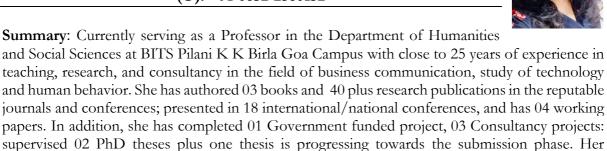**Shalini Upadhyay, PhD (English)**
Professor, Department of Humanities and Social Sciences
BITS-PILANI, K.K. Birla Goa CampusNH-17B Zuarinagar, Goa-403726, India
Email: shaliniu16@gmail.com, shaliniu@goa.bits-pilani.ac.in
(O): +91-0832-2580132

Summary: Currently serving as a Professor in the Department of Humanities and Social Sciences at BITS Pilani K K Birla Goa Campus with close to 25 years of experience in teaching, research, and consultancy in the field of business communication, study of technology and human behavior. She has authored 03 books and 40 plus research publications in the reputable journals and conferences; presented in 18 international/national conferences, and has 04 working papers. In addition, she has completed 01 Government funded project, 03 Consultancy projects: supervised 02 PhD theses plus one thesis is progressing towards the submission phase. Her research areas are - Communication, Technology in Society, Behavioural Sciences, Study of Technology and Human Behaviour and Text/sentiment Analysis using data science.

ACADEMIC/ADMINISTRATIVE EXPERIENCE

BITS PILANI, K K Birla Goa Campus, Goa, India
i. Department of Humanities and Social Sciences- Professor/ March 2023 till date
ii Department of Humanities and Social Sciences- Associate Professor/ July 1 2018 – March 2023
iii. Department of Humanities and Social Sciences – Assistant Professor / December 2005 – July 2018.

Courses taught:

- Technical Communication
- Business Communication
- Technical Report Writing.
- Effective Public Speaking
- Advanced Communicative English
- Research Methodology
- Writing Seminar
- Creative Thinking

Special Programme/Courses

- Effective Communication
- Spiritual Intelligence
- Effective Public Speaking
- Professional Presentations
- Corporate Communication
- Management Communication
- Report Writing

Administrative Experience

1. Nucleus Member, RCEDD (then) from 2008-10
2. Member, Editorial team, BITSCAN 2009-2017
3. Convener, DRC 2014-16
4. Convener, SFC 2015-16
5. Member BITSAT Analytics Team 2016-17
6. Member DRC, 2016-2020
7. Member, DCA 2016-2018
8. Convener DCA 2018 till date
9. Member, DLSC 2018 till date
10 DAC member, Dubai Campus, 2016-19
11. DAC member, Goa campus, 2017 till date
12.Member, Convocation Publication Committee, 2013-2019
13. Convener, Convocation Publication Committee 2022
14. BITSAT HD and FD question HSS Coordinator, every year.

Previous/Other Employment Details:

1. IIM Jammu
   Area: Business Communication- Visiting Faculty/From 11-1-21 till 26-3-21
2. Goa Institute of Management
   Area: communication -Visiting Faculty/From 15-6-18 till 25-9-18 and from 10-10-15 till 30-12-2015
3. Shri Ram Institute of Technology, Jabalpur (M.P.)
   Department of Humanities – Asst. Prof. – Head / October 2001 – August 2005
4. Hitkarini College of Engineering & Technology, Jabalpur (M.P.)
   Department of Humanities – Lecturer-Head / July 2000 – October 2001
5. Hawabagh Women's College, Jabalpur (M.P.)

6. Lecturer / August 1998 – July 2000

Research Areas

- Communication
- Technology in Society
- Behavioural Sciences, Study of Technology and Human Behaviour
- Text/sentiment Analysis using data science

Membership (Professional/Life membership)

- Association for Business Communication, USA

Member of Board of Examiners for PhD Thesis

- Osmania University, Hyderabad.
- Acharya Nagarjuna University, Guntur
- IIM Lucknow, Lucknow
- University of Hyderabad, Hyderabad

