

## Research and Publication(From 2017-2025)

### Books/Edited Books

Sl. No.	Name of the Faculty	Title of the Book	Title of Chapter	ISBN NO:	Year of Publication
1.	Dr. Prashant Kumar	Trends of Contemporary Journalism in India	Role of Community Radio in Agriculture Development-Chapter	978-93-86236-59-3	2017
2.	Dr. Prashant Kumar	Samkaleen Patrakarita ki Praverti evam Bharat	Vartman paridrashya mein electronic media ki vishvasniyta ki bhoomika-Chapter	978-93-86236-60-9	2017
3.	Dr. Prashant Kumar	Trends of Contemporary Journalism in India	Edited Book	978-93-86236-59-3	2017
4.	Dr. Prashant Kumar	Samkaleen Patrakarita ki Praverti evam Bharat	Edited Book	978-93-86236-60-9	2017
5.	Dr. Prashant Kumar	Advertising & Public Relations	Book	978-93-87859-88-3	2020
6.	Prof. Prashant Kumar	Media, Law and Society: Interrelations and Emerging Trends	Community Radio:Role for farmers during corona Pandemic (In special reference to IIMT community radio, Meerut)-Chapter	978-93-94093-05-8	2022
7.	Prof. Prashant Kumar	Media, Law and Society: Interrelations and Emerging Trends	Understanding emerging trends of OTT and Youth Behaviour-Chapter	978-93-94093-05-8	2022
8.	Prof. Prashant Kumar	Contemporary Communication and Mass Media	Book	978-93-94093-91-1	2024
9.	Prof. Prashant Kumar	Bhartiya Communication Patterns: Basic Foundation of Communication	Book	978-93-94093-71-3	2024
10.	Dr. Manoj Kumar Srivastava	Trends of Contemporary Journalism in India	A Study of Media Coverage on Climate Change Conference-Chapter	978-93-86236-59-3	2017
11.	Dr. Manoj Kumar Srivastava	Samkaleen Patrakarita ki Praverti evam Bharat	Patrikarita ki vishansniyta-Chapter	978-93-86236-60-9	2017
12.	Dr. Manoj Kumar Srivastava	Trends of Contemporary Journalism in India	Edited Book	978-93-86236-59-3	2017
13.	Dr. Manoj Kumar Srivastava	Samkaleen Patrakarita ki Praverti evam Bharat	Edited Book	978-93-86236-60-9	2017
14.	Dr. Manoj Kumar Srivastava	Environment and Media	Book	978-81-932411-6-5	2017
15.	Dr. Manoj Kumar Srivastava	Deshaj Gyaan Vyavastha	Akashwani dwara prasaarit karyekramo ka paramparik bhasha aur sanskriti par prabhaav	978-81-961004-5-2	2024

