TEXAS STATE VITA

I. Academic/Professional Background

A. Nandini Bhalla
Lampasas 207
601 University Dr.
San Marcos, TX 78666

Assistant Professor
nandinib@txstate.edu

B. Educational Background

Degree	*Year*	*University*	*Major*
Ph.D.	2019	University of South Carolina	Public Relations
M.A.	2008	Guru Nanak Dev University, India	Mass Communication
P.G. Diploma	2008	Symbiosis, India	Marketing in Business Management
PG Diploma	2014	Indira Gandhi National Open University, India	Communication
B.Sc. (Honors)	2006	University of Delhi, India	Chemistry

C. University Experience

Position	*University*	*Dates*
Assistant Professor	Texas State University	September 1, 2021-present
Assistant Professor	Washington and Lee University	July 2019 – June 30, 2021
Affiliate faculty, Middle East and South Asian studies [MESA]	Washington and Lee University	July 2020 – June 30, 2021
Instructor of Record	University of South Carolina	August 2017 – May 2019
Graduate Teaching Assistant	University of South Carolina	January 2016 – May 2017

D. Relevant Professional Experience

The below have been earned in India

Position	*Entity*	*Dates*
Script Writer and. Social Media Manager	Doordarshan Kisan Television Channel.	Jan. 2015- June 2015
PR Consultant	Freelance	Sept. 2012 – July 2015

Editor (part-time)	All India Radio, Govt. of India	Sept. 2009 – July 2015
Snr. Account Executive.	Team Orange Commun. Pvt. Ltd.	Jan. 2011 – Feb. 2013
Press Con. Supervisor	Commonwealth Games, 2010	Sept. 2010 – Oct. 2010
Broadcast Executive	Indira Gandhi National Centre for the Arts	Dec. 2008 – July, 2010
Intern	NewsX news channel	Sept.- Nov. 2008
Intern	India Today news channel	June- July 2007

E. Other Professional Credentials (licensure, certification, etc.)

2018	Preparing Future Faculty, University of South Carolina
2018- 2019	Social Media Certification, HubSpot

II. TEACHING

A. **Teaching Honors and Awards:**

1. Digital Ethnic Futures Consortium (DEFCon) Scholar, Mellon Foundation. (2023). This award includes a full-day workshop to gain insight into digital ethnic studies. ($250 award).

B. **Courses Taught**:

The following are taught at Texas State University:

MC 4313- Advanced PR Writing- This is an advanced undergraduate class. This course examines and applies digital and traditional communication tools required for effective public relations. Emphasis is placed on the strategic use of digital media in a modern communication society.

MC 3313- Foundations of PR Writing –This course introduces undergraduate students to a wide range of print and digital publications and writing assignments found in public relations. Students will research, organize, write and design a variety of print pieces for targeted audiences

MC 3360- PR Research- This is an undergraduate-level research class. Students study the principles, techniques and problems of social science research and digital analytics as they relate to the planning and evaluation of strategic communication.

The following were taught and developed at Washington and Lee University [Spring semester is called the Winter semester and Maymester is called the Spring semester at WLU]:

JOUR330: Communication Theory and Research Methods– (Fall 2019). The research class is an undergraduate methods class. Students learn various theories and conduct interviews and survey to gather data and study a communication problem guided by a communication theory.

JOUR227: Public Relations Writing – Fall2019, Winter2020, Fall2020, Winter2021. Developed this class for online delivery. In this course, undergraduate students learn to communicate effectively with diverse audiences through a variety of media forms. Taught this course in-person in Fall 2019, moved virtually in the middle of Winter2020, and taught online in Fall2020, Winter2021.

JOUR101- Introduction to Mass Communication. Fall2020. Developed this class for online delivery. The class is a doorway to the majors in the Department of Journalism and Mass Communication for undergraduate students.

The following were taught and developed at the University of South Carolina as an Instructor of Record:

JOUR 332 – Communications Research Methods (Spring 2019, Fall 2018, Fall 2017). The research class is an undergraduate methods class. Students learn various theories and conduct interviews and a survey to gather data and study a communication problem guided by a communication theory.

JOUR 227 – Public Relations Writing (Spring 2018). In this course, undergraduate students learn to communicate effectively with diverse audiences through a variety of media forms.

C. <u>Directed Student Learning</u>

November 2025 – Daniel Harrold's master's final project chair, *Understanding Brand Function and Identity*

November 2025- Praise Chiedozie's master's final thesis committee member.

April 2025- Nominated and advised a group of students in my PR Research class, MC3360 to present their class research on career services at the 19th annual Honors College Undergraduate Research Conference (URC). (April 23, 2025).

September 2024 – Nominated and mentored a student to participate as a moderator for the University-wide student panel for the campus forum on the presidential election, *Bobcats, Let's Talk: A Student-Led Panel on the Presidential Election*. (Oct. 9, 2024).

