

Dr. Shweta Kushal

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PROFILE SUMMARY

Dr. Kushal is an Assistant Professor (Communications) at Indian Institute of Management Indore, India. As a doctorate in English Literature, with special focus on gender studies and women's narratives, she has built a research profile that reflects her strong commitment to sociocultural issues that impact our social and organisational spaces. She is an Editorial Board Member for the *Gender Work and Organization* Journal and is also a Visiting Professor at Columbia University.

As a qualitative researcher, she believes that studying the ground realities of people through their narratives and stories fosters change that is sustainable and relevant to the communities and phenomena explored. As a teacher who hails from a family of academics, she has learnt that the task of a teacher is more than just to teach as teachers play myriad roles of guides, mentors, friends, advisers, provocateurs epitomising the word *Guru*.

According to her, the primary objective of higher education is to encourage independent thought and develop critical insight/acumen and the most important tools that teachers can equip their student with are empathy and a social consciousness.

EDUCATION

Indian Institute of Technology Madras, India

PhD English Literature

Awarded in Jul '13

The Female Subject and Ambiguities of the Migrant Condition:
A Gynocentric Study of Punjabi Diaspora Women's Narratives

University of Delhi

M.Phil. English Literature

2005

(University Rank: Among top 5)

University of Delhi

M.A. English Literature

2003

(University Rank: Among top 5)

University of Delhi

B.A. Honours English Literature

2001

(College Rank: Among top 5)

PROFESSIONAL EXPERIENCE

Gender Work and Organization

Member, Editorial Board

Aug 2025-till date

Manuscript assessment, peer review, ethics and quality assurance, journal policy, journal promotion, maintaining journal focus and direction

Parity Consulting

Academic Advisor

Feb 2022-Apr 2024

Guidance for future directions, drafting training materials, SME for diversity and inclusion-based programmes, creating new modules

TEACHING EXPERIENCE

Indian Institute of Management Indore, India

Assistant Professor, Communication

Dec 2013-till date

Teaching MBA, IPM, FPM, EPGP, CCBMDO participants; course design; evaluation; mentorship; research projects; community development – directing institute-wide full scale play productions (5); institute building – ICC Presiding Officer (2018-2020); Area Chair (2020-2023, 2015-2017)

Columbia Engineering, Columbia University

Visiting Lecturer @PDL

Apr 2024-till date

University of Delhi, India

Lecturer on ad-hoc

Aug-Dec 2013

Jan-Apr 2013

2003-2005

Teaching B.A. Honours English Literature curriculum

Collaborated on syllabus development, course design, exam development, conducted classes, graded assignments and final exam papers; community development – directing department-wide full scale play productions (4)

FPM/PhD. GUIDANCE

1. Sharma, K. (2020). *Impact of corporate propaganda on brand trust, corporate reputation in Indian business houses*. Awarded on 25th September 2020.

COURSES DESIGNED AND DEVELOPED (IIM Indore)

1. **Diversity and Inclusion in the Workplace:** This course introduces the concepts of Diversity, Inclusion, Equity in order to sensitise participants towards appropriate behaviours and equip them with the necessary skills to address these issues as and when they arise.
2. **Critical Thinking and Writing Skills:** This course provides exposure to critical outlook processes in thought as well as writing: enabling participants to acquire critical thought and articulation of that thought in a structured manner to assist them in prompt and unbiased decision-making.
3. **Cultural Discourse Analysis:** Cultural Discourse Analysis centres on cultural communication as a distinctive area of communication. It aims to provide a methodology to understand and appreciate variability of communication codes with respect to the notion of discourse.
4. **Management Learnings through Theatre Production:** This course uses learnings from theatre to understand innovation, leadership, resource-management and empathy and focuses on the manner in which an entire theatre production provides deep management concepts in a practical form, culling out insights on leadership, attention to detail, long-term vision setting, teamwork, motivation, and hard work to optimise on achieving goals.
5. **Indian English Literature:** This course familiarizes students with Indian literature in English as postcolonial in nature through a focussed discussion of the postcolonial theoretical context. Some of the issues discussed are: the Indian migrant and questions of self, anxiety of 'Indianness', postcolonial India, and notions of local, global, glocal.
6. **Corporate Etiquette and Image Management:** A skills-based course that focusses on different attributes of corporate etiquette that are essential in today's business environment for successful navigation in their work lives as well as on understanding, decoding and managing a consistent personal brand.
7. **Critical Theory and Analysis (Graduate course):** This course introduces participants to a range of critical thinkers who comment on the nature of social relationships and existence using a variety of perspectives and enables participants to think of organisations not as abstract or reified entities but as embodied spaces constituted by speech, language, memory, culture and politics.
8. **Media and Narrative (Graduate course):** This course problematises and contextualises the functioning of media and narrative in media and communication studies so that participants can understand the nuances of the relationship between narrative, media, and society.
9. **Film Theory and Criticism (Graduate course):** This course introduces participants to a range of critical thinkers who comment on the nature of film and visual narratives/productions to enable participants to think of visual narrative discourses not just as abstract or reified entities but as embodied spaces constituted by speech, language, memory, culture and politics and thus encourages theoretical and conceptual rigour in their research fields
10. **Propaganda and Narrative (Graduate course):** This course looks at the historical, cultural and contextual evolution of propaganda in order to arrive at a means of employing propaganda as a positive tool for communication, especially in the context of corporate organisations.
11. **Leadership Communication-Learnings from the Global South (Graduate Course):** This course offers multiple narratives and engagements to study how a leader's communication changes the very makeup and future directions of an organisation through the lens of Global South models of leadership communication.

