

Dr. Archana C. Narahari *Ph.D., M.C.J., UGC-NET*

I/C Dean – Faculty of Arts of CVMU,

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Professional Summary

With over 15 years of diverse experience in academia, research, and administration, my career journey has spanned roles such as Project Fellow, Content Manager, Teacher, Research Guide, and Principal of a College. This broad exposure has equipped me with a deep, interdisciplinary understanding of core academic disciplines, research methodologies, and institutional management.

As an academician and leader, I have had the privilege of serving as a NAAC and IQAC coordinator, and currently serving as Principal. These experiences have empowered me to pioneer innovative teaching methods, foster student-centric initiatives, and introduce progressive assessment strategies. Through a strong commitment to excellence in education, I've consistently worked towards enhancing both teaching and learning environments, ensuring that students not only excel academically but also grow holistically.

Area of Academic / Research Interest

Film Studies, Short Film and Documentary Film Production, Women and Media, Communication Theories and Models, Human Rights, Public Relations, Advertising and Marketing, Radio Programming and Production, New Media, Consumer Behaviour, Brand Management, Development Communication and Corporate Communications.

Core Competencies

Strategic Leadership & Administration: Skilled in decentralized administration, fostering autonomy while maintaining organizational coherence and efficiency.

Exceptional Communication & Writing: Proficient in articulating ideas clearly and persuasively, with a strong command over written and verbal communication.

Subject Matter Expertise: In-depth knowledge and expertise in Journalism and Mass Communication, with a keen understanding of industry trends and educational needs.

Unwavering Professional Commitment: Demonstrates a strong dedication to excellence and a relentless drive to meet organizational and academic goals.

Time Management & Productivity: Proven ability to deliver high-quality work within stringent deadlines, without compromising on excellence.

Team Leadership & Collaboration: A collaborative team player who builds positive, healthy relationships and fosters an environment of trust, inclusivity, and mutual respect.

Adaptability & Vision: Proactively aligns with the evolving dynamics of both the organization and the broader industry, ensuring continuous growth and innovation.

Transparency & Knowledge Sharing: A firm advocate for open communication and knowledge sharing, creating a transparent and supportive work culture to drive collective success.

Student-Centric & Empathetic Leadership: Passionate about addressing student concerns with empathy and effective solutions, ensuring an enriching and inclusive learning environment.

Engagement & Innovation in Teaching: Adopts a dynamic, interactive approach to teaching, making learning engaging, relevant, and student-centered.

Creativity & Continuous Learning: A creative and forward-thinking individual with a relentless zeal to innovate, adapt, and implement novel ideas to inspire and motivate others.

Educational Qualifications

- **Awarded Ph.D.** for the thesis titled "**Hollywood Cinema- Perceptions of Indian Youth**", from Sri Padmavati Mahila Visvavidyalayam, Tirupati, Andhra Pradesh (2012).
- **Master's degree in Communication and Journalism** (M.C.J.) from Sri Padmavati Mahila Visvavidyalayam, Tirupati and **acquired Gold Medal with distinction marks** (2000-02).
- Qualified in **UGC - NET** conducted by University Grants Commission (UGC) and obtained '**Eligibility for Lectureship**' in 2003.
- **Diploma in Advertising and Public Relations** from All India Institute of Management Studies, Chennai through distance mode and acquired first class in 2003.
- **Bachelor's degree in Commerce** (B. Com) from Sri Venkateswara University, Tirupati and passed with **distinction marks** (1997-2000).

Technical Qualifications

- **Digital Marketing Certified Associate** Course from Simplilearn.com.
- **Diploma in Multimedia** from Arena Multimedia, Tirupati in 2003. Proficient in MS Office tools. Good in software for print media like Adobe Photoshop, Adobe InDesign, Quarkexpress, Good in editing software like Adobe Premiere.

Professional Experience

I. ILSASS – Principal and Faculty of JMC

Promoted as I/C Principal of Languages Studies and Applied Social Sciences (ILSASS), the Constituent College of CVM University, V.V.Nagar, Gujarat on 4th March 2023. Also, appointed as I/C Dean – Faculty of Arts of CVMU.

Other positions being held and activities carried at ILSASS are as follows:

- Appointed as Assistant Professor in JMC at ILSASS on 4th July 2016
- Currently guiding 8 Ph.D. Research Scholars. Two Ph.D. Scholars submitted the thesis, One submitted synopsis
- Chairperson - Board of Studies in Journalism & Mass Communication for 2022-23.
- Appointed as President of Women Development Cell – CVM University for the year 2023-24.