March 2022- Mentored a student participating in a Texas Intercollegiate Press Association competition with Press Release Writing. She got 1st place in the Crisis Communication competition and 2nd place in the Public Relations Release competition.

April 2022- Assisted and escorted 13 PRSSA students to Dallas, Texas on a Professional Development trip. Students engaged with PR practitioners at the Dallas Zoo, Perot Museum, Edelman Public Relations, and the Dallas Cowboys. Students learned advanced public relations perspectives regarding public-private partnerships, community engagement, internal communication and non-profit partnerships.

D. **<u>Courses Prepared and Curriculum Development:</u>**

*JOUR222 – **[new course]** Global Public Relations – Winter2020, Winter2021.* Developed this class, including syllabus and lectures for in-person as well as online delivery. The class introduces undergraduate students to the global perspectives of public relations. Moved this course virtually in the middle of Winter 2020 and taught online in Winter 2021.

*JOUR295- **[new course]** Media Stereotypes*- Women, Minorities& Yoga- Spring [Maymester] 2020 and Spring 2021. Developed this class, including syllabus and lectures for in-person as well as online delivery.

*JOUR180- **[new course]** Introduction to Global Public Relations- Fall 2020.* Developed this course for the First Year (FY) students, an introductory seminar-style course for incoming freshmen.

E. **Funded External Teaching Grants and Contracts:**

1. Teaching Fellowship from Digital Ethnic Futures Consortium funded by the Andrew W. Mellon Foundation. (2024). This award allowed me to redesign courses to include digital ethnic components, such as digital representations of ethnic groups and create digital or social media products. **Bhalla, N. (Total $2500).**

F. **Submitted, but not Funded, External Teaching Grants and Contracts: N/A**

G. **Funded Internal Teaching Grants and Contracts:**

4. PI for Service Learning Excellence Research Grant. (2025). Students in my MC3360 PR Research and Strategy class collaborate with the University Writing Center to conduct research that enhances student engagement with the UWC. Texas State University, San Marcos, TX. ($2000).

3. Service-Learning Excellence mini-course grant to invite and work with "real" clients in the classroom to provide experiential learning to my students. (2023). MC 4313. Advanced PR Writing. Texas State University, San Marcos, TX. ($500).

2. Community-Based Learning (CBL) grant to work with community-based clients to provide experiential learning to my students. (2020). JOUR 227. Public Relations Writing. Washington and Lee University, Lexington, VA. ($2000 per course).

1. Competitive mini-grant to invite a guest to the class. Washington and Lee University, Lexington, VA. (2020 & 2021). JOUR 222. Global Public Relations. ($390 & $250).

H. **Submitted, but not Funded, Internal Teaching Grants and Contracts: N/A**

G. **Others**

a. Inviting Guests to classes, seminars, and panels

3. Invited a noted alumnus and seasoned professional, Ray Longoria, as a guest speaker in my PR research class during Mass Communication Week (Oct. 6-10, 2025).

2. Invited a seasoned professional, Caitlin Haskins, VP of the 10Fold PR agency, as a guest speaker during Mass Communication Week (Oct. 7-11, 2024)

1. Invited the keynote speaker for the Pioneer PR Day, Shelley Spector, Founder/Director of the Museum of Public Relations. (March 5, 2024).

III. SCHOLARLY/CREATIVE

A. Works in Print

1. Books:

a. Scholarly Monographs: N/A

b. Textbooks: N/A

c. Edited Books: N/A

d. Chapters in Books:

2. Bowen, S. **& Bhalla, N. (2021).** Ethical Theories and Public Relations: Global Issues and Challenges. In C. Valentini (Ed.), Public Relations. Vol. 27, Handbook of Communication Science series, P. J. Schulz and P. Cobley (Series Eds.). Berlin: De Gruyter Mouton.

1. **Bhalla, N. (2019).** Online Meditation, Yoga, and Rising Interest in Eastern Philosophy. In A. E. Grant, A. Sturgill, C. H. Chen, and D. A. Stout (Eds.), Religion Online: How the Internet, Social Networks, and Mobile Devices Are Changing the Way We Worship and Pray (pp. 214-230). Santa Barbara: Praeger. **won 2020 NCA Spiritual Communication Top Book Chapter Award.

e. Creative Books: N/A

2**. Articles:**

a. **Refereed Journal Articles:**

17**. Bhalla, N.** & Jedlicka, C. H. (2025). GIFT: Using ePortfolios in Public Relations Writing Courses: A Growth Mindset Approach to Feedback and Revision. *Kentucky Journal of Communication,* GIFTS Issue, Spring 2025, pp. 96-106

16. **Bhalla, N**. & Kim, Y. (2025). LGBTQ+ Supportive CSR in India: The Influence of CSR Levels and Issue Involvement on Public Responses. *Corporate Communications: An International Journal.*

15. **Bhalla, N.** & Alharbi, K. (2024). Contactless Shopping During Health Crisis: Moderating Impact of Four Attribution-Driven Motives on Brand Equity. *Journal of Promotion Management*, 1–24. https://doi.org/10.1080/10496491.2024.2427050

