

Contact Details

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Work Experience

Currently, I am associated with CVM University at ILSASS (Institute of Language Studies and Applied Social Sciences) College in the Journalism and Mass Communication Department as a Head of the Department and BOS (Board of Studies) chairperson and as an Assistant Professor from September 2022. I have more than 12 years of experience in different Organizations including Teaching, research and industrial experience as a Public relations manager and wrote several research articles, and newspaper articles and wrote notes for Saurashtra University (as a Part-Time Job) in the management area for BBA and MBA under Creative Prakashan publication's (Educational book Publisher of Rajkot).

Achievements and Leadership

- Received Naari Ratna Samaan on 8th March 2025 – Women's Day organised by Cine Media Foundation and NG News.
- Successfully clear the exam on "Empowering Ethical Advertising" conducted by ASCI Advertising Standards Council of India and AMA (Ahmedabad Management Association in January 2025.
- I was selected as a BOS member in JMC Department of Vidhyadeep University, 17th Feb Surat September 2025.
- I was selected as a BOS member in JMC department of SIGMA university Vadodara, May 2024.
- I was appointed as a BOS (Board of studies) chairperson in January 2024 at JMC department ILSASS college.
- Worked as **an editor (June 2023)** of IIP (Iterative International Publisher) Journal, Novi, Michigan, USA and Chikkamangaluru, Karnataka. An International Journal.
- I was recognised as a Reviewer on "Strategies of Marketing by Universities in Vadodara District and their Impact" by Navrachana University, Vadodara in October 2023.
- Handling Media and Press as a Media coordinator of CVM University.
- Handling ERP work as a ERP coordinator of ILSASS.
- I was selected for the Research Excellence Award given by Insc (An ISO: certified by International Accurate Certification, Accredited by UASL) Institute. This award is for Research scholars, academicians and professionals from different industries and for their research work published in any International Journals or Conferences.
- First Rank Holder in Journalism and Mass Communication 2017 batch of GACC (Shri Atal Bihari Vajpayee Government Arts and Commerce College) and secured the first position in both the years at university (Devi Ahilya Vishwa Vidhyalaya) and college level, obtained 87.8% in the first year and 73% in the second year.

- Attended 6 months paid internship at 4J's Development Tools Pvt Ltd (Software Company), Pune in the CC and Marc comm Department (Corporate communication and Marketing Communication).
- Attended training in CVPA (Creative Video Production and Advertising Pvt. Ltd.), and have done News Editing for many Channels like Channel S1, and Channel 7.
- Attended training sessions and worked on different profiles like News Anchoring, Editing and Voiceover on the Dainik Bhaskar News Channel (A Local news Channel in Indore).
- Won Second Prize in a Drawing Competition organised by the Hindustan Times News Paper group in Indore.
- Topped in class eleven (First Rank Holder in academics).
- Obtained highest marks in Business Studies in class 12th.
- Won a Silver medal in helping the old and needy through a Social Guidance Centre.
- Won first prize for Bollywood Blockbuster in FORZA '07, a cultural event organised by ISB&M, Pune.

