviewer for research submissions for Metamorphosis, 2012 (Journal of IIM Lucknow)
- Served as the Program Committee Member for the Information Management track of ICISTM-2011 held at New Delhi in March, 2011
- Panel of experts at NOCET-the Annual Presentation Contest of NTPC India (2009 August)
- Associate Editor for The International Journal of Learning, Common Ground Publishers (2008)
- Member of the panel of reviewers for the journal "International journal of information technology and decision making" which is a publication of the World Scientific Publishing Co Pte Ltd (2008)
- Written four modules on Presentation Skills as part of Course curriculum on Communication Skills for Vardhaman Mahaveer Open University (Kota) Rajasthan (August 2008)

Some Achievements

- **Best Paper Award** in MICA's 10th International Communication Management Conference (ICMC 2024), hosted at MICA Ahmedabad. | January 17-19, 2024 | MICA Co-author: Rishab Chauhan, Doctoral candidate. Team received a cash prize of INR 50,000
- **Best Paper Award** in the 2nd Pritam Singh Memorial (PRISM) Conference | November 17-19 | IIM Nagpur
- Earned close to 14 Publication Awards for Institutionally certified category publications
- Appreciation letter by the (acting) Director for Teaching excellence.
- Have consistently scored average of 4/5 teaching feedback across all programmes of the institute
- Certificate of Training in Communication and Presentation skills from Tata Engineering August 2001.
- Earned Best Paper Award for Study on 'Stress Levels in Organizations and Impact on Employee Behavior', authored by self which was published in the January - March 2004 issue of the Indian Journal of Training and Development (IJTD). Invited to receive a trophy/memento and citation/certification presented at the awards presentation ceremony at Chennai.
- Invited as a Communication expert on formulating a folder on a social awareness campaign under the aegis of Centre for adult, continuing

education and extension, organized by PERC, University of Lucknow, September 2001)

Institutional Service

I have diligently worked to fulfil my administrative obligations whenever these have been assigned to me. Some of these are as follows:

Recent

- Member, Rekhi Centre for Science of Happiness and Mind Lab Vide Office Order 1122-1, 2023
- Area Chair (Communication) for 2023-2025
- Part of a Two-member committee for the Promotion Interview of Administrative Officers of IIM Lucknow
- Member, Research and Development (R&D) Committee vide Office Order 1111 (2022)
- Member, WMP Committee (2022)
- Member, FPM Review Committee vide Office Order No. 1063 (2021, June 07)
- Member, Organizing Committee. Doctoral workshop at IIM Lucknow on Developing Resilient Organizations (Feb- March 2021)
- Member, Equal Opportunity Cell, vide Office Order No. 982 (2020 Jan)
- Member, Committee to frame a promotion policy for IIM Lucknow Officers vide Office Order No. 983. (2020 Jan)
- Member, Departmental Promotion Committee (2019, October)
- Chairperson, Screening Committee for Contractual Positions (2019, August 19)
- Chairperson, Physical Verification of Library Asserts (2019, April 25)
- Member, Accreditation Committee (2018, December)
- Member, International Relations Committee at IIM Lucknow (2018, October)
- Chairperson, Sexual Harassment Committee at IIM Lucknow (appointed July 28, 2017 for two years) vide Office Order 878.
- Chairperson, Accreditation Committee from May 2014 onwards to March 31, 2018
- Achieved AMBA re-accreditation from 2016 to 2021.
- Responsible for NIRF 2016 and worked hard towards projecting Brand IIM Lucknow appropriately in the National Ranking Survey initiated by the ministry of HRD. IIM Lucknow ranked fourth amongst all management institutions in the country consecutively for two years viz., 2016 and 2017

- Instrumental in achieving acceptance of Initial Accreditation from AACSB IN December 2015
- Chairperson, Communication area since March 2016
- Taught WEC at IIM Sirmaur 2015, 2016, and in IIM Jammu (2017)
- Member, Committee on Website of IIM Lucknow, vide office order 686 (August 5, 2013-2015)
- Chair, Corporate Communication and Media Relations vide Office order 669 (from April 17, 2013 to March 2015)
- Member, Placement Committee (May 2013 to April 2015)
- Member of Accreditation Committee vide office order 654 (September 27, 2012)
- Member Library Committee vide office order 658 (November 22, 2012 to October 2015)
- Area Chair, Communication Group (August 2011 to March 2015)
- Instrumental in getting TURNITIN anti-plagiarism software in the campus
- Instrumental in introducing a course in the Doctoral programme called 'Scholarly Writing'
- Member of Committee assigned to work on a proposed Coffee Table book for IIM Lucknow (December 2011-Completed, September 2012)
- Secretary, Faculty Council vide office order 602 (October 2010 onwards)
- Member of Disciplinary Committee (November 2012; Completed)
- Member of Disciplinary Committee (September 2011-Completed)
- Member of the Accreditation Committee (March 2011-Completed)

Academic Appointments

- 1) Full Professor (June 11, 2019 onwards)
- 2) Associate Professor, IIM-Lucknow (April 26, 2012 till June 10, 2019)
- 3) Assistant Professor, IIM Lucknow (September 01, 2007-March 2012)
- 4) Assistant Professor, IIM-Lucknow (On Contract from September 01, 2006 August 2007)
- 5) Before that worked in a private B-school of repute (1996 July-2006 August) and Lucknow University (Part-time lecturer)

Professional Preparation

1. Ph.D., (Faculty of Commerce). University of Lucknow, Lucknow, Uttar Pradesh India (2002)

2. MBA (Human Resources), Department of Business Administration, University of Lucknow (1993-1995)
3. B.A., in Anthropology, History and English; University of Lucknow (1989-1992)
4. Schooling (ICSE and ISC Board-Humanities) from La Martiniere' Girls College, Lucknow: 1975-1989

Online Certifications

- Completed a 2-day 'Psychodrama Practice and Application Training' workshop by Veda drama Inc., held on 25th and 26th June, 2022
- Completed a 3-day Virtual Masterclass on Purposeful Storytelling by CDMC-MICA, India. 15-17 November, 2021
- Certificate for a course on Qualitative Analysis Using NVivo on IIM Lucknow CMEE platform 2020
- Certificate on Communication and Negotiation skills on edX platform 2020 (Arizona State University). Visit:
<https://courses.edx.org/certificates/a01d0d63291c41d5a6a811d7ab0cd7ab>
- Completed the Gallup Clifton Strength Analysis. Gallup, Inc. (Code: 55938039 Payal Mehra) in May 2019
- Certificate for a course on Business Communication on edX platform 2018 (Rochester University). Visit:
<https://courses.edx.org/certificates/ac5785e5bdef46f9a26ed0e7095a1f70>
- Successfully completed Communication Skills for Bridging Divides on edX platform 2018 (Catalyst Inc.) Visit:
<https://courses.edx.org/certificates/72de1784e82c4c46a78f12031c4e030f>

Personal Details

Married for 27 years to Sanjay Mehra (56), businessman, owner of a construction and interiors sole proprietorship firm based at Lucknow. We have two beautiful daughters (25 years and 20 years respectively), and a sprightly Golden Retriever, Zorro.

Dr Payal Mehra