

Curriculum Vitae

Saket Kumar Bhardwaj

Assistant Professor
Centre for Journalism and Mass Communication
HNB Garhwal University
Srinagar, (Uttarakhand) India
Mob- 8011810337, 8051093337
sktbhardwaj7@gmail.com



Educational qualification:

National Eligibility Test (NET) Qualified on January 02, 2018

PhD Communication: Tezpur University, Submitted

Integrated Masters in Mass Communication: Central University of Jharkhand, 2014

Intermediate (Science): Jharkhand Academic Council, 2009

Matriculation: CBSE, 2007

Research Interests

Development Communication, ICT for Development, Cultural diversity and new media, Information and Knowledge Societies, Sociology of communication technology and media, Communication for social change, Children and media, and Print media.

Title of the Ph.D. Thesis: Human Trafficking in Jharkhand: An Analysis of Newspapers Coverage and the role of Communication in Mitigating Modern Day Slavery

Ph.D. Supervisor: Dr. Uttam Kr Pegu, Associate Professor, Department of Mass Communication and Journalism, Tezpur University

Publications

Bhardwaj, Saket Kumar (2022). An evaluation model for measuring the impact of omnichannel information processing on digital shopping decision. Int. Journal of Procurement Management. ISSN:1753-8440 (Accepted for publication)

Bhardwaj, Saket Kumar (2018). Media Intervention in Mitigating Human Trafficking in Assam. IJRCS. ISSN: 2456-6683

Bhardwaj, Saket Kumar (2018). Indian Cinema and Oscar. Sahirdya, ISSN: 22308997

Bhardwaj, Saket Kumar (2015), Development Communication its emergence and current trends, Published in Chintan Research Journal (ISSN: 2249-2976)

Book Chapters

Bhardwaj, Saket Kumar (2019), “Exploring the Understanding of the Concept of Secularism among Media Professionals in NE India” , Mass Media and National Integration, Pg.225, Mittal Publication, New Delhi, ISBN: 9788183249225

Bhardwaj, Saket Kumar , “Celebrity Endorsements in Advertisement and its influence on the Buying Behaviour of the Youth”, Hero and Hero Worship; Fandom in Modern India, pg. 87, Vernon Press, Delaware, United States. ISBN: 978-1-62273-859-5

Seminar and Conference Papers

Bhardwaj, Saket Kumar (2021), “OTTs Content Consumption During the Pandemic Period: An Analysis of its Impact on Mainstream Entertainment Industry” in an international Conference on ‘Applied Management Trends and Perspective in Business Growth Trajectory’ organized by School of Management, Presidency University, May 8, 2021

Bhardwaj, Saket Kumar (2018), “Indian Media and Post Truth Culture: An Analysis of Primetime Television News Debates on Nationalism and Religious Intolerance” in a national seminar on ‘Moving Beyond the Margin: The Politics of Exclusion and Assimilation’ organized by Department of English, Central University of Rajasthan, Nov 15-16, 2018

Bhardwaj, Saket Kumar (2016), “Myths, Traditions and Rituals of Food in Bollywood Cinema” in a national seminar on ‘Food Cultures of India’ organized by Department of Cultural Studies, Tezpur University, Dec 1-2, 2016

Bhardwaj, Saket Kumar (2016), “Social Media Usage Leading to Stress: A Study on Engineering Students of Tezpur University” in an ICSSR sponsored national seminar organized by Department of Education, Koliabore College, Nov 29-30, 2016

Bhardwaj, Saket Kumar (2016), ‘A Study on the Challenges and Opportunities of E-learning in Higher Education in India’ in a national seminar organized by Teaching Learning Centre, Tezpur University from Nov 21-23, 2016

Bhardwaj, Saket Kumar (2016), “Media, Globalization and Migration; A study on the impact of Media Reporting and hoe Media by its Representation encourage Assamese Women for Migration” in a national seminar organized by Department of Sociology, Banaras Hindu University and Indian Sociological Society from Sept 14-15, 2016

Bhardwaj, Saket Kumar (2016), “India’s Soft Power Diplomacy, from Budha to Bollywood; Special reference Indo-Pak Relationship” in a national seminar on India’s Soft Power and Cultural Diplomacy organized by Centre for International Relation, Central University of Jharkhand from April 11-12, 2016

Bhardwaj, Saket Kumar (2016), “Is Media a game Changer for the Politics of Assam and Bihar” in a national seminar on Media, Cultures and Community organized by Department of Media and Mass Communication, School of Media and Communication, Pondicherry University from March 29-30, 2016

Bhardwaj, Saket Kumar (2016), 'Critical and Discourse Analysis on Changing Role of Teachers in Information / Knowledge Society' in a national seminar organized by Department of Education and Teaching Learning Centre, Tezpur University from March 14-16, 2016

Workshop Attended

Attended Two-Week ICSSR Sponsored Capacity Building Program (Online Mode) for Young Faculty Members in Social Sciences organized by Dr. Ambedkar Chair, Tezpur University from Aug 23rd to September 4th, 2021

Attended National Level Ten Days Research Methodology Workshop on Researching Subalternity in Social Sciences and Humanity organized by Department of Sociology, Tezpur University from March 18-27, 2018

Attended ten days Global Initiative of Academics Networks (GIAN) workshop on Journalism and Society organized by Department of Mass Communication and Journalism, Tezpur University from Jan 02-13, 2017

Attended Personality Development Programme organized by Teaching Learning Centre, PMMMMNMTT Scheme, Tezpur University from Aug 27 to Sept 5, 2016

Attended ten days Global Initiative of Academics Networks (GIAN) International summer course on Communication for Development organized by Department of Mass Communication and Journalism, Tezpur University from June 06-16, 2016

Attended Workshop on Research Methodology organized by Department of Education, Tezpur University from Feb 15-24, 2016

Attended Workshop on Research Methodology in Social Sciences organized by Department of Sociology, Tezpur University from Sept 21-27, 2015

Attended Personality Development and Soft Skills Training Programme organized by Sparsh Foundation from April 15-17 2014

Attended Regional Seminar on "RTI; A Potent Weapon against Corruption" organized by Media Information and Communication Centre of India, Federation of Jharkhand Chamber of Commerce and Industries and Jharkhand RTI Forum from Feb 19-20

Industry Experience and Exposer

One year of experience in working as a reporter in Morning India English Daily, Ranchi from July 01, 2014 to June 30, 2015

Worked as copy editor for two months in Real Watch magazine in 2013

Two Months internship in ETV Hyderabad in 2012

Internship in HINDUSTAN Dainik, Ranchi in 2010