

Curriculum Vitae

SHOMA MUNSHI

Research Scholar

American University of Kuwait (AUK), P.O. Box 3323, Safat 13034, Kuwait

Email: smunshi@auk.edu.kw

EDUCATION

- 1990 (December) - Ph. D. Social Sciences (History), Ecole des Hautes Etudes en Sciences Sociales (EHESS), Paris, France (Mention: Très Honorable)
- 1986 – Diplôme d’Etudes Approfondies (D.E.A.) (M. Phil), Ecole des Hautes Etudes en Sciences Sociales (EHESS), Paris, France
- 1983 – M. Phil, History, Delhi University, I Division
- 1979 – M.A. History, Delhi University, I Division
- 1977 – B.A. Economics (Honors), Lady Shri Ram College, Delhi University

Ph D Thesis

- Histoire des Mentalités: L’interaction des élites bengalies et anglaises dans le cadre de la ville de Calcutta, 1757-1857, Ecole des Hautes Etudes en Sciences Sociales (EHESS), Paris, France

ACADEMIC POSITIONS

American University of Kuwait

- Research Scholar, 2019 – present
- Professor of Anthropology, Dept of Social & Behavioral Sciences, 2007 – 2019
- Associate Professor of Anthropology, Dept of Social & Behavioral Sciences, 2006-07

University of Pennsylvania, 2001 - 2003

Assistant Director, Center for the Advanced Study of India (CASI)

University of Amsterdam

- Associate Professor (affiliated), Amsterdam School for Social Science Research (ASSR), & Postdoctoral Research Fellow, Research Center Religion and Society, 1998-2001

International Institute for the Study of Islam in the Modern World (ISIM), Leiden, the Netherlands

- Postdoctoral Research Fellow, 1997-1998

International Institute for Asian Studies (IIAS), Leiden/Amsterdam, the Netherlands

- Postdoctoral Research Fellow in international collaborative research project 'Changing Lifestyles in Asia', 1994-1997

Delhi University

Janki Devi Mahavidyalaya

- Associate Professor (History) 1990 – 1994
- Assistant Professor (History) 1982 – 1990

CONCURRENT RESEARCH APPOINTMENTS

- Research Scholar, American University of Kuwait (AUK), 2019 - present
- Senior Research Partner, Max Planck Institute for the Study of Ethnic and Religious Diversity, Göttingen, Germany, 2009 - 2023
- Visiting Scholar - Maison des Sciences de l'Homme (MSH), Paris, France (annually, Summer 1993-2005)
- Visiting Scholar - Dartmouth College, Rockefeller Center for Public Policy, Department of Anthropology, and the Middle East Studies Program, New Hampshire, USA, Spring 2000
- Visiting Scholar - Deakin University, School of Literary and Communication Studies, Melbourne, Australia, Visiting Scholar, Fall 1997
- Visiting Scholar - Research School, CNWS, Leiden University, the Netherlands, Summer 1993

OTHER ACADEMIC WORK EXPERIENCE

- By invitation - Peer reviewer, *Journal of South Asian Culture*, 2021 – present
- By invitation - Peer Reviewer, *Business History Review*, Harvard University, USA, 2020 - present

- By invitation - Peer Reviewer, National Priorities Research Program, Qatar National Research Foundation (QNRF), 2011 - present
- By invitation - Senior Research Partner, international collaborative research project 'Urban Aspirations in Mega-Cities', Max Planck Institute for the Study of Ethnic and Religious Diversity, Göttingen, Germany, 2009 - 2023
- By invitation - Member, Editorial Committee, and Reviewer *Encounters: An International Journal for the Study of Culture and Society*, 2008 – present
- By invitation - Reviewer for *Contributions to Sociology*, Sage Publications, Palgrave Macmillan, 2006 - present
- By invitation - External examiner of Ph. D and Masters' Theses, Hong Kong Polytechnic University, 2008
- Academic advisor, Anthropology majors, AUK, 2006 - 2019
- By invitation - Networking (Europe) for *Biblio*, in the framework of the EU-India Cross-Cultural Economic Program, 1999 – 2001
- Supervision of Masters' and Ph. D theses, University of Amsterdam (with Professor Peter van der Veer), 1998 - 2001
- By invitation - Coordinator, Opening of International Institute for the Study of Islam in the Modern World (ISIM), Leiden, the Netherlands, 1998
- Supervision of Masters' theses, Delhi University, 1990 - 1994