16.	Deepika Verma	Trends of Contemporary Journalism in India	Impact of New Media on Journalism: A study of media's coverage of anti-corruption protests in India-Chapter	978-93-86236-59-3	2017
17.	Deepika Verma	Samkaleen Patrakarita ki Praverti evam Bharat	Nijta ka sankat, Khatrey evam savdhaniya-Chapter	978-93-86236-60-9	2017
18.	Deepika Verma	Trends of Contemporary Journalism in India	Edited Book	978-93-86236-59-3	2017
19.	Deepika Verma	Samkaleen Patrakarita ki Praverti evam Bharat	Edited Book	978-93-86236-60-9	2017
20.	Dr. Deepika Verma	Social Media: Language, Policy & Management and Management	Book	978-81-948440-4-4	2020
21.	Dr. Deepika Verma	The Era of New Media-2ndEdition	Book	978-81-930663-1-7	2021
22.	Dr. Deepika Verma	Media, Law and Society: Interrelations and Emerging Trends	Edited Book	978-93-94093-05-8	2022
23.	Dr. Deepika Verma	Media, Law and Society: Interrelations and Emerging Trends	The role of Media in spreading legal awareness-Chapter	978-93-94093-05-8	2022
24.	Dr. Deepika Verma	Transformation in Management, Technology and Media in Emerging India- Edited Book	Participatory Journalism in Digital Era-Chapter	978-81-961854-0-4	2022
25.	Dr. Deepika Verma	Mass Media Research	Book	978-93-94093-06-5	2023
26.	Beenum Yadav	Contemporary Communication and Mass Media	Book	978-93-94093-91-1	2024
27.	Beenum Yadav	Emoji's: An innovation alternate to real emotions: A study of media users in India	Multi-disciplinary innovations for sustainability & growth	9789386789273	2017
28.	Beenum Yadav	Gandhi as Journalist and his Journalism for Social Development	Research and Teaching: Gandhian Approach	9789389234077	2020
29.	Beenum Yadav	Pratham Swatantra Sangram, Upekshit Naikaiyen evam Patrkarita	1857 ke Pratam Swtantra Sangram ki Patrakarita	9789355213853	2020
30.	Dr. Beenum Yadav	Bhartiya Communication Patterns: Basic Foundation of Communication	Book	978-93-94093-71-3	2024
31.	Lav Kumar Singh	Patrkarita mein Apna Career Banaye	Book	978-81-223-1454-0	2017
32.	Lav Kumar Singh	Sakshatkaar mein Safalta ke 71 Sutr	Book	978-81-223-1481-6	2017
33.	Lav Kumar Singh	Paryavaran ki Raksha aur Pradooshan se Apni Suraksha kaise kare	Book	978-81-223-1580-6	2017

Sl. No.	Name of the Faculty	Title of the Research Paper	Journal Name	ISSN NO:	Year of Publication
1.	Dr. Prashant Kumar	Social Media: An Emerging Tool of Teaching and Learning	Contemporary Social Sciences	0302-9298	2017
2.	Dr. Prashant Kumar	Social Networking Sites and Adolescents	Contemporary Social Sciences	0302-9298	2017
3.	Dr. Prashant Kumar	Legal Implications of Social Networking Sites	Universal Research Report	2348-5612	2017
4.	Dr. Prashant Kumar	Impact of Global Media on Social Attitudes of Female Students	Innovative Research Thoughts	2454-308X	2017
5.	Dr. Prashant Kumar	A Descriptive analysis of security concern among adolescent students in relation to Social Networking Sites	Journal of National Development	0972-8309	2017
6.	Dr. Prashant Kumar	Vigyapaan ka Bhadta Prabhav	Journal of National Development	0972-8309	2018
7.	Dr. Prashant Kumar	Navmaadhyam ka daur	Shodh Manthan	0976-5255	2018
8.	Dr. Prashant Kumar	Radio Karykramo ka Vishleshnaatmak Adhayaan	Pragya Sikshan Shodh Rachna	2319-8079	2018
9.	Dr. Prashant Kumar	Maan Ki Baat- An effective talk show	Universe Journal of Education and Humanities	2348-3067	2020
10.	Dr. Prashant Kumar	Bhartiya Sanskriti Ki Avdharana evam sanskaar ki Prasangikta	Global Research Canvas	2394-5427	2021
11.	Dr. Prashant Kumar	Mithilanchal Sanskrati mein Sama Chakeva Lokprav ke Sanskratik Sanchar ka Adhyayan	Akshar Varta	2349-7521	2021
12.	Dr. Prashant Kumar	Manoranjan Jan Madhyamo Ke roop mein OTT paltforms ki sweekaryata mein corona kaal ki bhumika	Apni Maati	2322-0724	2022
13.	Prof. Prashant Kumar	OTT Platform par Ajadi ke gumnaan nayako ka chitran (film sardar Udham ke vishesh sandarbh mein)	Communication Today	0975-217X	2022
14.	Prof. Prashant Kumar	Impact of the Age of the Consumers of Online Science Communication in Hindi on their Scientific Attitude	Universe Journal of Education & Humanities	2348-3067	2023
15.	Prof. Prashant Kumar	Bhartiya Sanskrati ke sanskratik Sanchar mein Rashtriyata	Bhopal Shodh Manjusha	2395-7115	2024
16.	Prof. Prashant Kumar	Navigating the Nexus: Unveiling challenges and opportunities of AI integration in Journalism practice	Journal Of Communication & Management	2583-617X	2024
17.	Prof. Prashant Kumar	Artificial Intelligence for Media: opportunities or	Journal Of Communication &	2583-617X	2024

