

## **CURRICULUM VITAE**

**Mohan J. Dutta**

2015

Department of Communications and New Media  
Center for Culture-Centered Approach to Research and Evaluation (CARE)  
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### **EDUCATION**

Ph.D. 2001 University of Minnesota, Mass Communication (1998-2001)  
M.A. 2001 North Dakota State University, Mass Communication (1996-1998)  
B.Tech 1995 Indian Institute of Technology (IIT), Agricultural Engineering (Honors)

### **ACADEMIC APPOINTMENTS**

2014-Present Provost's Chair Professor, Communications and New Media, National University of Singapore  
2012-Present Founding Director, Center for the Culture-Centered Approach to Research and Evaluation (CARE), National University of Singapore  
2012-Present Head of the Department, Communications and New Media, National University of Singapore  
2012-2013 Professor of Communications and New Media, National University of Singapore  
2013-Present Affiliate Professor, Interactive Digital Media Institute, National University of Singapore  
2013-Present Affiliate Professor of Communication, Public Health Foundation of India.  
2012-Present Affiliate Professor of Communication, Purdue University  
2012 University Faculty Scholar, Purdue University  
2011-2012 Founding Director, Center on Poverty & Health Inequities, Regenstreif Center for Healthcare Engineering, Purdue University  
2010-2012 Associate Dean for Research & Graduate Education, College of Liberal Arts, Purdue University  
Summer, 2010 Lim Chong Yah Professor of Communication & New Media, National University of Singapore  
2010-Present Affiliate Faculty Member, Regenstreif Center for HealthCare Engineering, Purdue University  
2008-Present Professor. Department of Communication, Purdue University

Spring, 2008	Visiting Associate Professor, Communication and New Media, Visiting Affiliate, Asia Research Institute, National University of Singapore, Singapore.
2007-Present	Fellow, Entrepreneurial Leadership Academy, Purdue University
2006-2010	Director of Graduate Studies, Department of Communication, Purdue University
2005-2008	Associate Professor, Department of Communication, Purdue University
2004-Present	Service Learning Fellow, Purdue University
2001-2005	Assistant Professor, Department of Communication, Purdue University
1998-2001	Teaching Assistant, School of Journalism and Mass Communication, University of Minnesota
1998-2001	Research Assistant, School of Journalism and Mass Communication, University of Minnesota
1996-1998	Teaching Assistant, Department of Communication, North Dakota State University

#### **BUSINESS POSITIONS**

2001	Senior Research Associate, Center for Health Care Policy and Evaluation, UNITEDHealthCare, Minneapolis, MN.
1996	Research, Copywriting, and Client Servicing Executive, DAIS Information Technologies, Calcutta, India.
1995	Communication Consultant, Department of Tourism, Government of Sikkim, India.
1995	Research and Production Executive, ZEE Educational Televisions, Calcutta, India.

#### **AWARDS AND HONORS**

2015	Plenary Speaker, " <i>Decolonizing Communication Knowledge: Social Change and Cartographies of Power</i> " Conference on "Communication, Postcoloniality, and Social Justice: Decolonizing Imaginations."
2015	Expert Speaker, " <i>Culture-Centered Approach to Communicating Health and Wellbeing</i> ," World Health Organization (WHO) Forum on "Culture and Wellbeing."
2014	Speaker, "Culture-Centered Approach and Health Campaigns," NUS IDEASLab, World Economic Forum Meeting of the Champions at Tianjin, 2014
2014	Keynote Speaker, Opening Keynote, " <i>Communicative Transformations, Communities, and Imaginations: A Decolonizing Agenda</i> " International Communication Association, Melbourne, 2014

- 2014 Keynote Speaker, "*The Future of Public Health Communication*," HealthCAM 2014
- 2014 Keynote Speaker, "*Communication and Spaces of Structural Transformation*," Ostrom Workshop on Political Theory and Policy Analysis, College of Arts and Sciences, Indiana University
- 2014 Opening Keynote Speaker, International Communication Association, Brisbane
- 2013 Opening Keynote Speaker, IATA Communicators' Conference, Singapore.
- 2013 Invited Distinguished Summer Scholar. Cowperthwaite Lecture Series, Kent State University.
- 2013 Invited Panel Expert, UNICEF Evidence Review Panel, Communication Interventions Addressing Under-Five Child Mortality.
- 2012 Opening Keynote Speaker, "Communication, Global Inequalities and Social Change: A Culture-centered Approach" at World Public Relations Forum, Melbourne, Australia.
- 2012 University Faculty Scholar, Purdue University
- 2012 Invited Advisory Board Member, Quality Health Website Expert Panel, Department of Health and Human Services, US.
- 2011 Invited Keynote Speaker, "Communication, social change, and health at the margins in the global landscape: A culture-centered interrogation," Center for Discourses in Transition, Aalborg University, Denmark.
- 2011 Top Paper Award (with Debalina Dutta), "Multinational going cultural: A postcolonial deconstruction of cultural intelligence," Critical and Cultural Studies Division, National Communication Association Annual Conference.
- 2011 Speaker, "Culture, community, and new media: A culture-centered approach to health communication," Pennsylvania State University College of Information Sciences and Technology Speaker Series.
- 2011 Keynote speaker, Communication & Social Justice, "Neoliberalism, gendered labor, and reproduction: A postcolonial critique," Butler University.
- 2011 Speaker, "Heart health disparities and culture-centered processes of change," Northwest Indiana Health Disparities Initiative
- 2010 Recognized as the most productive scholar in Health Communication, and among the top 3 most cited scholars in Health Communication (study by Kim et al., published in the 100<sup>th</sup> issue of Health Communication).
- 2010 Lim Chong Yah Professor of Communication & New Media, National University of Singapore
- 2010 Purdue Research Foundation Research Grant, "Co-creating spaces for positive transformative change in the health and HIV/AIDS outcomes for the indigenous people of Koraput." (Advisee: Lalatendu Acharya)