PUBLICATIONS AND PAPERS

1. Kushal, S., Deshbandhu, A., and Roy, D., (2022). "Hybrid Habitats: Remediating Leisure, Space and Youth through *Pokémon Go* in India". *Journal of Leisure Research*, 53(3). pp. 1-24. DOI: 10.1080/00222216.2022.2073491

2. Nargundkar, R., Nafees, L., and Kushal, S. (2020). "Young Adults and their Digitally Extended Selves: Assessing the Impact of Gender". *Journal of Public Affairs*, 20(3). 1-9. DOI:10.1002/pa.2064.
3. Kushal, S., Nargundkar, R. (2020). "Employer-Oriented Personal Branding: Methods and Skills for Indian Business School Students". *Higher Education, Skills and Work-Based Learning*, 11(1). 48-58. DOI (10.1108/HESWBL-08-2019-0102).
4. Kushal, S. and Manickam, E. (2017). "Race: The Colour of Belonging – A Comparative Analysis of Meera Syal's *Anita and Me* and Ravinder Randhawa's *A Wicked Old Woman*". *Selected Proceedings of the 14th International 'Culture and Power' Conference: 'Identity and Identification'*. (Eds. Ángel Mateos-Aparicio Martín-Albo & Eduardo de Gregorio-Godeo). Cuenca (Spain): Ediciones de la Universidad de Castilla-La Mancha.
5. Kushal, S. and Gugalia, A. (2016). Of Father Figures and Associations: A Comparative Study of MSMEs. *International Journal of Applied Business and Economic Research*, 14(1). 241-252.
6. Kushal, S. and Gugalia, A. (2016). Gender at the Workplace: A Study in Inclusion. *Journal of Management Research and Analysis*. 3(1). 7-11. DOI: 10.5958/2394-2770.2016.00002.8
7. Kushal, S. and Dada, A. (Eds.). (2016). *Whiteness Interrogated*. Interdisciplinary Press: Oxford, 2016, ISBN 978-1-84888-450-2.
8. Kushal, S. (2015). "Mnemonic Body of the Female Subject: 'Personal' in History in *What the Body Remembers*" in *Gender and Diversity: India, Canada and Beyond*. Eds. Malashri Lal, Chandra Mohan, Enakshi Sharma, Devika Narula, Amrit Basra. 144-160. Rawat Publications.
9. Kushal, S. and Manickam, E. (2014). "(Dis)Honourable Paradigms: A Critical Reading of *Provoked, Shame and Daughters of Shame*". *South Asian Diaspora*, 6(2, June): 225-238. DOI: 10.1080/19438192.2013.829640.
10. Kushal, S. and Manickam, E. (2013). "The Chimera of Multiculturalism and the Longing for Utopia: A Critical Reading of Meera Syal's *Anita and Me*". *Performing Identities and Utopias of Belonging in American and British Contexts*. Ed. Teresa Botelho and Iolanda Ramos. Newcastle: Cambridge Scholars Publishing, 2013. 86-98. Print. Conference Proceedings.
11. Kushal, S. and Manickam, E. (2012). "Womanhood beyond the Devi Syndrome: A Critical Analysis of Deepa Mehta's *Fire*". *Eclectic Representations*, 2(1), 183-192.
12. Kushal, S. and Manickam, E. (2009). "Articulation through Silence: A Critical Reading of Joy Kogawa's *Obasan*" in *Journal of the School of Language, Literature and Cultural Studies*. 12.Autumn (2009): 7-20. Print.
13. Kushal, S. and Manickam, E. (2008). "Generation in Exile: A Reading of V. S. Naipaul's *Magic Seeds*" in Binod Mishra and P. J. Paul Dhanasekaran ed. *Inventing Ties and Bonds in English: Diasporic Literary Consciousness*. Author's Press: 2008, 100-120. Print.