ACADEMIC ADMINISTRATIVE APPOINTMENTS

American University of Kuwait (AUK), January 2006 –2019

Chair – Department of Communication and Media, 2014 - 2017

Chair – University Research Board, 2014 - 2015

Division Head – Social Sciences, 2006 – 2010

Program Lead – Social and Behavioral Sciences, Concentration in Anthropology (SBSA), 2007 – 2011

Member, CAS Promotions Advisory Committee, 2007 – 2019

Liaison and Coordinator – International Academic Outreach, American University of Kuwait, 2007 – 2010

International Institute for Asian Studies (IIAS), Leiden and Amsterdam, the Netherlands, 2003 – 2006

International Representative (India)

University of Pennsylvania, 2001 - 2003

Assistant Director, Center for the Advanced Study of India (CASI)

University of Amsterdam, 1998-2001

Author of Research Program Proposals that received funding upto USD 1 million

Delhi University (1982-1994)

Chair of History Department, Janki Devi College (1983 – 1985)

TEACHING EXPERIENCE

American University of Kuwait (AUK) – 2006 - 2019

Courses Taught

- SBSA 101 - Introduction to Cultural Anthropology
- SBSA 200 - Research Methods in Anthropology
- SBSA 210 – Arab Society & Culture
- SBSA 222 - Global Media and Spaces of Identity
- SBSA 224 - Shopping and Consumerism
- SBSA 239 - Nations and Migration
- SBSA 249 - Images of Women in Media
- SBSA 265 - Bollywood (South Asian Film)
- SBSA 366 - Popular Culture in South Asia: Film and Beyond
- SBSA 341 - Women in Cross-Cultural Perspective
- SBSA 345 - Globalization: Opportunities and Challenges
- SBSA 372 - Anthropology of Business
- SBSA 388 – Independent Study
- SBA 389 – Special Topics
- SBSA 470 – Supervision of Internship in Social & Behavioral Sciences, Concentration in Anthropology
- SBSA 485 – Seminar in Social & Behavioral Sciences, Concentration in Anthropology (Capstone Courses)

University of Amsterdam, Amsterdam School for Social Science Research (ASSR), & Research Center Religion and Society – 1998 – 2001

- Transnational Society, Media and Citizenship
- Anthropological Approaches to Globalization

Delhi University, Janki Devi Mahavidyalaya - 1982 – 1990

- Mughal India
- Modern India, 1757 - 1947

RESEARCH INTERESTS

- Anthropology of Media
- The Anthropology of Visual Culture and South Asia
- Consumption, Material Culture, Global Cities/Mega-Cities, and the Middle Class
- Transnational Societies and Media; Migration and the Diaspora
- American-Style Liberal Arts Higher Education in the Middle East

LANGUAGES

- English, French, Hindi, Bengali (fluency in speaking, reading, writing)
- Dutch, Marathi, Punjabi, Oriya (some conversation, high degree of comprehension)

ACADEMIC HONORS, GRANTS, AWARDS

- 2018 Initiation Grant for Research, American University of Kuwait
- 2015 Initiation Grant for Research, American University of Kuwait
- 2014 Initiation Grant for Research, American University of Kuwait
- 2011 Completion Grant for Research, American University of Kuwait
- 2010 Initiation Grant for Research, American University of Kuwait
- 2009 Completion Grant for Research, American University of Kuwait
- 2008 Completion Grant for Research, American University of Kuwait
- 2007 Initiation Grant for Research, American University of Kuwait
- 1994 – 1998 Dutch Government Scholarship for Postdoctoral Research
- 1986 – 1990 French Government Scholarship for Ph. D dissertation
- 1985 – 1986 French Government Scholarship for D.E.A. (M. Phil)
- 1985 Commonwealth Scholarship for Ph. D dissertation in the United Kingdom (declined)