PhD/MPhil. Theses Reviewed

- PhD thesis "A Study of the Impact of Dynamic Assessment on L2 English Teachers' Classroom Interactional Practices", University of Hyderabad
- PhD Thesis: "An inquiry into beyond human communication: conceptualizing objects, identifying drivers, and theorizing communication for human-object communication", MICA, Ahmedabad.
- PhD Thesis "An Investigation to Examine the Combined Effects of Leaders' Socio-Communicative Style and Abusive Supervisor Perception on Employee Outcomes within the Publishing Industry", IIM Lucknow
- PhD Thesis: "Public Apologies by Business Leaders on Social Media", IIM Lucknow

- PhD Thesis: "e-Vocabulary Learning Strategies of ESL Learners: An Exploratory Study", University of Hyderabad
- PhD Thesis: "Analyzing Speech Act.........in Pragmatics", Dept of English, Osmania University, Hyderabad.
- PhD Thesis: "Effective Reading Strategies to the Learners of Engineering and Technology Courses", Osmania University, Hyderabad.
- PhD Thesis: "Narratives of Pain and Struggle in the Select Novels of Toni Cade Bambara and Gloria Naylor", Dept of English, Osmania University, Hyderabad.
- PhD Thesis: "Teaching Technical English: Syllabus for Medical Transcription Professionals in India" Dept of English, Osmania University, Hyderabad.
- PhD Thesis: "An inquiry into beyond human communication: conceptualizing objects, identifying drivers, and theorizing communication for human-object communication", MICA, Ahmedabad.
- M. Phil Thesis: "A Critical Assessment of English Language Teaching Self Instructional Material through Computer Assisted Language Learning: A Case Study", Acharya Nagarjuna University, Guntur(A.P.)
- M. Phil Thesis: "Broken Dreams and Discarded Lives in the Select Short Fiction of Bharti Mukherjee", Acharya Nagarjuna University, Guntur(A.P).
- M. Phil Thesis: "English Language Teaching Websites: Analysis of perceptions of effectiveness", University of Hyderabad, Hyderabad.

PhD Supervision – Area(s)

Area: Communication
- Topic- A Select Study of Public Speaking Anxiety among Undergraduate Students in Non-Professional Colleges in the State of Goa
- PhD Scholar- Mr. Ranjit Manuel Jude Rodrigues
- Status: 30th September 2020 [Awarded]

Area: Behavioural Sciences
- Topic-A Critical Analysis of the Impact of Spiritual Intelligence on the Decision-Making Style of Personnel Involved in Research and Development in the Technology Sector
- PhD Scholar: Itekhar Alam
- Status: 9 March 2022 [Awarded]

Area: Communication

- Topic- Crisis Communication Strategies in Tourism: A Case of Goa Tourism during the COVID-19 Pandemic
- PhD Scholar: Amrita Chaskar
- Status: Submitted

Area: Communication
- Co-Supervisor (TAC), IIM Lucknow
- PhD Scholar: Himanshu Tyagi
- Status: Ongoing

Speaker/ Chief Guest

- **Invited Speaker, "*Digital Education: Incorporating Twitter as a Language Learning Tool*"** for a Refresher Course at Hyderabad University, India, 2021
- **Invited Speaker, "*Technical Presentation Skills*"** for a Refresher Course at Goa University, Goa. India, 2013
- Invited as **Chief Guest** for an Inaugural Event of Writing Centre at Chowgule's College, Goa, 2015
- **Invited Speaker, "*Technical Presentation Skills*"** for a Refresher Course at Goa University, Goa. India, 2007
- **Invited Speaker, "*Soft Skills for Young Engineers*"** for a Workshop at GGIT Group, M.P. India, 2006
- **Invited Speaker, "*Decoding Body Language*"** for an Employee Orientation Programme at Concrete Technochem , Indore, India , 2009
- **Guest Speaker, "*Effective Reading and Writing Skills*"** at St. Pauls College, M.P., India. 2005

Projects/Consultancy /Workshop

Consultancy:
- Client: Zuari Industries,Goa. Topic: Communication Skills for Managers/Executives Period: 15 Days (every quarterly @ Rs. 40000/-, 2005-2008)
- Client: Technochem, Indore Topic: Oral and Written Communication Skills for Managers/Executives Period: 2 weeks (every quarterly @ Rs. 60000/-, 2009)
- Client: Frontline officers and Managers of CIPLA Biotec, Verna, Goa, 30 participants. Topic: Technical Writing. Period: 12 July-05 October 2016 (6 sessions/12 Hours) Amount: Rs. 6.65Lakhs

