



## Dr Uma Bhushan

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### CAREER OBJECTIVE

To focus my education and experience in three different professions over 20 years to be an exceptional professional in the fields of training, research, consultancy and education

### ABOUT ME

I am currently an Associate Professor of Business Communication at the K J Somaiya Institute of Management Studies and Research, Mumbai, India. My 20 year-career across three different professions – journalism, corporate communication and management education - define and impact my teaching, research, consultancy and training work.

I have completed my PhD in the subject of PUBLIC RELATIONS (Management Studies) from the University of Mumbai, one of the few people in India to have specialized in this subject, for which I was awarded the *Special Commendation Award for Contribution to the PR Profession* by the Public Relations Society of India in Dec 2011. I have also been given the “Best Trainer in PR Education and Business Communication 2007 by the Public Relations Council of India.

I have published a text book – Introduction to Business Communication in 2010 (published by Jaico Publishers), and a research monograph titled ‘Public Relations Practice in India – an Excellence study’ (2012) published by Lambert Academic Publishing, Germany.

A University Topper in both BA (English Literature) and MCJ (Communication and Journalism), I am also a UGC-JRF holder in Mass Communication and Journalism. A Miss Pune University Runner-up in 1994, I was awarded the ‘Promising Young Citizen Award’ from the Pune Municipal Corporation in 1995.

Research Interests: public relations, internal and external managerial communication

## EDUCATION

Degree/ Qualification	Board/University	Year	Class	Remarks
PhD	University of Mumbai	2007-2010		First from SIMSR centre
NET-JRF*	University Grants Commission	1994		Cleared in first attempt
M C J **	University of Pune, India	1995	I	Gold Medalist
B C J	University of Pune, India	1994	I	Gold Medalist
B.A ***	University of Madras, India	1993	I	Gold Medalist
Higher Secondary	West Bengal Board of Higher Secondary Education	1990	I	School Topper & Recipient of State Education Scholarship

## WORK EXPERIENCE (20 years)

Journalist: 5 years  
 Corporate Communication  
 (Public Relations) 4 years  
 Teaching 12 years

Organisation	Designation	Duration
K J Somaiya Institute of Management Studies & Research	Associate Professor	July 2004 till date
Siemens Ltd	Manager –Public Relations	June '01-June 2004
AFL Ltd	Manager – Corporate Communication	Oct '00 - May '01
Intelligent Investor (now Outlook Money)	Senior Correspondent	Sept '97 - Sept '00

The Press Trust of India	Sub-editor	Dec '95 - Aug '97
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### **PROFESSIONAL ASSOCIATION MEMBERSHIPS**

Honourary Life Member of Public Relations Society of India  
Member – Executive Committee of Mumbai Chapter of PRSI

### **ACADEMIC HONOURS AND AWARDS**

<b>Title</b>	<b>For</b>	<b>Organisation</b>	<b>Year</b>
Commendation Award for Contribution to the PR Profession	Contribution to PR Profession	Public Relations Society of India	2011
Best Trainer in PR Education and Business Communication 2007	Innovative Training Methods	Public Relations Council of India	2008
Junior Research Fellowship and National Eligibility Test for Lectureship in Indian Universities	Accreditation to teach communication at the university level anywhere in India	University Grants Commission (UGC), India	1994
Best Student Journalist	Topping every single subject in the post graduate journalism course (M.C.J)	Pune Journalists Association	1995
Trophy for 'Most Promising Young Citizen'	For academic and professional promise of a journalism student	Pune Municipal Corporation	1995
<i>Hari Malini Joshi</i> Gold Medal	Topping the journalism graduation course (B.C.J)	University of Pune	1994
Henry J Stone Gold Medal	Topping the University in English language	University of Madras	1993

## PROFESSIONAL AWARDS AND HONOURS

Title	For	Organisation	Year
Excellent Employee	Excellence in Performance in PR	Siemens Ltd	2001-02
II Best internal magazine	Excellence in content and production of house magazine 'Siemens Sansar'	ABCI *	2002
III best Indian language internal magazine	Excellence in content and production of 'Siemens Sansar' in Marathi	ABCI	2002
III best external magazine	Excellence in content and production of customer magazine	ABCI	2002

