



[SHILPA SAWANT]

Brown Bag/ Research Seminar presentations:

CSR Communication and Corporate Reputation: Rethinking Contours

Achievements: (recent ones)

Scholarship by Consortium for the Advancement of Research Methods and Analysis (CARMA), Texas Tech University, Texas, USA for the Light Over Darkness Scholarship Program (for Europe, Asia & Africa) for course on Grounded Theory Methods & Analysis. (May, 2022)

Sponsorship by National Communication Association (NCA) based in Washington for Doctoral Honours Seminar 2021. (Only Indian student invited to present the work along with 27 other students from renowned universities of USA)

Sponsorship from HR Division for Middle Stage Doctoral Student Consortium (AOM-2021)

Invited to join Global Academic Panel of Google (First and the only Indian national to be on board (for 2017) with panellists from 12 other countries)

Overview: Academician, Researcher, Trainer

Area of specialization: OB

Year of joining the programme: Dec. 2017

Email: fpm17.shilpa@spjimr.org

Educational background: B.A. (Hons.); M.A.; PG Diploma in Communication

Research interest: Organizational Communication, CSR, Corporate Reputation

Professional appointments/ Work

experience: Academic experience of about a decade

Working papers:

Exploring the Cultural Contours of an Innovative Organization in Manufacturing Sector (co-authors – Amit Jain, Bikramjit Ray Chaudhuri, Snehal Shah)

CSR Communication and Corporate Reputation: Impact on Labour Market in Emerging Economies (co-authors - Bikramjit Ray Chaudhuri, Snehal Shah)

Tech Mahindra Foundation: Going the SMART Way (co-authors - Bikramjit Ray Chaudhuri)

Dr. Hedgewar Rugnalaya: Evolving through Crisis (co-authors - Aniruddha Pandhare, Urvi Talaty)

Conference presentations: (recent ones)

“CSR communication and corporate reputation in India: A conceptual framework” at Annual Conference hosted by British Academy of Management at Manchester, UK. (Aug, 2022)

“CSR Communication and Corporate Reputation: Rethinking Contours” at Annual Conference hosted by Eastern Academy of Management at Portland, USA. (May, 2022)

“Exploring External CSR Communication Strategies for Building Corporate Reputation among Prospective Employees in Emerging Economies” at Doctoral Symposium hosted by British Academy of Management (Sept. 2021)