		Threats	Management		
18.	Prof. Prashant Kumar	Bhartiya kala sanskriti ke sanvardhan mai kritrim buddhimatta ki Bhumika	Journal Of Communication & Management	2583-617X	2024
19.	Prof. Prashant Kumar	Artificial Intelligence: An Opportunity for The People (A descriptive study on the usage and output of AI tools among the people of vivek vihar colony in their daily life)	Journal Of Communication & Management	2583-617X	2024
20.	Prof. Prashant Kumar	Status of the Participation of Agriculture Scientist in Agricultural Awareness Programs on Community Radio:Special reference to IIMTRadio, Meerut	Communicator	LX(2)-April-June	2025
21.	Prof. Prashant Kumar	Relevance of Ancient Indian Communication System in Contemporary Scenario	Journal Of Mass Media And Management	3049-3021 (Online)	2025
22.	Prof. Prashant Kumar	Pandit Deendayal Upadhyay's Communication for the well-being of the society	Journal Of Mass Media And Management	3049-3021 (Online)	2025
23.	Prof. Prashant Kumar	Braj Food: The Laboratory of Taste and Olfactory Communication	Journal Of Mass Media And Management	3049-3021 (Online)	2025
24.	Prof. Prashant Kumar	Bhanupratap Shukl ki Patrakarita mein Rashtriye Sanchetna ka Anusheelan	Sanchar Madhyam	2321-2608	2025
25.	Prof. Prashant Kumar	Bhanupratap Shukl ki Patrakarita mein Samajik Sanchetna ka vishleshnatmak Anusheelan	The Academic	2583-973X(online)	2025
26.	Dr Manoj Kumar Srivastava	Reality TV and Children	Innovative Research Thoughts	2454-308X	2017
27.	Dr. Manoj Kumar Srivastava	Communication and Development	Contemporary Social Sciences	0302-9298	2017
28.	Dr. Manoj Kumar Srivastava	Portrayal of Terrorism in media	Innovative Research Thoughts	2454-308X	2018
29.	Dr. Manoj Kumar Srivastava	Role of Doordarshan in Development	Universal Research Report	2348-5612	2018
30.	Dr. Manoj Kumar Srivastava	Mass Media and Social Awareness	Innovative Research Thoughts	2454-308X	2018
31.	Dr. Manoj Kumar Srivastava	Saach Ko Bayan Karti: The Kashmir Files	Universal Research Report	2348-5612	2022
32.	Dr. Manoj Kumar Srivastava	An Analysis of Ownership Rights in AI-Generated Images from an Indian Perspective	Universal Research Report	2348-5612	2023
33.	Dr. Manoj Kumar Srivastava	Celebrity Endorsers' Effect on Consumer Purchasing Behavior	International Journal Of Food And Nutritional Sciences	2319 1775	2022
34.	Dr. Manoj Kumar Srivastava	Effects of FMCG TVC on Consumer's buying behaviour: A Study	Innovation The Research Concept	2456-5474	2023
35.	Dr. Manoj Kumar Srivastava	Akashwani ke Karykramon ke Prachar mein social media ki Bhumika – Ek Adhyayan	International Journal of Research and Analytical Reviews	2348-1269	2025