## BOOKS

1. Bhushan, Uma (2011) Introduction to Business Communication, 2011, Jaico Books, Mumbai, India ISBN 978-81-8495-243-8
2. Bhushan, Uma (2015) Introduction to Mass Communication Theory (*in print*), Shroff Publishers, Mumbai

## RESEARCH MONOGRAPH

Bhushan, Uma (2012) Public Relations Practice in India – A Study in Excellence, Lampert Academic Publishing, Germany ISBN No 978-3-659-18379-9

## BOOK CHAPTERS

1. Bhushan, Uma (2014) Chapter Titled *Public Relations in the Internet Age* for a book titled *Applied Public Relations in the Indian Context* by C K Sardana, Har Anand Publications (*in Print*)
2. Bhushan, Uma (2009) Chapter Titled, "A Uses and Gratifications Perspective of the Internet as an Information Source" - "E-Journalism: New Directions in Electronic News Media", Edited by Dr. (Mrs.). Kiran Prasad, Associate Professor of Communication, Sri Padmavati Mahila University; B.R. Publishing Corporation, New Delhi. ISBN 81-7646-6433

## THESES

1. Bhushan, Uma (2009) *Excellent public relations and organizational Effectiveness – A study of the Indian Industry*, Unpublished Doctoral Dissertation, University of Mumbai
2. Uma Maheswari S (1995) *Media Uses and Gratifications Derived by Business Executives in Pune*, Unpublished Master's Thesis, University of Pune

## RESEARCH PUBLICATIONS

1. Bhushan, Uma (2016) What the explosion in social media portends for journalism, *PR Communication Age*, April, 2016, ISSN 0972-0650 pp-8-10
2. Bhushan, Uma (2015) Communication of CSR Programs of MNCs: An Indian Perspective, *Professional Panorama : An International Journal of Management and Technology*, Vol. II, Issue II, June-Dec. 2015 ISSN (Print): 2349-6916; ISSN (Online): 2454-8340
3. Bhushan, Uma (2015), A case for qualitative techniques in social media research, *Multi Disciplinary Academic Journal*, Vol. 1 Issue I Nov – Dec 2015, ISSN (Online): 2455-9415
4. Bhushan, Uma (2015), Tips for Teaching social media strategies to PR Students”, *Communication Today*, Oct-Dec, 2015, ISSN 0975-217X
5. Bhushan, Uma (2015) “Talent Retention is an Allied Problem in India”, *PR and Communication Age*, Vol XVIII No 06, September 2015, ISSN-0972-0650
6. Bhushan, Uma (2015) “Teaching Public Relations through Social Media – Proposal for a New Course in New Media Education” *Communication and Journalism Research (CJR - ISSN 2348 – 5663)*. March 2015
7. Bhushan, Uma (2014) Impact of Internal Communication on Employee Trust and Commitment, *Journal of Knowledge Communication Management* Vol. 4, No. 2, Oct. 2014. Print ISSN: 2277-7938; Online ISSN: 2277-7946 (164-179)  
Article DOI: 10.5958/2277-7946.2014.00013.8
8. Bhushan, Uma (2011) Relationship between PR and marketing in Indian business organisations - Evidence from India, *Karnatak University Journal of Communication* 2011
9. Bhushan Uma (2010), “Public Relations Capability Maturity Model”, *Public Relations Voice* Jan-March, pp 17-19
10. Bhushan, Uma (2008) “Unleashing the business potential of communication management services: A 10-point Action Plan”, *Global Media Journal – Indian Edition*, summer 2008, ISSN No: 1550-7521
11. Bhushan, Uma (2008) “Accreditation of PR Professionals – A Review”, *Mass Communicator*, Volume 2, No 3, July-Sept 2008, ISSN: 0973-9688
12. Bhushan, Uma (2008) “Place and Image of Public Relations in Mass Communication Texts in India”, *Mass Communicator*, Volume 2, No 2, April-June 2008, ISSN: 0973-9688
13. Bhushan, Uma (2008) “The CEO’s “how to” guide to crisis communications”, *CSI Communications*, Volume No 32, Issue 2, May 2008, pp 11-13 (ISSN 0970-647X)