PUBLICATIONS

Books

- Under Contract – *Prime Time to Any Time: The Story of OTT Platforms in India*, with Routledge, New York/New Delhi
- 2020 *Prime Time Soap Operas on Indian Television*, Routledge, Abingdon, Oxford/New York; 2nd edition; first edition 2010
- 2012 *Remote Control: Indian Television in the New Millennium*, Penguin Books
- 2010 *Prime Time Soap Operas on Indian Television*, Routledge, New Delhi/London/New York, 1st edition
- 2006 *Media, War and Terrorism: Responses from the Middle East and Asia*, London/New Delhi/New York: Routledge (co-edited with Peter van der Veer), 2nd edition
- 2006 *Media, War and Terrorism: Responses from the Middle East and Asia*, London/New Delhi/New York: Routledge (co-edited with Peter van der Veer), 1st edition
- 2001 (ed) *Images of the 'Modern Woman' in Asia: Global Media/Local Meanings*, Richmond, Surrey: Curzon Press. Hardcover and paperback editions out simultaneously

Journal Articles

- 2011 On invitation from editor – article '*Balika in Wonderland – The New Soaps in Town*', for *Seminar* special issue on special issue on 'Social Transformations', no. 168, February, pp 27-31
- 2001 '*Bollywood Goes Videshi and Enables the NRI to "Return" Home: Transnational Cultural Flows and Diasporic Construction of Indian-ness*', 3 instalments, *Britannica India Website*
- 2000 '*Media, Consumers and Identity Politics in India: The New Globalization*', *Asian Studies*, volume XXXVI, no 1, pp 183-212
- 2000 '*Contextualizing the Global Media Monitoring Project*', *Asian Studies*; volume XXXVI, no 2, with David Birch, pp. 1-22
- 2000 Position paper for the fifth phase of research in the Indo-Dutch Program for Alternatives in Development (IDPAD) on '*Information and Communication Technologies (ICTs)*'; *Working Papers series of the IDPAD*, Den Haag: The Netherlands.
- 1998 *Wife/Mother/Daughter-in-law: Multiple Avatars of Homemaker in 1990s Indian Advertising*. *Media Culture & Society*, 20 (4), 573-593.

- 1997 ‘ “Women of Substance” : Commodification and Fetishization in Contemporary Advertising within the Indian Urbanscape’. *Social Semiotics* 7 (1), 37-53
- 1996 ‘Social Composition of the nineteenth century “bhadralok” in Calcutta’ *Bengal Past and Present*, vol 115, nos 220-221, 28-48
- 1995 ‘ “Women of Substance” : The Creation and Fetishization of Commodity Selves in Indian Advertising’ *IIAS Yearbook*, Leiden
- 1994 ‘The Bengali “bhadralok” and the élite in nineteenth century Calcutta: Social Composition and Stratification’ *IIAS Yearbook*, Leiden
- 1991 ‘Textile Production in Dinajpur, 1793-1813’ *Bengal Past and Present*, vol 110, nos 210-211, 50-7

Book Chapters

- 2014 On invitation from editor, Queen Margaret University, Edinburgh, UK – “ ‘We Are Like That Only:’ Prime Time Family Melodramas on Indian Television’, in Michael Stewart (ed) *Melodrama in Contemporary Film and Television*, Palgrave, UK, pp 61-80
- 2011 On invitation from editors – ‘Soap Operas’, in Arnold P Kaminsky and Roger D Long (eds) *India Today: An Encyclopedia of Life in the Republic*, 2 vols, Westport, CT: Greenwood-Praeger Press, volume 2, pp 641-646
- 2009 On invitation from CIDOB (Centre de Investigacion de Relaciones Internacionales Y Dessarollo) ‘Girl (Not, Always) Interrupted: Women in Contemporary Bollywood Cinema and Television Soap Operas in India, trans. into Spanish, *Asia-Pacific Yearbook*, trans. into Spanish; Spanish title ‘Chica -no siempre- interrumpida: las mujeres en el cine de Bollywood y las series de televisión en India’, *Asia-Pacific Yearbook*, pp. 345-352
- 2008 ‘Yeh Dil Maange More ... (This Heart Wants More...) Television and Consumer Choices in a Global City’ in Peter van der Veer and Christophe Jaffrelot (eds) *Patterns of Middle Class Consumption in India and China*, New Delhi: Sage Publications, pp. 263-276
- 2005 ‘Economic and Social Council (ECOSOC) of the United Nations’, *Encyclopedia of Globalization*, Ashish K. Vaidya (editor), ABC-CLIO Inc., pp. 539-544
- 2004 ‘Television in America from 9/11 and America’s Continuing “War on Terror” : Single Theme, Multiple Media Lenses’ in Peter van der Veer and Shoma Munshi (eds), *Media, War and Terrorism: Responses from the Middle East and Asia*, London and New York: Routledge, pp. 46-60
- 2004 On Invitation from editors - ‘A Perfect 10: Modern and Traditional - Representations of the Body in Beauty Pageants, and the Visual Media in