36.	Dr.Manoj Kumar Srivastava	Bhartiya Gyan, Sanskriti aur Parampara ke Prachar-Prasar mein Akashwani ke Karyakramon Ki Bhumika (Akashwani Rampur ke Sandarbh mein)	International Journal of Advance Mass Communication and Journalism	2708-4450	2025
37.	Dr.Manoj Kumar Srivastava	Bhartiya Rajniti mein Jansampark Ki Bhumika ka Tulnatamak Adhyyan (Hindi Bhashi Rajyon ke Vishesh Sandarbh Mein)	Journal of Mass Media And Management	3049-3021 (Online)	2025
38.	Dr.Manoj Kumar Srivastava	The Role of Media in Promoting Environmental Awareness: A Study of Swachh Bharat Mission and Beyond	Indian Journal of Communication Review	2454-9339	2025
39.	Dr.Manoj Kumar Srivastava	Lok Kathaon ke Samvardhan mein Media ki Bhumika ka Addhyyan (Hindi Bhashi Rajyon ke Vishesh Sandarbh Mein)	The Academic (International Journal of Multidisciplinary Research)	2583-973X (Online)	2025
40.	Dr.Manoj Kumar Srivastava	Jansampark Madhyam ke Alok mein Pradhanmantri Ke aryakram Man ki Baat ka Yvaon per Prabhav ka Adhyyan	International Journal of Research Publication and Seminar	2278-6848	2025
41.	Dr.Manoj Kumar Srivastava	Media Strategies in Maha Kumbh Mela 2025: A Study on Public Engagement and Religious Practices	Media Mimansa	2229-5593	2025
42.	Deepika Verma	Social Networking Sites and Adolescents	Contemporary Social Sciences	0302-9298	2017
43.	Deepika Verma	Emerging Trends in Communication	Universal Research Reports	2348-5612	2017
44.	Deepika Verma	A Descriptive analysis of security concern among adolescent students in relation to Social Networking Sites	Journal of National Development	0972-8309	2017
45.	Deepika Verma	Impact of New Media Technology on Society	Innovative Research Thoughts	2454-308X	2017
46.	Deepika Verma	A Descriptive Study of the usage pattern of Social Networking Sites by Adolescent students	International Journal on Transformations of Media, Journalism & Mass Communication	2581-3439	2018
47.	Dr. Deepika Verma	An Analytical Study of Social Networking Sites Profile usage on Adolescent Students	Glimpses	2250-0561	2021
48.	Dr. Deepika Verma	The role of AI in Enhancing Customer Experience & Security Concerns in Online Shopping	Media Mimansa	2229-5593	2025
49.	Beenum Yadav	A study on the effect of information & Communication technology on the marketing strategies of the Indian Tourism Industry	Journal of Global Values	09769447	2018
50.	Beenum Yadav	Bhartiya Jeevan Darshan evam Sanchar Parampara mein adhyatamik Sanchar ka Mahatav	Universe Journal of Education & Humanities	2348- 3067	2023
51.	Beenum Yadav	Resonance of Traditions: Ancient Bhartiya Communication in a Contemporary Context	Journal Of Communication & Management	2583-617X	2023

52.	Dr Beenum Yadav	The Impact of Artificial Intelligence on the Education System	Journal Of Communication & Management	2583-617X	2024
53.	Dr Beenum Yadav	Braj Food: The Laboratory of Taste and Olfactory Communication	Journal Of Mass Media And Management	3049-3021 (Online)	2025
54.	Dr Beenum Yadav	भारतीय संचार परंपरा के अग्रणी संचारक: एक अध्ययन	Sanchar Madhayaam	2321-2608	2025
55.	Dr Beenum Yadav	Pandit Deendayal Upadhyay's Communication for the well-being of the society	Journal of Mass Media and Management	3049-3021 (Online)	2025
56.	Dr Beenum Yadav	Pandit Deendayal Upadhyay's Philosophy on Bhartiya as Universal Cultural Architecture and Vasudev Kutumbkham	Journal of Mass Media and Management	3049-3021 (Online)	2025