- Subject Expert for Curriculum Designing in Shri Govind Guru University-Godhra for PG Diploma in Mass Communication Programme (2022)
- External Evaluator in the Doctoral Committee of School of Liberal Studies and Education, Navrachana University to evaluate 2 PhD Research Scholars (June 2022)
- Appointed as Expert Member in the position of Dean-Faculty of Arts, CVMU, for Board of Faculty of Liberal Arts, Vidhyadeep University, Surat, Gujarat.
- Member of CVM University Research Committee- Prepared the STRATEGIC INTERNATIONALIZATION PLAN (SIP) for ILSASS and presented the same before the CVMU Research Committee at SMAID College
- Coordinator for CVM University Annual Report 2020-21, 2021-22, 2022-23, 2023-24
- Vice-President for Student Council 2021-22 at ILSASS
- Coordinator for NAAC and IQAC since 2016 till promoted to the position of I/C Principal
- Introduced the Student Mentor Programme as an IQAC Coordinator. The programme is considered as Best Practice till date.
- Faculty Coordinator for Movie Club
- Faculty Coordinator for Encuesta – 5.0 The National Level Quizzing Carving
- Class Coordinator and Counselor to MAJMC Senior batch.
- Member of Research Committee of ILSASS
- Member of Women Redressal Committee of ILSASS
- Exams convener and paper setter at Sardar Patel University.
- External Examiner at FJC, The MS University of Baroda, Vadodara.
- Coordinator and active member in various curricular and co-curricular activities being conducted at the institution.
- Green Audit Coordinator
- Faculty Representative for Event Management Cell, Public Relations Cell and Cultural Cell of Student Councils of various years.
- Member of Program Production Committee, University Radio, Sardar Patel University.
- Adhoc Board Member for Vocational Studies, Sardar Patel University.
- Key Member in updating the curriculum of BA Journalism & Mass Communication program under NEP
- Guided various projects like dissertations, productions tasks like documentaries, short films, photo stories, Advertisements at under graduate and post-graduate level.
- Supervisor in External Practical Examination & Viva voce Examiner at Faculty of Journalism and Mass Communication, MS University, Vadodara.

2. The Maharaja Sayajirao University of Baroda

Worked as Temporary Teaching Assistant at the Faculty of Journalism and Communication, The Maharaja Sayajirao University of Baroda, Vadodara for two terms i.e., from 13th July 2012 to 4th May 2013 (10 months) and from 17th June 2013 to 12th October 2013 (4 months).

The positions held and other extracurricular activities at the Faculty of Journalism and Communication, MSU, Vadodara are as follows:

- Extended lectures and conducted various practical sessions on Communication perspectives, Communication Models, Media Policies, and Radio programming and Production for Junior and Senior Masters students of FJC.
- Dean of Students
- Dean of Sports
- Online Admission Committee – Faculty Level Coordinator:
 - Designed posters and teasers for advertising the launch of Online Admissions

- Facility at University
 - Created Demo instructional Video for Online Admissions Application
- University Task Force Committee – Faculty Level Coordinator
 - Under action plan of Task Force Committee, guided students in producing a radio programme on Gender Sensitization’ for ‘Yuva Vani’ of All India Radio, Vadodara.
- Co-coordinator of Anti Ragging Committee
- Internal Quality Assurance Cell – Faculty Level Coordinator
 - Conducted seminars and mobilized students for their participation and knowledge sharing for Internal Quality Assurance of Faculty and University.
- Key Member in conceptualizing and coordinating content for New Curriculum of Master of Communication Studies Programme.
- Faculty Level Tabulator for preparing computerized tabulation sheets of all examinations of Faculty of Journalism and Communication.
- Guided students in designing posters and teasers for various occasions at Faculty level.

3. Satyam Computer Services Ltd, Hyderabad

Worked as Content Manager at Sr. Executive position at Satyam Computer Services Ltd, Hyderabad for a period of 3 years 4 months i.e., from 20th January 2006 to 18th May 2009.

- Team Leader for Technical Writing Services in Satyam Computer Services Ltd., which encompass both Technical Writing and Marketing Collateral services.
- Handled internal Communication and Branding activities of various business processes, applications of eSupport, a support unit of Satyam.
- Produced more than 25 user manuals for various applications designed for Satyam associates.
- Provided on-job training to around 10 reportees who are content writers and designers.