- Contemporary India', in Satadru Sen and James H Mills (eds) *Confronting the Body: The Politics of Physicality in Colonial and Post-Colonial India*, London: Anthem Press, pp. 162-182
- 2002 'Media – South Asia', *Encyclopedia of Modern Asia*, Levinson David and Karen Christensen, et al. (eds), New York: Charles Scribner's Sons
 - 2001 'Introduction' in *Images of the 'Modern Woman' in Asia: Global Media/Local Meanings*, Richmond, Surrey: Curzon Press, 1-16.
 - 2001 'Marvelous Me: The Beauty Industry and the Construction of the 'Modern' Indian Woman' in Shoma Munshi (ed) *Images of the 'Modern Woman' in Asia: Global Media/ Local Meanings*, Richmond, Surrey: Curzon Press, 78-93.

Book reviews

- 2011 On invitation from book reviews editor - Pramod K Nayar *Packaging Life: Cultures of the Everyday*, Sage Publications, 2009, *Contributions to Indian Sociology*, June, 45 (2): pp 306-308
- 2011 On invitation from book reviews editor - Pramod K Nayar *Seeing Stars: Spectacle, Society and Celebrity Culture*, Sage Publications, 2009, *Contributions to Indian Sociology*, June, 45 (2): pp 306-308
- 2001 On invitation from book reviews editor - David Croteau and William Hoynes *The Business of Media: Corporate Media and the Public Interest*, Thousand Oaks, California: Pine Forge Press; *Business Standard*, June 5
- 2001 Kosaku Yoshino (ed) *Consuming Ethnicity and Nationalism: Asian Experiences*. Richmond, Surrey: Curzon Press, 1999; in *The Copenhagen Journal of Asian Studies*; 15-2001, pp 175-178, with Cynthia Chou
- 2001 James J. Fox and Clifford Sather (eds) *Origins, Ancestry and Alliance: Explorations in Austronesian Ethnography*. Canberra: Department of Anthropology, Research School of Pacific and Asian Studies, The Australian National University, 1996, in *Bijdragen*; volume 157: 1, pp. 176-78, with Cynthia Chou
- June 2001 Roy Davis Linville Jumper *Orang Asli Now: The Orang Asli in the Malaysian Political World*. Lanham, New York: Oxford: University Press of America, Inc. 1999; in *The Journal of Southeast Asian Studies*, 32: 2, National University of Singapore; with Cynthia Chou
- May 2000 Krishna Sen and Maila Stivens (eds) *Gender and Power in Affluent Asia* London and New York: Routledge, 1998, *Bijdragen*, 156:1, pp. 114 - 116; with Cynthia Chou

- 2000 Clifford Sather *The Bajau Laut: Adaptation, History, And Fate In A Maritime Fishing Society Of South-Eastern Sabah* Oxford University Press: Kuala Lumpur 1997, *Bijdragen*, 156:1, pp. 112 - 114; with Cynthia Chou
- 1999 On invitation from book reviews editor - Rob Wilson and Wilson Dissanayake (eds) *Global/Local: Cultural Production and the Transnational Imaginary* (Duke University Press: London and Durham, 1996) *Social Semiotics* 9 (1), 137-138
- 1999 On invitation from book reviews editor - Maila Stivens and Krishna Sen (eds) *Gender and Power in Affluent Asia* (Routledge: London 1999) in *Media, Culture & Society*, 21 (6): 842-845
- 1997 Bruno Bottignolo *Celebrations in the Sun: An Overview of the Religious Phenomena of the Badjaos* (Atteneo de Manila Press, 1995), *Anthropological Forum*; with Cynthia Chou
- 1996a On invitation from book reviews editor - Vered-Amit Talai and Helena Wulff (eds) *Youth Cultures: A Cross-Cultural Perspective* (London: Routledge, 1995) *Social Semiotics* 6 (2), 289-292
- 1996b Susan Horton (ed) *Women and Industrialisation in Asia* (London: Routledge, 1996) with Cynthia Chou, *Singapore Journal of Tropical Geography*