14. **Bhalla, N.,** O'Boyle, and Moscowitz, L. (2024). Selling Yoga 'Off the Mat': A 10-year Analysis of Lifestyle Advertorials in Yoga Journal Magazine. *Journal of Communication Inquiry.*

13. **Bhalla, N.** & Kim, Y. (2023). LGBTQ Equality and Diversity CSR in India: Impact of CSR Levels and Role of Value-Based Attributions and Social Acceptance on Corporate Social Responsibility Outcomes. *International Journal of Strategic Communications.*

12. Kim, J.K., Overton H., Carter, J., Alharbi, K., & **Bhalla, N.** (2023). Examining the psychological determinants of consumer support for corporate social advocacy. *Corporate Communications: An International Journal.*

11. **Bhalla, N.** & Rozelle, A. (2023). Eco-Tourism Campaigns as a Framework for Global PR Course. Journal of Public Relations Education. *Journal of Public Relations Education,8*(4), 240-250.

10. **Bhalla, N.** (2022). Examining the Impact of Issue Salience, Issue Proximity, Situational Motivation, and Communicative Behaviors on Environmental CSR Outcomes. *Sustainability, 14*(5), 2763. https://www.mdpi.com/2071-1050/14/5/2763
This article was published in a special issue titled, "Corporate Social Responsibility, Corporate Advocacy, and Societal Change," in partnership with the Arthur W. Page Center. All articles were published open access and did not incur any fees.

9. Kim, Y., & **Bhalla, N.** (2022). A two-path model of the impact of LGBTQ+ diversity CSR levels on public response. *Public Relations Review, 48*(3). https://doi.org/10.1016/j.pubrev.2022.102203

8. Kim, Y. & **Bhalla, N.** (2021). Can SMEs in the food industry expect competitive advantages from proactive CSR when CSR trade-offs exist? The impact of CSR level and price on consumer-company identification and consumer responses. *Corporate Communications: An International Journal.*

7. Li, J.-Y., Overton, H., **Bhalla, N.** (2020). Communicative action and supportive behaviors for environmental CSR practices: An attitude-based segmentation approach. *Corporate Communications: An International Journal, 25(2).*

6. Kim, J. K., Overton, H., **Bhalla, N.,** & Li, J. Y. (2020). Nike, Colin Kaepernick, and the politicization of sports: Examining perceived organizational motives and public responses. *Public Relations Review, 46(2).*

5. Bhalla, N. & Overton, H. K. (2019) Examining Cultural Impacts on Consumers' Green CSR Perceptions. *Corporate Communications: An International Journal, 24*(3), 569-592. https://doi.org/10.1108/CCIJ-09-2018-0094

4. Bhalla, N., and Moscowitz, D. (2019). Objectified Yoga: Commodity, Identity, and Embodiment in US Women's Magazines. *Journal of Communication Inquiry, 44*(1), 90-108. https://doi.org/10.1177/0196859919830357

3. Bhalla, N., & Moscowitz, L. (2019). Yoga for Every (body)? A Critical Analysis of the Evolution of Yoga Representation across Four Decades in Yoga Journal. *Journal of Magazine Media, 19*(1), 75-103.

2. Li, J.-Y., Kim, J. K., Overton, H., **Bhalla, N.,** Moon, W., Choi, M., and Zhang, N. (2019). What Shapes Environmental Responsibility Perceptions? Measuring Value Orientations as a Predictor of Situational Motivations and Communicative Action. *International Journal of Strategic Communication, 13*(3), 214-232.

1. Bhalla, N., O'Boyle, J., & Haun, D. (2019). Who Is Responsible for Delhi Air Pollution? Indian Newspapers' Framing of Causes and Solutions. *International Journal of Communication,13*(24), 41–64. https://ijoc.org/index.php/ijoc/article/view/8312/2521

b. Non-refereed Articles:

3. Conference Proceedings: N/A

4. Abstracts: N/A

5. Reports: N/A

6. Book Reviews:

1. Bhalla, N. (2020). [Review of the book Mastering Business for Strategic Communicators: Insights and Advice from the C-suite of Leading Brands, by Matthew W. Ragas and Ron Culp]. *International Journal of Communication, 14*, 1275-1278.

7. Other Works in Print:

B. Works Not in Print:

1. **Papers Presented at Professional Meetings:**

a. Peer-reviewed scholarly presentations

38. Capizzo, L. & **Bhalla, N.** (2025). Negotiating gender for Indian women in public relations: A conceptual feminist perspective. Presented at the annual National Communication Association (NCA) in Colorado (Nov. 20-23, 2025).

37. **Bhalla, N.** (2025). Enhancing Writing Through Research: Motivating Students to Use the University Writing Center. Great Idea for Teaching (GIFT) presentation at the AEJMC National Conference in San Francisco, California (August 7-10, 2025).