- 2010 Bilsland Strategic Initiatives Award, "Measuring graduate students experiences, outcomes and program satisfaction at Purdue University," awarded to Nadine Yehya (Major Professor: Mohan J. Dutta)
- 2009 Invited Speaker, Special panel on health disparities, Centers for Disease Control and Prevention (CDC).
- 2009 Keynote Speaker, Sooner Communication Conference, University of Oklahoma.
- 2008 Purdue's nominee for the Council of Graduate Schools/University Microfilms International Dissertation Award, Rebecca deSouza for the dissertation titled "NGOs and empowerment: Creating communicative spaces in the realm of HIV/AIDS in India." (Major Professor: Mohan J. Dutta)
- 2008 College of Liberal Arts Outstanding Dissertation Award, awarded to Rebecca deSouza for the dissertation titled "NGOs and empowerment: Creating communicative spaces in the realm of HIV/AIDS in India." (Major Professor: Mohan Dutta)
- 2007 Summer Scholar, Department of Communication, North Dakota State University, Fargo, ND.
- 2007 Fellow, Entrepreneurial Leadership Academy, Burton D. Morgan Center for Entrepreneurship, Discovery Park, Purdue University.
- 2007 Bilsland Fellowship Award, awarded to Induk Kim. (Major Professor: Mohan Dutta)
- 2007 Bilsland Dissertation Award, awarded to Rebecca DeSouza. (Major Professor: Mohan Dutta)
- 2006 Outstanding Graduate Faculty Award, Department of Communication, Purdue University.
- 2006 Kentucky Conference in Health Communication Lewis Donohew Outstanding Scholar in Health Communication Award.
- 2006 Award to write a book chapter on Racial Divide and Health Information Seeking on the Internet, MacArthur Foundation.
- 2005 PRIDE Award. Best Article in the field of Public Relations published in 2005.
- 2005 Service Learning Faculty Fellow, Purdue University.
- 2005 Top Three Paper Award. Health Communication Division. Central States Communication Association.
- 2005 Charles Redding Award for Excellence in Teaching. Department of Communication, Purdue University.
- 2003 Top Three Paper Award. Health Communication Division. Central States Communication Association.
- 2003 Top Paper Award. Human Communication and Technology Division. National Communication Association.

- 2000 Arle & Billy Haeberle Memorial Scholarship for Academic Achievement in Journalism. School of Journalism and Mass Communication. University of Minnesota.
- 1999 Arle & Billy Haeberle Memorial Scholarship for Academic Achievement in Journalism. School of Journalism and Mass Communication. University of Minnesota.
- 1998 Arle & Billy Haeberle Memorial Scholarship for Academic Achievement in Journalism. School of Journalism and Mass Communication. University of Minnesota.
- 1995 Medury Bhanumurthy Endowment Award. Indian Institute of Technology, Kharagpur, India. (The award was presented to the best all-rounder in the graduating class of 1995).
- 1986 Royal Commonwealth Society Essay Writing Award.

### **SCHOLARSHIP**

#### **Book**

- Dutta, M. (2008). *Communicating health: A culture-centered approach*. London, UK: Polity Press.
- Zoller, H., & Dutta, M. (Eds). (2008). *Emerging perspectives in health communication: Meaning, culture, and power*. Taylor & Francis.
- Harter, L., Dutta, M., & Cole, C. (2009). *Communication for social impact: Engaging communication theory, research, and practice*. Hampton Press.
- Dutta, M. (2011). *Communication social change: Structure, culture, agency*. Taylor & Francis.
- Dutta, M. J. (2012). *Voices of resistance*. West Lafayette, IN: Purdue University Press.
- Kreps, G., & Dutta, M. (Eds). (2013). *Communication and health disparities*. Peter Lang.
- Dutta, M. J. (2015). *Neoliberalism, communication, and health: Critical interrogations*. Left Coast Press.
- Dutta, M. J. (in press). *Imagining India in Discourse: Meaning, Power, Structure*. Springer.
- Dutta, M. J. (in press). *Decolonizing communication*. Peter Lang.

#### **Edited Journal Special Issues**

- Dutta, M. (Ed.). (2008). *Health Marketing Quarterly*, 25, 1/2. Special Issue on "Media Strategy in Health Marketing."
- Dutta, M. J. (in press). *Global Communication Journal*. 2015. Special Issue on "Communication, Financialization, and New Imperialism."

#### **Articles and Book Chapters**

1. Dutta, M. J. (in press). Decolonizing communication for social change: A culture-centered approach. *Communication Theory*.
2. Dutta, M. (in press). Communicative predictors of exercising: A strategic approach. *Health Communication*.
3. Dutta, M. (in press). Cultural theories of health communication. In S. Littlejohn & K. Foss (Eds.), *Encyclopedia of communication theory*. Sage.
4. Dutta, M. (in press). Health communication: Current status and challenges. In J. Parker & E. Thorson (Eds.), *Health care communication in the new media landscape*. Springer Publishing Company.
5. Dutta, M. (in press). Afterword: The cultural constructions of HIV/AIDS. In M. U. D'Silva, J. L. Hart, & K. L. Walker (Eds.), *Communicating about HIV/AIDS: Taboo topics and difficult conversations*. Hampton Press.
6. Dutta, M. (in press). Health. In O. Patterson (Ed.), *Cultural sociology of West, Central, & South Asia*. Sage.
7. Dutta, M. (in press). Poverty. In O. Patterson (Ed.), *Cultural sociology of West, Central, & South Asia*. Sage.
8. Dutta, M. (in press). Prostitution. In O. Patterson (Ed.), *Cultural sociology of West, Central, & South Asia*. Sage.
9. Dutta, M., & Dutta, D. (in press). Science. In O. Patterson (Ed.), *Cultural sociology of West, Central, & South Asia*. Sage.
10. Dutta, M. (in press). AIDS. In O. Patterson (Ed.), *Cultural sociology of West, Central, & South Asia*. Sage.
11. Dutta, M. J., & Bodie, G. (in press). Here's to your health! Health information searches on the web. In A. Spink & M. Zimmer (Eds.), *Web searching: Interdisciplinary perspectives*.
12. Jamil, R., & Dutta, M. (in press). Structural and cultural constructions of spirit healing in rural Bangladesh: A culture-centered approach. In D. L. Rubin & A. N. Miller (Eds.), *Health communication and faith-based communities*.
13. Kisselburgh, L., & Dutta, M. (in press). The construction of civility in multicultural organizations. In P. Lutgen-Sandvik, & B.D. Sypher (Eds.), *The destructive side of organizational communication: Processes, consequences and constructive ways of organizing*. London: Routledge.
14. Rastogi, R., & Dutta, M. J. (in press). Voices of women farmers from the margins of India. *Journal of Creative Communication*.
15. Dutta, M. J. (2015). New communication technologies, social media, and public health. In R. Detels, M. Gulliford, Q. A. Karim, & C. C. Tan (Eds.) *Oxford Textbook of Global Public Health*.
16. Dutta, M. J., & Kumar, R. (2015). Public relations and resistance: A culture-centered approach. In J. N. Kim, E-J KI, & J. Ledingham (Eds.), *Public relations as relationship management*. Routledge.
17. Dutta, M. J., & Sen, S. (2014). Coverage of the Financial Crisis in English Language Print Media in India Ideologies of Neoliberalism. *Journal of Creative Communications*, 9(3), 199-213.

