

## Faculty: Media and Communication

### Department: Journalism and Mass Communication

**Name of the Faculty:** Dr. Prachi D  
**Designation:** Assistant Professor  
**Department:** Journalism and Mass Communication  
**Research Area:** Corporate Communication, Media Economics, Integrated Communication Technologies (ICT),  
**Keywords:** User Experience, Media Policies



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**Research Summary:** Her doctoral work is a combination of media strategies, media economics and integrated communication technologies (ICT). She has been consistently studying social media user experience and has published research papers in the given regard. Her recent work focuses on implementation of media policies for ICT. She has been awarded the Overall Best Presentation Award for the World Conference on Media and Mass Communication (7<sup>th</sup> & 8<sup>th</sup> edition) in 2022 & 2023 respectively. She is also a member of international media research body.