Workshop:
- *Coordinator and Resource Person , Theme: Innovative Pedagogies for Enhancing the Employability Skills of Students 4th September 2013 – 6th September 2013, Dept of HSS, BITS Pilani K K Birla Goa Campus.*
- *Resource Person , Topice: Effective Communication Sep 2023National Prodctivity Council, Ministry of Commerce, India.*

- *Resource Person , Topice: Grant Writing Workshop Sep 2023,* Goa State Higher Education Council, Goa State Research Foundation & the Directorate of Higher Education

Project

▪ **Completed** : (**Major Project** *Funded by-* **Indian Council of Social Science Research, Ministry of HRD**: Title: *"Exploring Spiritual Quotient and Analyzing its Impact on the Research Performance of University Teachers"* Amount: 6.57 Lakhs

List of Publications

Book Publications
- "Soft Skills: Key to Success in Workplace and Life", Cengage Publications. (2017)
- "Communication Skills-*I*.", Shivani Publications (2001)
- "Communication Skills-*II*." Shivani Publications (2002)

Book Chapters

- **Demystifying Spiritual Intelligence: A Critical Review of its Definitions and Dimensions.** Proceedings of the International Conference on Spirituality and Skill for Leadership and Sustainable Management, Varanasi, India
- **SIRPD: Spiritual Intelligence and Research Performance Dimension Framework in Higher Education.** Proceedings of International Conference on 'Research and Business Sustainability' ICRBS - 2015 4th – 6th December, IIT Roorkee Greater Noida Campus2015, Delhi, India
- **Spiritual Intelligence and Organisational Effectiveness Ecosystem.** Technology and Business Management. Editors Shivprakash and Omprakash, AIMS International, pp:619-623 (citations: 4)
- **A Critical View on Conceptualiziang Spiritual Quotient Dimesional Model for Alleviating Oral Communication Apprehension.** Managing Organizations in Digital Era, Editors Shivprakash and Omprakash, AIMS International, pp:203-207
- **"Spiritual Intelligence Dimensions (SID) - A Case for Impact Analysis of SID on Business Leadership".** *A Handbook of Management and Behavioural Sciences,* Vol. 6, Ed. Deshpande, P, Prashant, Ghatak M.R., Anand,S. Wisdom Publications. 2012.ISBN 978-93-81505-27-4. Delhi. pp134-142
- **Impact Analysis of Spiritual Quotient in Achieving Excellence in Research Performance of University Teachers in an Indian Context. "**. *A Handbook of Management and Behavioural Sciences,* Vol. 6, Ed. Deshpande, P, Prashant, Ghatak M.R., Anand,S. Wisdom Publications. 2012.ISBN 978-93-81505-27-4. Delhi.
- **"SIDM: Spiritual Intelligence Dimensional Model for Effective Business Leadership".** *Spiritual Paradigm for Management.* Ed. Sandeep Singh,Excel India Publishers. 2012.ISBN 978932062998. New Delhi.pp 126-134
- **Guidelines for Designing and Developing Soft Skills Contents for Mobile Phones.** Soft Skils Strategies: Academia and Industry Perspectives

Research Publications

Journal Paper (Published- SCOPUS/WoS/SCI/IEEE/PubMed/ABDC)

- Upadhyay, S, Upadhyay, N, and Gaur,A **(2023). Voices in the storm: Analyzing MakeMyTrip's crisis communication during COVID-19 through a multivocality lens.** Journal of Contingencies and Crisis Management (JCCM), Wiley [Q1, IF 3.42].

- Upadhyay, S and Upadhyay, N (2023) **Mapping Crisis Communication in the Communication research: What we know and what we don't know.** Nature Humanities and Social Sciences Communications (Q1, Impact Factor 3.5).

- Upadhyay, S, Chaskar, A, and 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 (JCCM), Wiley [Q1, IF 3.42].

- Chaskar, A and 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, Wiley (Q1, IF 3.42).

