

## AMRITA JOSHI

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## ACADEMICS

I hold a Master's degree in English and Comparative Literature from the University of Mumbai (1997) and a Doctoral degree from the Indian Institute of Technology (Bombay), Mumbai (2009).

## EMPLOYMENT HISTORY

### **Assistant Professor (Communications)**

Indian Institute of Management Indore.

1 Sep 2014 - present

### **Assistant Professor (Communications)**

Dept. of General Management

K. J. Somaiya Institute of Management Studies and Research

Mumbai

4 Oct 2011 to 17 July 2014

### **Visiting Faculty (Communications)**

Aruna Manharlal Shah Institute of Management and Research,

Mumbai

Sep - Dec 2011

### **Research Assistant**

Dept. of HSS, IIT Bombay

Mumbai

2002-2006

### **Lecturer**

Dept. of English, Ramnarain Ruia Sr. College

Mumbai

1 Oct 1999 to 31 Dec 2001

### **Lecturer**

Ramnivas Ruia Jr. College

Mumbai

29 June 1998 to 30 Sep 1999

## Courses Taught:

<b>Course</b>	<b>UG Level</b>	<b>Year</b>	
Foundation Course I, Communication Skills	F.Y.B.A	1999-2001	Prescribed syllabus, University of Mumbai
Paper II American Poetry and Background studies Paper III Indian English Poetry and Background studies Journalism Mass communication	S.Y.B.A	1999-2001	Prescribed syllabus, University of Mumbai
Paper IV Shakespeare and English Literature Paper VII Milton and English Literature Paper VII Modern British Literature	T.Y.B.A	1999-2001	Prescribed syllabus, University of Mumbai
<b>Course</b>	<b>PG Level</b>	<b>Year</b>	
Communication Skills	MMS Sem -1 AMSIMR	2011-12	Prescribed syllabus, University of Mumbai
Communication Skills	MMS Sem -1 KJSIMSR	2011-12	Prescribed syllabus, University of Mumbai
Business Communication	PGDMFS Sem -1 KJSIMSR	2011-12	Institute Course
Business Communication	PGDM A,B, IB, RM, FS, COMM(IMC)	2012-14 2013-15	Institute Courses (Developed for Institute)
Business Communication II (Retail)	PGDM RM	2012-14	Institute Course (Developed for Institute)
Employee Communications	PGDM (HR specialization)	2012-13	Institute Course (Developed for Institute)
Creative Writing and the Appreciation of Creatives	PGDM Comm (IMC)	2012-14	Institute Course (Developed for Institute)
Soft Skills Development	MCA Sem IV	2012-14	Prescribed syllabus, University of Mumbai

Business Communication	PGP Term II	2014-15	Institute Course (IIM Indore)
Business Communication	PGP Term I	2015-16 2017-18	Institute Course (IIM Indore- Mumbai Campus)
Critical Thinking Skills	PGP Term I	2015-16	Institute Course (IIM Indore)
Critical Thinking Skills	PGP Term I	2015-16	IIM Sambalpur
Language Skills in English: Level II	IPM Term II	2014-15	Institute Course (Developed for Institute)
WAC	PGP Term II	2014-15 2015-16	Institute Course
Managerial Communication	EPGP Term III	2015-16 2017-18	Institute Course (With structural changes)
Industry Visit Course	PGP Term II	2015-16	Mentor
Effective Public Speaking	IPM Term V	2015-16	Institute Course (Developed for Institute)
Creative Strategies in Advertising and Promotion	PGP (Indore)Term IV PGP (Mumbai) Term V	2015-16 2017-18	New Elective Course (Developed for Institute) and IIM Sambalpur

Poetry and Innovation	PGP Term VI	2015-16 2016-17	New Elective Course (Developed for Institute) and IIM Sambalpur
Presentation Skills	IPM Term IV IPM Term III	2016-17 2017-18	Institute Course (With structural changes)
Presentation Basics	PGP Term I (Indore and Mumbai)	2017-18	Institute Course
Visual Analysis	IPM Term VI	2017-18	New Elective Course (Developed for Institute)

#### Teaching Interests:

- Communication Theory
- Business Writing
- Employee Communications
- Non-Verbal and Visual Communication
- Semiotics
- Poetry
- Business Speech Analysis
- Presentation Skills
- Creative Strategies in Advertising and Promotion.

#### RESEARCH

My doctoral dissertation is titled **“The Text-Reader Engagement in Visual Concrete Poetry: Semiotic-Perceptual Approaches to the Intermedium.”**

#### Research Interests:

- Organizational Symbolism
- Discursive and Semiotic Applications for Marketing Research
- Humanities Perspective in Management Education
- Communication Studies

### Specific Research Interests:

- Metaphor Studies and Visual-Verbal Organizational Symbolism
- Visual Branding Processes and Practices
- Indigenous Communication Models and Applications for Business and Education