36. Villagran, P. & **Bhalla, N.** (2025). Developing Critical Thinking Skills in PR Courses: Teaching Students to Be Gatekeepers of Generative AI-Created Content. Great Idea for Teaching (GIFT) presentation at the AEJMC National Conference in San Francisco, California (August 7-10, 2025).

35. **Bhalla, N.** & Kim, Y. (2024). LGBTQ CSR in India: Impact of CSR Levels and Issue Involvement on Public Responses. Paper presented at the 27th annual International Public Relations Research Conference (IPRRC), March 7-9, 2024, Orlando, Florida, USA.

34. Jedlicka, C. H. & **Bhalla, N.** (2023). Student-centered approach: Using Clippings.me to create a professional portfolio. Great Idea for Teaching (GIFT) presentation at the 2023 AEJMC National Conference in Washington, D.C. (August 7-10).

33. Bhalla, N., Ali, Z, O'Boyle. (2023). Twitter Conversations about Causes, Solutions and Effects of Delhi Air Pollution: Agenda-Building Content Analysis. Paper accepted for

presentation at the annual International Communication Association (ICA), Toronto, Canada.

32. Overton, H., Vafeiadis, M., Buckley, C. L. (2023). The Medium is the Message: Testing the Effect of Corporate Social Advocacy (CSA) Messages and Call-to-Action Statements on Advocating Behavioral Intentions. Paper accepted for presentation at the 26th annual International Public Relations Research Conference (IPRRC), Orlando, Florida, USA.

31. O'Boyle, J., & **Bhalla, N.** (2022) Public Diplomacy and the Ukraine War: Analyzing U.S. and Indian News Stories of India's Neutral Stand. Paper presented at Association for Educators in Journalism and Mass Communications (AEJMC) annual conference (International Communication Division), Detroit, Michigan.

30. Alharbi, K. & **Bhalla, N.** (2022). Contactless Shopping during COVID-19: The Moderating Role of Attribution-driven Motives. Paper presented at the annual Broadcast Education Association (BEA) Conference, Las Vegas, Nevada (hybrid conference).

29. Kim, J. K., Jun, J., Overton, H., Robertson, B. W., **Bhalla, N.** & Ciccarelli, C. (2022). Science, Faith, and Information Sources as Drivers of Individuals' Perceptions of COVID-19 Risk and Mask-Wearing Intentions. Paper presented at the annual International Communication Association (ICA), Paris, France (hybrid conference).

28. Bhalla, N. & Rozelle, A. (2021). *Eco-Tourism Campaigns as a Framework for Global PR Course.* Paper was presented at the Public Relations Society of America Educators Academy (PRSA EA), Orlando, FL (virtual conference).

27. Kim, J. K., Alharbi, K., Carter, J., **Bhalla, N. &** Huang, S. **(2021).** *Faith is Good for Business: Consumer-Company Congruence and the Connection Between Religious Strength and Consumer Behavior.* The paper was presented at the NCA 107th Annual Convention, Seattle, WA.

26. Bhalla, N. (2021). *Examining the role of Issue Salience and Issue Proximity on consumers' supportive behavior related to environmental CSR initiatives.* Paper presented at the annual International Public Relations Research Conference (IPRRC), Orlando, FL (virtual conference).

25. Kim, J. K., Overton, H., Carter, J., Alharbi, K., & **Bhalla, N. (2021)**. *Examining the Psychological Determinants of Consumer Support for Corporate Social Advocacy.* Paper accepted for presentation at the annual International Communication Association (ICA), Denver, CO (virtual conference).

24. Bhalla, N., Kim, Y. & Huang, S. (2020). *How Do Stakeholders React to Different Levels of LGBTQ-related Diversity and Inclusion CSR in India? Examining Social Acceptance, Perceived Fit, and Value-driven Attribution*. Paper presented at AEJMC Annual Conference (Public Relations Division), San Francisco (virtual), CA. **Doug Newsom Award for Global Ethics and Diversity

23. Bhalla, N. (2020). *Examining Problem Chain Recognition Effect: How Issue Salience and Proximity Impact Environmental Communication Behaviors?* Paper presented at AEJMC Annual Conference (Public Relations Division), San Francisco (virtual), CA.

22. Kim, Y. & **Bhalla N.** (2020). A path model of LGBT workplace diversity CSR: The impact of CSR level on stakeholder responses and the roles of CSR fit and attribution in the process. Paper presented at PRSA Educators Academy (virtual). **American University Top Diversity & Inclusion Award

21. Kim, Y. & **Bhalla N.** (2020). Can SMEs in the food industry expect competitive advantages from proactive CSR when CSR trade-offs exist? The impact of CSR level and price on consumer-company identification and consumer responses. Paper presented at PRSA Educators Academy (virtual).

20. Bhalla, N. (2019). *Examining the impact of green Problem Chain Recognition effect on CSR Communication: An experimental study.* Paper [extended abstract] presented at AEJMC Southeast Colloquium, University of South Carolina, Columbia, SC.

