



Name: Dr. Nitesh Tripathi

Designation: Assistant Professor

Qualifications: M.Sc., Ph.D.

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Biographical Sketch

Dr. Tripathi pursued his graduation in Journalism and Mass Communication from Amity University Madhya Pradesh (where he was a Gold-Medallist) and post-graduation in Media Research from Makhanlal Chaturvedi University (where he was overall topper of his course). In 2017, he got admission in Ph.D. at Banaras Hindu University, Varanasi where he also received Junior Research Fellowship (later upgraded to Senior Research Fellowship) after qualifying UGC NET JRF. He completed his Ph.D. thesis in March, 2022 and his research focused on implications of Digital Media technologies such as smartphones among the teenagers and also explored use of Digital Detox.

Areas of Specialisation and Research

His areas of interests are Media Psychology, Marketing, Advertising, and New Media. He has over 30 research publications which includes 5 UGC listed research papers and 1 Book chapter in CRC Press of Taylor and Francis Group. Dr. Tripathi also got the opportunity to present his research paper at IAMCR (an International Online Conference) in 2021 and at National level Seminar organized by UNESCO Chair on Community Media and University of Hyderabad in 2019.

Teaching Experience

Before joining St. Xavier's, Dr. Tripathi had a 1-year stint as Guest Lecturer at Vasanta College for Women and 1 year 5 months as Assistant Professor at Adamas University, Kolkata.

Administrative Responsibility

- NAAC Criteria 3 and 4 Coordinator for School of Media and Communication at Adamas University.

- Member of Centre of Education, Research and Development, Adamas University.
- Member of Planning and Monitoring Committee and Time Table In-Charge, Adamas University.

Publications

Chapter/Article published in Books

- (2021) **“Digital Market Scenario in India: A Case Study on “Unicorn” Indian Digital Start-Ups”**, (Sayak Pal, Nitesh Tripathi) in book titled **“Industry 4.0 in small and Medium-Sized Enterprises (SMEs): Opportunities Challenges, and Solutions”**, CRC Press, Taylor and Francis Group, ISBN: 978-1-032-06131-3
- (2019), **“Endorsement of Casteist Views: A Critical Study on Matrimonial Advertisements in Newspapers”**, (Nitesh Tripathi) in book titled **“Transforming Ideas into Viable Solutions”** Page 199- 204, Macmillan Publishers India Private Limited, Chennai, ISBN 978-93-88826-95-2

Article published in Peer-reviewed journals

- (2022) **“Reception of Public Service Advertisements: Role in creating awareness on COVID-19 in Kolkata, India”**, Humanities and Social Science Studies, (Sayak Pal and Nitesh Tripathi), Vol. 11(1), Pp. 43-54, ISSN 2319-829X, UGC Care Listed
- (2020) **“History of Mass Media as “Attention Merchants”: How Media Shaped Attention Economy”**, Dialogue Quarterly Journal, (Nitesh Tripathi), Vol. 22 No. 1 Pp. 75-89, ISSN: 0973-0095, UGC CARE Listed
- (2020) **“A Comparative Analysis on Portrayal of LGBTQ Community in Western and Indian Cinema”**, Shodh Sarita, (Nitesh Tripathi), Vol. 7, Issue 28, Pp. 60 – 64, ISSN - 2348-2397, UGC CARE Listed
- (2020) **“Psychological Effects of Screen Based Media Technologies with Special Focus on Cognition”**, Shodh Sanchar Bulletin, (Nitesh Tripathi), Vol. 10, Issue 40, Pp. 25-29, ISSN - 2229-3620, UGC CARE Listed