

## Brief Profile

### Nimmagadda Bhargav, Ph.D.

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### Current Employment

Assistant Professor, Communication Area, Indian Institute of Management, Indore.

### Research Interests

Media Sociology | Journalism Studies | Ethnography of Professions and Organisations | Urban and Regional Studies | Media Economics | Digital Media Studies

### Teaching Interests

Critical Thinking | Ethical Persuasion | Managerial Communication | Media Economics & Management

### Previous Teaching Experience

2023-24 Visiting Assistant Professor, Communication Area, Indian Institute of Management, Indore.

2022-23 Assistant Professor, Manipal Institute of Communication, Manipal Academy of Higher Education, Manipal, Udupi, Karnataka, India.

### Postdoctoral Research Experience

2021- 22 Loughborough University (lead research organisation) and University of Hyderabad  
Research Assistant, Arts and Humanities Research Council (AH/V006738/1) funded project [Framing the Nation: Citizenship, Conflict, and the Media in Contemporary India](#).

### Education

- 2021 Ph.D. in the Department of Communication, University of Hyderabad.  
Dissertation: *On the Margins of the Journalistic field: An ethnographic study of stringers in Indian-language journalism*. Guide: Senior Prof. [Vinod Pavarala](#)
- 2007 M.Phil., Centre for Regional Studies, University of Hyderabad (75%), Hyderabad.  
Thesis: *Cyberabad: An interpretative study of Eenadu newspaper*. Guide: Prof. P. Thirumal
- 2005 University Grants Commission – National Eligibility Test (UGC - NET) for Lectureship
- 2005 M.A. in Communication, University of Hyderabad (66%). Hyderabad
- 2003 B.Sc. in Mathematics, Physics, and Chemistry, Nagarjuna University (70%). Guntur

## Publications

### Books

**Bhargav, N.** (2023). *Stringers and the Journalistic Field: Marginalities and Precarious News Labour in Small-town India*, London: Routledge. [EISAP Series]

### Peer-reviewed Journal Articles

**Bhargav, N., & Downey, J.** (2024). Survival Games: Understanding Journalistic and Extra-Journalistic Practices and Pursuits of Small-Town Stringers in South India. *Journalism Studies*, 25(7), 759–775. <https://doi.org/10.1080/1461670X.2024.2340572>

Ravikumar, M., Downey, J., **Bhargav, N.**, Deb, D., Dasgupta, R. K., & Pavarala, V. (2024). Media and Citizenship in India: Heteronomy and Autonomy in the Indian Journalistic Field. *Journalism Studies*, 25(15), 1813–1833. <https://doi.org/10.1080/1461670X.2024.2397679>

### Book Chapter

Elavarthi, SP and **Bhargav, N.** (2024). Digital Platforms and Minority Language Media: Exploring the Content Generation Strategies of Banjara Language Media in India in Rimscha, M., Rohn, U., and Raats, T (Eds.) *Handbook of Media Economics*. Berlin: De Gruyter.

### Popular Writing

**Bhargav, N., & Jena, A.** (2025, June 28). [\*The work of art\(ists\) in the age of GenAI\*](#). Economic Times Prime.

**Bhargav, N.** (2024). Navigating insider–outsider dilemmas in the ethnography of journalistic practices. *Economic and Political Weekly*, 59(26-27). Retrieved from <https://www.epw.in/journal/postscript/navigating-insider-outsider-dilemmas-ethnography.html>

**Bhargav, N.** (2023). [\*Why women stringers are missing from Telugu media in small towns\*](#), BehanBox (a women-led digital media platform).

**Bhargav, N.** (2020). Telugu sāhityamlō patrikāviluvala citrīkaraṇa (Understanding journalism ethics and standards in Telugu literature), *Bhavaveena* (Telugu literary journal).

## Awards and Grants

2022 Manipal Academy of Higher Education, Faculty Seed Grant.

2011 Doctoral fellowship, Indian Council for Social Science Research (ICSSR), New Delhi.

2013 Travel Grant, International Association of Media and Communication Research, Dublin, Ireland.

## Reviewer

*Feminist Media Studies*, Scopus Journal – Q1; SJR – A, Impact Factor: 2.92

*Journalism Studies*, Scopus Journal – Q1; SJR – A, Impact Factor: 3.6

*International Communication Gazzette*, Scopus Journal – Q1; SJR – B, Impact Factor: 2.0

## Industry Experience

2017-2018     *Deccan Chronicle*, Hyderabad  
Sub-editor

2008-2010     *The New Indian Express*, Hyderabad  
Reporter

## Management Development Programmes

2024           Sessions on “Persuasion and Influence” and “Storytelling for Effective Brand Building” in *Leader as Communicator* for Reliance Industries Limited, June 13-14, IIM Indore.

2024           Sessions on “Media Literacy” and “Tackling Misinformation” in *Leader as Communicator* (Open), Feb 27-28, IIM Indore.

2025           Session on “Communicating with Employee” in Strategic Leaders Programme: Creating & Capturing Value in Dynamic Environment, Feb 5, IIM Indore.

## Certifications and Accreditations

2019           Foundations in Statistics using R, **Indian Statistical Institute**.

2024           Online Executive Programme in Management Essentials, **Indian School of Business**.

2025           **Cialdini Institute** Certified Persuasion and Influence Practitioner (Accredited).

## Membership in Professional Bodies

International Association of Media and Communication Research (IAMCR)

International Communication Association (ICA)

American Anthropological Association (AAA)

## References: Upon Request