19. Kim, J. K., Overton, H., **Bhalla, N.,** and Li, J.-Y. (2019). *Nike, Colin Kaepernick, and the Politicization of Sports: Examining Perceived Organizational Motives and Consumer Responses.* Paper presented at AEJMC Annual Conference (Sports Division), Toronto, Canada.

18. Li, J.-Y., Overton, H., **Bhalla, N.** (2019). *Communicative action and supportive behaviors for environmental CSR practices: An attitude-based segmentation approach.* Paper accepted to be presented at the International Communication Association (ICA) Annual Conference (Public Relations division).

17. O'Boyle, J. and **Bhalla, N.** (2019) *Media Frames of the "Women's Wall" in India: Comparing the U.S. and India News Coverage of a Gender Equality Movement.* Paper presented at International Communication Association (ICA) Annual Conference (Interactive Power Talks on Media and Communication in South Asia, South Asia Communication Association (SACA))

16. Bhalla, N. (2018). *Effects of Self-Construal and Environmental Consciousness on Green Corporate Social Responsibility Perceptions.* Paper presented at AEJMC Annual Conference (Mass Communication and Society Division), Washington, D.C. ** Moeller Student Competition Award (2nd place)**

15. Bhalla, N., Moscowitz, L. and O'Boyle, J. (2018). *Selling yoga 'off the mat': A 10-year analysis of lifestyle advertorials in Yoga Journal Magazine*. Paper presented at AEJMC Annual Conference (Magazine Division), Washington, D.C. **Top student paper award**

14. Bhalla, N. (2018). *Green Corporate Social Responsibility, Corporate Communication and Culture: A comparison between U.S. and India.* Paper presented at the annual International Public Relations Research Conference (IPRRC), Orlando, FL. **Peter Debreceny Corporate Communication Award**

13. Bhalla, N., and Moscowitz, D. (2018). *Objectified Yoga: Commodity, Identity, and Embodiment in US Women's Magazines*. Paper presented at AEJMC Annual Conference (Cultural and Critical Studies Division), Washington, D.C.

12. Li, J.-Y., Kim, J. K., Overton, H., **Bhalla, N.,** Moon, W., Choi, M., and Zhang, N. (2018). *What Shapes Environmental Responsibility Perceptions? Measuring Collectivistic Orientations as a Predictor of Situational Motivations and Communicative Action.* Paper presented at AEJMC Annual Conference (Public Relations Division), Washington, D.C.

11. Wu, L., Zhang, N., **Bhalla, N.,** & Wan, A. (2018). *How does customization influence conspicuous consumption among socially excluded versus included consumers?* Paper presented at AEJMC Annual Conference (Communication Technology Division), Washington, D.C.

10. Bhalla, N., & Dan, H. (2018). *Oops! I did it again: Who is responsible for causing and fixing the problem of Delhi Air Pollution in Indian Newspapers.* Paper presented at International Communication Association (ICA) Annual Conference (Environmental Communication Division), Prague, Czech Republic.

9. Bhalla, N., & Moscowitz, L. (2017). *Yoga for Every (body)? A Critical Analysis of the Evolution of Yoga Representation across Four Decades in Yoga Journal.* Paper presented at AEJMC Annual Conference (Magazine Division), Chicago, IL. **Third place faculty award**

8. Bhalla, N. (2017). *#Note7 crisis: A critical analysis of Samsung's image repair discourse and publics' discussions on the Twitter.* Paper presented at PRSA Educators Academy Super Saturday conference, Boston, MA.

7. Bhalla, N. (2017). *Yoga in Media: Using Theory of Planned Behavior to Examine Media Influences on Intention to Practice Yoga.* Paper presented at AEJMC Annual conference (Graduate Student Interest Group), Chicago, IL.

6. Bhalla, N., & Haun, D. (2017). *Blame it on me! News Framing of Delhi Air Pollution in Indian Newspapers.* Paper presented at AEJMC Annual Conference (South Asia Research Microtalks), Chicago, IL.

5. Ejaz, K., Kim, J. K., **Bhalla**, **N.,** & Weatherred, J. (2017). *In contempt of court? Unintended consequences of watching courtroom shows.* Paper presented at AEJMC Annual Conference (Entertainment Studies Interest Group), Chicago, IL.

4. Bhalla, N. (2017). *Indian Media and Fake News.* Paper presented at International Communication Association Annual Conference (Indian Tryst with media pre-conference), San Diego, CA.

3. Bhalla, N. (2017, March). *Veterans' suicide and ethical response: Examination of the VA's Twitter feed.* Paper presented at the annual International Public Relations Research Conference (IPRRC), Orlando, FL.

2. Ejaz, K., Kim, J. K., **Bhalla, N.,** & Weathered, J. (2016). C*ourtroom Show Viewership: A Dependency Perspective*. Paper presented at Broadcast Education Association Regional Conference, University of South Carolina, Columbia, SC.