4. Padmavati Mahila Visvavidyalayam, Tirupati

Worked as a Project Fellow for a UGC Sponsored Major Research Project titled “Internet Use in Andhra Pradesh – A Study” at the Dept. of Communication & Journalism, SPMVV, Tirupati for a tenure of 2 years i.e., from 24th July 2003 to 31st June 2005.

- Conduct preliminary research study on project area and prepare Reviews;
- Tool development;
- Organize research tools like surveys, Focus Group Discussions (FGDs) and Interviews etc.;
- Administration of the project fund,
- Assist in making the final report of the project.
- Extended lectures to Post Graduate students of Dept. of C&J, SPMVV, Tirupati.

Awards Won / Innovative activities carried during professional career:

- Awarded with **Gold Medal** for procuring first rank in Master’s in Communication and Journalism.
- Involved in Structural Instructional Material (SIM) writing programme as **Lesson writer** (Details provided in the Publications session)
- Worked as **Field Assistant** for various SAP related projects (Details provided in the Research Experience)
- Awarded as the **‘Best Associate of the Year’** in 2007, for the Full Lifecycle Business (FLCB) Support Unit named “High End Services”, at Satyam Computer Services Ltd., Hyderabad.

- Awarded as an '**Outstanding Performer**' for Best Promotion of 'High End Services', an FLCB at Satyam Computer Services Ltd., Hyderabad.
- Ranked as '**STAR Performer**' within one year of joining and have been promoted to the next level at Satyam Computer Services Ltd., Hyderabad.
- Won **Bravo award** for 'Mobile Film Making', organized by Satyam Foundation, Heroes Project.
- Considering my proficiency in administering Content and Design services, I have been identified as SPOC for Communication and Branding activities of eSupport, a support unit of Satyam Computer Services Ltd.

Research Experience

a. Research based field experience for various projects

- Worked as **Freelance Researcher** for analyzing the content of few Indian Fast-Food Websites for a UGC-Major Research Project titled "**Food Marketing Strategies to Children and Adolescents: A Comparative Study of Indian and American Websites and their Influence**" for one year i.e., May 2015 to May 2016. Dr. P. Vijaya Lakshmi, Professor of Communication and Journalism, Sri Padmavati Mahila Visvavidyalayam, is the Principal Investigator of the project.
- Worked as **Field Assistant** for UGC Minor Research Project titled "**Perceptions of Children on Violence in Cartoon Programmes –A Study**" of Dr. P. Vijaya Lakshmi (Principal Investigator), Dept. of Communication and Journalism, Sri Padmavati Mahila Visvavidyalayam, Tirupati, A.P. (April 2005).
- Worked as **Field Assistant** for UGC –Special Assistance Programme (SAP) Projects titled "**Status of Women Journalists –A Study**" and "**Media Habits of Rural Women**" conducted by Prof. V. Durga Bhavani, SAP- Coordinator, UGC-SAP (DRS Level), Dept. of Communication and Journalism, Sri Padmavati Mahila Visvavidyalayam, Tirupati, A.P. (July 2005).

b. FDPs/Refresher courses / Seminars / Workshops: As Participant

Sr. No.	Name / Title	Organized by	Duration	Year
1	IRON LADY Leadership Programme	Rajesh Bhat Founder and Director, Iron Lady	2 Days	12 th and 13 th April 2025
2	Faculty Development Programme on " Upskilling Industry Skills for Media Educators 5.0 "	Amity University, Noida, UP	5 Days	8th to 12th May 2023.
3	FDP on " Programme for Mentoring Contributory Doctoral Research "	HM Patel Career Development Centre, VV Nagar	6 Days	15 th , 16 th , 22 nd , 23 rd , 29 th and 30 th July 2022.
4	National Webinar on " Media, Democracy and Development "	Communication Today (A Bilingual Media Quarterly Journal) with Dept. of Lifelong Learning, University of Rajasthan	2 Hours	1st August 2021.
5	International Webinar on " Hindi Cinema and Third Gender Discourse "	Communication Today (A Bilingual Media Quarterly Journal) with Credent TV.Live	2 Hours	18 th July 2021
6	Attended in " Shoot Like Pro Online Photography Workshop "	Box Photography Academy, Chennai	24 Hours	18th April to 23rd April 2021. (5 pm to 9 pm)