14. Bhushan, Uma (2007) “Potential of public relations techniques to boost the growth and stability of academic activities: lessons from the USA”, Anweshika, Indian Journal of Teacher Education, Vol 4, number 1, June 2007, pp 38-47 ISSN – 0974-7702
15. Bhushan, Uma (2007) Public Relations as a Management Function: Evidence from India, Communicator, Vol. XLII No 1. Jan-Dec 2007 (A Journal of the Indian Institute of Mass Communication, New Delhi) ISSN: 0588-8093
16. Bhushan, Uma (2007) “Research base for a successful PR Professional”, PR Voice, Vol 10, No 2 (17-18) Jan-Mar 2007
17. Bhushan, Uma (2007), “Public Relations in India”, Synergy, Vol V, No II, ISSN: 0973-8819)
18. Bhushan, Uma (2007) “Can American PR theories apply to PR Practice in India?” Synergy, Vol V, No 1, Jan, 2007 (ISSN 0973-8819)

### **NEWSPAPER AND MAGAZINE ARTICLES**

1. Bhushan, Uma (2010) 'Business+ Behaviour = Managerial Communication' , The Observer of Management Education, Feb 2010 (pp 24-29)
2. Bhushan, Uma (2007) “Raise PR standards by shared knowledge and collective experience” PR-e-sense Vol II, Issue I, P 7

### **INTERNET PUBLICATIONS**

1. How to be Leader in the digital age – Mumbai Mirror, Dec 11, 2014  
(<file:///E:/2014-15/Publications%202014-15/How%20to%20be%20a%20leader%20in%20the%20digital%20age%20-%20The%20Times%20of%20India.html>)
2. Build Your Own Buzz , IndiaInfoLine.com, Nov 25, 2014  
(<file:///E:/2014-15/Publications%202014-15/Build%20your%20own%20buzz%20-%20IndiaInfoline%20article.htm>)

### **CASE STUDIES**

1. 2009 - Crisis management by Cola companies in the wake of pesticide crisis
2. 2006 - Giving Back to Society – a case study on corporate social responsibility at Siemens Ltd - Entry BMA Case Writing Contest 2006
3. 2004 -Downsizing communication in Voltas Ltd, India - IIM, Ahmedabad

## CONFERENCE AND SEMINAR PRESENTATIONS

1. Bhushan, Uma (2016) “The Changing role of media managers in the era of convergence – perspectives from management theory and practice” - Media Summit 2016 – An International conference on Digital Democracy organised by Department of Mass Media, KC College, Mumbai Feb 19-20
2. Bhushan, Uma (2015) “Leveraging your communication style for Professional Success”, invited lecture at the Rotary of Bombay Chembur West, Jan 20, 2015
3. Bhushan, Uma (2014) – Internal Communication - A road map from Strategy to Evaluation” – Lecture delivered as Invited Expert in one-day Workshop on House Journals “Write to Express, Not to Impress” organised by Public Relations Society of India in Mumbai on Nov 22, 2014
4. Bhushan, Uma (March 10-11, 2012) `Changing Pedagogical Roles of the Virtual Professor ‘UGC-Sponsored national Conference on Building Asynchronous Learning Environments: Opportunities and Challenges - K. J. Somaiya Comprehensive College of Education, Training and Research, Mumbai
5. Bhushan, Uma (Dec 23-25, 2011) `Corporate Communication Practices in India’, 32 nd Annual PRSI Conference, Nagpur
6. Bhushan, Uma (2010) Prastuti Doctoral Conclave – February 8,9, 2010, IBS, Mumbai
7. Bhushan, Uma & Srivastava R.K. (2008) “Influence of culture on public relations practitioner roles in India”, III SIMSR-Asia Marketing Conference – 6<sup>th</sup> and 7<sup>th</sup> January 2008
8. Bhushan, Uma (2007) “Towards a conceptual framework for assessing women’s empowerment” , National Conference on Empowerment of Women, sponsored by University of Mumbai held at K J Somaiya College of Science and Commerce, Mumbai, 15-16<sup>th</sup> Jan, 2007
9. Bhushan, Uma & Srivastava R K (2006) “Can American PR theories apply to PR Practice in India?”, International Asia Marketing Conference, K J Somaiya Institute of Management Studies & Research, Mumbai, Dec 17-18, 2006
10. Bhushan, Uma (2006) “Public Relations in India” International Asia Marketing Conference, organized by K J Somaiya Institute of Management Studies & Research, Mumbai, Mumbai, Feb 5-6, 2006