Interviews/Other publications

- 2023 Interview - 'Seeing Saas-Bahu (mother-in-law – daughter-in-law) Soaps Through A New Lens with Dr Shoma Munshi', *Swaddle*, Available at <https://all-is-well.simplecast.com/episodes/looking-at-saas-bahu-soaps-with-a-new-lens-with-dr-shoma-munshi-bOnHXSS4>
- 2013 'Too Much TV, A Good Thing', OP ED *The Hindu*, 17 December
- 2000 'Kroniek van een elite school' (The Doon School Chronicles', *Beeld voor Beeld*, 23-38 May
- 2000 'Déjà vu cities' *Business Standard Weekend*, 18-25 March
- 2000 'Diasporic kuch kuch ...', *Business Standard Weekend*, 22-28 January

OTHER WORK EXPERIENCE

Consultancies with Media Organizations, United Nations, Indian Industry

- Consultant, Raj Chakraborty Entertainment Pvt Ltd, Media Production house in Kolkata, 2020 - present
- Consultant, Sphere Origins Multivision Pvt Ltd, Director's Kut Productions, Media production houses in Mumbai, 2008 – present

- Consultancies with market research agencies in India with respect to trends in television and advertising, 2008 – present
- Consultant, United Nations Development Programme (UNDP), New Delhi, 2003-2005
- IMRB Market Research Bureau project for Zee TV's repositioning in the Indian television market, 2010
- Consultant, International Division, Confederation of Indian Industry (CII), New Delhi, India, 2003 - 2005
- Consultant, Ergo Advisors, New York, NY, USA, 2007
- Translator, Dutch television programs (NCRV, NOS, etc) into Bengali and Hindi, 1998 - 2001
- Broadcasting and Program Conceptualization and Programming, All-India Radio, New Delhi, 1975 - 1979
- Protocol and Public Relations Officer, International Trade Fair Authority of India, New Delhi, 1979
- Freelance journalism for newspapers *Business Standard*, *Saturday Times*; and magazines *Destination India*, *City Visitor*, *Indrama*, 1975 – 2001

AUTHORED & FUNDED RESEARCH PROGRAMS, POSITION PAPERS

DEVELOPMENT

- Ongoing Project UNDP, India 'Information and Communication Technologies (ICTs) and Pro-Poor Governance', Public Policy and Local Governance Division, United Nations Development Programme (UNDP), New Delhi – Funding awarded: US\$ 4 million
- Report on 'Water', used by UNDP Worldwide, 2002
- July 2001 – June 2003 Development and writing of material for policy and advocacy, Sustainable Environment and Energy Division (SEED), UNDP, New Delhi
- Report on 'Empowering Women for Household Food Security', UN Hunger Task Force and UNDP India, UNDP, New Delhi (coauthored with Neera Burra, [then] Assistant Resident Representative, UNDP, New Delhi)
- Report on 'Micro-Credit, Poverty and Empowerment: Linking the Triad' UNDP, New Delhi (coauthored with Neera Burra, [then] Assistant Resident Representative, UNDP, New Delhi)

