

Research and Publication(From 2017-2026)					
Books/Edited Books/Book Chapter					
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

Research Papers (From 2017-2026)

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.	Prof. Prashant Kumar	Bhartiya Sanskriti Ki Avdharana evam sanskaar ki Prasangikta	Global Research Canvas	2394-5427	2021
11.	Prof. Prashant Kumar	Mithilanchal Sanskrati mein Sama Chakeva Lokprav ke Sanskratik Sanchar ka Adhyayan	Akshar Varta	2349-7521	2021
12.	Prof. Prashant Kumar	भारतीय संस्कृति की अवधारणा एवं संस्कार की प्रासंगिकता	Global Research Canvas	2349-5427	2021
13.	Prof. Prashant Kumar	Responsibility and flawless Clarity in Journalism from the point of View of Pt. Deendayal Upadhayay	International Journal of Social Science and Management Studies	24544655	2021
14.	Prof. Prashant Kumar	Problems Faced by Farmers During Covid Pandemic and their Solutions with the help IIMT Community Radio Meerut	International Journal of Social Science and Management Studies	24544655	2022
15.	Prof. Prashant Kumar	Manoranjan Jan Madhyamo Ke roop mein OTT paltforms ki sweekaryata mein corona kaal ki bhumika	Apni Maati	2322-0724	2022
16.	Prof. Prashant Kumar	OTT Platform par Ajadi ke gumnaan nayako ka chitran (film sardar Udham ke vishesh sandarbh mein)	Communication Today	0975-217X	2022

17.	Prof. Prashant Kumar	Bhartiya Jeevan Darshan evam Sanchar Parampara mein adhyatamik Sanchar ka Mahatav	Universe Journal of Education & Humanities	2348- 3067	2023
18.	Prof. Prashant Kumar	Resonance of Traditions: Ancient Bhartiya Communication in a Contemporary Context	Journal Of Communication & Management	2583-617X	2023
19.	Prof. Prashant Kumar	Impact of preference for Hindi as a medium of online Science Communication on users	Glimpses	2250-0561	2023
20.	Prof. Prashant Kumar	Aadivasi samaj ke vikas mein mobile patrakrita ka mahatv ka adhyayan	International Journal of Social Science and Management Studies	2454-4655	2023
21.	Prof. Prashant Kumar	Reporting ke liye camera ko replace kar raha smartphone	Aksharvarta	234-97521	2023
22.	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
23.	Prof. Prashant Kumar	Bhartiya Sanskrati ke Samvardhan mein Sanskratik Sanchar Madhyam ka Adhyayan	International Journal of Social Science and Management Studies	2454-4655	2024
24.	Prof. Prashant Kumar	Bhartiya Sanskrati ke sanskratik Sanchar mein Rashtriyata	Bhopal Shodh Manjusha	2395-7115	2024
25.	Prof. Prashant Kumar	Navigating the Nexus: Unveiling challenges and opportunities of AI integration in Journalism practice	Journal Of Communication & Management	2583-617X	2024
26.	Prof. Prashant Kumar	Artificial Intelligence for Media: Opportunities or Threats	Journal Of Communication & Management	2583-617X	2024
27.	Prof. Prashant Kumar	Bhartiya kala sanskriti ke sanvardhan mai kritrim buddhimatta ki Bhumika	Journal Of Communication & Management	2583-617X	2024
28.	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
29.	Prof. Prashant Kumar	Natyashastra mein varnit sanchaaribhav ka sanchaar ke vartmaan paridrashye mein mahetav:Ek adhyayan	Journal of Communication and Management	2583-617X	2024
30.	Prof. Prashant Kumar	Status of the Participation of Agriculture Scientist in Agricultural Awareness Programs on Community Radio: Special reference to IIMT Radio, Meerut	Communicator	LX(2)-April-June	2025
31.	Prof. Prashant Kumar	Relevance of Ancient Indian Communication System in Contemporary Scenario	Journal Of Mass Media And Management	3049-3021 (Online)	2025
32.	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
33.	Prof. Prashant Kumar	Braj Food: The Laboratory of Taste and Olfactory Communication	Communicator	0588-8093	2025
34.	Prof. Prashant Kumar	Bhanupratap Shukl ki Patrakarita mein Rashtriye Sanchetna ka Anusheelan	Sanchar Madhyam	2321-2608	2025