1. Bhalla, N., Mortensen, T. (2016). *Visual Representation of Yoga in U.S. and Indian Media.* Paper presented at AEJMC Midwinter Conference (Visual Communication Division), University of Oklahoma, Norman, OK. **Top paper abstract award**

b. Peer-reviewed panel presentations

3. Moderated/Presided on a peer-reviewed panel titled, "Why are Companies Firing Gen Z Employees? Workforce Strategies & Solutions for PR's Next Generation," at the AEJMC National Conference in San Francisco, California (August 7-10, 2025).

2. Co-panelist on a peer-reviewed panel titled "Technology, Pandemic and Doctrine: How the Changes in Online Practice During COVID have Affected the Landscape of Faith," at the AEJMC National Conference in Washington, D.C. (August 7-10, 2023).

1. Co-panelist on a peer-reviewed panel titled "How to Teach PR Writing Online: A Practical Approach to Creating Engaging and Meaningful Curriculum Regardless of Modality," at PRSA Educators Academy's Summit (Nov. 12, 2022).

2. Invited Talks, Lectures, and Presentations:

17. Presented at the Society of Professional Journalists **(**SPJ) Region 8 titled, *Building Brand in a Journalistic Style: How Journalists can be Influencers?* at TXST University, San Marcos, Texas (April 5, 2025).

16. Co-Presented in a high-density session, "Teaching Experts are In," of the AEJMC Standing Committee of Teaching (SCT) titled, "Developing an AI Toolbox: the Pros and Cons of Various Applications for Content Creation." AEJMC National Conference in San Francisco, California (August 7-10, 2025).

15. Moderated the AEJMC Public Relations Division Offsite Tour panel at the Asian Art Museum, featuring Kirsten Wolfe, Fresia Lee, and Sally Matsuishi. AEJMC National Conference in San Francisco, California (August 7-10, 2025).

14. Discussant for a refereed research paper session titled "Artificial intelligence in South Asia: issues and implications," South Asia Communication Association (SACA), AEJMC National Conference in San Francisco, California (August 7-10, 2025).

13. Co-panelist on the 5th International Media Seminar, titled "Global Challenges and Strategic Communication." It was a collaboration between JIMS Engineering Management Technical Campus, India and Ohio University, USA (Nov. 15, 2024).

12. Presented a Zoom guest lecture on the "History and Evolution of Indian Public Relations" in the Global Advertising and Public Relations course/class at Baylor University (Oct. 8, 2024).

11. Co-panelist on a panel titled “Unlocking Potential: AAPI Student Pathways to Marketing & Communication Careers.” This panel was organized by VOICES for AAPIs and moderated by Pollack Group SVP. (Sept. 18, 2024).

10. Presented in a high-density session on “Teaching Culturally Diverse Students" as an elected member of the Standing Committee on Teaching (SCT). The session titled "Teaching Experts Are In: Preparing Educators for Teaching the Next Generation" at the AEJMC National Conference in Philadelphia (August 8-11, 2024).

9. Presented a co-authored study, "What Universities Want: The State of the Journalism & Mass Communication Academic Job Market” as an elected member of the Standing Committee on Teaching (SCT), AEJMC National Conference in Philadelphia (August 8-11, 2024).

8. Discussant for a refereed research paper session titled "Representation and Voice — The Future of Democracy: Media Research on South Asia and Its Diaspora Worldwide Part II," South Asia Communication Association (SACA), AEJMC National Conference in Philadelphia (August 8-11), 2024

7. Discussant for the refereed research panel session titled “Mental Health Care and Democratic Societies: The Influence of Media Framing on Public Perception of Mental Health Care in India,” South Asian Communication Association (SACA), AEJMC National Conference in Washington, D.C. (August 7-10), 2023.

6. Co-panelist on the panel titled “Covid-19 Pandemic Perspectives on Media, Technology, and Culture in South Asia,” at the AEJMC National Conference in Detroit (August 3-6, 2022).

5. Presented a guest Zoom lecture on “Internal Communication and CSR” to a large group of honors students at Van Lang University, Vietnam (May 21, 2022).

4. Chaired the research panel titled “Focusing on the Future Together: Media Research on South Asia & Its Diaspora Worldwide” at AEJMC National Conference in Detroit (August 3-6, 2022).

3. Co-panelist on the panel titled “*Exploring the perspectives of immigrant and first-generation.”* Race in the PR Classroom, a monthly webinar series by the Institute of Public Relations and PRSA Educators Academy (virtually). (Sept. 23, 2021).

2. Presented the research titled *Problem Chain Recognition Effect and CSR Communication: Examining the impact of Issue Salience and Proximity on Environmental Communication Behaviors* at the annual Discover USC, University of South Carolina, Columbia, SC. (2019).

1. Presented the research titled *Veterans’ Suicide and Ethical Response: Examination of the VA’s Twitter Feed* at the annual Discover USC, University of South Carolina, Columbia, SC. (2017).