TRANSNATIONALISM / GLOBALIZATION / MEDIA

- 2003-07 - Position paper for the Indo-Dutch Program for Alternatives in Development (IDPAD) on 'Information and Communication Technologies (ICTs)' for the fifth phase of their program on 'Quality of Life in A Globalizing World'
- 1998 - 2006 - International collaborative research program of the Netherlands Foundation for Research in Tropical Countries (WOTRO) on 'Transnational Society, Media and Citizenship' (proposal co-authored in 1998 with Prof. Peter van der Veer) - Funding awarded: US\$ 1 million. *Collaboration* with the Amsterdam School for Social Science and Research (ASSR), University of Amsterdam; Research Center Religion and Society, University of Amsterdam, the International Institute for Asian Studies (IIAS), Leiden, the International Institute for the Study of Islam in the Modern World (ISIM), Leiden, in the Netherlands; Dartmouth College, New Hampshire, the Department of Anthropology and Department of South Asian Languages and Civilizations; Goldsmith's College, London, and the Economic and Social Research Council (ESRC) program on 'Transnational Communities' in the U.K.; University of Chicago; & the Faculty of Marketing, Business School, University of Boulder at Colorado, in the U.S.; and the School of Literary and Communication Studies, Deakin University, Melbourne, Australia.
- 1997 Monograph on the second Global Media Monitoring Project, co-sponsored by the National Women's Media Centre, Deakin University, Australia; Mediawatch, Canada. Published in *Asian Studies* with David Birch, vol xxxvi, number 2, pp 1-22

GLOBAL STUDIES/ AREA STUDIES

- January 2004 Position paper 'Lessons Learnt from Recent U.S. Economic Policy and its Implications for India', Confederation of Indian Industry (CII), New Delhi
- December 2003 Position paper 'India's Response to U.S. Security Policies post-September 11', Confederation of Indian Industry (CII), New Delhi
November 2003 Theme paper on 'The Fourth India-EU Business Summit', November 28-29, 2003, New Delhi, India, Confederation of Indian Industry (CII), New Delhi
- October 2003 Position paper 'Indo-U.S. Trade: Economic Analysis and Strategy (based on data as of October 2003)', Confederation of Indian Industry (CII), New Delhi

- October 2003 Position paper on 'Export-Oriented Foreign Direct Investment and India', Confederation of Indian Industry (CII), New Delhi
- September 2003 'A Note on Indo-U.S. High Technology Trade', Confederation of Indian Industry (CII), New Delhi
- August 2003 Strategy paper on 'Issues of Economic Diplomacy for India and the U.S. in a post-9/11 World', Confederation of Indian Industry (CII), New Delhi

INVITED LECTURES/TALKS & CONFERENCE PRESENTATIONS

- 2016 Invitation – Joint Anthropology-Psychology presentation: 'Parasocial Relationships: The Nature of Celebrity', American University of Kuwait
- 2010 Invitation for paper presentation, international conference of collaborative research project 'Comparative Aspirations of Urban Aspirations in Mega-Cities', Mumbai, India, December
- 2010 Invitation for paper presentation, international conference on 'Global Media and "The War on Terror"', in London, UK, organized by the Communication and Media Research Institute (CAMRI), University of Westminster, in collaboration with the Department of Media and Communication, Goldsmiths, University of London, 13 and 14 September
- 2010 Invitation for paper presentation, panel on 'Marriage and Family in Asia', annual conference, Association for Asian Studies (AAS), Philadelphia, USA (declined due to teaching, mid-term exams and administrative work at AUK), 25 – 28 March
- 2010 Invitation to chair panel on 'Soap Operas and Serials on Indian Television' in an international conference on 'Electronic Media Impact on National and Cultural Identity'', Delhi University, January
- 2009 Invitation for paper presentation in panel on 'Theorizing Gender in a Transcultural World', workshop on 'Rethinking Gender, Sexuality, and the Body in a Transcultural Art World', Cluster of Excellence: Asia and Europe in a Global Context, University of Heidelberg, Germany, April
- 2008 Invitation as Discussant at international conference 'Cinema: South Asia', Department of South Asian Studies, University of Pennsylvania, January
- 2007 Paper '*Parivaar aur Parampara* (Family and Tradition): Cultural Issues in Contemporary Indian Film and TV Narratives', Fifth International Convention of Asia Scholars (ICAS 5), Kuala Lumpur, Malaysia, 2-5 August