18. Dutta, M. J., & Acharya, L. (2014). Power, Control, and the Margins in an HIV/AIDS Intervention: A Culture-Centered Interrogation of the “Avahan” Campaign Targeting Indian Truckers. *Communication, Culture & Critique*.
19. Dutta, M. J. (2014). A Culture-Centered Approach to Listening: Voices of Social Change. *International Journal of Listening, 28*(2), 67-81.
20. Dutta, M. J. (2014). Globalization Theory. In T. Thompson (Ed.), *Encyclopedia of Health Communication*. Sage
21. Dutta, M. J. (2014). Culture-centered approaches to health communication. In T. Thompson (Ed.), *Encyclopedia of Health Communication*. Sage
22. Dutta, M. J. (2014). Communities in health communication. In T. Thompson (Ed.), *Encyclopedia of Health Communication*. Sage
23. Dutta, M. J. (2014). Yoga, meditation, and Ayurveda. In T. Thompson (Ed.), *Encyclopedia of Health Communication*. Sage
24. Dutta, M. J. (2014). Cultural sensitivity approaches to health communication. In T. Thompson (Ed.), *Encyclopedia of Health Communication*. Sage
25. Dutta, M. J. (2014). Postcolonial theory and health communication. In T. Thompson (Ed.), *Encyclopedia of Health Communication*. Sage
26. Dillard, S. J., Dutta, M., & Sun, W. S. (2014). Culture-Centered Engagement With Delivery of Health Services: Co-Constructing Meanings of Health in the Tzu Chi Foundation Through Buddhist Philosophy. *Health communication, 29*(2), 147-156.
27. Yehya, N. A., & Dutta, M. J. (2014). Articulations of Health and Poverty Among Women on WIC. *Health communication, 1*-11.
28. Airhihenbuwa, C. O., & Dutta, M. J. (2013). New Perspectives on Global Health Communication: Affirming Spaces for Rights, Equity, and Voices. In R. Obregon & S. Waisbord (Eds.), *Handbook of Global Health Communication*.
29. Ban, Z., Sastry, S., & Dutta, M. (2013). “Shoppers’ Republic of China”: Orientalism in neoliberal US news discourse. *Journal of International and Intercultural Communication*.
30. Basu, A., & Dutta, M. (2013). Health and sex work: Structures as narrative nodes. In A. Misra & S. Chopra Chatterji (Eds.) *Narratives of health and illness: Readings from Asia*. Delhi: Orient Blackswan.
31. Dutta, M. J. (2013). Disseminating HIV pre-exposure prophylaxis information in underserved communities. *American Journal of Preventive Medicine*44, S133-6.
32. Dutta, M. J. (2013) Health communication as health activism: The case of the campaign to stop the Gardasil clinical trials in India. In M. Dutta & G. Kreps (Eds.), *Communicating health disparities*. Peter Lang New York.
33. Dutta, M. J. (2013). Globalization, public relations, and activism for social change: A culture-centered approach. In K. Sriramesh, Z. Ansgar, & J. N. Kim (Eds), *Public relations and communication management: Current trends and emerging topics*. New York: Routledge.

34. Dutta, M., & Acharya, A. (2013). Culture-centered deconstructions: In-depth interviews with HIV planners targeting tribals in Orissa, India. In M. Dutta & G. Kreps (Eds.), *Communicating health disparities*. Peter Lang New York.
35. Dutta, M. J., & Anaele, A. (2013). Culture-centered resistance in the context of mining: The Ogoni resistance movement. In A. Singhal & G. Kreps (Eds.) *Global health communication*. Peter Lang.
36. Dutta, M. J., Anaele, A., & Jones, C. (2013). Voices of hunger: Addressing health disparities through the culture-centered approach. *Journal of Communication*, 63, 159-180.
37. Dutta, M., & Basu, A. (2013). Negotiating our postcolonial selves: From the ground to the ivory tower. In Holman-Jones, S., Adams, T., & Ellis, C. E. (Eds.), *Handbook of autoethnography*. Left Coast Press.
38. Dutta, M. J., Dillard, S., Kumar, R., Sastry, S., Jones, C., Anaele, A., Dutta, U., Collins, W., Okoror, T., & Robinson, C. (2013). Culture-centered approach to developing comparative effectiveness research summary guides (CERSGs) for African Americans in Lake and Marion Counties of Indiana. In M. J. Dutta & G. Kreps (Eds.) *Communication interventions addressing health disparities*. Peter Lang New York.
39. Dutta, M. J., & Dutta, D. (2013). Multinational going cultural: A postcolonial deconstruction of cultural intelligence. *Journal of International and Intercultural Communication*, 6, 241-258.
40. Dutta, M. J., & Dutta, U. (2013). Voices of the poor from the margins of Bengal: Structural inequities and health. *Qualitative Health Research*, 23, 14-25.
41. Dutta, M. J., & Jones, C. (2013). Health inequalities in rural United States: Culture-centered co-constructions with healthcare providers. In M. J. Dutta & G. Kreps (Eds.) *Communication interventions addressing health disparities*. Peter Lang New York.
42. Pal, M., & Dutta, M. J. (2013). "Land is our Mother": Alternative meanings of development in subaltern organizing. *Journal of International and Intercultural Communication*, 6, 203-220.
43. Sastry, S., & Dutta, Mohan, J. (2013). Global Health Interventions and the "common sense" of Neoliberalism: A dialectical analysis of PEPFAR. *Journal of International and Intercultural Communication*, 6, 21-39.
44. Mitra, R., Green, R. J., & Dutta, M. J. (2013). Corporate reputation in emerging markets: A culture-centered review and critique. In C. Carroll (Ed.), *The Handbook of Communication and Corporate Reputation*. Oxford: Blackwell Publishing.
45. Acharya, L., & Dutta, M. J. (2012). Deconstructing the portrayals of HIV/AIDS among campaign planners targeting tribal populations in Koraput, India: A culture-centered interrogation. *Health Communication*, 27, 629-640.
46. Ban, Z., & Dutta, M. J. (2012). Minding their business: Discourses of colonialism and neoliberalism in the commercial guide for US companies in China. *Public Relations Inquiry*, 1, 197-200.
47. Dutta, M. J. (2012). Hunger as health: Culture-centered interrogations of alternative rationalities of health. *Communication Monographs*, 79, 366-384.
48. Dutta, M. (2012). Critical interrogations of global public relations: Power, culture, and agency. In K. Sriramesh & D. Vercic (Eds.), *Cultural theories of public relations* (pp. 202-217). Routledge.