Research Publications

- **Trivedi, K., & Balaya, V.** (2025). A comparative analysis of domestic violence coverage in Indian print media: Examining Dainik Bhaskar, Dainik Jagran, and Amar Ujala (December 2023 – February 2024). *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*, 30(3, Series 7), 10-22. <https://doi.org/10.9790/0837-3003071022>
- Trivedi, K., & Giyanani, J. (2024). *Role Played By Cartoons Indian Print Media: A Semiotic Analysis Of Few Cartoons Of Selected Indian English Dailies. IIP series vol. 3, Book 25, Part 2 chapter 3.* *Futuristic Trends in social sciences*, [Online] PP 179-209. <https://www.doi.org/10.58532/V3BJSO7P2CH6>
- Trivedi, K., & Sharma, D. (2020). *A paradigm shift in Business, Economy and Society in New Millennium* (1st ed., pp. 138-159). Udaipur: Yuvraj Papers.
- Trivedi, K., & Sharma, S. (2021). Role of Women in Nation-building – A Study of Women Participation in elections after Independence. *Indian Journal Of Socio-Legal Studies*, 10(1), 52-60.
- Trivedi, K., & Sharma, S. (2021). Hunger, Harassment And Contempt: A Study On The Plight Of Migrant Workers To Return Home. *White Black Legal*, 2(6), 5-19. Retrieved from <https://www.whiteblacklegal.co.in/hunger-harassment-and-contempt-a-study-on-the-plight-of-migrant-workers-to-return-home-by-krishna-trivedi-subhash-sharma/>
- Trivedi, K., & Sharma, S. (2020). Positivity on social media during Covid-19 Pandemic. *Communication Today*, 24(April - September 2020), pp.178-189.
- Mishra, K., 2019. Social Media: A source of news and tools to generate awareness on various issues. *Unnati The business Journal (January-June 2019)*, [online] 7(2), pp.16-20.
- Mishra, K., 2019. Contradictory Development of Media: A study of Gandhian Model of Journalism and Contemporary Media. *Compliance Engineering Journal (A UGC – CARE Approved Group A Journal)*, [online] 10(11), pp.152-160.
- Mishra, K. (2017). Celebrity Endorsement & Its Impact on Voters – An Indian Perspective. Published in research and academic book, of Kasturba Gram Rural

Institute (Kasturba Gandhi Memorial Trust) in Indore, 2017 volume (1), page 270-279, Rigi publication.

- Mishra, K. (2016) Devadasis – Heart of Indian Classical Dance. Published in biannual research WSRC Communiqué (Women Studies Research Centre, MSU Baroda Gujarat) March 2016.
- Vasavada, Falguni, Santosh K. Patra, Palak Gadhiya & Krishna Mishra. (2015). Capturing Trends and Identifying the Emerging Cool: A Study of Indian Bollywood Celebs on Twitter. *Media Watch*. 6 (3). Pp 286-295.
- Mishra, K.(2015). Women's Representation in Indian Legislatures” in biannual research WSRC Communiqué (Women Studies Research Centre, MSU Baroda Gujarat) Feb 2015.
- Mishra, Krishna, Employability Skills that Recruiters Demand (July 28, 2015). The IUP Journal of Soft Skills, Vol. VIII, No. 3, September 2014, pp. 50-55, Available at SSRN: <https://ssrn.com/abstract=2636676>

Conference/seminar and FDP Participations

- "Building Your Personal Brand On LinkedIn", Organised by the Public Relations Society of India, Chennai Chapter on 29 th March 2025.
- Empowering women:Recognizing Their Contributions in All Dimensions” Organised by Raja Ram Mohan Roy National agency for ISBN, Department of Higher Education, Ministry of Education, Government of India on 8th March 2025.
- State Level Webinar on Life Skills Organised by Initiative of TEERTH organized by Knowledge Consortium of Gujarat, Government of Gujarat on 04 february 2025
- State Level Webinar on Science of Happiness Organised by Initiative of TEERTH organized by Knowledge Consortium of Gujarat, Government of Gujarat on 19 february 2025.
- Attended and Participated in a Mega and unique Faculty Development Program “Empowering Ethical Advertising” Organised by “**Ahmedabad Management Association** (AMA) and **Brand Klub Gujarat** on 18th January 2025.
- Attended and participated in online FDP on “Integrating Indian Knowledge System In Modern Commerce and Management: Perspectives From NEP 2020” from 16th - 21st, Sept 2024, Organized by SEMCOM, The Charutar Vidya Mandal University.
- Attended and participated in Outcome based Competency focused curriculam design” organised by IQAC Cell , CVM University on 20 to 22nd June 2024.
- Particpated and learned Interactive Teaching Using senses interactive Technology in February 2024.
- Participated in International seminar Project: Inclusive and Equitable Quality Education to stimulate lifelong sustainable learning opportunities for HEIs in India – InEq – SL in 2024 organised by ADIT, CVM University.
- Participated in a seminar in “Political Communication in the Digital Age”, organised by Centre for Mass Communication, University of Rajasthan in June 2023.
- Participated in a seminar on “Journalism & Development : Facing New Challenges”, organised by Centre for Mass Communication, University of Rajasthan in June 2023.