3. Consultancies: N/A

4. Workshops:

1. *The Effective Communication and Discussions in the Classroom* workshop offered by TXST University aims to develop effective communication skills in the classroom (Oct. 20, 2025).

2. A full day of virtual workshop to get insight into digital ethnic studies to develop a digital humanities course as a part of the *Digital Ethnic Futures Consortium Scholar award from the Mellon Foundation*. (2023).

5. Other Works not in Print:

a. Works "submitted" or "under review":

2. Bhalla, N. & Shen, H. (under review) *Examining Problem Chain Recognition Effect: How Issue Salience and Proximity Impact Environmental Communication Behaviors?*

1. Bhalla, N., Ali, Z, O'Boyle. (under review). Twitter Conversations about Causes, Solutions and Effects of Delhi Air Pollution: Agenda-Building Content Analysis.

b. Works "in progress":

The manuscripts below were presented at different conferences and currently, they are at different stages of revision to submit to the respective journals.

2. Bhalla, N. *Effects of Self-Construal and Environmental Consciousness on Green Corporate Social Responsibility Perceptions.*

1. Bhalla, N. & Krishna, A. *#Note7 crisis: A critical analysis of Samsung's image repair discourse and publics' discussions on Twitter*.

c. Other Works Not in Print:

C. Scholarly / Creative Grants and Contracts:

1. Funded External Grants and Contracts:

a. *Research Grants*

1. **Bhalla, N.** (2018-19). Page Legacy Scholar Grant from the Arthur W. Page Center at the Donald P. Bellisario College of Communications, Pennsylvania State University, PA. ($2,377). The Effects of Self-Construal on Green CSR Perceptions in the U.S. and India: The Moderating Roles of Environmental Consciousness.

b. *Professional Development Grants – Travel*

1. **Bhalla, N.** (2018). AEJMC Graduate Student Travel Grant was awarded by the AEJMC Annual Conference, Washington, D.C. ($800).

2. Submitted, but not Funded, External Grants and Contracts:

2. **Bhalla, N.** & Alharbi, K. (2022). Page Legacy Scholar Grant from the Arthur W. Page Center at the Donald P. Bellisario College of Communications, Pennsylvania State University, PA. *The role of fear appeal in environmental CSR Communication.*

1. **Bhalla, N.** & Alharbi, K. (2022). Association for Educators in Journalism and Mass Communications (AEJMC) Mass Communication & Society Division. *The role of fear appeals emotions in environmental CSR Communication.*

3. Funded Internal Grants and Contracts:

a. Research Grants

1. **Bhalla, N.** (2018-19). Support to Promote Advancement of Research and Creativity (SPARC) Graduate Research Grant, University of South Carolina, Columbia, SC. ($4,011). The Effects of Self-Construal on Green Corporate Social Responsibility Perceptions: The Moderating Roles of Level of Involvement with Environmental Issues.

b. ***Professional Development Grants – Scholarship***

1. Engineering Fit: Developing a tool to identify skills-job mismatch among engineering. Quanta Services Research Development Fund [TXST]. (2024). *Interdisciplinary Collaborative Research Team Development.* Fellow: **Bhalla, N.** (**Total $2500**).

c. ***Professional Development Grants – Travel***

2. Bhalla, N. (2019). Travel Grant for International Communication Association to present research, Graduate School, University of South Carolina, Columbia, SC. ($500).

1. Bhalla, N. (2017). Travel Grant for International Communication Association to present research, Graduate School, University of South Carolina, Columbia, SC. ($500).

4. Submitted, but not Funded, Internal Grants and Contracts:

3. Bhalla, N. Understanding the gender divide for public relations in developing nations: An Indian perspective. Research Enhancement Program. Not funded. (2025). TXST.

2. Bhalla, N. The Role of Fear Appeal Emotions in Climate Change CSA Communication. Research Enhancement Program. Not funded. (2022 and 2023). TXST.

1. Bhalla., N. & Kim. Y. (2020). Manuscript Completion Workshops for summer/fall 2020 [at WLU]. These workshops are designed to help faculty turn manuscript projects into high-quality, published, scholarly works. This award enables W&L faculty to bring one or two senior scholars to campus for an intensive, day-long workshop on the faculty member's manuscript.

D. Scholarly / Creative Fellowships, Awards, Honors:

15. Digital Ethnic Futures Consortium Scholar, Mellon Foundation. (2023). This award included a full day of a virtual institute to get insight into digital ethnic studies.

14. *Doug Newsom Award for Global Ethics and Diversity*, (2020). Public Relations Division, AEJMC Annual Conference, San Francisco (virtual), CA.

13. *American University Top Diversity & Inclusion Award*, (2020). PRSA Educators Academy.

12. *Top Book Chapter Award,* (2020). Spiritual Communication at National Communication Association.