Sr. No.	Name / Title	Organized by	Duration	Year
7	Online Programme on Curriculum Design and Development	conducted by the CVM University	6 Hours	12 th & 25 th March 2021, 2 nd , 9 th , 16 th and 23 rd April 2021 (One hour each)
8	Orientation / Training Session on Online Resources - EBSCO Management Collection for E-Journals	Faculty of Commerce and Management and Law, CVM University	2 Hours	March 19, 2021
9	National webinar series " Cinema Ka Badaltha Swaroop "	Communication Today (A Bilingual Media Quarterly Journal)	2 Hours	held on 21 st Dec 2020.
10	Webinar " Advertising - When Good Brands Go Bad " by Dr. Shailendra Pratap Jain, Professor of Adv. & Marketing, Foster School of Business, USA)	Apeejay Institute of Mass Communication (AMIC)	2 Hours	6th May 2020.
11	webinar on " Role of Development Communication in Society ", by Prof. Dr. Dilip Kumar, GGSIP University, Delhi	Amity University	2 Hours	26 th May 2020
12	Webinar " Positive Journalism during Crisis "	Department of Visual Communication, The American College, Madurai	2 Hours	28 th May 2020
13	Short-Term Course on E-Content Development	UGC - Human Resource Development Centre, Gujarat University, Ahmedabad	1 Week	28 th May 2020 to 03 rd June 2020
14	Webinar Series on " Future Trends in Academics "	MBIT-ARIBAS-SMAID-CZPCBM, CVM University	8 Hours	5 th and 6 th June 2020
15	Expert Talk on " Infodemic in the time of a Pandemic: What Public Health Professionals and Media can do better? " By Dr. Mudita Dave, The Chicago School of Professional Psychology	FJC, MS University of Baroda, Vadodara	2 Hours	June 19 th 2020
16	Film Appreciation Virtual Workshop Conducted by Prashant Desai	Living Bridge, Pune, Maharashtra	11 days	July 20 th to 31 st 2020
17	Short Term Course on E-Content Development	UGC - Human Resource Development Centre, Gujarat University, Ahmedabad	One Week	28 th May 2020 to 03 June 2020
18	Faculty Development Program (Online) on " Introduction to Methodology for Research in Management, Social Science and Economics "	The Strategy Academy Centre for Advanced Studies and Indian Institute of Engineering Science and Technology, Shibpur, West Bengal.	3 Months	May 2018 to August 2018
19	The role of IQAC in Institutional Development, Quality Sustenance and Empowerment	IQAC Cell, Ashok & Rita Patel Institute of Integrated Study (ARIBAS) and Research in Biotechnology and Allied Sciences, Vallabh Vidyanagar.	1 day seminar	3 rd Dec 2018
20	FDP on " Team Creativity at Workplace ".	KAIZEN Initiative for Academics (KIA), SP University.	1 Day	11 th Sep 2018

Sr. No.	Name / Title	Organized by	Duration	Year
21	Faculty Development Program (Online) on "Introduction to Methodology for Research in Management, Social Science and Economics"	The Strategy Academy Centre for Advanced Studies and Indian Institute of Engineering Science and Technology, Shibpur, West Bengal.	3 Months	May 2018 to August 2018
22	FDP on "Skills for Students Parenting"	KAIZEN Initiative for Academics (KIA), SP University	1 Day	August 7, 2018
23	The Art and Science of Counselling – Boon to Staff & Students	Organized by Women Development Cell, Charutar Vidya Mandal, VV.Nagar.	One day Seminar	23 rd June 2018
24	Faculty Development Program – Using ICT	Institute of Language Studies and Applied Social Sciences (ILSASS)	One day workshop	15th June 2018
25	FDP on "Enhancing 21st Century Teaching Methodologies" by integrating Applied Education and World of Work Skills for the Global Economy into their Teaching Practices.	Organized by KCG-RUSA - British Council and UGC-HRD	Phase 2 – One day Workshop	March 2018
26	National Seminar on "Social Work and HR: Emerging Challenges" .	Institute of Language Studies and Applied Social Sciences (ILSASS), Affiliated to Sardar Patel University.	One day Seminar	26 th Feb 2018
27	One Day Seminar on "Assessment And Accreditation: The New Methodology"	CVM's VP & RPTP Science College, Vallabh Vidhyanagar Gujarat.	1 Day	28 th Dec, 2017
28	Enhancing 21st Century Teaching Methodologies" by integrating Applied Education and World of Work Skills for the Global Economy into their Teaching Practices.	Organized by KCG-RUSA - British Council and UGC-HRD	Phase 1 – Two days Workshop	November 2017
29	State Level Seminar on "Healthy Campus"	Anti-Narcotic Cell of ILSASS and Narcotics Dept. Gujarat.	One day Seminar	26th July 2017
30	National Convention on Excellence in HRD for Sustainable Growth	Institute of Language Studies and Applied Social Sciences, Vallabh Vidhyanagar, & Rotary Club, Anand, Gujarat.	1 day	4 th March 2017
31	National workshop on Research Methodology Course in Social Sciences.	Dept. of Psychology, Faculty of Education and Psychology, The M.S. University of Baroda, and Western Regional Centre, Indian Council of Social Science Research.	Five-day Workshop	6th to 10th January, 2014.
32	Social Media: Understanding Network Effects and Leveraging Online Communities	Asian Media Information and Communication Centre (AMIC), Singapore. Held in Hyderabad.	One day Workshop	23rd June, 2011
33	SPSS 15.0 Training Program	SPSS South Asia and School of Management Studies, Jawaharlal Nehru Technological University, Hyderabad.	Three days workshop	7th to 9th September, 2007