- Chaskar, A and Upadhyay, S (2023). **Response to COVID-19 in Tourism and Hospitality: The Intersection of Crisis Leadership and Crisis Decision-Making.** Procedia Computer Science,Volume 221, 2023, Pages 185-191(Scopus)

- Upadhyay S, Upadhyay N, Gaur A, and Mehera P. (2022). **Examining WHO's crisis communication in issue arenas during COVID-19: A socio-semantic network analysis.** International Journal of Strategic Communication, Vol. 16 No. 4, pp. 599-619 [**Scopus and ABDC B, Q1**]

- Upadhyay, N, Upadhyay, S, Debei, M, Abdullah, B, B and Dwivedi, Y.K. (2022). **Influence of Digital Entrepreneurship and Entrepreneurial Orientation on Intention of Family Businesses to Adopt Artificial Intelligence: Examining Mediating Role of Business Innovativeness**. International Journal of Entrepreneurial Behavior & Research, Vol. 29 No. 1, pp. 80-115 [**Scopus and ABDC B/ ABS (2), IF 5.99,Q1**]

- Upadhyay S, Upadhyay N, Gaur A, and Mehera P. (2022). **Examining WHO's crisis communication in issue arenas during COVID-19: A socio-semantic network analysis.** International Journal of Strategic Communication, Vol. 16 No. 4, pp. 599-619 [**Scopus and ABDC B, Q1**]

- Upadhyay, N, Upadhyay, S. and Dwivedi, Y. (2021). **Theorizing Artificial Intelligence Acceptance and Digital Entrepreneurship Model**. International Journal of Entrepreneurial Behavior & Research, Vol. 28 No. 5, pp. 1138-1166 (**Scopus and** ABDC B/ **ABS(2), IF 5.99,Q1**)

- Upadhyay N, Upadhyay S, Abed,S, and Dwivedi Y. (2021). **Consumer adoption of mobile payment services during COVID-19: extending meta-UTAUT with perceived severity and self-efficacy** International Journal of Bank Marketing, Vol. 40 No. 5, pp. 960-991 [**Scopus and ABDC A, IF 5.08**]

- Upadhyay, S and Upadhyay, N. (2020). **Incorporating Twitter for Second Language Acquisition: Framework and Evidence**, The Asian EFL Journal, Vol. 27 No. 3.2, pp. 387-398-991 (**SCOPUS Indexed, Q2**)
- Upadhyay, S and Upadhyay, N. (2019). **Investigating Prime Minister Narendra Modi's Usage of Pathos in the Cyber-Physical Society- A Case of Public Relations Campaign**, Procedia Computer Science, Vol. 162, pp.400-404 (**SCOPUS Indexed**)
- Upadhyay, S and Upadhyay, N. (2018). **Microblogging for Second Language Acquisition: Lessons and Suggestions**, The Asian EFL Journal, Vol 20 No.12.4, pp. 105-116 (**SCOPUS Indexed, Q2**)
- Upadhyay, S. (2018). **A conceptual model incorporating Twitter as a Language Tool in ESL/EFL Learning**, TESOL International Journal, Vol 13 No. 4, pp. 49-54 (**SCOPUS Indexed**)
- Upadhyay, S and Upadhyay, N (2018). **Fuzzy Multi-Criteria Framework for Measuring Spiritual Intelligence in a Data Driven Organization**. Elsevier Procedia Computer Science Vol 139, pp. 204-211 (**SCOPUS Indexed**)
- Rodrigues R and Upadhyay S. (2018). **Measuring factors causing communication apprehension in an English as second language (ESL) setting: Validating a new instrument in a pilot study**. The Asian EFL Journal Vol 20 No.2, pp. 206-219 (**SCOPUS Indexed, Q2**)
- Upadhyay, S and Rodrigues, R. (2018). **Investigating foreign language learning: examining anxiety associated with English language acquisition in the Asian ESL**. The Asian EFL Journal, Vol 20 No.6, pp.93-97. (**SCOPUS Indexed, Q2**)
- Upadhyay, S and Upadhyay N. (2017). **Future Directions and a Roadmap in Digital Computational Humanities for a Data Driven Organization.** Elsevier Procedia Computer Science, Vol 122, pp. 1055-1060 (**SCOPUS Indexed**)
- Upadhyay, S and Upadhyay N. (2017). **# RighttoBreathe why not? Social Media Analysis of the Local in the Capital City of India**. Procedia Computer Science Vol 108, pp. 2542-2546 (**SCOPUS Indexed**)
- Upadhyay, S (2017). **Can Spiritual Intelligence Influence Research Performance in Higher Education? Framework for Human Resource Development in Higher Education.** *Adminstratie si Management Public* (Administration and Public Management), Vol 28, pp.153-173 (**SCOPUS Indexed, Q1**)
- Upadhyay, S and Upadhyay, N. (2016). **A Multi-Criteria Decision Framework to Measure Spiritual Intelligence of University Teachers**. Procedia Computer Science Vol 91, 591-598 (**SCOPUS Indexed**)
- Upadhyay. S, (2014). **Teaching Students, the Team Building Skills through Small Group Activity Involving Creative Writing.** International Journal of Communication Vol 24
- Upadhyay. S, (2012), **Comparative Study of the various Models of the Communication Process,** International Journal of Communication. Vol 22
- Upadhyay. S, and Upadhyay. N. (2007) **Pedagogical Issues for Developing ESL Course on Mobile Phone.** IEEE Learning Technology.
- Upadhyay. S, and Upadhyay. N. (2007). **Mobile Language Class: Language Learning Through Mobile Gaming**. International Journal of Instructional Technology and Distance Learning, Vol 4 No. 9, pp. 34-45

