

## Brief CV of Dr. Mahendra Kumar Padhy

Name: Dr. Mahendra Kumar Padhy

Designation: Assistant Professor

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Phone: 9451529128

Office Address: Dept. of Mass Communication and Journalism

Babasaheb Bhimrao Ambedkar Central University, Lucknow.

### Research Areas:

Advertising, PR, Communication and Sustainable Development, Media Research

### Educational Details:

M.A in Economics, Berhampur University, 1995, 1st Class.

MJMC, Berhampur University, 1998, 1st class 1st position.

(Specializations: Advertising and Public Relations)

M.Phil (J&MC), University of Madras, 2001.

Ph.D(J&MC), Berhampur University, 2005. (JRF).

UGC NET, 1999.

### Conference and Seminars:

Participated and presented papers in 23 International and 35 national seminars.

Organized one National Seminar as Convener cum Organizing Secretary.

**Research Publications:** Published more than 40 research papers and articles in reputed international and national journals and magazines. (Indexed Journals with Impact Factor of 3.2 and 3.4)

### Book Publications:

1. Advertising Management: Theory and Practice, University Science Press, New Delhi, 2011
2. Green Communication and Sustainable Development (Edited), Shroff Publication, Mumbai, 2015
3. Vikas Sahayak Sanchar, Gath Publications, 2017 (Co-Authored).

**As Ph.D and M.Phil Supervisor:**

Produced TWO Ph.Ds and 16 M.Phil Scholars( Awarded).

Presently working with FOUR Ph.D Scholars.

**Awards and Recognitions:**

- a. Recipient and availed the prestigious UGC National Research Award by University Grants Commission, New Delhi, January, 2015.
- b. Recipient of the prestigious UGC National Research Award by University Grants Commission, New Delhi, 2012.
- c. Awarded Member of the International Review Board, Macon State College, USA.
- d. Awarded Member of the International Review Board, Institute of Information Science, Canada.
- e. First Class First position at Master's degree examination.
- f. Awarded Member of the International Review Board, Institute of Information Science, Florida, USA.
- g. Awarded Member of the International Review Board, Institute of Information Science, Italy.

**Research Projects:**

- i. UGC Research Project awarded from UGC, New Delhi, 2015.
- ii. Minor Research Project awarded from BBAU under UGC research project scheme
- iii. Major Research Project awarded from ICSSR, New Delhi, 2018.

**Refresher /Orientation Course:**

- i. Refresher: Two
- ii. Orientation: One  
UNESCO workshop: One
- iii. UGC FDP and one week workshop: Two.

**Invited Lecture:** Eight invited lectures in different universities and academic institutions.