- Participated in webinar on “Man Ki Baat “ An Epic of Positive Communication”, Organised by A communication Today- Bilingual Media Quarterly Journalism in May 2023.
- Participated in webinar on “Celebrating world Press Freedom Day”, Organised by A communication Today- Bilingual Media Quarterly Journalism in May 2023.
- Participated and Presented research paper on “Dissemination of positivity on the social media platform during Covid19 pandemic in two day International conference on “Shifting paradigm in Business, Economy and Society: Vision 2050, Organized by Faculty of Management, Pacific Academy of Higher Education and Research University, Udaipur, in September 2020.
- Participated and Presented research paper on “Doubt on the trustworthiness of news in the digital era - A detailed study of the arrival of fake news presence in different social media sites and apps” in International Conference Organized by Dr Baba Saheb Ambedkar Open University, established by Government of Gujarat, on “Media, culture and Development: Issues and Perspective”, Ahmedabad in February 2020.
- Participated and Presented research paper on “Social Media: A source of News & tool to generate Awareness on Various Issues” in International Conference Organized by Pacific Academy of Higher Education and Research University, on “Transformation of Business, Economy and Society in Digital Era”, Udaipur in April 2019.
- Participated and Presented research paper on “Push and Pull of Media – A study of Gandhian Model of Journalism and contemporary Media” in National Seminar on “Gandhi Shows the way to Today’s Journalism” at Gujarat Vidyapeeth, Ahmedabad in March 2019.
- Participated and presented a research paper on “Celebrity Endorsement & Its Impact on Voters – An Indian Perspective” in an International Conference organized by Kasturba Gram Rural Institute (Kasturba Gandhi National Memorial Trust) in collaboration with the Academy of Media Studies Foundation (AMS), New Delhi in January 2017.
- Presented research paper on “Capturing Trends and Identifying the Emerging Cool – A Study of Indian Bollywood Celebs on Twitter” in International Conference organised in IAMCR (International Association for Media and Communication Research) in July 2014.
- Participated and presented a research paper on “What Employability Skills a Recruiter Demand” – A Literature review in International Conference organized by Amity University, Lucknow campus in December 2013.

Job Details

- Associated with CVM University from September 2022 as an Assistant Professor in the Journalism and Mass Communication Department.
- One year Six Months Experience as a senior lecturer in Navrachana University, Vadodara at the School of liberal studies from the Journalism and Mass Communication Department.

- One year nine months teaching experience as a visiting lecturer at Virtual Voyage College of Design Media, Art and Management in the Mass Communication and Journalism department.
- Three years' work experience as a Research Assistant in MICA (Mudra Institute of Communication, Ahmedabad).
- Six months of Teaching Experience as a Lecturer at Rai University – Ahmedabad.
- Writing notes (Part-Time Job) for Saurashtra University for Bcom, BBA and MBA under Creative Prakashan publication (Educational Book Publisher).
- Twenty-eight months of work experience in the profile of Public Relations.

CVM University – ILSASS (Institute of Language Studies and Applied Social Sciences)

- 1st September 2022 to be continued
- Media (News and Press) Coordinator of CVM University and handled ILSASS College media activities and actively working in Social Media handling Activities.
- Handling Training and Placement Cell of ILSASS.
- ERP coordinator of the 2023 batch.
- Event Coordinator in ILSASS.
- Training and Placement cell coordinator JMC.