49. Dutta, M. (2012). A culturally centered approach to communication for social change. In S. Melkote (Ed.) *Development communication and directed change: A reappraisal of theories and practices*. AMIC.
50. Dutta, M. J., & Ban, Z. (2012). Minding their business: Discourses of colonialism and neoliberalism in the commercial guides for US companies in China. *Public Relations Inquiry*, 1, 197-220.
51. Dutta, M. J., Brockus, S., & Vercler, L. (2012). Television coverage of Operation Iraqi Freedom: The frames that made news. *Journal of International Communication*, 18, 156-173.
52. Dutta, M. J., & Jamil, R. (2012). Health at the margins of migration: Culture-centered co-constructions among Bangladeshi immigrants. *Health Communication*.
53. Jamil, R., & Dutta, M. J. (2012). A culture-centered exploration of health: Constructions from rural Bangladesh. *Health Communication*, 27, 369-379.
54. Koenig, C. J., Dutta, M. J., Kandula, L., & Palaniappan, L. (2012). "All of those things we don't eat:" A culture-centered approach to dietary health meanings for Asian Indians living in the United States. *Health Communication*, 27, 818-828.
55. Pal, M., & Dutta, M. J. (2012). Organizing resistance on the internet: The case of the International Campaign for Justice in Bhopal. *Communication, Culture, Critique*, 5, 230-251.
56. Sastry, S., & Dutta, M. J. (2012). Public health, global surveillance, and the "emerging disease" worldview: A postcolonial appraisal of PEPFAR. *Health Communication*, 27, 519-532.
57. Basnyat, I., & Dutta, M. (2011). Reframing motherhood through the culture-centered approach: Articulations of agency among young Nepalese women. *Health Communication*, 27, 273-283.
58. Basnyat, I., & Dutta, M. (2011). Family Planning (re)Defined: How Young Nepalese Women Understand and Negotiate Contraceptive Choices. *Asian Journal of Communication*, 21, 338-354.
59. Basu, A., & Dutta, M. (2011). 'We are mothers first': Localocentric articulation of sex worker identity as a keyword in HIV/AIDS communication. *Women & Health*, 51, 106-123.
60. Dutta, M. (2011). Health, human right, and performance: Interrupted stories. *Health Communication*, 26, 679-682.
61. Dutta, M., & Basu, A. (2011). Culture, communication and health: A guiding framework. In T. Thompson, R. Parrott, & J. F. Nussbaum (Eds.) *Routledge handbook of health communication* (2nd ed). New York: Routledge.
62. Dempsey, S., Dutta, M. J., Frey, L. et al. (2011). What is the role of the communication discipline in social justice, community engagement, and public scholarship? *Communication Monographs*, 78, 256-271.
63. Sastry, S., & Dutta, M. (2011). Postcolonial constructions of HIV/AIDS: Meaning, culture, and structure. *Health Communication*, 26, 437-449.
64. Bodie, G., Dutta, M., & Basu, A. (2011). Social disparities in online health use: The integrative model of e-health use. In A. Lazakidou & K. Siassiakos (Eds.), *Handbook of research on distributed medical informatics and e-health*. Hershey, PA: Medical Information Science Reference.
65. Dutta, M. & Pal, M. (2011). Public relations in a global context: Postcolonial thoughts. In N. Bardhan & K. Weaver (Eds.), *Public relations in global cultural contexts* (pp. 195-225). New York: Routledge

66. Whitten, P, Dutta, MJ, Carpenter S, Bodie GD. (2011). News media and health care providers at the crossroads of medical adverse events. In: Henriksen K, Battles J, Keyes M, Grady ML, eds., *Advances in patient safety: New directions and alternative approaches*. Vol. 1, Assessment. AHRQ Pub. No. 08-0034-1. Rockville, MD: Agency for Healthcare Research and Quality.
67. Basu, A., & Dutta, M. (2010). Born into Brothels: Neocolonial moves and unheard voices. *Feminist Media Studies*, 10, 101-105.
68. Dutta, M. (2010). The critical cultural turn in Health Communication: Reflexivity, solidarity, and praxis. *Health Communication*, 25, 534-539.
69. Dutta, M., & Basnyat, I. (2010). The Radio Communication Project in Nepal: Culture, power and meaning in constructions of health. In L. K. Khiun (Ed.), *Liberalizing, Feminizing and Popularizing Health Communications in Asia* (pp. 151-76). Burlington, VT: Ashgate.
70. Dutta, M., & Pal, M. (2010). Dialogue theory in marginalized settings: A Subaltern Studies approach. *Communication Theory*.
71. Dutta, M., Pfister, R., & Kosmoski, C. (2010). Consumer evaluation of genetic information online: The role of quality on attitude and behavioral intentions. *Journal of Computer Mediated Communication*, 15, 592-605.
72. Paek, H-J., Lee, A. L., Jeong, S-H., Wang, J., & Dutta, M. (2010). The emerging landscape of health communication in Asia: Theoretical contributions, methodological questions, and applied collaborations. *Health Communication*, 25, 1-8.
73. Sastry, S. J., & Dutta, M. J. (2010). Reading HIV/AIDS in the Indian Media: social, cultural and economic constructions. In L. K. Khiun (Ed.), *Liberalizing, Feminizing and Popularizing Health Communications in Asia* (pp. 59-76). Burlington, VT: Ashgate.
74. Thompson, T. L., Stephenson, M., Southwell, B., & Dutta, M. (2010). The nuts and bolts of publication in Health Communication. *Health Communication*, 25, 512-515.
75. Yehya, N., & Dutta, M. (2010). Health, religion, and meaning: A culture-centered study of Druze women. *Qualitative Health Research*.
76. Basu, A., & Dutta, M. (2009). Sex workers and HIV/AIDS: Analyzing participatory culture-centered health communication strategies. *Human Communication Research*, 35, 86-114.
77. Dutta, M.J., & Harter, L.M. (2009). Communicating for social impact in international contexts. In L.M. Harter & M. J. Dutta (Eds.), *Communicating for social impact: Engaging communication theory, research, and practice* (pp. 1-10). Creskill, New Jersey: Hampton Press.
78. Dutta, M. (2009). Theorizing resistance: Applying Gayatri Chakravorty Spivak in public relations. In Ihlen, Ø., van Ruler, B., & Fredrikson, M. *Social theory on public relations*. Routledge.
79. Harter, L. M., Dutta, M. J., Ellingson, L., & Norander, S. (2009). The poetic is political...and other notes on engaged communication scholarship. In L.M. Harter & M. J. Dutta (Eds.), *Communicating for social impact: Engaging communication theory, research, and practice* (pp. 33-46). Creskill, New Jersey: Hampton Press.
80. Kim, I., & Dutta, M. J. (2009). Studying crisis communication from the subaltern studies framework: Grassroots activism in the wake of Hurricane Katrina. *Journal of Public Relations Research*.
81. Basu, A., & Dutta, M. (2008). Participatory change in a campaign led by sex workers: Connecting resistance to action-oriented agency. *Qualitative Health Research*, 18, 106-119.