- **Journal Paper**
  (Submitted/Under Review- SCOPUS/WoS/SCI/IEEE/PubMed/ABDC)

- Upadhyay, N and Upadhyay S. (2023). **Blockchain in Tourism: A Multiple Case Study Perspective**. Annals of Tourism Research [**Scopus and ABDC A*; Under Review**].
- Upadhyay, N and Upadhyay, S. (2023). **The Dark Side of NFTs: Understanding Risks in the NFT Marketplace from a Fraud Triangle Perspective**. Journal of Business Ethics [**FT 50, ABDC-A, IF: 6.33, Q1, Submitted**]

International/ National Conferences

1. Upadhyay, S and Upadhyay, N. (2019). **Investigating Prime Minister Narendra Modi's Usage of Pathos in the Cyber-Physical Society- A Case of Public Relations Campaign**, International Conference of Technology and Management (ITQM) Novemebr 2019, Spain
2. Upadhyay, S and Upadhyay, N. (2019). **Incorporating Twitter for Second Language Acquisition: Framework and Evidence**, 16th TESOL Conference, July 2019, Indonesia
3. Upadhyay, S and Upadhyay, N. (2018). **Microblogging for Second Language Acquisition: Lessons and Suggestions**, The Asian EFL Journal's International Conference on Research & Publication August 2018, Indonesia
4. Upadhyay, S. (2018). **A conceptual model incorporating Twitter as a Language Tool in ESL/EFL Learning**, The Asian EFL Journal's International Conference on Research & Publication August 2018, Indonesia
5. Upadhyay, S and Upadhyay, N (2018). **Fuzzy Multi-Criteria Framework for Measuring Spiritual Intelligence in a Data Driven Organization**. 6th International Conference on Information Technology and Quantitative Management (ITQM), 21-22 Oct 2018, Nebraska, USA
6. S Upadhyay, N Upadhyay. **Future Directions and a Roadmap in Digital Computational Humanities for a Data Driven Organization**. 5th International Conference on Information Technology and Quantitative Management, ITQM 8-10 Dec 2017, Delhi
7. S Pinto, S Upadhyay, N Upadhyay, **Performers Performing SQ: Unfolding Performance and SQ in the IT Sector**. 4th International Conference on Arts and Humanities,21st-22nd September, Colombo, SriLanka
8. Nitin Upadhyay and Shalini Upadhyay, **#RighttoBreathe why not? Social Media Analysis of the Local in the Capital City of India**. International Conference on Computational Science, ICCS 2017, 12-14 June 2017, Zurich, Switzerland (**CORE A-rank conference in CORE classification**)
9. R Rodrigues and S Upadhyay. 2017. **Measuring factors causing communication apprehension in an English as second language (ESL) setting: Validating a new instrument in a pilot study.** Proceedings of 15th TESOL Conference
10. Pinto S, Upadhyay S and Upadhyay N. (2017). **Demystifying Spiritual Intelligence: A Critical Review of its Definitions and Dimensions**. Proceedings of the International Conference on Spirituality and Skill for Leadership and Sustainable Management, Varanasi, India
11. Upadhyay, S and Upadhyay, N. (2016). **A Multi-Criteria Decision Framework to Measure Spiritual Intelligence of University Teachers**. Proceedings of the