Navrachana University

- Sr. Lecturer – at the School of Liberal Arts and Education – Journalism and Mass Communication Department (February 2022 – July 2023)
- Actively Involved in IQAC Naac criteria 7 and criteria 5. Handled both the criteria at the department and university levels.
- Actively worked as an Academic Coordinator at Navrachana.
- Handled a creative subject (Reading Ads Critically) at the university Level.
- Taught a creative and research-based subject at the university level (KHOJ)

Virtual Voyage College of Design, Media Art and Management, Indore

- Visiting faculty – at UG and PG level in Mass Communication and Journalism (April 2018 – December 2019).

Mudra Institute of Communication, Ahmedabad

- January 2013 – December 2015
- Actively involved in Course conceptualization/ Development.
- Handling teaching activities as well as research in the Media Area.
- Identify and prepare Key Points and tests/Quizzes and evaluate them.
- Development of Technical material required for lectures. A literature search for courses reads
- Review scholarly articles, case studies, and other research papers to support and assist the active research work undertaken by senior faculties at MICA.
- Support senior faculties in the research work including research design, data collection & data compilation.
- Carry out individual research work

RAI UNIVERSITY, Ahmedabad

- Rai University, June 2012 – December 2012.
- Teach Business Communication, Life skills and Mass Communication Subjects to UG students.
- Made marketing plans for promoting the university.
- Handled PR activities of the Institute.

TRUBA Group of Institutes, Indore

- TRUBA College of Engineering & Technology, Indore, July/2009 – Nov/2011.
- TRUBA Management Science College, July/2009 – Nov/2011.

Public Relations Officer

- Handled PR activities at TRUBA Engineering & Technology College as well as TRUBA Management Science as a Public Relations Officer.
- Have taken part in all the deliberations, conferences, seminars and meetings to collect the ingredients of substantial information.
- Have arranged Press conferences to maintain transparency between the College and the public.

Educational Background

Completed PhD in March 2023 from Pacific University. I have done dual masters in different areas. First is degree program as Master of Journalism specialization in Mass Communication and Journalism from Devi Ahilya Vishwa Vidhyalaya and the second is a diploma in PGPM (Post Graduate Program in Media Management) specializing in Advertising and PR from ISB&M, Pune.

- Completed Ph.D. in Media and Mass Communication area at Pacific University, Udaipur, on **“Transformation of Print to Digital News”** under the supervision of Dr. Subhash Sharma.
- Awarded Master of Journalism and secured first position at the college level and university level, from GACC (Government Arts & Commerce College) Indore, Devi Ahilya Vishwa Vidhyalaya, and Indore in 2017.
- First rank holder in Journalism and Mass Communication, 2017 batch of Shri Atal Bihari Vajpayee government Arts & Commerce College affiliated with Devi Ahilya Vishwa Vidhyalaya, Indore. I secured the first position in both the years at the university level (Devi Ahilya Vishwa Vidhyalaya) and obtained 87.8% in the first year and 73% in the second year.
- I passed PGPCM (Post Graduate Program in Media Management) in Advertising and PR in 2009 with first-class (75%) from ISB & M (International School of Business & Media), Pune.
- Graduated BSc. (Electronic Media) in 2006 with a first-class (70%) from EMRC (Educational Multimedia Research Centre), Devi Ahilya Vishwa Vidhyalaya, Indore, (M.P).

- Passed 12th (Higher Secondary) in computer science with a first-class (67%) from Atomic Energy Central School, Indore (M.P) in 2003.
- Passed Matriculation from Kendriya Vidhyalaya No 1 Indore (MP) in 2001.lecturership

Additional Information

- Proficiency in MS Office (Word, Excel, and PowerPoint).
- Advanced knowledge in Macromedia Flash, Adobe Photoshop, Corel Draw, C++ Language and Computer Basics.
- Have conducted the VIVA exam as an external at Parul University.

Motto in Life

"One who is stagnant is dead, so I always keep myself in pace so that I can compete for the future"

Krishna Trivedi