- 2005 Invited Lecture '*Parivaar aur Parampara: Family Values and the Role of Women in Indian Media in the 21st Century*', Annenberg School for Communication Studies, Center for the Advanced Study of India, University of Pennsylvania, 26 September; and at Swarthmore College, 29 September
- 2005 Invited Lectures, International Institute for Asian Studies (IIAS), Leiden and Amsterdam, the Netherlands, September
- 2005 Invited Participant - international conference 'Managing Globalization: India-China', Lee Kuan Yew School of Public Policy, National University of Singapore, 4-6 April
- 2005 Invited Speaker, international workshop on 'Media Development Strategies in Post-War and Crisis States', convened by the Annenberg School for Communication, University of Pennsylvania, Stanhope Centre for Policy Research, and the London School of Economics; London, 21 & 22 March
- 2003 Invited speaker, 'The Power of An Idea', CNBC-TV18 and Idea Cellular Limited, New Delhi, November
- 2003 Invited speaker on 'U.S.-India Exchange of Information and Communication Technologies', Maison des Sciences de l'Homme (MSH), Paris, France, April
- 2002 Invited speaker at the international conference 'Media and Public Debate in the U.S. and the EU (European Union)', London, U.K., organized by the 'Transnational Communities Program' of the Economic and Social Research Council (ESRC), U.K., September
- 2002 Paper on 'The Internet in India: The Emergence of Transnational Identities and their Relation to National Identities', in the panel on 'Rethinking Nation and Nationalism in South Asia', at the Annual Asian Studies Conference (AAS), Washington, D.C., 3-7 April
- 2002 Invited speaker, 'FRAMES 2002', Global Convention on the Business of Entertainment, Mumbai, India, in the panel 'The New Aesthetics of Popular Cinema'. Website: <http://www.ficci-frames.com>, 15 & 16 March
- 2001 Invited speaker at the workshop on 'Gender, Globalization and Representation in South Asia', Syracuse University, USA, 31 March
- 2000 Invited speaker at the international conference 'Beyond Imagined Communities? Communications Technologies and Transnational Cultures', University of Klagenfurt, Austria, organized by the Centre for Intercultural Studies and within the framework of the Council of Europe Confidence Building Measures Program, 9-11 November

- 2000 29th Annual Conference on South Asia, University of Wisconsin, Madison, Chair and paper presenter in the panel 'Media, Consumers and Identity Politics in India', 13-15 October
- 2000 European Social Science and History conference (ESSHC), 'Audio-visual Media and Cultural Change in India', Amsterdam, the Netherlands, April
- 2000a 'Media, Consumers and Identity Politics in South Asia: The New Globalization', Invited lecture for the Transition Series of the Rockefeller Center for Public Policy, the Department of Anthropology, and the Middle East Studies Program, Dartmouth College, New Hampshire, U.S.A., February
- 2000b 'Advertising and Film in India Today: What They Say About National and Global Identities', Invited lecture at the Dickey Center for International Understanding, Dartmouth College, New Hampshire, U.S.A., February
- 1999 '*Mera joota hai japani ... phir bhi dil hai hindustani ...* : Visual Media, Consumer Culture and Identity Politics in India Today', Paper presented at the international conference 'Modern Communications, Traditional Cultures and Development', Indo-Dutch Programme for Alternatives in Development (IDPAD), Hyderabad, India, 27-29 September
- 1997 'Marvelous Me: The Global and the Local in Examining the 'Woman-as-Self' Discourse in 1990s Indian Advertising', Paper presented at the 5th Women in Asia Conference, Sydney, October
- 1997 'Audio-visual media and cultural change in India', Paper presented at the School of Literary and Communication Studies, Deakin University, Australia, September
- 1996a 'Constructions of Femininity in Indian Advertising', Paper presented at the annual conference of the Association for Asian Studies, Honolulu, Hawaii, April
- 1996b 'Culture et Société de Consommation: L'exemple de l'Inde d'aujourd'hui', Invited Lecture - Working Group Femmes: Democratie et Parité, Maison des Sciences de l'Homme, Paris
- 1995a 'Caring for You, but Caring for Me, Too: Indian Advertising in the 1990s Constructs the 'New Woman' ', Paper presented at the IAS international conference 'Images of Women' in Media, Leiden
- 1995b ' 'Women of Substance': The Commodification and Fetishization of Femininity in Contemporary Indian Advertising', Paper presented at the international conference 'Border Fetishisms', University of Amsterdam

