



**NAVRACHANA  
UNIVERSITY**

*a UGC recognized University*



**Program chair**

## **Dr. Jigar Shah**

*School of Liberal Studies and Education*

### **Qualifications**

Master in Mass communication (Advertising, Public Relation), Ph.D in Journalism and Mass Communication, Diploma in Photography, Bachelor of Law (LLB)

### **Areas of Interest**

Short film making, Audio visual media, Marketing, Media Research, Media Laws.

### **Contact Details**

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### **Profile**

Dr. Jigar Shah comes with an experience of 12 years of teaching experience and 6 years of industry experience. Prior to joining Navrachana University he worked with Divya Baskar, ZEE News where he contributed in entertainment Editor, after that he was working with Shobhagya Advertising where he launched "Khushbu Gujarat Ki" print media campaign and various other campaigns for Gujarat Government.

He has earned Doctoral Degree in advertising and Post Graduate Degree in Masters in Journalism and Mass Communication from School of Broadcasting and Communication, Makhanlal Chaturvedi Rastriya Journalism University. He also cleared bachelor of law in 2021.

He has directed several regional and national level - seminars, workshops and conferences. In the past, he has been associated as a resource person and expert faculty with several institutions and organisations

## **Research and Publications**

- VIAGRA - THE MAGIC OF BLUE PIL IJIRT (International Journal of Innovative Research in Technology) issn : 23496002 Unique Paper ID: 145091 Publication Volume & Issue: Volume 4, Issue 7 Page(s): 263 – 266 impact factor: 5.867
- THE CASHLESS SOCIETY INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS (IJRAR.ORG) IJRAR December 2018, Volume 5, Issue 04 www.ijrar.org (E-ISSN 2348-1269, P- ISSN 2349-5138) impact factor: 5.4
- IMPACT OF ADVERTISEMENT ON CHILDREN -STANDARD 3RD TO 8TH CLASS Journal of Emerging Technologies and Innovative Research (JETIR ISSN-2349-5162) February 2019 Volume 6, Issue 02 impact factor: 7.5
- AUTOMOBILES: DOWNSHIFT AND UPSHIFT June 2016 IJARIE issn : 23954396 (2705)
- DEVIL IN THE DIESEL: SC PUTS BRAKES ON AUTOMOBILE INDUSTRY? August 2016 IJARIE issn : 23954396 (2706) impact factor: 4.6
- DIGITAL INDIA: SOLUTION TO TRANSPARENCY, CORRUPTION AND ECONOM October 2016 IJARIE issn : 23954396 (2707) impact factor: 4.6

## **Books**

- A STUDY ON THE RELATION BETWEEN MEDIA AND CRICKET AND ITS IMPACT by Lambert publication. 978-620-2-01323-9
- A STUDY ON THE EFFECTIVENESS OF GUJARAT HEALTH DEPARTMENT ADVERTISEMENTS AND YOJNAS by sahitya mandir Press. 978-81-935718-0-4
- NEW IDEAS TO PROMOTE BOLLYWOOD FILMS By ASF Computers 978-81-935147-9-5
- CARTOON INDUSTRY AND ITS INFLUENCE ON CHILDREN by ASF Computers 978-81-935147-8-8
- What is Drama and how it is written by LAP LAMBERT ACADEMIC PUBLICATION 978-3-659-94995-1
- Event management the Beginners Guide By LAP LAMBERT ACADEMIC PUBLICATIO 978-620-0-28024-4

## **Membership and Affiliations**

- Ad Club Bombay
- Ahmedabad Press Club
- PRSI.