

12 July 14

Management



Dr. Name Neha Sharma
Area Communication (COM) and Organization Behavior
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Educational Qualifications

- Ph.D. (2009-2012), Department of Management Studies, Indian Institute of Technology Madras, Chennai (Received Institute's Best Doctoral Thesis Award 2012 in the area of Organization Behavior/HRM)
- M.A (Corporate Communication) (1999-2001), Guru Nanak Dev University, Amritsar (Gold Medalist).
- B.A (1996-1999), Delhi University, New Delhi (3rd in University).

Previous Academic Affiliations

- Visiting Faculty at Lady Shri Ram College, Delhi University (2001-2004)
- Visiting Faculty at Kalindi College, Delhi University (2001-2004)
- Faculty(regular), Amity School of Communication, Noida (2004-2008)
- Research Scholar, Department of Management Studies, IIT Madras, Chennai (2009-2012)

Previous Professional Affiliation

- Freelance Journalist. Published over 100 feature stories, articles and news reports in Indian Express, Times of India, Pioneer, Hindustan Times, New Delhi, Chandigarh and Jalandhar (1997-2001).
- Media Planning Manager, Fourth Estate, New Delhi (2001-2004)
- Assistant Director, Amity School of Communication (2004-2008)

Training Workshops And Teaching Assignments

Conducted academic courses and industry workshops in one or more of these areas:

- Employee motivation
- Change management
- Corporate Communication
- Organization behavior
- Semantics of Communication
- Removing Barriers to Communication
- Art of Giving Feedback
- Transactional Analysis
- Crisis Communication
- Communication in Groups
- Business Research Methodology
- Employee Engagement
- Corporate Philanthropy

Area Of Research

- Corporate Communication
- Change management
- Internal Communication
- Crisis Communication
- Corporate Social Responsibility
- Internal Branding

Current Research

- Internal Corporate Communication
- Internal Branding

Recent Research Papers (Peer reviewed International Journals and Conferences)

- **Sharma, N and T.J. Kamalanabhan (2013)** Internal Corporate Communication and IT employee's brand attitudes: A survey of Indian IT industry, *International Journal of Business Excellence*, forthcoming (Inderscience publication).
- **Sharma, N. and T.J. Kamalanabhan (2012)** Impact of Internal Corporate Communication on Internal Branding: Perception of Indian employees, *Corporate Communication International Journal*, Vol. 17(3), 300-322 (emerald publication)
- **Sharma, N. and T.J. Kamalanabhan (2009)** Internal Corporate Communication practices, Communication Satisfaction and Internal Branding outcomes in Indian companies: A conceptual model, *7th AIMS International Conference book proceedings*, IIM Bangalore, 20-22 Dec 2009.
- **Sharma, N. and T.J. Kamalanabhan. (2011)** Impact of Internal corporate communication on Communication Satisfaction and Internal Branding outcomes: A case study on Indian PSU, *Corporate Communication International Conference proceedings*, Baruch college, New York, 7-9 June 2011.
- **Sharma, N. and T.J. Kamalanabhan. (2009).** Role of Corporate Communication in Indian organizations, *International Symposium on Technological Management*, Blekinge Institute of Technology (BTH), Karlskrona, Sweden, 24- 25 Nov, 2009.