- 1995c Invited Talk - 'The Representation of Women in Contemporary Print Advertising in India', International Institute for Asian Studies, Leiden
- 1993a Invited Talk - 'Trading Partners: 'Dewans and 'Banias' and the British in Nineteenth Century Calcutta', Research School, CNWS, Leiden University
- 1993b Invited Talk - '*Ghare Baire*' (Home and the World): The Lives of the Bengali 'bhadralok' in Nineteenth Century Calcutta', Research School, CNWS, Leiden University
- 1991 'Arts and Crafts in India', Paper presented to the international colloquium 'La décennie des Artistes du Monde', UNESCO, Paris
- 1989 'La genèse du "*babu*" dans les premiers romans bengalis du XIXeme siècle: Les oeuvres de Bhabanicharan Bandopadhyaya et de Pearychand Mitra', Paper presented to the seminar of the Centre d'Etudes de l'Inde et de l'Asie du Sud, Ecole des Hautes Etudes en Sciences Sociales, Paris
- 1984 'Delhi's Monuments and Cultural Heritage: An Urgent Need for Conservation', Paper presented at the workshop of the Indian National Trust for Art and Cultural Heritage, New Delhi

CONFERENCE ORGANIZATION

- 2009 Convener, Fourth Annual Liberal Arts conference, American University of Kuwait (AUK), 'Higher Education in the GCC: Emerging Trends and Models', 26 and 27 April; Keynote Speaker – Professor Dale F. Eickelman
- 2005 Lead convener, international conference 'Consumerism and the Emerging Middle Class: Comparative Perspectives from India and China', New Delhi. Co-convener - Professor Peter van der Veer, (then at) Utrecht University, and (then) Chairman, International Institute for Asian Studies; Centre d'Etudes et de Recherches Internationales [CERI], Paris; Centre de Sciences Humaines (CSH), New Delhi; Institute for Chinese Studies, CSDS, Delhi; and India International Centre (IIC), New Delhi, 7-9 November. Co-edited volume with Sage: New Delhi (Jaffrelot and van der Veer)
- 2002 Co-convener, international workshop on 'Violence in South Asia: Perspectives, Politics and Discourses', (with [late] Professor Aditya Behl Department of South Asia Studies, University of Pennsylvania) University of Pennsylvania, 30 March

- 2002 Lead convener, international conference on 'Media and Public Debate in Asia', (co-convener Professor Peter van der Veer, then at University of Amsterdam) India International Centre, New Delhi, India, 11 & 12 March. Co-edited volume with Routledge: London
- October 2000 Convener and Chair of panel on 'Media, Consumers and Identity Politics in India: The New Globalization', 29th Annual Conference on South Asia, Madison, Wisconsin, U.S.A.
- 1999 Organization of international IDPAD conference on 'Modern Communications, Traditional Cultures and Development', Hyderabad, India
- 1995 Convener, international conference 'Images of Women in Media', International Institute for Asian Studies, Leiden, the Netherlands. Edited volume with Curzon Press
- 1994 – 1997 Guest lectures for the collaborative research program 'Changing Lifestyles in Asia', International Institute for Asian Studies, Leiden, the Netherlands
- 1994 Co-convener, international conference 'Changing Lifestyles in Asia: Consumption/Media/Religion', International Institute for Asian Studies, Leiden, the Netherlands

FIELDWORK

- 1994 - present: Fieldwork with media and communication enterprises (OTT streaming platforms, television channels, film and TV content production houses, market research agencies, advertising agencies, media monitoring bodies, etc) in Mumbai, Kolkata, New Delhi
- 1999 – present: Fieldwork with governmental and non-governmental agencies in India with reference to women's development and programs on gender equity
- 1980 - 1990 : Archival research in Paris, London, New Delhi, Kolkata

PROFESSIONAL MEMBERSHIPS/AFFILIATIONS

- By invitation - Senior Research Partner, Max Planck Institute for the Study of Ethnic and Religious Diversity, Göttingen, Germany, 2009 - 2023
- Institutional Member (AUK) International Association for Media and Communication Research (IAMCR), 2007 - 2019

- Member, Association pour la Recherche, Ecole des Hautes Etudes en Sciences Sociales, Paris, France; 1991 - 2008
- By invitation - Member, Working Group, Femmes: Democratie et Parité, Maison des Sciences de l'Homme, Paris, France; 1991 - 2008