35.	Prof. Prashant Kumar	Bhanupratap Shukl ki Patrakarita mein Samajik Sanchetna ka vishleshnatmak Anusheelan	The Academic	2583-973X(online)	2025
36.	Prof. Prashant Kumar	Bhartiye Sanchar Parampara ke Agreni Sancharak:Ek Adhyayan	Sanchar Madhyam	2321-2608	2025
37.	Prof. Prashant Kumar	भानुप्रताप शुक्ल की पत्रकारिता में संस्कृति की उपादेयता का विश्लेषणात्मक अध्ययन	Journal of Mass Media and Management	3049-3021 (Online)	2025
38.	Prof. Prashant Kumar	Tourism and Globalisation in Braj: Continuity and Change in a Living Sacred Landscape	Journal of Mass Media and Management	3049-3021 (Online)	2025
39.	Prof. Prashant Kumar	GI Tag and the Revival of Braj Region's Handicraft Culture: A Study	Innovative Research Thoughts in Social Sciences	3107-5096(Online)	2025
40.	Prof. Prashant Kumar	भानुप्रताप शुक्ल की पत्रकारिता में भारतीय संस्कृति चित्रण की सीमांसा	Innovative Research Thoughts in Social Sciences	3107-5096(Online)	2025
41.	Prof. Prashant Kumar	Journalistic Legacy of Pt. Deendayal Upadhyaya: Analyzing His Writings and Their Societal Impact	Innovative Research Thoughts in Social Sciences	3107-5096(Online)	2025
42.	Prof. Prashant Kumar	Communication of Science & Technology in Ancient India and its Relevance in Contemporary Scenario	Journal of Mass Media and Management	3049-3021 (Online)	2025
43.	Prof. Prashant Kumar	भानुप्रताप शुक्ल की पत्रकारिता में संस्कृति की उपादेयता का विश्लेषणात्मक अध्ययन	Journal of Mass Media and Management	3049-3021 (Online)	2025
44.	Prof. Prashant Kumar	A Study on Mahabharata as the greatest example of Shruti Parampara	Abhinavdhara	2583-5149	2026
45.	Prof. Prashant Kumar	Shri Krishn: World's Greatest word Spinner and Supreme Communicator	Abhinavdhara	2583-5149	2026
46.	Prof. Prashant Kumar	Managing Election Misinformation: Comparing Artificial Intelligence Policies Across Indian News Organizations	Innovative Research Thoughts in Social Sciences, ISSN: 3107-5096(Online)	Innovative Research Thoughts in Social Sciences, ISSN: 3107-5096(Online)	2026
47.	Prof. Prashant Kumar	The Socio-Religious Ecosystem Of Braj: An Analytical Study Of Bhakti Traditions, Spiritual Practices, And Community Cohesion	Journal of Communication and Management	3049-3021 (Online)	2026
48.	Dr Manoj Kumar Srivastava	Reality TV and Children	Innovative Research Thoughts	2454-308X	2017
49.	Dr. Manoj Kumar Srivastava	Communication and Development	Contemporary Social Sciences	0302-9298	2017
50.	Dr. Manoj Kumar Srivastava	Portrayal of Terrorism in media	Innovative Research Thoughts	2454-308X	2018
51.	Dr. Manoj Kumar Srivastava	Role of Doordarshan in Development	Universal Research Report	2348-5612	2018
52.	Dr. Manoj Kumar Srivastava	Mass Media and Social Awareness	Innovative Research Thoughts	2454-308X	2018
53.	Dr. Manoj Kumar Srivastava	Television ke Vigyapanon ka Gramin Mahilaon per Prabhav	Innovative Research Thoughts	2454-308X	2018

54.	Dr. Manoj Kumar Srivastava	Television ke Karyakramon ka Gramin Mahilaon per Prabhav	Universal Research Report	2348-5612	2018
55.	Dr. Manoj Kumar Srivastava	Saach Ko Bayan Karti: The Kashmir Files	Universal Research Report	2348-5612	2022
56.	Dr. Manoj Kumar Srivastava	An Analysis of Ownership Rights in AI-Generated Images from an Indian Perspective	Universal Research Report	2348-5612	2023
57.	Dr. Manoj Kumar Srivastava	Celebrity Endorsers' Effect on Consumer Purchasing Behavior	International Journal Of Food And Nutritional Sciences	2319 1775	2022
58.	Dr. Manoj Kumar Srivastava	Effects of FMCG TVC on Consumer's buying behaviour: A Study	Innovation The Research Concept	2456-5474	2023
59.	Dr. Manoj Kumar Srivastava	Message, Memory, and Monument: A Research Analysis of the Documentary Statue of Unity: Ekta Ka Prateek (2024)	Innovative Research Thoughts in Social Sciences	3107-5096(Online)	2024
60.	Dr. Manoj Kumar Srivastava	Akashwani ke Karyakramon ke Prachar mein social media ki Bhumika – Ek Adhyayan	International Journal of Research and Analytical Reviews	2348-1269	2025
61.	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
62.	Dr. Manoj Kumar Srivastava	Bhartiya Rajniti mein Jansampark Ki Bhumika ka Tulnatamak Adhyayan (Hindi Bhashi Rajyon ke Vishesh Sandarbh Mein)	Journal of Mass Media And Management	3049-3021 (Online)	2025
63.	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
64.	Dr. Manoj Kumar Srivastava	Lok Kathaon ke Samvardhan mein Media ki Bhumika ka Adhyayan (Hindi Bhashi Rajyon ke Vishesh Sandarbh Mein)	The Academic (International Journal of Multidisciplinary Research)	2583-973X (Online)	2025
65.	Dr. Manoj Kumar Srivastava	Jansampark Madhyam ke Alok mein Pradhanmantri Ke aayakram Man ki Baat ka Yvaon per Prabhav ka Adhyayan	International Journal of Research Publication and Seminar	2278-6848	2025
66.	Dr. Manoj Kumar Srivastava	Media Strategies in Maha Kumbh Mela 2025: A Study on Public Engagement and Religious Practices	Media Mimansa	2229-5593	2025
67.	Dr. Manoj Kumar Srivastava	Bhartiya Sanchar mein Nyaya Darshan ka Mahatva	Universal Research Reports	2348-5612	2025
68.	Dr. Manoj Kumar Srivastava	Media as a Catalyst for Communicating Sardar Patel's Vision of National Unity	Innovative Research Thoughts in Social Sciences	3107-5096(Online)	2025
69.	Dr. Manoj Kumar Srivastava	The Role of Fact-Checking Initiatives in Indian Media: Strengthening Credibility in the Digital Age	Innovative Research Thoughts	2454-308X	2025
70.	Dr. Manoj Kumar Srivastava	ज्योतिष और कृत्रिम बुद्धिमत्ता : भारतीय ज्ञानपरंपरा और आधुनिक प्रौद्योगिकी के अन्तर्सम्बन्ध का दार्शनिक	Journal of Multidisciplinary Knowledge	3107-5908	2025