82. Basu, A., & Dutta, M. (2008). The relationship between health information seeking and community participation: The roles of motivation and ability. *Health Communication*, 23, 70-79.
83. Bodie, G., & Dutta, M. (2008). A culture-centered approach to e-health literacy. *Health Marketing Quarterly*.
84. DeSouza, R., Basu, A., Kim, I., Basnyat, I., & Dutta, M. (2008). The paradox of "fair trade": The influence of neoliberal trade agreements on food security and health. In Zoller, H., & Dutta, M. (Eds). *Emerging perspectives in health communication: Interpretive, critical and cultural approaches* (pp. 411-430). Mahwah, NJ: Lawrence Erlbaum Associates.
85. DeSouza, R., & Dutta, M. (2008). The Internet as a social network in health communication: The case of Saathii. *Journal of Health Communication*, 13, 326-3
86. Dutta, M. (2008). Participatory communication in entertainment education: A critical analysis. *Communication for Development and Social Change: A Global Journal*, 2, 53-72.
87. Dutta, M. (2008). A critical response to Storey and Jacobson: The co-optive possibilities of participatory discourse. *Communication for Development and Social Change: A Global Journal*, 2, 81-90.
88. Dutta, M. (2008). Health Marketing Quarterly Special Issue: Media strategy in health marketing. *Health Marketing Quarterly*.
89. Dutta, M., & Basnyat, I. (2008). Interrogating the Radio Communication Project in Nepal: The participatory framing of colonization. In Zoller, H., & Dutta, M. (Eds). *Emerging perspectives in health communication: Interpretive, critical and cultural approaches* (pp. 247-265). Mahwah, NJ: Lawrence Erlbaum Associates.
90. Dutta, M., & Basnyat, I. (2008). The Radio Communication Project in Nepal: A critical analysis. *Health Education and Behavior*.
91. Dutta, M., & Basnyat, I. (2008). A critical response to participatory hegemony. *Health Education and Behavior*.
92. Dutta, M., & Basu, A. (2008). Meanings of health: Interrogating structure and culture. *Health Communication*, 23, 560-572.
93. Dutta, M. J., Bodie, G. D., & Basu, A. (2008). Health disparity and the racial divide among the nation's youth: Internet as an equalizer? In A. Everett (Ed.), *MacArthur Foundation series on digital media and learning: Race and ethnicity* (pp. 175-197). Cambridge, MA: The MIT Press.
94. Dutta, M., & DeSouza, R. (2008). Reconciling the past and present: Reflexivity in the critical-cultural approach to health campaigns. *Health Communication*, 23, 326-339.
95. Dutta, M., & Boyd, J. (2008). Turning "smoking man" images around: Portrayals of smoking in men's magazines as a blueprint for smoking cessation campaigns. *Health Communication*, 22, 253-263.
96. Dutta, M., & King, A. (2008). Communicative choices of the uninsured. *Health Marketing Quarterly*.
97. Dutta, M., & Zoller, H. (2008). Theoretical foundations: Interpretive, critical and cultural approaches to health communication. In Zoller, H., & Dutta, M. (Eds). *Emerging perspectives in health communication: Interpretive, critical and cultural approaches* (pp. 1-27). Mahwah, NJ: Lawrence Erlbaum Associates.

98. Dutta, M., & Zoller, H. (2008). Introduction: Popular discourse and constructions of health and healing. In Zoller, H., & Dutta, M. (Eds). *Emerging perspectives in health communication: Interpretive, critical and cultural approaches* (pp. 30-38). Mahwah, NJ: Lawrence Erlbaum Associates.
99. Dutta, M., & Zoller, H. (2008). Introduction: Culture in health communication. In Zoller, H., & Dutta, M. (Eds). *Emerging perspectives in health communication: Interpretive, critical and cultural approaches* (pp. 147-154). Mahwah, NJ: Lawrence Erlbaum Associates.
100. Pal, M., & Dutta, M. (2008). Public relations in a global context: The relevance of critical modernism as a theoretical lens. *Journal of Public Relations Research*, 20, 159-179. **(Lead Article)**
101. Pal, M., & Dutta, M. (2008). Theorizing resistance in a global context: Processes, strategies and tactics in communication scholarship. *Communication Yearbook*, 32, 41-87.
102. Zoller, H., & Dutta, M. (2008). Introduction: Medical communication. In Zoller, H., & Dutta, M. (Eds). *Emerging perspectives in health communication: Interpretive, critical and cultural approaches* (pp. 267-274). Mahwah, NJ: Lawrence Erlbaum Associates.
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107. Dutta, M. (2007). The Ten Commandments of reviewing. *Health Communication*.
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111. Dutta, M., & Pal, M. (in press). The Internet as a site of resistance: The case of the Narmada Bachao Andolan. In S. Duhe, *New media and public relations* (pp. 203-215). New York, NY: Peter Lang New York.
112. Dutta, M. (2006). Theoretical approaches to entertainment education: A subaltern critique. *Health Communication*, 20, 221-231.
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114. Dutta-Bergman, M. (2006). U.S. public diplomacy in the Middle East: A critical approach. *Journal of Communication Inquiry*, 30, 102-124. (**Lead Article**)
115. Dutta-Bergman, M. (2006). A psychographic approach to attitudes toward advertising: Utility and regulation. *Journal of Advertising Research*, 46, 102-112.
116. Dutta-Bergman, M. (2006). The antecedents of community-oriented Internet use: Community participation and community satisfaction. *Journal of Computer-Mediated Communication*, 11(1), article 5. [http://jcmc.indiana.edu/vol11/issue1/dutta\\_bergman.html](http://jcmc.indiana.edu/vol11/issue1/dutta_bergman.html).
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127. Dutta-Bergman, M. (2005). Idiocentrism, involvement, and health appeals: A social-psychological framework. *Southern Communication Journal*, 70, 46-55.
128. Dutta-Bergman, M. (2005). The relationship among health orientation, provider-patient communication, and satisfaction: An individual difference approach. *Health Communication*, 18, 291-303.
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133. Dutta-Bergman, M, & Pal, M. (2005). Advertising and culture: American advertising in the eyes of Indian immigrants. *Journal of Communication Inquiry*, 29, 1-20.
134. Dutta-Bergman, M. (2004). Reaching unhealthy eaters: Applying a strategic approach to media vehicle choice. *Health Communication*, 16, 493-506.
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144. Dutta-Bergman, M. (2004). An alternative approach to entertainment education. *Journal of International Communication*, 10, 93-107.
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147. Babrow, A., & Dutta-Bergman, M. (2003). Constructing the uncertainties of bioterror: A study of U.S. news reporting on the anthrax attack of Fall, 2001. In C. B. Grant (Ed.), *Rethinking*

communicative interaction: New interdisciplinary horizons (pp. 31-60). Amsterdam, Netherlands: John Benjamins Press.

