

Dr. Swatantra,
Assistant Professor in Communication,
IIM (Indian Institute of Management), Indore
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Teaching Experience

Total = 18 years

- ✓ Assistant Professor at IIM, Indore for Six and a half years (June 20, 2011 – till date)
- ✓ Associate Professor at GLA University for Four and a half years (March 2007 – June 2011)
- ✓ Assistant Professor at G.L.A. Institute of Technology and Management., a premier Engineering and Management Institute under U.P. Technical University, Lucknow for Five years (January 2002 – February 2007)

Courses taught at IIM, Indore

- ✓ Business Communication to PGP, EPGP and EPGP- EG participants
- ✓ Written Analysis and Communication to PGP and PGP RAK participants
- ✓ Presentation Basics to PGP I participants
- ✓ Assertive Communication to PGP II participants
- ✓ Communicating to Win Business Investments to PGP II participants
- ✓ Persuasive Communication to FPM participants
- ✓ Nonverbal Communication in Interpersonal Success to FPM participants
- ✓ Academic Communication to FDP participants

Courses taught at GLA University, Mathura

- ✓ Communication for Management to MBA students
- ✓ Professional Communication to B. Tech students
- ✓ Professional Communication to B. Pharma. – I and B. Pharma. IV respectively
- ✓ Professional Communication to MCA students
- ✓ Oral Communication – I and Oral Communication – II to B. tech. students

Offbeat Teaching Experience

- ✓ Groomed the personality of the students in the program C.C. (Campus to Corporate)
- ✓ Taught *Organizational Behavior* to BBA students at G.L.A.I.P.S

New Courses developed

- ✓ Business Communication for EPGP- EG participants
- ✓ Persuasive Communication for FPM participants
- ✓ Persuasive Communication and the World of Advertisements for FPM participants

- ✓ Nonverbal Communication in Interpersonal Success for FPM participants
- ✓ Assertive Communication for PGP participants
- ✓ Communicating to Win Business Investments to PGP II participants
- ✓ Academic Communication for FDP participants

Publications

Books

As an Author

Remedial English Language (New Delhi: Sultan Chand and Sons, 2009)

Spoken English and Translation (Agra: Maitri Publications, 2005)

As a Sub-Editor

Emerging Trends in Technology Management (New Delhi: GIFT Publishing, 2006)

Papers in Journals

- ✓ Judith, A. Hall; Mollie Ruben and Swatantra (2020) “First Impressions of Physicians According to their Physical and Social Group Characteristics” in Journal of Nonverbal Behaviour (In Press)
- ✓ Swatantra (2016) “Socio-economic factors and Portrayal of Children in Contemporary Indian Television advertisements and their Impact” in International Journal of Economic Research, Vol. 13, No. 3, pp. 1081 – 1092
- ✓ Rihana and Swatantra (2016) “A Process Analysis of *Beti Bachao, Beti Padhao* in the light of its Radio Advertisements” in International Journal of Applied Business and Economic Research, Vol. 14, No. 6, pp. 4059 - 4075
- ✓ Swatantra (2013), *Mysticism in the poetry of Sri Aurobindo*, Re-markings, 12 (2), 76 – 81
- ✓ Swatantra (2013), *Teaching Spoken English to the undergraduates in India*, The Journal of English Language Teaching, LV(6), 22 – 24
- ✓ Swatantra (2010), *From Aurobindo Akroyd Ghose to Sri Aurobindo: Making of a Mystic-Seer Poet*, JELL : Journal of English Language and Literature, IV (2), 2010 [ISSN: 0975-6930]

Cases

- ✓ Basu, Shubhbrata and Swatantra (2020), *To Propose or Not – IPCA Indore in a dilemma*, IIM Indore Case center, IIMI/Case/2019/5.

- ✓ Mahapatra, Sabita and Swatantra (2016), *Support My School*, IOSR Journal of Business and Management (IOSR-JBM), pp. 1-12

Book Reviews in Journals

- ✓ Swatantra (2013). Book Review [Singh, Charu Sheel and Binod Mishra (Eds.). *Exiled Among Natives: An Anthology of Contemporary Poetry*]. *The Interiors: An Annual Journal of English Studies*, 2, 277 - 280

Peer reviewed Book Chapters

- ✓ Swatantra and Pankaj Dwivedi (2015). *Effective Communication in Classroom Teaching*, Elements of Teaching- Learning Process, Elsevier India
- ✓ Swatantra (2010). *Journey of Soul towards the Supreme in the Poetry of Sant Kabir* in *Spindle and the Wheel*. New Delhi: Adhyayan Publishers.