CONFERENCE PRESENTATIONS

1. Kushal, S. (2025). Am I Ever Here?: The invisible woman academic in India. *GWO Conference*. Audencia Business School, Nantes, France, June 21-23, 2025.
2. Kushal, S., Romo-Perez, A. (2025). Caring amidst an insecurity crisis: Exploring HE academics' emotional labor and adaptations in a city affected by violent crime. *GWO Conference*. Audencia Business School, Nantes, France, June 21-23, 2025.
3. Kushal, S. (2025). Interpretive meaning making: The non-curated experience of art. *20th International Conference on Arts in Society*. Carnegie Mellon University, Pennsylvania, USA, May 28-20, 2025.
4. Kushal, S. (2025). Powerlessness and the gendered subject. *WU Gender and Diversity Conference 2025*. WU – Vienna University of Economics and Business, March 20-21, 2025.
5. Kushal, S. (2025). Social Change or Segregation? The Case of DMRC and the Gendered Commuter. *Women Beyond Borders Symposium*, Kaplan Business School, March 14, 2025.
6. Kushal, S. (2024). Bigger than all the rest: A deepdive into deepfakes and media narratives in India. *9th International Communication and Media Studies Conference*. Universidad Abierta Interamericana, Buenos Aires, October 24-25, 2024
7. Kushal, S. (2024). Not Trans Enough: The extreme other in India's gender roles. *GWO Conference*. Cape Breton University, Nova Scotia, Canada, June 17-20, 2024.
8. Kushal, S. and Sahani, K. (2023). "Artificial intelligence vs the artificially intelligent: The net impact of suggestive algorithms." *8th International Communication and Media Studies Conference*. Universidad Complutense, Madrid, Spain, September 6-8, 2023.
9. Kushal, S. (2023). "Leadership reimaged: Striking from the margins". *GWO Conference*. Stellenbosch University, South Africa, June 28-30, 2023.

