

# Daivata Deepak Patil

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**TEACHING EXPERIENCE: 9 years**

**INDUSTRY EXPERIENCE: 4.5 years**

## ONLINE PROFILES:

 **Blogger** Blog: <http://advertisingandcommunications.blogspot.in/>

 **Academia**: <https://mcjmumbai.academia.edu/DaivataChavanPatil>

 **Research Gate**: <http://www.researchgate.net/profile/DaivataPatil>

## ACADEMIC CREDENTIALS:

- (1) Currently pursuing PhD. The title of the study is: Lost in Translation- Indian advertisers advertising in local languages.
- (2) Have qualified SET i.e. State Eligibility Test for Lectureship conducted by University Grant's Commission (UGC).
- (3) **Master's in Communication**, Dept of Communication Studies, University of Pune, **Grade: A**, Specialization: **Media Research**.
- (4) **PG Diploma in Journalism**, Dept of Communication and Journalism, University of Pune.
- (5) **B.com**, University of Pune, First Class. Specialization: Marketing and Advertising, First class.

## WORK EXPERIENCE:

- (1) Currently working with **Department of Communication and Journalism, UNIVERSITY OF MUMBAI** as **Assistant Professor** since Oct 2008.
  - Subjects undertaken: Media Management, Media Research, Communication Theory, Marketing and Advertising.
- (2) Netpro Technologies Pvt Ltd. as **Executive-Corporate Communication**.
  - Reporting to Vice-President: International Operations

- (3) Department of Communication and Journalism, **UNIVERSITY OF PUNE** as a **Lecturer (Adhoc basis)**.
- (4) **Suryadatta school of Communication** as a faculty member.
- (5) **MINDMATTERS** (Mgt Consultants & Brand Communications) as **Sr. PR Executive**.
  - Reporting to CEO
- (6) Executed a small project with Salahkaar Consultants (HR Consulting and Training) as communication coordinator.
- (7) **PROCTER & GAMBLE** (C.G. Marketing Pvt. Ltd.) as Operational Manager (Direct Marketing)
- (8) Creations Private Limited, Pune as Marketing Executive.

#### **PUBLICATIONS:**

- (1) Co-Authored a chapter published in an edited book titled “Media and Human Rights”. The chapter is on representation of transgender in Bollywood films with specific reference to Mahesh Bhatt’s films. Publisher: Dominant Publisher, New Delhi, 2015
- (2) Research paper published in 2013-2014 issue of Almanac of Theoretical and Applied Studies of Advertising.
  - An international almanac published by Tambov State University, Russia
  - Paper Title: Audience attitude towards advertisements on YouTube
  - ISSN: 2218-7375
- (3) Research paper published in January 2014 issue of Media Watch, Vol.5, issue 1, p119-126.
  - An International Journal Research Journal in Communication and Media, which is published by Registrar of Newspapers for India (RNI), Government of India.
  - Paper Title: Measuring Cultural Diversity- A study of Television Advertisements Telecast on Hindi GECs.
  - ISSN: 09760911 and Accession No: 93980967
  - The journal is approved/indexed by EbscoHost, Scopus, ELSEVIER, UlrichsWeb, CrossRef, IISI, Jstor, JGate, MIAR, ProQuest, and Indian Citation Index.
- (4) Research paper published in a book compilation titled ‘Media and Globalization’.

- The title of the paper is: The Economy of Public Participation on Internet as a Public Sphere
  - ISBN: 978-93-83842-64-3
  - Publisher: Excel India Publishers, 2014
- (5) Research paper published in October 2012, Vol.7, Issue 1, issue of International Journal of Business and Retail Management, Research (JBRMR)
- Published by Academy of Business and Retail Management, London, UK.
  - Paper Title: To study the role of perception of colors by consumers in consumer decision making process: a micro study of logos of select departmental stores in Mumbai city, India'.
  - ISSN: 1751-8202
  - The journal is approved/indexed by EbscoHost, Cabell publishing Inc, UlrichsWeb, ProQuest, ECONBIZ, ZBW, RePEc, Portico and JGate.
- (6) Research paper published in June 2010, Vol. 8, Issue 1 issue of 'Pragyaan: mass communication'
- It is a bi-annual peer-reviewed journal of IMS, Dehradun, India.
  - Paper Title: Closed offline communities open up in virtual world.
  - Journal listed in Ulrich's International Periodicals Directory, USA.
  - ISSN: 0974-5521.
- (7) Research paper published in Jan-Dec 2009, Vol. XLIV, No.1 issue of 'Communicator'.
- A quarterly national journal of the Indian Institute of Mass Communication (IIMC), Government of India.
  - Paper Title: A study of public opinion on internet as public sphere: A case study of Tata Tea's Jaago Re! Campaign.
  - ISSN: 0588-8093
- (8) Under publication: wrote two chapters on 'Advertising' and 'Event Management' for Indira Gandhi National Open University (IGNOU), India for their journalism and communication program.
- (9) Under Publication: research paper titled "The changing advertising industry from traditional to digital- a study of Mumbai advertising agencies" in 2014-2015 issue of Almanac of Theoretical and Applied Studies of Advertising, published by Tambov State University, Russia