Papers in Conference Proceedings

- ✓ Swatantra (2012). *From a sage on stage to a guide by your side: innovative approaches in teaching (with special reference to higher education)* in *Emerging Issues and Challenges in Education: Global and Indian Perspective Vol. 3*. New Delhi: Radha Publications.
- ✓ Swatantra (2012). *Lord Krishna as an OD practitioner in Srimadbhagvadgita* in *Vedic Foundations of Indian Management*. New Delhi: Vikas Publishing House.
- ✓ Swatantra (2010). *Listening unuttered Messages: A key to Interpersonal Success in Soft Skills: Key to Professional Excellence*. New Delhi: Global Vision Publishing House.
- ✓ Swatantra (2007). *Non-verbal communication at Workplace* in *Management Communication: Trends and Strategies*. New Delhi : Tata McGraw Hill

Articles in Magazines

- ✓ *Sunein ankahi kahani hathon kii zubani* in Magazine Braj Bharati published by Town Official Language Implementation Committee (2012)
- ✓ *Aashavad Evam Yatharthvad ke Kavi Shikhresh* in Magazine Braj Bharati published by Town Official Language Implementation Committee (2008)
- ✓ *Panacea to the problems of modern era : universal brotherhood* in the *souvineer* published by Writers Club International and India Inter-Continental Cultural Association, Chandigarh (2007)

- ✓ *Sameekshatmak Kriti – Till Thy Shrine* in Sanskrit (1998-99)

Paper Presentation at International Conferences

- ✓ Swatantra (2019, August), Nationalist Narrative Creation: Role of Films and TV Channels in India, Paper to be presented at Inside / Outside, SACOMM 2019 to be held at University of Cape Town, South Africa
- ✓ Swatantra (2019, August), Changing trend of portrayal of Muslims in the Bollywood cinema (with special reference to the films released in 2018-19), Paper to be presented at Inside / Outside, SACOMM 2019 to be held at University of Cape Town, South Africa
- ✓ Swatantra (2018, October), Power In Hands: A Study Of Hand Gestures to Enhance Self-esteem And Gain Inclusion, Paper presented at Celebrating Diversity and Culture in Business Communication, 83rd Annual International Conference held at Miami, Florida
- ✓ Swatantra (2018, October), Varied Versions of Role Play to handle difficult people, Paper presented at Celebrating Diversity and Culture in Business Communication, 83rd Annual International Conference held at Miami, Florida
- ✓ Swatantra (2018, October), Teaching Cultural Diversity through a comparison of the popular TV series "Twenty Four", Paper presented at Celebrating Diversity and Culture in Business Communication, 83rd Annual International Conference held at Miami, Florida
- ✓ Judith A. Hall, Swatantra, Mollie A. Ruben and Vanessa Castro (2018, September) First Impressions of Physicians Based on Gender, Physical Attractiveness, and Smiling, Paper presented at International Conference on Communication in Healthcare 2018 held at University of Porto, Portugal.
- ✓ Swatantra (2018, June), Digital Matters : Clicktivism vs. Hashtag activism on the SNS in India, in the conference on Digital Humanities in India: Contestations, Connections and Collaborations, Paper presented at IIM Indore
- ✓ Swatantra and Sonam Mehta (2017, January), Signature as Sign Language, in the international Conference on Interdisciplinary Conversations about Language, Politics and Mobility, Paper presented at NUS Singapore.
- ✓ Sonam Mehta and Swatantra (2016, November), A study of the relationship between Concept Mapping and Cognitive Style in Science at Secondary level, in the National Conference on Science Education, organized by Regional Institute of Education, Ajmer.