Sr. No.	Name / Title	Organized by	Duration	Year
34	Writing Popular Science Articles for Telugu Media	Dept. of Science and Technology (DST), New Delhi, Rastriya Vigyan Evam Prodyogiki Sanchar Parishad (RVPSP), AP State Council of Sciences and Technology (APCOST), Hyderabad and the Dept. of C & J, SPMVV, Tirupati.	Four days workshop	4th to 7th November, 2004
35	Writing for Media	UGC – SAP, Dept. of Communication and Journalism, Sri Padmavati Mahila Visvavidyalayam, Tirupati.	Three day Workshop	23rd to 25th March, 2004
36	Press – Police – Judiciary	Press Academy of Andhra Pradesh, Hyderabad and the Dept. of Communication and Journalism, Sri Padmavati Mahila Visvavidyalayam, Tirupati.	One day seminar	26th September, 2003
37	Internship training programme in TV News Production House – while pursuing Master’s degree	Eenadu Television News, Ramoji Film City, Hyderabad	40 days	6th May to 16th June 2002.
38	Internship training programme in Print Media House – while pursuing Master’s degree	The Hindu, Chennai	15 days	May 15th to May 30, 2001

c. Resource Person / Expert Talks / Coordinator for Refresher courses / Workshops / Seminars etc.

Sr. No.	Name / Title	Organized by	Duration	Year
1.	Chaired the Session II “ Media Diversity and Representation ” in International Conference “ Media and Social Responsibility 2.0 ”	Dept. of Visual Communication, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai	2 Days	11 th and 12 Feb 2025
2	Invited as Internal Expert to evaluate the Poster Presentations by PhD Scholars of Faculty of Arts.	R&D Cell, CVM University, VV Nagar	3 Hours	11 th Jan 2024
3	Invited as Jury Member for a Debate session on Budget Programme 2022.	by Post Graduate Department of Business Management, Sardar Patel University, Anand	4 Hours	5th Feb 2022
4	Volunteered in CVM University Food Distribution Programme for Carona Warriors in Anand region	CVM University. VV Nagar	Approx. 10 Hours	24th April to 31st May 2021.
5	External Expert in the Doctoral Committee to evaluate 2 PhD Research Scholars (June 2022)	School of Liberal Studies and Education, Navrachana University	1 Day Online Evaluation	8th June 2022
6	Subject Expert for Curriculum Designing for PG Diploma in Mass Communication Programme.	Shri Govind Guru University- Godhra	1 Day	20 th Feb 2022

7	Delivered expert lecture on " Understanding the Grammar of Cinema "	Orientation Programme organized by Faculty of Journalism and Communication, MS University of Baroda, Vadodara	3 hours	8th October 2022
8	Delivered lecture on " Professional Etiquettes "	Waymade College of Education, CVM University, VV Nagar.	1 hour	24 th Oct 2020
9	Speaker for the online webinar session " Importance of Positive Journalism in a Global Pandemic "	CVM University under the Webinar Series " Facing the Future with Smile " from 7th to 10 June 2020. YouTube Session Link: https://youtu.be/jczZKgM Tirs	1 hour	9th June 2020
10	Coordinator for the Seminar section: ' Information and Communication ' of the seminar "Science for Shaping the Future of India"	The Faculty of Journalism & Communication, The Maharaja Sayajirao University of Baroda, and Indian Science Congress Association (Baroda Chapter), Vadodara, Gujarat.	Two-day Seminar	15-16 Sept, 2012.
11	Resource person for the Workshop on " Multimedia Training for Journalist "	UGC –Special Assistance Programme (SAP), by the Dept. of Communication and Journalism, Sri Padmavati Mahila Visvavidyalayam, Tirupati	Four Day Workshop	15- 18 March, 2005.
12	Resource person for the Workshop on " Web Designing "	UGC –Special Assistance Programme (SAP), by the Dept. of Communication and Journalism, Sri Padmavati Mahila Visvavidyalayam, Tirupati	Four Day Workshop	27-30 March, 2003.

d. Papers presented at conferences / Seminars etc.