## **INTERNATIONAL CONFERENCES & SEMINARS:**

- (1) Research paper written and presented at an International Conference organized by Department of Mass Communication and Journalism, Himachal Pradesh University, Shimla in September 2015. The title of the paper was "A study of the use of social media, in this case twitter by national political leader Shri. Narendra Modi in reaching to its potential voters" under the conference theme: Communication for social change and development: imperatives and constraints.
- (2) Research paper written and presented at an International Conference organized by Makhnallal Chaturvedi University of Journalism and Communication, Bhopal in December 2011. The title of the paper was "Measuring Cultural Diversity: A study of Television Advertisements broadcast on Hindi GEC's" under the conference theme: Diversity and plurality in media- reflections of society.
- (3) Research paper written and presented at an International Conference organized by Asian Media Information and Communication Centre (AMIC), Singapore in June 2011. The title of the paper was "A study of public opinion on internet as public sphere: A case study of Tata Tea's Jaago Re! Campaign" under the conference theme: Taking stock of media and communication studies- the challenges and opportunities of globalization, new media and the rise of Asia.
- (4) Research paper written and presented at an International Conference organized by London School of Management and Academy of Business and Retail Management (London) in February 2011. The title of the paper was "To study the role of perception of colors by consumers in consumer decision making process: a micro study of logos of select departmental stores in Mumbai city, India" under the conference theme: Restructuring of the global economy.

## **NATIONAL CONFERENCES & SEMINARS:**

- (1) Paper presented in a round table conference organized by Department of Communication & Journalism, University of Mumbai, Mumbai in September 2014 titled "Issues in advertising study and research with a communication perspective" under the conference theme- Media Education: Challenges, Problems and Future Prospects.
- (2) Research paper written and presented at a national seminar organized by Department of Communication & Journalism, University of Mumbai, Mumbai in November 2010. The topic of the study was "The economy of

public participation on internet as a public sphere” under the conference theme: Journalism in India from Mission to Profession 1947-2010.

- (3) Research paper written and presented at 33<sup>rd</sup> Indian Social Science Congress organized by Indian Academy of Social Sciences in March 2010. The topic of the study was “Consumer’s interaction with nature and its effect on green consumerism” under the conference theme: Our planet in crisis and sub-theme: Advertising and Consumerism.
- (4) Research paper written and presented at 9<sup>th</sup> Indian Science Communication Congress organized by KKHSOU along with National Council of Science and Technology Communication, Ministry of Science and Technology, Government of India in December 2009. The topic of the paper was “A study of participant’s interaction in the virtual science communities” under the conference sub-theme: Bridging the gap-scientists and the masses.
- (5) Research paper written and presented at a national seminar organized by Department of Communication and Journalism, Punjab Agriculture University, Ludhiana in February 2008. The topic of the paper was “Media the ethical pitfalls” under the conference theme- Media and rural development: challenges & opportunities.
- (6) Research paper written and presented at a national seminar organized by Department of Communication and Journalism, Shimla, Himachal Pradesh in May 2007. The topic of the paper was “Media- Responsive or Responsible” under the conference theme: contemporary issues in mass communication.
- (7) Research paper written and presented at a national seminar organized by Doaba College, Jalandhar, Punjab in January 2007. The topic of the paper was “Media- the journey from mission to commission” under the conference theme Media: Its social and ethical obligations.

#### **WORKSHOPS:**

- (1) Participated in a two days workshop conducted by UNICEF in association with the Department of Communication and Journalism, University of Mumbai on “Development Communication” in September 2015.
- (2) Participated in a three days workshop on ‘Film Appreciation’ organized jointly by National Film Archives of India, Federation of Film Societies of India & Ashay Film Club in December 2010.

#### **EDITORIAL BOARD/ADVISORY COMMITTEE/REVIEWER :**

- (1) Editorial Board Member of Journal of Mass Communication and Journalism, published by David Publishing, USA.
  - Website: <http://www.davidpublishing.org/>
  - The journal is approved/indexed by EbscoHost, UlrichsWeb, ProQuest, Library of congress and HeinOnline.
  - ISSN: 2160-6579
- (2) Advisory Committee Member of International Journal of Contemporary Research in Management and Social Sciences, published by Center of Research in Management and Social Studies, Kolkata.
  - Website: <http://ijcrms.wix.com/ijcrms>
  - ISSN: 2319-8117
- (3) Have reviewed research paper for communication journal published by Emerald Publishing, UK.
- (4) Honorary Editorial Board Member of Journal of Earth Sciences, published by ARPN, Pakistan
  - Website: <http://www.arpnjournals.com/>
  - Editorial board members:  
[http://www.arpnjournals.com/jes/editorial\\_board.htm](http://www.arpnjournals.com/jes/editorial_board.htm)
  - ISSN: 2305-493X

#### **OTHERS:**

- (1) Member, Board of Studies (BoS), Communication and Journalism, University of Mumbai.
- (2) Research work cited in a research paper published by ISSUU. The title of the work is: The study of the behaviour of funny fluids-the four phenomena. URL: <http://issuu.com/euniekim/docs/processbook/32>
- (3) Was part of Vidyavahini (Pune University FM radio project) as programme co-ordinator and script writer.
- (4) Assistant director to a ten minute fiction titled "ONJAL"

#### **MEMBERSHIPS:**

- 1) Indian Academy of Social Sciences, India.
- 2) Asian Media, Information and Communication Centre Limited (AMIC), Singapore.