

Prof. (Dr.) Manish Verma

Director, JICM



Prof. (Dr.) Manish Verma specializes in Advertising & Media Studies. Dr. Verma was the Head (School of Communication) at Amity University prior to joining JICM as Director. Dr. Verma was awarded Junior Research Fellowship (**JRF**) by **UGC** in Media Studies and completed his Ph.D. in Advertising. Dr. Verma is on the examination panel of various universities and also a member of **Asian Media Information and Communication Centre (AMIC)**, Singapore. Dr. Verma conceptualized and organized an **International Conference on Media** in March 2011. He has published articles and written chapters on Advertising & Media Production. Dr. Verma is the Founder Editor of **Amity Journal of Media and Communication Studies** and has played the key role in launching MBA (**Media Management**). He has also worked in Advertising & Electronic Media industry before shifting to academics.

Education Qualification:

MMC (PU Chandigarh), Grad Dip in Media Arts Production (UTS Sydney), Ph.D. (HPU Shimla), PGDMM (IMT Ghaziabad) **UGC NET & JRF**

Research Area: Advertising, Digital & Social Media, New Wave Cinema