

CURRICULAME VITAE

Dr. TAPESH KIRAN

kiran.tapesh@gmail.com

Ph.#- 08708449923



Personal Profile

Name Dr. Tapes Kuran

Father's Name Sh. R.K. Sharma

Date of Birth 02.01.1973

Permanent /Comm. Address House No-963, Sector-3, Near DAV School, HUDA,
Kurukshetra, Haryana,

Academics Details				
Sr No	Class	Year	Board	%age
1	Matric	1988	CBSC, New Delhi	58.2
2	10+2	1990	CBSC, New Delhi	58
3	Graduation in Arts	1993	Kurukshetra University Kurukshetra	56.75
4	M.Sc Mass Communication	1995	Kurukshetra University Kurukshetra	60-58
5	M.Phil Mass Communication	2007	Ch Devi Lal University, Sirsa	61
6.	Ph.D Mass Communication	2008-2013	Kurukshetra University Kurukshetra	Awarded

Academic/Professional Experience			
Sr No	Organization/Institute	Duration	Post
1	Institute of Mass Communication and Media Technology, Kurukshetra University Kurukshetra	22/9/2015---Till pursuing	Assistant Professor
2	Dainik Jagran	23-05-2003 to 01-02-2012	District Marketing Manager
3	Dainik Bhaskar	16-07-2000-23-04-2003	District Marketing Manager

Paper Published In SCOPUS/UGC Listed

Sr No	Author's Name	Year	Title	Name of the SCOPUS Journal with ISSN and Impact Factor	Vol./Page No.
1	Dr Tapeshe Kiran	2023	Role of Indian Media During Covid-19 Pandemic (A Conceptual Approach)	European Chemical Bulletin 2023; 12 (Special Issue 5) eISSN 2063-5346/ DOI; 10.3.1838/ECB/ 2023.12.si5.00xyz	Page-1-04
2	Dr Tapeshe Kiran	2023	A Study of Journalistic Use and Impact of Social Media on Media	Journal of survey in Fisheries Sciences; Volume-10, Special Issue1	Page-3504-3508
3	Dr Tapeshe Kiran	2022	Influence of Social Media on Academic Performance of University Students Amid Covid-19 Pandemic: A case of Kurukshetra University India and Dyastar University , Kenya	Journal of Neuro Quantalogy, September-2022; Volume -20, Issue-9. ISSN	Page- 5712-5726

Paper Presented in National/International Conference/Seminars

Sr No	Author(s)	Year	Title	Name of Inter-National Conference INTERNATIONAL	Presented
1	Dr Tapes Kiran	2013	The Role of Social Media in innovative Marketing (Selected Studies on some social Sites)	International conference on, 'Research in Marketing-2013' organized by Department off Management Studies, IIT Delhi / ISBN-978-1-63041-998-1	Paper Presented
2	Dr Tapes Kiran	2013	The relationship between employees satisfaction and patient care (A study on selected Indian Corporate hospitals	International conference of Engineering & Management Sciences organised by RIET, Noida/ ISBN-978-81-928926-0-3/	Paper Presented
3	Dr Tapes Kiran	2013	The essences of role of media in elections (A study on different aspects of media coverage)	International conference on "Crony Journalism" : Redefining Journalistic Practices organised by CJMC , VIUSVA BHARTI-KOLKATTA	Paper Presented
4	Dr Tapes Kiran	2013	New marketing strategies for increasing the circulation by print media leaders in Haryana	International conference on Sustainable Business Growth in Trubulentines: Opportunities & Challenges organised by INCONSBG-Galaxy Global College, Ambala	Paper Presented
5	Dr Tapes Kiran	2013	सर्वे और लोकल पुल्आउट्स -हरियाणा में अधिक प्रसार संख्या के लिये समाचार पत्रों द्वारा अपनाये गए मार्केटिंग ट्रेड्स -एक शोध	International conference on, 'Role of Science and Technology in The Development of World'organised by DESICDOC ,DRDO, Delhi/ ISBN-978-81-86514-45-0/	Paper Presented
6	Dr Tapes Kiran	2013	समाचार पत्र-एक मिशन-व्यवसायिकता व्यापारवाद	International conference on 'Role of Science and Technology in The Development of World' organised by DESICDOC ,DRDO, Delhi/ ISBN-978-81-86514-45-0/	Paper Presented