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71.	Dr.Manoj Kumar Srivastava	Social Media Influencers as Digital Opinion Leaders: A Conceptual Analysis of Their Impact on Indian Youth	Universal Research Reports	2348-5612	2025
72.	Dr.Manoj Kumar Srivastava	Bhartiya Sandarbh me Social Media ke Madhyam se Samajik Andalano ka Uday: Ek Vishleshan Addhyan	International Journal for Research Publication and Seminar	2984-889X	2025
73.	Dr.Manoj Kumar Srivastava	Brij Kshetra ki Sanskratik Vividhta, Lok Paramparaon ka Samajik aur Dharmik Mahatva	Journal of Mass Media and Management	3049-3021	2025
74.	Dr.Manoj Kumar Srivastava	Soordas ki Bhakti Kavya Parampara: Braj Kshetra ki Sanskritik Aur Sancharatmak Pehchaan ka Adhyayan	Journal of Mass Media and Management	3049-3021	2026
75.	Dr.Manoj Kumar Srivastava	Paramparagat Media Banam Social Media: Samajik Vimarsh ki Badalti Pravartian	Gyanbodh	3048-9792	2026
76.	Dr.Manoj Kumar Srivastava	Regulatory Gaps in Influencer Marketing in India: Ethical Concerns and the Need for Enhanced Youth Protection in the Digital Media Landscape	Media Mimansa	2229-5593	2026
77.	Deepika Verma	Social Networking Sites and Adolescents	Contemporary Social Sciences	0302-9298	2017
78.	Deepika Verma	Emerging Trends in Communication	Universal Research Reports	2348-5612	2017
79.	Deepika Verma	A Descriptive analysis of security concern among adolescent students in relation to Social Networking Sites	Journal of National Development	0972-8309	2017
80.	Deepika Verma	Impact of New Media Technology on Society	Innovative Research Thoughts	2454-308X	2017
81.	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
82.	Dr. Deepika Verma	An Analytical Study of Social Networking Sites Profile usage on Adolescent Students	Glimpses	2250-0561	2021
83.	Dr. Deepika Verma	A critical analysis of Online Communication Pattern among Adolescent Students	Innovative Research Thoughts in Social Sciences	3107-5096(Online)	2025
84.	Dr. Deepika Verma	The role of AI in Enhancing Customer Experience & Security Concerns in Online Shopping	Media Mimansa	2229-5593	2025
85.	Dr. Deepika Verma	केंद्र सरकार की योजनाओं के प्रसार प्रचार में मीडिया की भूमिका	Innovative Research Thoughts in Social Sciences	3107-5096(Online)	2026
86.	Dr. Deepika Verma	Ethical Issues in Digital Journalism: Strategies and Responsibilities in Combating Fake News and Misinformation in the Online Era	Innovative Research Thoughts in Social Sciences	3107-5096(Online)	2026

87.	Dr. Deepika Verma	AI driven Journalism: A paradigm Shift in News Storytelling and Reporting	Gyanbodh	3048-9792	2026
88.	Dr. Deepika Verma	Reimagining the Ramayana and Mahabharata in Digital and Streaming Media	Aksharvarta	2349-7521	2026
89.	Dr. Deepika Verma	डिजिटल युग में हिन्दी पत्रकारिता पर सोशल मीडिया का प्रभाव	Innovative Research Thoughts in Social Sciences	3107-5096(Online)	2026