Sr. No	Title of Conference / Seminar	Organized by	Title of the Paper	Year	Co-author details
1	International Conference on "Media & Gender – Inclusive Narratives and Contemporary Debates"	Central University of Karnataka, Institute of International Journalism, Ohio University, USA; Information & Broadcasting Council, WICCI, Mumbai and SVKM Usha Pravin Gandhi College of Arts, Mumbai	Influence of Social Media Motives on Personal Identity – A Qualitative Review	18 th Jan 2023	Details of First Author: Ms. Lois Christian, Research Scholar in JMC
2	International Conference on Recent Trends, Challenges and Issues in Social Sciences and Languages	Organized by Ganpatrao Deshmukh Mahavidyalaya, Sangola and Pangaea Geographical Association, India	"What Bollywood Writers Say: Parameters needed in a Screenplay".	8 th July 2023	Details of First Author: Mr. Rochak Saxena, Research Scholar in JMC
3	International Conference: "Changing Landscape in Communication with New Media Technologies."	Dept. of Com'n and Journalism, SPMVV, Tirupati (And) Institute for International Journalism (IJI), Ohio University, USA. Held in Tirupati	Media Convergence Culture – A New Approach to Hollywood Cinema Viewing and Articulation of Experience.	Nov 20-22, 2013	Details of Second author: Prof. V. Durga Bhavani, Dept. of Com'n and Journalism, SPMVV, Tirupati, A.P.

4	International Conference: "Hollywood and the World".	Inter-Disciplinary.Net, an UK based Forum. Held in Sydney, Australia The Forum is accredited by the British Accreditation Council (BAC).	Hollywood Cinema - Perceptions of Indian Youth Towards Sexual Norms	7th to 9th Feb 2013.	Details of Second author: Prof. V. Durga Bhavani, Dept. of Com'n and Journalism, SPMVV, Tirupati, A.P.
5	International Conference: "Taking Stock of Media and Communication Studies: The Challenges and Opportunities of Globalisation, New Media and the Rise of Asia,"	Asian Media Information and Communication Centre, Singapore (AMIC) Held in Hyderabad.	Spectating Indian Cinema through the Lens of Hollywood	24 - 27 June 2011.	Sole Authorship
6	Regional Seminar: "Changing Trends in the Print Media"	Press Academy of Andhra Pradesh and the Dept. of C&J, Sri Padmavati Women University, Tirupati.	District Tabloids - A Revolution of Localization in Print Media	26-27 Feb, 2003.	Sole Authorship

e. Details of Research publications / Articles / Books / Book Chapters / Monologues etc.

Research Articles & Paper Publications in UGC Care Listed / UGC Recognized Journals:

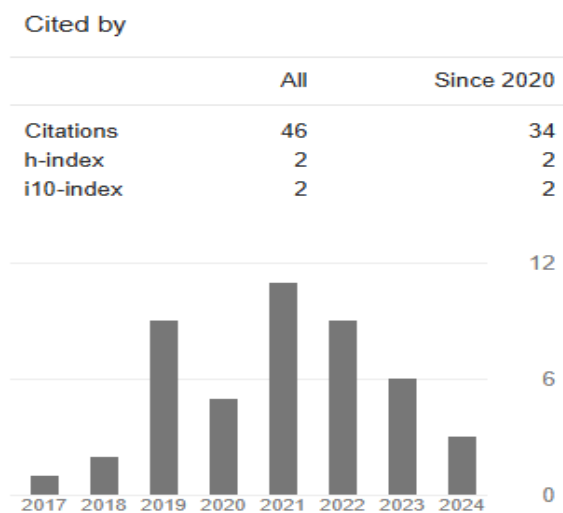


Figure 1: Citation as on April 2025

1. Nikhilesh Pathak & Dr. Archana C. Narahari (JMC), "A Study of Readers' Opinions and Portrayals of Sports in Print Media of Ahmedabad and Vadodara". STAPS Journal, Vol. 11, Issue 4 (March 2025), ISSN NO: 1782-1568. **UGC-CARE Approved Group - 2 & Scopus Indexed**
2. Vishva Shah & Dr. Archana C. Narahari (JMC), "The Role of Instagram in Promoting Indian Tourism: A Special Focus on Gujarat State". International Journal of Advance Research and Innovative Ideas in Education. (Paper ID: 25627), Vol.11, Issue-1, (Feb 2025), ISSN (O): 23-95- 4396. **International Peer Reviewed Journal.**
3. Priya Sahani & Archana C. Narahari (JMC), **Dysfunctional Families - A New Norm in Contemporary Bollywood: An Analysis of 'Dil Dhadakne Do' and 'Kapoor's and Sons'**, *International Journal of Cultural Studies and Social Sciences*; Vol. 20, Issue 01, No. 26. (June 2024), ISSN: 2319- 829X. **Peer Reviewed and UGC Care Listed with IF 7.138**

4. Priya Sahani & Archana Chanuvai Narahari (Jan-June 2024), **Role of Women in Bollywood Family Oriented Movies**. *Humanities and Social Science Studies*; Vol. 13, Issue 01, No. 03. ISSN: 2319-829X. **Peer Reviewed and UGC Care Listed Group 1 with IF 7.28**
5. Rochak Saxena & Archana Chanuvai Narahari (July 2023), **What Bollywood Writers Say: Parameters Needed in a Screenplay**. *Education and Society*, Special Issue 1, Vol 1, pp. 9. ISSN:2278-6864, **UGC Care Listed Journal**
6. Rochak Saxena & Archana Chanuvai Narahari (August 2023), **What Audience Wants: A Guide for Bollywood Screenwriters**. *Journal of Asiatic Society of Mumbai*, Vol. XCVI, No: 25, ISSN: 0972-0766, **UGC CARE Listed Group - I, Peer Reviewed and Referred Journal**
7. Nikhilesh Pathak & Archana Chanuvai Narahari (July-Dec 2023), **Readers Attitude towards Sports News Coverage in the Top Dailies of Gujarat: A Study**. *Humanities and Social Science Studies*; Vol. 12, Issue 02, No.21, ISSN: 2319-829X. **Peer Reviewed and UGC Care Listed Group 1 with IF 7.28**
8. Lois Christian & Archana Chanuvai Narahari (July-Dec 2023), **Aftermath of Social Media on Body Portrayal of Women – An Empirical Literature Review**. *Humanities and Social Science Studies*; Vol. 12, Issue 02, No.24, ISSN: 2319-829X. **Peer Reviewed and UGC Care Listed Group 1 with IF 7.28**
9. Lois Christian & Archana Chanuvai Narahari (2023), **Social Media Usage and Psychological Wellbeing – A Predominant Relationship**. *Shodha-Prabha* (UGC Care Journal) Print only; Vol 48 (3), Book No. 08, pp. 160-173, ISSN: 0974-8946, **Published by Shri Lal Bahadur Shastri Sanskrit Vidyapeetha, UGC Care Listed**.
10. Lois Christian & Archana Chanuvai Narahari (2023), **Social Media, Social Media Literacy, and Family Communication – A Review**. *Communication Today*, Published by University of Rajasthan, ISSN: 0975-217X. Double Blide Peer-Reviewed Bilingual Media Quarterly Journal.
11. Lois Christian & Archana Chanuvai Narahari (Jan, 2023), **Influence of Social Media Motives on Personal Identity – A Qualitative Review**. *Journal of Research & Development*; January 2023, Volume-15 Issue-1, pp35-44, ISSN: 2230-9578, Peer Reviewed Journal.
12. Nikhilesh Pathak & Archana Chanuvai Narahari (2023), **Influence of Sports-themed Movies on Aspiring Sportspersons of Gujarat**. *International Journal for Innovative Research in Multidisciplinary Field*; pp375-385, ISSN: 2455-0620, Peer Reviewed Journal.
13. Archana Chanuvai Narahari & Kaushik Garasiya (2019), **Central Board of Film Certification (CBFC) - Spectators' Perspective on Censorship Process in India**. *Journal of Emerging Technologies and Innovative Research*. Vol. 6, Issue 6., pp 568-576. ISSN:2349-5162, **UGC approved journal no 63975 when published. Impact Factor - 5.87**.
14. Archana Chanuvai Narahari & Sonali Mukerjee (2018), **Effects of Crime Reality Shows on Indian Viewers - A Study**. *International Journal of Creative Research Thoughts*, Vol. 6 Issue 1, Jan 2018, p. 1681 to 1701. ISSN: 2320-2882. **Citations 2**.
An open access, peer reviewed multidisciplinary International Journal **approved by UGC (Journal SI No: 49023 in UGC)** while published. NSL, NISCAIR, CSIR, ICI, **The Journal Impact Factor is 5.97**

