

Dr. Harsh Mishra

Correspondence Address

Room No. 305
Department of Journalism & Mass Communication
School of Journalism, Mass Communication & New Media
Dhauladhar Campus, Near HPCA Cricket Stadium
Dharamshala, Himachal Pradesh, 176215
Mobile: +919816102811
Email: harsh@cuhimachal.ac.in

Work Experience

- ✓ At Present, working as **Assistant Professor** with the Department of Journalism & Mass Communication, School of Journalism, Mass Communication & New Media, Central University of Himachal Pradesh.

Primary Responsibilities

- Teaching Post-Graduate Classes.
- Guiding Doctoral Research.

Areas of Interest

- Journalism Studies
- Corporate Communications
- Advertising

Academic Qualification

- ✓ Ph.D. in Journalism & Mass Communication from the Department of Journalism and Mass Communication, University of Lucknow.
- ✓ Masters in Journalism & Mass Communication from the Department of Journalism & Mass Communication, University of Lucknow.
- ✓ NET-JRF in Journalism & Mass Communication.
- ✓ BA in English & Economics from University of Lucknow.

Paper Presented in Workshop and Seminar

- ✓ Presented paper on **Integrating Employer Branding with Corporate Branding to Strengthen Corporate Branding** during a Conference on Brand Management organized by IIT Delhi.

- ✓ Nair, Pradeep & **Mishra, Harsh.** (2015) **Mobile Advertising: The Indian Perspective.** Mobile Electronic Commerce: Foundations, Development, and Applications, 241-263. Published by CRC Press, Taylor & Francis Group.
- ✓ Bhaskaran, H., **Mishra, Harsh.** & Nair, P. (2017) **Contextualizing Fake News in the Post-Truth Era: Journalism Education in India,** Asia Pacific Media Educator, 27(1). Sage & University of Wollongong, New Delhi, 41-50
- ✓ Bhaskaran, H., **Mishra, Harsh,** & Nair, P. (2019). **Journalism Education in Post-Truth Era: Pedagogical Approaches Based on Indian Journalism Students' Perception of Fake News.** *Journalism & Mass Communication Educator*, 74(2), 158–170. <https://doi.org/10.1177/1077695819830034>
- ✓ Kashyap, G., Bhaskaran, H., & **Mishra, Harsh.** (2020). “We need to find a revenue model”: Data journalists' perceptions on the challenges of practicing data journalism in India. *Observatorio (OBS*)*, 14(2).
- ✓ Bhaskaran, Harikrishnan, Sandeep Sharma, Pradeep Nair, and **Harsh Mishra.** **Encroachers and victims: Framing of community dynamics by small-town journalists in Dharamshala, India.** *Newspaper Research Journal* 41, no. 3 (2020): 333-348.
- ✓ **Mishra, Harsh & Sharma, Aditi.** (2021) **The Role of Employer Branding in the Creation of Powerful Corporate Brands.** Employer Branding for Competitive Advantage Models and Implementation Strategies. Published by CRC Press, Taylor & Francis Group.