### PUBLICATIONS

1. Joshi, A. (2017). **“Logo dynamics for investment branding: A visual-semiotic analysis of the reframing devices in the Make in India campaign.”** *Place Branding and Public Diplomacy*. 1-12, Online at: <https://doi.org/10.1057/s41254-017-0070-x> (ABDC ranking: ‘B’)
2. Joshi, A. (2018). **“Vedantic Applications of Augmented Reality for Strategic Social Marketing Campaigns in India.”** *Journal of Indian Business Research*. Special Issue: NASMEI-MARCON Conference 2017. Online at: <https://doi.org/10.1108/JIBR-10-2017-0189> (ABDC Ranking: ‘C’)
3. Joshi, A. (2017). **“Reframing the Frame: A Discursive Frame Analysis of Textual Markers in the Make in India Campaign”** *International Journal of Indian Culture and Business Management*. Vol. 15, No.4: 477-505. (ABDC Ranking: ‘C’)
4. Joshi, A. (2014). **“The Dual Positioning of Commencement Rhetoric: Discursive Markers in Speeches by Ratan Tata and Steve Jobs”** *The IUP Journal of Soft Skills*. Vol.8, No. 3: 37-49.
5. Joshi, A.R. (2013). **“Carved in Stone: Discursive Pragmatism and the Dabbawala Discourse”** in Conference Proceedings, 3<sup>rd</sup> Biennial Conference of the Indian Academy of Management, IIMA, ISBN 978-81-920800-2-4.
6. Joshi, A.R. (2009). **“Untranslatability in the Visual Arts: Examples from Visual Concrete Poetry”** *Translation Today*. Vol.6, Nos. 1&2: 1-29.
7. Joshi, A.R. (2001). **“Poems”** *New Quest*. No.145: 361-62.

### PARTICIPATION IN SEMINARS/CONFERENCES

1. Paper titled **“Untranslatability in the Visual Arts: Examples from Visual Concrete Poetry”** presented at a conference on Translation Studies jointly organized by IIT Bombay and CIIL Mysore, 2004.
2. Paper titled **“The Generic Position of New Media Poetry and its Impact on Communication Aesthetics”** presented at a conference titled “Re-visualising writing: page, canvas, screen” at the University of Southampton, UK, June 2005.

3. Paper titled **“Script and Communication: Japanese Visual Poetry in the International Context”** presented at the 11<sup>th</sup> International Conference of the European Association for Japanese Studies at the University of Vienna, Austria, September 2005.

4. Paper titled **“Reading Visual Concrete Poetry: Discovering the ‘Viewer-Reader’ through Verbal Protocol Analysis”** presented at the 9<sup>th</sup> IASS-AIS World Congress of Semiotics at the University of Helsinki, Finland, June 2007.

5. Paper titled **“Characterizing the Text-Reader Engagement in Visual Concrete Poetry: The Role of ‘Iconic Acts’”** presented at the ‘Applying Peirce’ conference at the University of Helsinki, Finland, June 2007.

6. Paper titled **“Carved in Stone: Discursive Pragmatism and the Dabbawala Discourse”** presented at the 3<sup>rd</sup> Biennial Conference of the Indian Academy of Management at IIMA, India December 2013.

7. Paper titled **“Reframing the Frame: The Make in India Campaign and the Indian Institutional Context”** presented at the 9<sup>th</sup> NASMEI Great Lakes International Marketing Conference at Great Lakes Institute of Management, Chennai, India December 2015.

8. Paper titled **“The Analog in the Digital: Deconstructing Augmented Reality Usage in the Make in India Campaign”** presented at MARCON 2016, International Marketing Conference held at Indian Institute of Management Calcutta, India, 22-24 December 2016.

9. Paper titled **“Vedantic Applications of Augmented Reality for Strategic Social Marketing Campaigns in India”** presented at IIM –Indore NASMEI International Marketing Conference 2017 held at the Indian Institute of Management Indore, India, 27-29 July 2017.

10. Paper titled **“Digital-Analog Co-option in Augmented Reality Usage: A Multi-Modal Analysis”** presented at the 31st Annual Australian and New Zealand Academy of Management (ANZAM) Conference held at RMIT University Melbourne, Australia during December 5-8, 2017.

11. Paper titled **“Creative Straight Talk in Organizations: An Application of the Indian Mystic-Poet Kabir's Rhetorical Strategies”** presented at the 18th International Conference on Knowledge, Culture and Change in Organizations held at the University of Konstanz, Konstanz, Germany during 15-16 March 2018.

### **Administrative Responsibilities**

Ruia College:

- Member, Committee for College Autonomy
- Member, Examinations Committee

KJSIMSR:

- Member, Women’s Development Cell
- Member, Brand Management Committee

- Member, AACSB Strategy and Innovation Team
- Member, Editorial and Review Board of *Business Perspectives and Research* — bi-annual publication, KJSIMSR.
- Member, Public Relations Committee
- Member, Alumni Committee and
- Associate Editor, Newsletter *HORIZON*, KJSIMSR.

#### IIM Indore:

- Area Chair (Communications) 2017-2018
- Member, AOL Team (IPM) for AACSB Accreditation

#### Additional Information:

- Member, TAC (FPM)
- Workshop and mentoring for Social Internships (IPM 2013 Batch)
- Mentor (PGP group 2015 Batch; PGP group 2016 Batch; PGP Group 2017 batch)

#### MDPs conducted:

- Inter-Personal Skills and Written Communication sessions for Reliance Energy, MERC, ICAI Orientation, Insurance Institute of India, Sujana Coopers, Short-term MDP on Business Writing Applications at KJSIMSR.
- Communicating in Non-discriminatory Language, Business Writing, Communication Styles, Listening Skills, Visual Modes, Presentation Skills for LIC, ICICI Prudential, DRDO, NTPC Ltd. and others at IIM Indore.

#### MDPs offered:

- **“Creative Devices for Advertising and Promotion”** (For junior and middle level marketing professionals with an interest in conceptual and practical aspects of creativity)
- **“Creative Arts Techniques for Management”** (for management professionals with an interest in alternative sources and approaches to problem-solving and decision-making)

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