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149. Dutta-Bergman, M. (2003). Trusted online sources of health information: Differences in demographics, health beliefs, and health-information orientation. *Journal of Medical Internet Research*, 5, e21. Retrieved June 2, 2004, from <http://www.jmir.org/2003/3/e21/index.htm>
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151. Dutta-Bergman, M. (2003). The linear interaction model of personality effects in health communication. *Health Communication*, 15, 101-115.
152. Dutta-Bergman, M., & Wells, W. D. (2002). The values and lifestyles of idiocentrics and allocentrics in an individualist culture. *Journal of Consumer Psychology*, 12, 42-54.
153. Dutta-Bergman, M. (2002). Beyond demographic variables: Using psychographic research to narrate the story of Internet users. *Studies In Media & Information Literacy Education* [an electronic journal], 2, 25 pages.
154. Dutta-Bergman, M\*, & Doyle, K. (2001). Money and meaning in India and Great Britain: Tales of similarities and differences. *American Behavioral Scientist*, 45, 216-233.
155. Wan, F\*, Dutta-Bergman, M\*, & Doyle, K. (2001). Who consumes the print media: A psychological exploration of media use. In D. Muehling (Ed.), *Proceedings of the American Academy of Advertising*, 119-127.
156. Dutta, M. (2000). Brides and grooms in the Indian marketplace: An analysis of Indian matrimonial ads. In M. A. Shaver (Ed.), *Proceedings of the American Academy of Advertising*, 136-140.
157. Dutta, M. (2000). Integration of the information processing and experiential perspectives. In M. A. Shaver (Ed.), *Proceedings of the American Academy of Advertising*, 54-59.
158. Dutta, M\*, & Vanacker, B. (1999). The effect of personality on persuasive appeals in health communication. In S. Hoch & R. Meyer (Eds.), *Advances in Consumer Research*, 42, 32-38.
159. Dutta, M\*, & Youn, S. (1999). Profiling healthy eating consumers: A psychographic approach to social marketing. *Social Marketing Quarterly*, 5, 5-21.
160. Dutta, M. (1998). The metaphoric paradox of "City of Joy." *Proceedings of The 13th Annual Red River Student Communication Conference*.

### **Works In Progress**

#### Books

Dutta, M. (in submission). *Voices of the Poor*. Taylor & Francis.

#### Submitted Manuscripts

Basu, A., & Dutta, M. *Dialogue and culture: Health communication for the marginalized*. *Social Science and Medicine*.

Dutta, M. Contested narratives, fragmented spaces and subalternity: Performing academia from the Third. *Qualitative Inquiry*.

Dutta, M. Communication choices of the uninsured: An exploratory study. *Health Education Research*.

Dutta, M. The relationship between prevention orientation and health information seeking: A motivation-based framework. *Health Communication*.

Dutta, M. Predictors of fruit and vegetable consumption. *Health Communication*.

Dutta, M. Profiling Internet information seeking. *Journal of Computer Mediated Communication*.

Dutta, M. Exactly whose nation are you building? A critical interrogation of US foreign public relations strategies. *Gazette*.

Dutta, M., & Pal, M. An alternative approach to public relations: Critiquing from a culture-centered standpoint. *Journal of Public Relations Research*.

Dutta, M., & Pal, M. Communication, dialogue and subalternity: Negotiating the possibilities and impossibilities of listening to subaltern voices. *Culture, Critique, Communication*.

Oh, K., Kim, I., & Dutta, M. Structures and communication technologies: Implications for healthcare. *Health Communication*.

#### Manuscripts in Progress

Dutta, M. The politics of space, place, and structure: (im)Possibilities of communication. *Communication Monographs*.

Dutta, M. Communicating at the margins: Narratives of health in a migrant worker community in Singapore. *Human Communication Research*.

Dutta, M. The margins of transnational hegemony: Hidden voices, silenced stories. *Qualitative Health Research*.

Dutta, M. The impossibilities of method in subalternity. *Communication Methods and Measures*.

Dutta, M. Communication scholarship addressing social change. *Communication Yearbook*.

Dutta, M., & Basu, A. Voices of the marginalized in healthcare: A subaltern narrative. *Health Communication*.

Dutta, M., & Pal, M. Rethorizing resistance in organizational communication from a postcolonial standpoint. *Management Communication Quarterly*.

Dutta, M, Vercler, L., & Brockus, S. Television coverage of Operation Iraqi Freedom: Sourcing strategy as a public relations tool. *Journal of Public Relations Research*.

#### Performances



Dutta, M., Jones, C., Borron, C., Anaele, A., Kundikuri, S., & Guo, H. (2011). Voices of Hunger in Tippecanoe County: A PhotoVoice Project. A project in collaboration with Food Finders, Lafayette, IN.

Dutta, M. (2010). Stories of hunger: Can you hear us? A project in collaboration with Rittwick, India.

Dutta, M. (2008). Voices of change. A project in collaboration with Rittwick, India.

Dutta, M. (2006). Street theater as a site for social change. A project in collaboration with Jana Natya Manch. West Lafayette, IN.

### **SELECTED PAPERS PRESENTED AT CONFERENCES**

Dutta, M., & Pal, M. (2008). Resistance in organizational communication: The unCONVENTIONAL framework of Subaltern Studies. National Communication Association conference, San Diego, CA.

Pfister, R., Dutta, M., & Kosmoski, C. (2008). Consumer evaluation of genetic information online: The role of quality on attitude and behavioral intention. National Communication Association conference, San Diego, CA.

Kosmoski, C., Pfister, R., & Dutta, M. (2008). Consumer evaluation of e-Health information quality: The role of processing styles and decision-making. National Communication Association conference, San Diego, CA.

Basu, A., & Dutta, M. (2007). Rupturing the dominant discourse through organic participation: How sex workers communicate about HIV/AIDS. National Communication Association conference, Chicago, IL.

Berkelaar, B., & Dutta, M. (2007). A culture-centered approach to crisis communication. National Communication Association conference, Chicago, IL.

Bodie, G. B., Dutta, M., Basu, A., & Anderson, J. G. (2007). Explaining demographic differences in health information seeking on the Internet: An initial test of the integrative model of e-health use. National Communication Association conference, Chicago, IL.

Pal, M., & Dutta, M. (2007). Emerging worldviews, cultures and structures through dialogue: The culture-centered approach to public relations. National Communication Association conference, Chicago, IL.

Kisselburgh, L., & Dutta, M. (2007). Communicating world views: The construction of civility in multicultural organizations. National Communication Association, Chicago, IL.

Basu, A., & Dutta-Bergman, M. (2006). The relationship between health information seeking and community participation: The roles of motivation and ability. Paper presented at the Central States Communication Association conference, Indianapolis, IN.

Basu, A., & Dutta-Bergman, M. (2006). Participatory culture-centered approach: Commercial sex workers and the case of two HIV/AIDS campaigns. Paper presented at the Kentucky Conference on Health Communication, Lexington, KY.

Basu, A., & Dutta, M. (2006). Sex workers and HIV/AIDS: Connecting resistance to action-oriented agency in a culture-centered approach to health communication. Paper presented at the National Communication Association conference, San Antonio, TX.

Basu, A., & Dutta, M. (2006). Connecting theory to participatory action: The case of HIV/AIDS and sex workers in Sonagachi. Paper presented during scholar-to-scholar session at the National Communication Association conference, San Antonio, TX.

Dutta-Bergman, M., & Basu, A. (2006). Meanings of health: Interrogating structure and culture. Paper presented at the Central States Communication Association conference, Indianapolis, IN.

Babrow, A., & Dutta-Bergman, M. (2005). Constructing the Uncertainties of Bioterror: A Study of U.S. News Reporting on the Anthrax Attack of Fall, 2001. Paper presented to the Health Communication Division of the National Communication Association, Boston, MA.

