

Shubham Mishra

PhD Scholar

Media, Arts and Design

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South Asian University, Rajpur Road, Maidan Garhi, New Delhi, Delhi – 110068

Qualifications:

UGC NET Qualified in Mass Communication and Journalism

Masters of Arts in Journalism and Mass Communication

Post Graduation Diploma in Radio, Television Journalism

Research Interest:

- Media and Management

Recent Publications:

Digitization and OTT Platforms in Hindi Cinema: A Survey of Trends, Thematic Shifts, and Representation Metrics (*Conference: 2025 IEEE DELCON - International Conference on Recent Smart Technologies in Engineering for Sustainable Development*)

Monetization Strategies on YouTube vs. Instagram: A Study of Content Creator Revenue Models in the Digital Age (*Conference: 2nd ICSSR Conference on “India Towards Viksit Bharat @2047” At: Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi (INDIA)*)

Experience:

- Worked with prominent Indian media organizations
- Worked as Assistant Profession (Journalism and Mass Communication)

Digital Presence:

Research Gate: https://www.researchgate.net/profile/Shubham-Mishra-118?ev=hdr_xprf

LinkedIn: <https://www.linkedin.com/in/professor-shubham-mishra-delhi/>

Google Scholar: <https://scholar.google.com/citations?hl=en&user=9ZfdBtAAAAAJ>