15. Archana Chanuvai Narahari & Durga Bhavani, V. (2017), **Hollywood Cinema Perceptions of Youth towards Sexual Norms**. *International Journal of Innovative Research in Technology*. Vol.4, Issue7, Dec. ISSN: 2349-6002
An open access, peer reviewed multidisciplinary International Journal [approved by UGC in 2017 \(UGC SI No: 47859\)](#). Currently not listed in UGC. Listed and Indexed in International Database like Scopus, Google Scholar, J-Gate, Scientific Indexing Services, and Indian Citation Index etc. [The Journal Impact Factor is 5.8](#).
16. Archana Chanuvai Narahari and Dhiman Kuvad (2017), **Customer Behaviour towards Shopping Malls – A Study in Bhavnagar (Gujarat State, India)**. *International Journal of Advance Research and Innovative Ideas in Education*, Vol 3, Issue 2, p.211-224, ISSN (O): 2395-4396. **Citations 29**.
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Books:

26. Edited a Book titled “ Patriotic Souls: Young Minds”, Vibes Books Publication, ISBN: 978-81-951305-4-2 (Published in 2024)
27. Archana Chanuvai Narahari & Smit Rami (2017), **Internet, Music Albums & Drugs: Convergence to Consumption**. Lambert Academic Publishing. ISBN: 978-3-330-34928-5.
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29. Archana C. Narahari (2017), **South Indian Cinema – A New Catalyst to Entitle Indian Cinema as INDIWOOD** (Book Chapter). Confluence, ILSASS, ISBN: 978-81-931093-2-8, p. 38-39.
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Structural Instructional Material/Lesson Writing

31. Lesson writer for course “**Theory and Practice of Advertising**” of M.S. Public Relations Course, Directorate of Distance Education, Sri Venkateswara University, Tirupati, Andhra Pradesh (2005).
32. Lesson writer for course “**Advertising**” of M.C.J. course in Telugu language, Centre for Distance Education, Potti Sreeramulu Telugu Visvavidyalayam, Hyderabad. First edition published in the year 2008.

Working Papers:

33. **Political Biases in Partisan Media – A Comparative Content Analysis of News Debates In Republic TV and NDTV on Gauri Lankesh Death Issue.**
The comparative content analysis aims at exploring the news debates based on the concept ‘Information Biases’ developed by W. Bennett. Codification has been developed to understand the intensity of Information biases in terms of Personalization, Fragmentation, Dramatization and Authority disorder biases of the news debates.
34. **Jallikattu – A Strong Social Movement Powered with the Strength of Online Networked ‘Weak Ties’.**
The paper is established on the theory “The Strength of Weak Ties” developed by Mark S. Granovetter who argued that weak ties on various networking sites can be morphed into stronger ones, especially when people come together to combat a common enemy.

Current Academic Plans as Principal of ILSASS

- **Strengthen Faculty Core Competencies:** Focus on enhancing faculty expertise and actively integrating them into CVMU's ecosystem to maximize productivity and contribution.
- **Institutional Growth & Infrastructure Development:** Identify and address the institution's evolving needs, ensuring sustained growth in infrastructure and upholding the highest standards of quality assurance across all levels.
- **Enhance Research & Innovation Capacity:** Empower the team to advance research initiatives and foster innovation, alongside other academic activities.
- **Encourage Student Involvement in Research & Publications:** Actively engage students in research, writing, and publishing, thereby developing a culture of scholarly contribution.
- **Facilitate Campus Placements & Entrepreneurship:** Build a strong, effective system to support campus placements, start-ups, and entrepreneurial ventures, ensuring career success for students.
- **Collaborate with Academic Peers:** Forge partnerships with academic institutions across various universities to stay ahead of evolving trends in curriculum development, teaching methodologies, research, and knowledge exchange.
- **Promote Interdisciplinary Collaboration:** Foster collaboration among researchers and academicians from diverse fields to explore opportunities for integrating interdisciplinary approaches into education and research.

Personal Details

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I hereby declare that all the information given above is true and correct to the best of my knowledge.

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Place : Anand, Gujarat