DeSouza, R., Basu, A., & Dutta-Bergman, M. (2005). TRIPS and Health: Neoliberal Policy that Marginalizes. Paper presented to the Political Communication Division of the National Communication Association, Boston, MA.

Dutta-Bergman, M., & Delaney, J. (2005). Communication Processes in an Online Community: Managing Uncertainty, Internet Functions, and Identity Construction. Paper presented to the Interpersonal Communication Division of the National Communication Association, Boston.

Dutta-Bergman, M., & Bodie, G. (2005). Health Orientation as a Predictor of Exercising: A Psychographic Approach. Presented to the Applied Communication Division of the National Communication Association, Boston, MA.

Dutta-Bergman, M., & Basnyat, I. (2005). Interrogating the Radio Communication Project in Nepal: The Participatory Framing of Colonization. paper presented to the Critical and Cultural Studies Division of the National Communication Association, Boston, MA.

Basu, A., & Dutta-Bergman, M. (2005). Fortifying Intercultural Health Communication: Locating the 'Twilight Zone' Context in Subaltern Narratives of Health. Paper presented to the Intercultural and International Communication Division of the National Communication Association, Boston, MA.

Dutta-Bergman, M. (2005). Health among Men in Rural Bengal: Exploring Meanings through a Culture-centered Approach. Paper presented to the Ethnography Division of the National Communication Association, Boston, MA.

Dutta-Bergman, M., & Feng, H. (2005). Participation in online health support groups: The role of health orientation, Internet use, and Internet satisfaction. Presented to the Human Communication and Technology Division of the National Communication Association, Boston, MA.

Cheong, P., Feeley, T., & Dutta-Bergman, M. (2005). The use of the Internet among underserved minorities and the uninsured. Presented to the Partnership for Progress on the Digital Divide Division of the National Communication Association, Boston, MA.

Dutta-Bergman, M. (2005). Participatory communication in Entertainment-Education: A critical framework. Presented to the Health Communication Division of the National Communication Association, Boston, MA.

Dutta-Bergman, M. (2005). The antecedents of community-oriented Internet use: Community satisfaction and community participation. Presented to the Communication and Technology Division of the International Communication Association, New York, NY.

Dutta-Bergman, M. (2005). Theoretical approaches to entertainment education campaigns: A subaltern critique. Presented to the International and Development Communication Division of the International Communication Association, New York, NY.

Dutta-Bergman, M. (2005). U.S. public relations in the Middle East: A critical analysis. Presented to the Public Relations Division of the International Communication Association, New York, NY.

Dutta-Bergman, M. (2005). Magazine coverage of Operation Iraqi Freedom: A public relations exercise. Presented to the Political Communication Division of the International Communication Association, New York, NY.

Dutta-Bergman, M. (2005). A dialogical approach to the global classroom. Presented to the International Communication Association, New York, NY.

Dutta-Bergman, M. (2005). Communicative predictors of fruit and vegetable consumption: A media planning framework. Presented to the Health Communication Division of the International Communication Association, New York, NY.

Dutta-Bergman, M., & Basnyat, I. (2005). The Radio Communication Project in Nepal: A culture-centered approach. Presented to the Health Communication Division of the International Communication Association, New York, NY.

Dutta-Bergman, M., & Brockus, S. (2005). Television coverage of Operation Iraqi Freedom: The frames that made news. Presented to the Mass Communication Division of the International Communication Association, New York, NY.

Dutta-Bergman, M., & Chung, W. (2005). The relationship between online political participation and traditional political participation: The theory of channel complementarity. Presented to the Political Communication Division of the International Communication Association, New York, NY.

Dutta-Bergman, M., & Jiang, M. (2005). The relationship between e-government use and political participation through traditional channels: The theory of channel complementarity. Presented to the Community and Technology Division of the International Communication Association, New York, NY.

Dutta-Bergman, M., Madhavan, K., & Arns, L. (2005). Responding to bio-terror: A strategic framework for crisis response pedagogy using 3D visualization. Presented to the Instructional and Development Communication Division of the International Communication Association, New York, NY.

Dutta-Bergman, M., & Pal, M. (2005). The negotiation of U.S. advertising among Indian immigrants. Presented to the Intercultural Communication Division of the International Communication Association, New York, NY.

Dutta-Bergman, M., Jiang, M., & Pal, M. (2005). Constructions of meanings in response to the UNAIDS campaign. Presented to the Health Communication Division of the Central States Communication Association, Kansas City, MO.

Basu, A., Elton, J., Cantrell, M., & Dutta-Bergman, M. (2005). Homelessness and health: The voices of the marginalized. Presented to the Health Communication Division of the Central States Communication Association, Kansas City, MO. (**Top Paper**)

Basu, A., & Dutta-Bergman, M. (2004). Voices of the marginalized in healthcare: A subaltern narrative. Presented to the Ethnography Division of the National Communication Association, Chicago, IL.

Boyd, J., & Dutta-Bergman, M. (2004). Turning "Smoking Man" images around: Portrayals of smoking in men's magazines as a blueprint for smoking cessation campaigns. Presented to the Applied Communication Division of the National Communication Association, Chicago, IL.

Dutta-Bergman, M. (2004). A critical analysis of entertainment education programs. Presented to the Critical Division of the National Communication Association, Chicago, IL.

Dutta-Bergman, M. (2004). Strategic message targeting through soap operas. Presented to the Health Communication Division of the National Communication Association, Chicago, IL.

Dutta-Bergman, M. (2004). Reaching out to the environmentally active segment. Presented to the Public Relations Division of the National Communication Association, Chicago, IL.

Dutta-Bergman, M. (2004). A content analysis of health news stories: Measures of completeness. Presented to the Mass Communication Division of the National Communication Association, Chicago, IL.

Pal, M., & Dutta-Bergman, M. (2004). Advertising and culture: American advertising in the eyes of Indian immigrants. Presented to the Intercultural Communication Division of the National Communication Association, Chicago, IL.

Dutta-Bergman, M. (2004). Theory and practice in health communication campaigns: A critical interrogation. Presented to the Health Communication Division of the Central States Communication Association National Conference, Cleveland, OH. (**Top Three Paper**)

Dutta-Bergman, M. (2004). Health communication on the Web: The roles of web use motivation and information completeness. Presented to the Health Communication Division of the Central States Communication Association National Conference, Cleveland, OH.

Dutta-Bergman, M. (2004). Poverty, structural barriers, and health: A Santali narrative of health communication. Presented to the Intercultural Communication Division of the Central States Communication Association National Conference, Cleveland, OH.

Dutta-Bergman, M. (2004). Exactly whose nation are you building? A critical interrogation of U.S. foreign public relations strategies. Presented to the Public Relations Division of the Central States Communication Association National Conference, Cleveland, OH.

