

Biodata

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Amrita Chaskar is a full-time research scholar in the Humanities and Social Sciences department. After completing her B.Sc. and MBA (HR), she worked as a teaching assistant in the communication area at the prestigious Indian Institute of Management – Indore (IIM-Indore) for two years. Her brief experience in the field encouraged her to explore the area of organisational communication in depth. Her thesis is ‘Crisis Communication Strategies in Tourism: A Case of Goa Tourism during the COVID-19 Pandemic’. Her interest in corporate communication also stems from her previous experience as an HR executive, working for various organisations, with nearly an experience of 5 years.

Publications:

(a) Journal Publications

Upadhyay, S., Chaskar, A., & Sigala, M. (2023). Breaking waves: A bibliometric odyssey on crisis communication in tourism and hospitality (1980–2022) and paving the path for future research. *Journal of Contingencies and Crisis Management*, 31(4), 941–953. <https://doi.org/10.1111/1468-5973.12494> [Scopus/IF 3.1, Q1]

Chaskar, A., & Upadhyay, S. (2023). Why some hotels get it right and others don't: Perspective of situational crisis communication theory towards crisis response strategies. *Journal of*

Contingencies and Crisis Management, 31(4), 954–959. <https://doi.org/10.1111/1468-5973.12477> [Scopus/IF 3.1, Q1]

(b) Conference proceedings

Chaskar, A., & Upadhyay, S. (2023). Effective Crisis Response to COVID-19 in Tourism and Hospitality: The Intersection of Crisis Leadership and Crisis Decision-Making. *Procedia Computer Science*, 221, 185–191. <https://doi.org/10.1016/j.procs.2023.07.026> [Scopus]

Conference presentation

Chaskar, A., & Upadhyay, S. (2023, August 12). *Effective Crisis Response to COVID-19 in Tourism and Hospitality: The Intersection of Crisis Leadership and Crisis Decision-Making* [paper presentation]. Tenth International Conference on Information Technology and Quantitative Management (ITQM 2023). Oxford, UK. <http://itqm-meeting.org/2023/>.

Workshops (latest onwards)

- Five-day workshop on ‘Research Methodology and Academic Writing with hands on SPSS’ conducted by EdMaestro (March 13-17, 2023)
- Five-day workshop on ‘Structural Equation Modelling using SmartPLS4’ conducted by EdMaestro (February 20-24, 2023)
- Two-week faculty development programme on ‘Advanced Research Methodology’ conducted by Brainware University (January 5-15, 2022)
- Two-day e-workshop on ‘Advanced Data Analysis with SPSS’ conducted by Commacad (November 27-28, 2021)
- One day e-workshop on ‘Statistics with R Programming’ conducted by Commacad (May 31, 2021)

- Three-week faculty development programme conducted by IIM-Indore (April 20 – June 12, 2015)

Skills

Software: MS-Office, Bibliometrix, SmatPLS, SPSS, Basics of R Programming

Awards and Recognitions

Received the best TA Award for the dept. of humanities and social sciences from the Teaching Learning Centre, BITS Pilani K K Birla Goa Campus (2023).

Extra-Curricular:

Associated with the Red Cross Society for blood donation

NCC Air Wing 'C' certificate holder

Life time member of the NGO- People for Animals