- ✓ Swatantra and Rihana Shaik (2016, January), She is “intellectual”, but He is “social”: Impact of eyeglasses on the first impression of teachers, Paper presented at Fifth SPSP 17th Annual Convention, San Diego, USA
- ✓ Swatantra and Sonam Mehta (2016, February), Understanding the knotty affair of hard nut: A Study of the Relationship between Psychological Hardiness and Higher Cognitive Processes, Paper presented at ICRACH, 2016 held at BHU, Varanasi.
- ✓ Swatantra and Rihana Shaik (2015, January), A sneak peek at personality via office set-up: a study of Artifactual communication. Poster presented at Fourth Annual Nonverbal Preconference, SPSP 16th Annual Convention, Long Beach, USA
- ✓ Swatantra (2015, January), Role of Advertisements in a Gender sensitive Society. Paper presented at AIMS – 12 IIM Kozikhode
- ✓ Swatantra (2013, December) *Role of Nonverbal cues in Leadership Communication*. Paper presented at International Conference on Language and Communication held at GSLC, National Institute of Development Administration(NIDA), Bangkok, Thailand
- ✓ Basu, S. and Swatantra (2013, December), *Transactions Cost, Reconfigurational Innovation and Sustainable Competitive Advantages: Evidences from the bottom of the Pyramid*. Paper presented at 3rd Biennial Conference of the IMA on Rethinking Management Theory and Practice in the present Indian Economic Context held at IIM Ahmedabad
- ✓ Swatantra (2008, September), *Lord Krishna: an Epitome of Leadership*. Paper presented at the International Conference on Managing Global Business Competition: World’s Best Practices held at Mohan Lal Sukhadia University, Udaipur
- ✓ Swatantra (2007, March), *Roles and Responsibilities of woman unfolded in the poetry of Adrienne Rich*. Paper presented at the International Conference on Towards a New Global Village – Role of Women in transformation held at Bundelkhand University
- ✓ Swatantra (2007, September), *Panacea to the problems of modern era: universal brotherhood*. Paper presented at the 3rd International Writers’ Festival – 2007 organized by Writers Club International and India Inter-Continental Cultural Association, Chandigarh
- ✓ Swatantra (2006, January), *From Aurobindo Akroyd Ghose to Sri Aurobindo: Making of a Mystic-Seer Poet*. Paper presented at the 2nd Biennial International Conference

on Mutuality and Actuality of Creative Experience: Australia and India at Dayanand College, Ajmer

- ✓ Swatantra (2005, October), *Imagery in the poetry of Sant Kabir and Sri Aurobindo: a Comparative Study* at International Conference on Commonwealth Literature held at IIT, Roorkee,
- ✓ Swatantra (2005, December), *Reverberations of Browning's Optimism in Shikhresh's Mission*. Paper presented at the International Conference and XII Annual Convention on Contemporary thought and new Literature in English at C.C.S. University, Meerut.

Paper Presentation at National Conferences

- ✓ Swatantra and Aneesya Panicker (2011, February) *Value Ethics in CSR: An obligation for Corporate Excellence in 21st Century*. Paper presented at the National Conference on Governance in the 21st Century : Challenges and prospects held at Dr. B. R. Ambedkar University, Agra
- ✓ Swatantra (2004, November), *The Path to Attain the Supreme in Sri Aurobindo*. Paper presented at the National Seminar on Interrelationship between Philosophy, Science and Culture held at Agra College, Agra

Academic Administration

At IIM, Indore

- ✓ Co-Chair, PGP Mumbai, August 17, 2016 to till date
- ✓ Area Chair, Communication from October 07, 2012 to March 31, 2015

Event Coordination

- ✓ Rural Immersion – 2012, an initiative to familiarize students with the ground realities of various Districts in Madhya Pradesh
- ✓ Ullas, joint festival celebration of IIM-I faculty, staff and their families
- ✓ Hindi Diwas held on September 17, 2011

MDP Coordination

- ✓ Leader as Communicator during August 27 - 29, 2014
- ✓ Leadership Communication during January 07 – 09, 2013
- ✓ Accelerating Leadership Impact through Communication Skills during July 02-04, 2012

In-company Coordination

- ✓ India Study Programme for ISM Germany held from November 12-17, 2018.