10. Kushal, S. (2023). "The All-important Margins: The Non-nationalist Identities and Indian Cinema". *BASAS Conference*. University of Leeds, England, April 3-5, 2023.
11. Kushal, S., Górská, A., Vijayanthee, A., & Sherpa, N. (2022). "Me or You? Exploring the 'invisible work' among academician couples during WFH". *Gender, Work and Organization 11th Biennial International Interdisciplinary Conference*. Bogota, Colombia, June 21-24, 2022.
12. Vijayanthee, A., and Kushal, S. (2022). "It's a Man's World: The Indian Police and the Well-being of Women Workforce". *Gender, Work and Organization 11th Biennial International Interdisciplinary Conference*. Bogota, Colombia, June 21-24, 2022.
13. Kushal, S. (2021). "The Inscribed Feminine: Rejection and Refashioning of Gendered Identities in Nagamandala and Heaven on Earth". *American Comparative Literature Association Conference*, 8-11 April 2021. Online
14. Kushal, S. (2019). "Great Tragedies Go Desi: Vishal Bharadwaj's Intervention into Shakespeare". *Region, Nation, Trans-nation: Literature-Cinema Interface* held at BITS Pilani Goa Campus. 31 Jan-02 Feb 2019.
15. Kushal, S. (2018). "Downton Abbey: Powerful Women, Powerless lives – A Feminist Critique". *Third International Conference on Communication & Media Studies*, held at University of California, Berkeley, USA, 18-19 October 2018.
16. Kushal, S. (2017). "I Love You, I'll Kill You: Gendered Violence as Love in Bollywood Cinema". *Second International Conference on Communication & Media Studies*, held at University of British Columbia, Vancouver, Canada, 15-17 November 2017.
17. Kushal, S. (2017). "Displacement as a Celebration of Blurring in Amitav Ghosh's *Shadow Lines*". *Migration and Diasporas – 1st Global Conference*, Vienna, Austria, 2-3 December 2017.
18. Kushal, S. (2017). "Communicating the Tangible Hero: PM Modi's Mann ki Baat and the Construction of an Ideal." *The Art of Communication Conference*, Warsaw, Poland, 24-25 March 2017.
19. Kushal, S., and Gugalia, A. (2017). "The Economy of Gender: Gender-Diverse Intervention and Positive Impact in SMEs – A Field Study." *Oxford Women's Leadership Symposium*, Oxford, 20-22 March 2017.
20. Gugalia, A., and Kushal, S. (2017). "The Toughened Glass Ceiling: The Invisible Woman Director in Indian SMEs – A Field Study". *Women's Leadership and Empowerment Conference*, Bangkok, Thailand, 1-3 March 2017.
21. Kushal, S. (2017). "Dispersed Selves with Guilty Pasts: A Study of Meena Arora Nayak's *About Daddy*". *2017 Narratives of Displacement International Conference: "Roots and Routes: The Modern Quest for (Im)Mobility"*, London, 18 February 2017.
22. Kushal, S. and Gugalia, A. (2015). CEO – The Benevolent Supremo: A Comparative Study of MSMEs. Presented at *3rd PAN IIM World Management Conference* held during December 16-18, 2015 at Indian Institute of Management Indore.
23. Kushal, S. (2014). "Striking the Right Tone: Skin Colour and the Myriad Shades of Racial Angst". *Interdisciplinary.Net – Whiteness: Exploring Critical Issues*. Mansfield College, Oxford, 21-23 Jul. 2014.
24. Kushal, S. (2010). "The Chimera of Multiculturalism and the Longing for Utopia: A Critical Reading of Meera Syal's *Anita and Me*". *Performing Identities and Utopias of Belonging in American and British Contexts*. New University of Lisbon, Portugal, 3-4 December 2010.

GUEST LECTURES/PANELS/KEYNOTES

1. Kushal, S. (2025). Keynote panellist for "Othering Theorizing". *GWO Conference*. Audencia Business School, Nantes, France, June 21-23, 2025.
2. Kushal, S. (2025). Panellist for Exploring Creativity for a Feminist Academia. *EGOS Feminist Network, EGOS Conference*. Alba Graduate Business School, Athens, Greece, July 3-5, 2025.
3. Kushal, S. (2022). Guest of Honour and Keynote Speaker at International Conference on "Recent Trends in Teaching Learning Practices in Language, Literature, Humanities and Social Sciences" at *School of Advanced Sciences and Languages (SASL), VIT Bhopal University*, 10-11 November 2022.
4. Kushal, S. (2022). Pedagogy and Business Communication. *Pan-India Business Communication Area, Jaipuria Institute of Management Studies*. India, 6th March 2022.
5. Kushal, S. (2019). "Classroom Teaching and Communication Skills" at Acropolis Institute of Technology and Research Indore on 17th December 2019.
6. Kushal, S. (2016). "Communicating as an Innovator and Entrepreneur" at JNTU Kakinada on 28th February 2016.

7. Kushal, S. (2014). Workshop on *Business Etiquette and Cross Cultural Appreciation and Sensitization* organised by the Malaviya National Institute of Technology on January 28th, 2014 at the Finishing School for Engineering Students, Jaipur.
8. Kushal, S. (2014). Workshop on *Interpersonal Skills for Police Officers* at PRTS Indore on 31st August 2014.
9. Kushal, S. (2014). Guest Lecture on the “influence of the importance of white skin as represented in the media on the psyche of the young female in India” at IIT Indore on 18th September, 2014.

WORKSHOPS ATTENDED

1. NUS-IPSA Methods School. (2018). Workshop on Qualitative Data Analysis. Conducted by NUS, Department of Political Science, Faculty of Arts and Social Sciences, 25-29 June 2018.
2. Case Method Teaching Seminar. (2017). Conducted by Harvard Business Publishing and IIMA Case Centre, SIBM, Bengaluru, 7-8 July, 2017.

ADDITIONAL QUALIFICATIONS:

Certified French language specialist with a Diplôme de Langue Française from Alliance Française de Delhi.

REFERENCES

Provided on request

Shweta Kushal

Wednesday, 20 August 2025, Indore