7	Dr Tapesk Kiran	2014	Children and Electronic Media - Children as Consumers: Advertising and Marketing	International conference on , 'Media Literacy : Issues and Challenges' organised by Institute of Mass Communication & Media Technology, Kurukshetra University Kurukshetra	Paper Presented
8	Dr Tapesk Kiran	2015	Role of press in Indian freedom struggle –A mission	International conference on '1947- RETHINKING' organised by Department of History, Kurukshetra University Kurukshetra	Paper Presented
9	Dr Tapesk Kiran	2015	Media Effects the culture	International conference on 'Information Technology – Yesterday, Today and Tomorrow' organised by DESICDOC ,DRDO, Delhi	Paper Presented
10	Dr Tapesk Kiran	2013	Data Mining-A conceptual Study	2 nd National Conference on 'Advancement in the era of multi-disciplinary systems' organised by TERII,Kurukshetra with Technical Collaboration with ELSEVIER/ ISBN-978-93-5107-057-3/	Paper Presented
11	Dr Tapesk Kiran	2014	The Role of Mass Media in creating awareness about Human Rights	National Seminar on , 'Human Rights : Trends and Issues in Contemporary World' organised by Institute of Law, Kurukshetra University Kurkshetra	Paper Presented
12	Dr Tapesk Kiran	2014	Multi Media as an essential tool in teaching –English	National seminar on, 'Problems of teaching English in semi-urban and rural areas' organised by DHE, Haryana and DN College, Kurukshetra	Paper Presented
13	Dr Tapesk Kiran	2014	Level of English Teaching to rural students-its social significance	National seminar on, 'Problems of teaching English in semi-urban and rural areas' organised by DHE, Haryana and DN College, Kurukshetra	Paper Presented
14	Dr Tapesk Kiran	2014	The role of Media in Global social transformation and social action: A study on Global perspective	National Seminar on, ' Media Issues and social transformation' organised by VSJMC, Guru Gobind Sing Indraprastha University, N. Delhi/ISBN978-81-8457-588-0/	Paper Presented

15	Dr Tapesk Kiran	2014	Culture and Motivation Interaction (A cross cultural study)	UGC Nationalconference on ' Management : changing perspectives , paradigms and challenges' organised by Department of Business Administration, Jai narian Vyas University Jodhpur (Rajasthaan)/	Paper Presented
16	Dr Tapesk Kiran	2015	Role of Media for Communal Harmony	UGC sponsored National Seminar on 'Multiculturalism, Religious Harmony & Nationalism in a Globalized World' organised by MDSD Girls college , Ambala City	Paper Presented
17	Dr Tapesk Kiran	2015	Social Media –A Bane or A Boon	National seminar on, 'Latest Development in ICT: Social Networking and Its Security; organised by DHE, Haryana and DN College , Kurukshetra	Paper Presented
18	Dr Tapesk Kiran	2015	Importance of English Teaching in global economy	National seminar on ' Multidisciplinary Dimensions : English Literature' organised by Department of English, KVA DAV College for Women, KARNAL	Paper Presented
19	Dr Tapesk Kiran	2015	Jawhar Lal and Making India	UGC sponsored National Seminar on 'Pandit Jawhar Lal Nehru-His Mind & Vision' organised by MDSD Girls college , Ambala City	Paper Presented
20	Dr Tapesk Kiran	2016	The role of media in crime prevention (A study on social Transformation Need)	National Seminar on , Law and Media : contemporary Issues and Challenges' organised by Institute of Law, Kurukshetra University Kurkshetra/	Paper Presented
21	Dr Tapesk Kiran	2016	The role of social media for academic learning (A study on pros and cons of Media Law)	National Seminar on , Law and Media : contemporary Issues and Challenges' organised by Institute of Law, Kurukshetra University Kurkshetra	Paper Presented
22	Dr Tapesk Kiran	2016	The impact of environmental regulation on innovation and competitiveness (Securtical study of Micheal Porter Hypothesis)	National seminar on, ' Samarat Bharat: A Business Perspective' organised by Department of commerce, Kurukshetra University Kurukshetra	Paper Presented