## ADMINISTRATIVE WORK

1. Chairperson - Convocation Committee (SIMSR) 2015-16

2. Chairperson - PR Committee (SIMSR) 2012-13
3. Core Member of AOL team of AACSB Accreditation Committee 2014-till date
4. Reviewer in Journal Business Perspectives and Research, SIMSR's research Journal
5. Initiator and Mentor for setting up of Toastmasters' Club and Helen O Grady Drama Club

## **REVIEWING**

Expert Reviewer for the Canadian Academy of Oriental and Occidental Culture, Canadian Research and Development Center of Sciences and Cultures for their international journal titled Management Science and Engineering ISSN 1913-0341 [Print] ISSN 1913-035X [Online]. (2012)

Reviewed book on Effective Technical Communication, 8<sup>th</sup> Ed by Ashraf Rizvi– Tata McGraw Hill Publications Ltd (2007)

## **CONSULTANCY**

1. Consultant Writer for Corporate Communication Department of LANXESS Ltd (2010 – till date)
2. Editor, SME Ratings, CRISIL (March-April, 2014)
3. Consultant Editor of startup monthly news magazine Small Business News Journal (Sept to Dec 2013)
3. Consultant Writer for Blue Lotus Communication (2007-2008)
4. Editorial Advisor *PResence*, web-based magazine for corporate communications brought out by Prime Point Foundation (2006-2007)
5. Benchmarked Communication Excellence at Taj Hotels, Palaces and Resorts (June 2007)
6. Member, Expert sub-committee on Accreditation of PR professionals - Public Relations Council of India (April 2006)

## **EXECUTIVE EDUCATION**

1 Designed and delivered one-day workshop on Business Writing Skills at SIMSR for entry and mid-level executives at SIMSR, Dec 5, 2015

2. Designed & delivered 3-day training programme on 'Effective Communication Skills and Report Writing' for mid-level business managers at Reliance Industries Ltd (April 5, 6, 8, 2010)



3. Invited speaker in one-day workshop on Crisis Management and Communication for senior officers at PowerGrid Corporation Ltd, Mumbai (March 10, 2010)
4. Designed and delivered a one-day training programme on 'Report Writing and Presentation Skills' at Reliance Industries Ltd for mid-level business managers. (Dec 19, 2009)
5. Designed and delivered a one-day training programme on 'public relations writing' in Godrej Ltd (May, 2009)
6. One-day training programme on "Report Writing" for Reliance Energy, (July 15, 2008)
7. One-day workshop on Effective Business Communication for the Mahindra Special Services Group (Oct, 2007)
8. Designed and Delivered 15 sessions on Public Relations Writing at Blue Lotus Communication, (2006-2007)

#### **OTHER TEACHING ASSIGNMENTS**

1. "Public Relations Writing" in the One-year Post Graduate Diploma in Public Relations and Corporate Communication, Xavier Institute of Communications, Mumbai (Aug-Oct 2007)
2. Business Communication Skills of the PGDIE program in National Institute of TIE, Mumbai, Nov, 2008
3. "Corporate Social Responsibility" in the One-year Post Graduate Diploma in PR & Event Management, Mudra Institute of Communication (MICA), Ahmedabad (2004)

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