- ✓ Senior Management Programme-1 Oil and Natural Gas Corporation Limited (Batch 3) held from October 23 – November 19, 2017
- ✓ "Capsule Course on General Management" for NTPC Limited (Western Region-II Raipur) held from July 07-18, 2014
- ✓ "Effective Communication and Presentation Skills" for NHPC Limited held during February 10 -12, 2014
- ✓ "Leadership Communication for Power grid Corporation of India Ltd." held during September 23 – 25, 2013
- ✓ Customized program "Management Development Program" for Cipla Limited (for the top management), Weekend program in December 2012 and January 2013
- ✓ Customized program "Management Development Program" for Cipla Limited (for HODs – second line of command), Weekend program February 2013
- ✓ "Core Leadership and Management Development Program" (CLMDP) for Commandants of Border Security Force held during February 13 – 25, 2012

At GLA Institute of technology and Management, Mathura

- ✓ Program – Coordinator, English, for around 3 years
- ✓ Chief Warden of the Girls' Hostels (Three), for around 5 years
- ✓ Editor-in-Chief, *GLAD TIMES* (Newsletter of the G.L.A.Group), for 2 years
- ✓ In charge, *Language Laboratory*
- ✓ Member of the Proctorial Board
- ✓ Member of the Flying Squad
- ✓ Member of Counseling Cell

Guest Lecture

- ✓ Delivered around a DOZEN Lectures on variety of topics during the training of LIC Officers held at Agra.
- ✓ Deliberated on *Nonverbal Communication at Workplace* at The State Trading Corporation, Agra.

Participation in Workshops / QIP / Short Term Courses

- ✓ One day Workshop on "Perspectives on Research and Publication" held on July 27, 2017 as a part of IIM Indore-NASMEI Summer Marketing Conference
- ✓ A week long workshop on "Social Network Analysis" held at IIT, Hyderabad during December 17 to 23, 2016.
- ✓ Three day Workshop on 'Train the Trainer', from 15-17 May 2014 conducted by Dale Carnegie Training India Walchand peoplefirst Ltd.

- ✓ Four days program titled “Ivey case development workshop” from May 26 to May 29, 2014 at IMI campus, New Delhi.
- ✓ Six days Workshop on Research Methodology from March 10 - 15, 2014 at Indian Social Institute, New Delhi
- ✓ Five days QIP on Role of Communication Skills and Leadership in Corporate World from June 29 – July 03, 2009 at IIT, Roorkee.
- ✓ Five days QIP on *Soft Skills Development for Organizational and Academic Excellence* from June 24 – 28, 2007, at IIT, Roorkee.
- ✓ Six days QIP on *Interpersonal Communication* from February 13-18, 2006, at IIT, Khadagpur.
- ✓ Two days workshop on *Oral Communication in English and Technology Interface: Problems and Prospects* held from February 28 to March 1, 2005 at G.C.E.T., Greater Noida in collaboration with UPTU, Lucknow.
- ✓ Two days workshop on *Teaching, Learning and Pedagogy* held on October 10, 2004 conducted by Prof. J.P. Gupta, Former Member Secretary A.I.C.T.E., New Delhi at G.L.A.I.T.M., Mathura.

Organization of National Seminar / Conference / Cultural Fest / Technical Carnival

- ✓ Coordinator of **3rd International Writers Festival** held at Agra during September 29-30, 2007
- ✓ Received a **Letter of appreciation** as a leading member of the Organization Committee of National Conference & Academia Industry Interface on *IT Enabled Management – Challenges & Prospects* (March 30, 2003), *Management Conclave – 2005* and *“Ethics and Values” : A New Paradigm for Holistic and Sustainable Global Advancement* held at G.L.A.I.T.M., Mathura.
- ✓ Played a significant role in the successful Organization of *Spandan – 2003, Spandan – 2005*, (Annual Cultural Fest) and *Navonmesh – 2003, Navonmesh - 2005* (Technical Carnival) held at G.L.A.I.T.M., Mathura.

Contributions to professional community

- ✓ Member, The English Language Teachers’ Association of India
- ✓ Life Member, All India English Teachers Association

Supervision of Evaluation Task

- ✓ Head Examiner for *Communication for Management* in January, 2008.
- ✓ Head Examiner for *Communication for Management* in January, 2009

Qualifications

- ✓ Ph.D. (**full time**) on Sant Kabir and Sri Aurobindo as Mystic Poets : A Comparative Study (October, 2002)
 - ✓ M.A. in English with 61.6% (1998)
 - ✓ B.A. in English, Mathematics, Hindi, Sanskrit with 63.3% (1996)
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