23	Dr Tapesk Kiran	2019	Media Scenerio in Bhagat Singh Revolutionary	National Seminar On ‘Revising Bhagat Singh and His Times “organised by Bhagwan Prashu Ram College, Kurukshetra; Sponsored by Director General Higher Education Haryana, Panchkula	Paper Presented

Chapters Published in Book

	Author(s)	Year	Title	Name of National Publisher with ISBN No	Vol./ Page.
1	Dr Tapesk Kiran	2012	Knowledge Management in Indian Traditions	Chapter in Edited Book,” Defining Knowledge and Knowledge Systems -Past, Present & Future	Page-45-52
2	Dr Tapesk Kiran	2014	Role of Media in Global Social Transformation and Social Action	Chapter in Edited Book , “Social Media and New Technologies”/ISBN No-978-81-8457-588-0/ First Published (2014), by Kanishka Publishers, New Delhi	Page-306-317
3	Dr Tapesk Kiran	2020	The Role of Media in Crime Prevention: A Study on Social Media Transformation Need	Chapter in Edited Book , “Human Rights: A spectrum of Perspectives ”/ISBN No-978-93-87916-95-1/ First Edition (2020) by V.L. Media Publications	Page -155-173
4	Dr Tapesk Kiran	2022	Indian Journalism Before and After Independence: A conceptual Study	Chapter in Edited Book ,” Social Media and Society” ISBN-97893-95456073-9/ ISBN-10-93-950456-73-6/ DOI-10.25215/9395456736 /NOV.2022 (First Edition) by Red Shine Publication Ltd	Page-11-13
5	Dr Tapesk Kiran	2022	Co-Editors in “Social Media and Society”	Co-Editors of ,” Social Media and Society” ISBN-97893-95456073-9/ ISBN-10-93-950456-73-6/ DOI-10.25215/9395456736 /NOV.2022 (First Edition) by Red Shine Publication Ltd	

6	Dr Tapes Kiran	2023	Editors/ “SAFANAMA ”	Evincepub Publishing/ ISBN-978-93-5673-794-3/ First Edition-2023	*
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Articles Published in Various Publications

Sr No	Author's Name	Year	Title	Name of the Magazine	Vol./Page No.
1	Dr Tapes Kiran	2015	पाठक से ग्राहक तक का सफरनामा	“सब लोक” लोक चेतना का राष्ट्रीय मासिक पत्रिका ISSN -2277-5897SABLOG Publisher: सर्वेद फाउंडेशन	Page-17-18
2	Dr Tapes Kiran	2011	Factors Affecting the circulation of Newspaper-A Study	“Media Mimansa” Publishers: Makhan Lal Chutervedi National University of Journalism & Communication, Bhopal. Volume-4, No-2.3.4. Oct-2010-June-2010	Page-25-32
3	Prof B.K. Kuthiala Dr Tapes Kiran	2010	समाचार पत्रों की प्रसार संख्या में वृद्धि की दिशा एवं दशा	“Media Critique” Publisher: Indian Media Center	Page-48

Attended Webinar/ Workshops

Sr No	Author's Name	Year	Title	Name of the SCOPUS Journal with ISSN and Impact Factor
1	Dr Tapes Kiran	2021	Navigating the Pathways of Research Publishing in Scopus-Indexed Journals”	Attended the Two Day Webinar from 24 to 25 December 2021 organized by Research and Consultancy Cell, Vidya Prabodhini College (VPCCEM), Goa and ELSEVIER
2	Dr Tapes Kiran	2021	Rise of New Age of Media” & Data Journalism	Attended the Three Day workshop organised by Raisna House under Democratization and Media conference-2021 from 27 to 30 September-2021.