International Conference on Information Technology and Quantitative Management, South Korea

12. Upadhyay, S and Rodrigues, R. (2016). **Investigating foreign language learning: examining anxiety associated with English language acquisition in the Asian ESL**. Proceedings of the TESOL Conference, Indonesia

13. Upadhyay, S and Upadhyay, N. (2015). SIRPD: **Spiritual Intelligence and Research Performance Dimension Framework in Higher Education**. Proceedings of International Conference on 'Research and Business Sustainability' ICRBS - 2015 4th – 6th December, IIT Roorkee Greater Noida Campus2015, Delhi, India

14. Upadhyay, S., Upadhyay, N., and Pinto, S (2015). **Spiritual Intelligence and Organisational Effectiveness Ecosystem**. Proceedings of International Conference on Technology and Business ICTB - 2015 23rd -25th March , 2015, Dubai

15. Upadhyay. S and Parashar. P (2013). **A Critical View on Conceptualizing Spiritual Quotient Dimensional Model for Alleviating Oral Communication Apprehension**. Proceedings of the 11th AIMS International Conference on Management. December 21-24, 2013

16. Upadhyay. S and Kapoor. A (2012). **Spiritual Intelligence Dimensions (SID) - A Case for Impact Analysis of SID on Business Leadership.** 4th ICMBS 2012 International Conference (organized by Society of Management and Behavioral Sciences), Feb 25-26, 2012, Rajasthan (India)

17. Upadhyay. S (2012). **Impact Analysis of Spiritual Quotient in Achieving Excellence in Research Performance of University Teachers in an Indian Context.** International Conference on Spiritual Paradigm for Surmounting Global Management Crisis, Feb 24-2, 2012, Varanasi, India

18. Upadhyay. S and Kapoor. A (2012). '**SIDM: Spiritual Intelligence Dimensional Model for Effective Business Leadership.** International Conference on Spiritual Paradigm for Surmounting Global Management Crisis, Feb 24-2, 2012, Varanasi, India

19. Upadhyay. S (2012). **Dimensions of Spiritual Intelligence and their impact on Public Speaking**. TESOL Asia & TESOL India conference, 2-4 Dec, 2011, Pune

20. Varsha Adusumilli, Shalini Upadhyay (2009). **Media Literacy in Indian Context: A Case Study of the High Schools and Undergraduate Colleges of Goa**. 4th International Conference on Interdisciplinary Social Sciences University of Athens Greece

21. Shalini Upadhyay (2009). **Teaching–Learning Soft Skills on the Move: A Mobile Learning Paradigm Approach** .16th International Conference on Learning, University of Barcelona Spain

22. Upadhyay. S (2008). **Guidelines for Designing and Developing Soft Skills Contents for Mobile Phones**. International Conference on Soft Skills Strategies: Academia and Industry Perspectives, BITS-Pilani

23. Upadhyay, N, Upadhyay, S (2006). **CT and e-learning Techniques and Methodology for Quality Higher Education**. Digital Learning Asia 2006 conference

24. Upadhyay, S (2005). **Role of Nonverbal Communication for Effective Technical Presentation**. National Conference on Next Generation IT: Documenting the Future (NGITDF), Jabalpur.

Awards:

1. Recipient of *Gold Medal* for securing first position in the University merit list in M.A. examination.
2. Recipient of *Certificate of Excellence* for securing first position in the University merit list in B.A. examination.

Education

- Ph.D (**English**), 2004, Rani Durgavati Vishwavidayalaya Jabalpur.
- M.A. (**English**), 1998, Rani Durgavati Vishwavidayalaya Jabalpur. (Gold Medalist)
- B.A. with **English Literature,** 1996, Rani Durgavati Vishvavidhayalaya Jabalpur.(University Topper)