11. *Kopenhaver Fellow,* (2020). Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication in association with the AEJMC Commission on the Status of Women

10. *Bryce Rucker Excellence in Graduate Student Research*, (2019). School of Journalism & Mass Communication, The University of South Carolina.

9. Inez Kaiser Award, (2018). Public Relations Division, AEJMC Annual Conference, Washington, D.C.

8. *Second place Moeller Student Competition Award,* (2018). Mass Communication and Society Division, AEJMC Annual Conference, Washington, D.C.

7. *Top Student Paper Award,* (2018). Magazine Division, AEJMC Annual Conference, Washington, D.C.

6. *Kappa Tau Alpha,* (2018). AEJMC Awards Luncheon at the AEJMC Annual Conference, Washington, D.C.

5. *Peter Debreceny Corporate Communication Award*, (2018). International Public Relations Research Conference, Orlando, FL.
4. *Third place faculty top paper award,* (2017). Magazine Division, AEJMC Annual Conference, Chicago, IL.

3. *Top Paper Abstract Award,* (2016). Visual Communication Division, AEJMC Midwinter Conference, Norman, OK.

2. *Graduate Assistantship Award,* (Fall 2015- Spring 2018). University of South Carolina,

1. *Outstanding performance award,* (2011). Team Orange Communications Pvt. Ltd, Delhi, India (Sole awardee for bringing positive TV publicity to *Jabra,* an international telecom brand).

E. **Scholarly / Creative Professional Development Activities Attended:**

1. Attended the keynote session at QuestionPro XDay Conference, Austin, TXST (Oct.9, 2025). The keynote session, “Kindness, Chaos, and Customer Joy: What Data Can’t Always Tell You” by Amanda Lannert, CEO of Jellyvision, was inspiring and Insightful.

F. Media Recognition: N/A

IV. SERVICE

A. Institutional

1. University:

Texas State University

2024-present Advisory Board member of Community-Based Learning Programs

W&L University

2020-2021 Elected member of Anti-racist Committee
2020-2021 Institutional Review Board Committee
2020-2021 Community-Based Learning (CBL) teacher-scholar cohort group-

2. College:

3. Department/School:

Texas State University

2021-present SJMC Graduate Committee and admission sub-committee
April 23, 2025 Served as a guest judge for the 19th annual Honors College Undergraduate Research Conference
2024 Pioneer PR Day (invited and introduced the guest and helped organize the event).
2024- present Chair, Brown Bag research group

University of South Carolina

2018- 2019 Doctoral Student Representative, Graduate Council, School of Journalism and Mass Communication
2017-2021 Member of Strategic Communication/PR research group, School of Journalism and Mass Communication

W&L University

2019-2021 Diversity and Inclusion Committee at WLU,

B. Professional:

2025 Elected PRSA Austin Board member, Member Committee chair
2023-2026 Elected member of AEJMC Standing Teaching Committee (SCT)
2024- present Social media co-coordinator, AEJMC SCT
2021- present Editorial Advisory Board- Public Relations Journal by the Institute of PR
2021- present Grant application reviewer, the Arthur W. Page Arthur Center

Journal Reviewer

2019- present Public Relations Journal.
2018- present Journal of Communication Inquiry
2020- present Journal of Communication Technology,
2022 Environmental Politics,
2022 Sustainability
2022 International Journal of Business Communication
2021-present Corporate Communication- an International Journal
2022 Journal of Communication Management
2022 Global Media Journal- Germany
2024 Journal of Promotional Management

Conference Reviewer,

2018- present International Communication Association,

2020- present AEJMC Public Relations Division,
2018 PRSA Educators Academy conference,

C. Community:

2024 Judge for the entries to the Star Awards- Texas School Public Relations Association

D. Organization Memberships:

2017 – present Association for Education in Journalism and Mass Communication (AEJMC).
2024- 2025 AEJMC PRD Professional Freedom & Responsibility (PF&R) Committee
2023- 2024 AEJMC Public Relations Division (PRD) Inez Kaiser Award committee
2021- 2022 Chair, AEJMC PRD Social Media Committee
2021- 2022 Vice-chair, AEJMC PRD Social Media Committee
2021- 2022 Chair, AEJMC PRD Susanne A. Roschwalb Grant Committee
2020- 2021 Elect vice-chair, AEJMC PRD Social Media Committee
2017 - 2020 Member of AEJMC PRD Social Media Committee
2018 – present Public Relations Division's mentorship program

2017- Present Steering committee member, South Asia Communication Association
2018- 2024 Chair, SACA Social Media Committee

2017- 2024 Public Relations Society of America (PRSA) Educators Academy,
2024 Chair, DEI Committee
2023 Vice-Chair, DEI Committee
2022 Member, Fundraising/Sponsorship Committee
2021 Chair, Communication Committee
2020 Vice-chair, Communication Committee, 2020.
2017 – 2019 Member, Communication Committee –

E. Service Honors and Awards: N/A

Updated: 02/01/2025