3	Dr Tapesk Kiran	2021	Understanding Communication Design in Media Teaching	Attended the Five Day FDP (Faculty Development Programme) organised by Department of Journalism and Mass Communication, Tilak Maharashtra Vidyapeeth, from 26 to 30 October-2021
4	Dr Tapesk Kiran	2021	*	Attended the First International Media Conclave (Manthan) organised by the School of Mass Communication, JECRC University Jaipur from 15 to 17 September-2021.
5	Dr Tapesk Kiran	2021	*	Completed the Online Training: Introduction to Digital Journalism by Reuters and sponsored by Facebook Journalism Project.

Book Published by National/ International Publisher

Sr No	Author(s)	Year	Title	Name of National Publisher with ISBN No
1.	Dr Tapesk Kiran	2013	Marketing Management	Thakur Publishers,Ambala/ ISBN-978-93-82249-09-2
2.	Dr Tapesk Kiran	2014	Service Marketing	Thakur Publishers,Ambala/ ISBN-978-03-5163-077-7
3.	Dr Tapesk Kiran	2015	Business Communication	Thakur Publishers,Ambala/ ISBN -978-93-5163-219-1
4.	Dr Tapesk Kiran	2022	Public Relations in Brand Building-64 Brand Chapters	Blue Hill Publications, / ISBN-978-9392929-13-7
5.	Dr Tapesk Kiran	2022	Newspaper-Market the Circulation-A Hyper Local Approach	Red Shine Publications,Gujrat/ ISBN-97893-93239-50-1
6.	Dr Tapesk Kiran	2023	Unlock The Personality-An Appointment with personality-Vol-I	Evincepub Publishing/ ISBN-978-93-5673-275-9

7.	Dr Tapesk Kiran	2023	Unlock The Personality-An Appointment with personality-Vol-II	Evincepub Publishing/ ISBN-978-93-5673-272-8
8	Dr Tapesk Kiran	2024	Advertising & Marketing Communication	The Readers Paradise Educational Publishers & Importer/ ISBN-978-93-5977-620-0
9	Dr Tapesk Kiran	2024	Communication for Development and Social Change	The Readers Paradise Educational Publishers & Importer/ ISBN-978-93-5977-817-4
10	Dr Tapesk Kiran	2025	Media Mangement & Production-Strategies for effective communication	MISHA Books ISBN-978-93-91597-72-6 2356, Guru Tegbahadur Nagar, Hudson Line Delhi - 110009 91.8700413360
11	Dr Tapesk Kiran	2025	The Digital Revolution Tracing the roots and Future of Social Media	MISHA Books ISBN-978-93-91597-41-2 2356, Guru Tegbahadur Nagar, Hudson Line Delhi - 110009 91.8700413360

Research Projects (Dissertation) Guided in P.G. Courses (M.A. and M.Sc)				
Sr No	Supervisor Name	Year	Name of Research Scholar	Title
1	Dr Tapesk Kiran	2023	Elias Tsoamotse	Analysing working journalist's perceptions about Facebook pages posing as news outlets and their impact on the work journalist do in Lesotho
2	Dr Tapesk Kiran	2023	Dallas Nelima Munyasia	Analyzing consumer attitude of University students towards deceptive advertising :A case study of Indian and Kenyan
3	Dr Tapesk Kiran	2023	Bhupender Singh	यूट्यूब विज्ञापन में ग्राहकों की खरीददारी की इच्छा को प्रभावित करने वाले कारकों का अध्ययन (विशेष सन्दर्भ युवा ग्राहक)

4.	Dr Tapesk Kiran	2023	Vandana	A Study of consumer behavior by advertising in print media.
5.	Dr Tapesk Kiran	2022	Laura Matings Nayere	Influence of social media on Academic performance of university students amid Covid-19 Pandemic-A comparative case study of Kurukshetra University, India and Daystar University, Kenya
6	Dr Tapesk Kiran	2021	VishvNath Paasi	उपभोक्ताओं के खरीददारी व्यवहार पीरी सोशल मीडिया के प्रभाव का तुलनात्मक अध्ययन (कुरुक्षेत्र विश्वविद्यालय और एन आई टी छात्रों के विशेष संघर्ष में)
7	Dr Tapesk Kiran	2019	Sahiba Jai	The Relevance of Public Relations in Brand Building

Place : Kurukshetra

Dr Tapesk Kiran