Dutta-Bergman, M. (2004). An alternative approach to entertainment education. Presented to the Communication Theory Division of the Central States Communication Association National Conference, Cleveland, OH.

Dutta-Bergman, M. (2003). Communicative predictors of exercising: A strategic approach. Presented to the Applied Communication Division of the National Communication Association Annual Conference held in Miami, FL.

Dutta-Bergman, M. (2003). The psychographic profile of volunteering: The theory of unified responsibility. Presented to the Public Relations Division of the National Communication Association Annual Conference held in Miami, FL.

Dutta-Bergman, M. J. (2003). Oppression, resistance and meaning: A Santali story. Presented to the Ethnography Division of the National Communication Association Annual Conference held in Miami, FL.

Dutta-Bergman, M. J. (2003). Access to the Internet in the context of community participation and community satisfaction. Presented to the Human Communication & Technology Division of the National Communication Association Annual Conference held in Miami, FL. (**Top Paper**)

Dutta-Bergman, M. J. (2003). Consumer judgments of source credibility in an online environment: A functional approach. Presented to the Communication Technology & Policy Division at the annual meeting of the Association for Education in Journalism & Mass Communication, Kansas City, MO.

Dutta-Bergman, M. J. (2003). The responsible lifestyle of those who volunteer. Presented to the Public Relations Division at the annual meeting of the Association for Education in Journalism & Mass Communication, Kansas City, MO.

Dutta-Bergman, M. J. (2003). The impact of completeness and Web use motivation on the credibility of e-Health information. Presented to the Communication Theory & Methodology Division at the annual meeting of the Association for Education in Journalism & Mass Communication, Kansas City, MO.

Dutta-Bergman, M. J. (2003). A psychographic approach to attitudes toward advertising: Utility & regulation. Presented to the Advertising Division at the annual meeting of the Association for Education in Journalism & Mass Communication, Kansas City, MO.

Dutta-Bergman, M. J. (2003). The relationship between Internet access and community indicators. Presented to the Mass Communication and Society Division at the annual meeting of the Association for Education in Journalism & Mass Communication, Kansas City, MO.

Dutta-Bergman, M. J. (2003). Reaching unhealthy eaters: Applying a strategic approach to media vehicle choice. Presented to the Mass Communication and Society Division at the annual meeting of the Association for Education in Journalism & Mass Communication, Kansas City, MO.

Dutta-Bergman, M. J. (2003). Operation Iraqi Freedom: Interrogating the objectivity of objective U.S. journalism. Presented to the International and Intercultural Communication Division at the annual convention of the Association for Education in Journalism & Mass Communication, Kansas City, MO.

Dutta-Bergman, M. J. (2003). Theoretical approaches to international health communication campaigns: A critical viewpoint from a marginalized space. Presented to the Critical and Cultural Studies Division at the annual meeting of the Association for Education in Journalism & Mass Communication, Kansas City, MO.

Dutta-Bergman, M. J. (2003). Primary sources of health information: Comparisons in the domain of health attitudes, health cognitions and health behaviors. Presented to the Science Communication Division at the annual meeting of the Association for Education in Journalism & Mass Communication, Kansas City, MO.

Dutta-Bergman, M. J. (2002). Idiocentrism, involvement, and health communication: A social psychological perspective. Presented to the Science Communication Division at the annual meeting of the Association for Education in Journalism & Mass Communication, Miami, Florida.

Gaiter, C., & Dutta-Bergman, M. (2001). Selling the revolution. Presented at the Visual Communication Division at the Annual Convention of the Association for Education in Journalism & Mass Communication, Washington.

Dutta-Bergman, M., & Dutta-Bergman, A. (2001). Differential preference patterns of allocentrics and high self-monitors: Suggesting a framework for categorizing social appeals. Presented at the annual meeting of the American Academy of Advertising, Salt Lake City, Utah.

Wan, F., Dutta-Bergman, M., & Doyle, K. (2001). Who consumes the print media: A psychological exploration of media use. Presented at the annual meeting of the American Academy of Advertising, Salt Lake City, Utah.

Dutta-Bergman, M., & Dutta-Bergman, A. (2001). The web of matrimony: Exploring gender in Web matrimonials. Presented at the annual meeting of the Midwest Association of Public Opinion research, Chicago, IL.

Gaiter, C., & Dutta, M. (2001). The defiant gesture. Presented at the Annual Convention of the Visual Sociology Association, Minneapolis, MN.

Dutta, M. (2000). Brides and grooms in the Indian marketplace: An analysis of Indian matrimonial ads. Presented at the annual conference of the American Academy of Advertising, Newport, RI.

Dutta, M. (2000). An integration of the information processing and experiential perspectives. Presented at the Annual Conference of the American Academy of Advertising, Newport, RI.

Dutta, M. (2000). Self-monitoring, issue involvement and health communication: A strategic approach. Presented at the annual meeting of the Association for Education in Journalism & Mass Communication, Phoenix, AZ.

Dutta, M. (1999). Amazon.Com: The new consumption phenomenon. Presented at the annual meeting of the Midwest Association of Public Opinion Research, Chicago, IL.

Dutta, M., & Vanacker, B. (1999). The effect of personality on persuasive appeals in health communication. Presented at the annual meeting of the Association of Consumer Research, Columbus, Ohio.

Dutta, M., Fang, W., Doyle, K., & Sun, T. (1999). An exploratory study of the relationships between personality type and condom purchase. Presented at the annual meeting of the Association of Consumer Research, Columbus, Ohio.

Dutta, M. (1999). Why does Nicole love her baby blanket? Why will Heather's children have birthday cakes with M&Ms on them? Presented at the annual meeting of the Association of Consumer Research Conference, Columbus, Ohio.

Dutta, M., & Hindman, D. (1999). Soaps, national cultures, and brand images: A Q-study. Presented at the annual meeting of the International Society for the Scientific study of Subjectivity (ISSSS) 15th Annual Conference, Columbia, Missouri.

Dutta, M. (1999). The effect of idiocentrism and involvement on attitude, cognition and behavioral intention with respect to AIDS appeal types. Presented at the 82nd annual convention of the Association for Education in Journalism & Mass Communication, New Orleans, Louisiana.

Dutta, M. (1998). The effect of national culture on audience perceptions of advertising. Presented at the annual meeting of the Mid-west Association for Public Opinion Research Annual Conference, Chicago, IL.

### **INVITED LECTURES AND PERFORMANCES**

Dutta, M. (2008). Space, culture and context in health communication: Possibilities of participatory transformation. Asia Research Institute, National University of Singapore, Singapore.

Dutta, M. (2008). The culture-centered approach to health communication. Health Cluster, National University of Singapore. Singapore.

Dutta, M. (2008). Our hunger, our struggles. Performance with Rittwick, Kharagpur, India. (Offered six performances).

Dutta, M. (2007). Current trends in health communication. University of Missouri Columbia, School of Journalism. Columbia: MO.

Dutta, M. (2007 ). Globalization and public information campaigns, Second Public Health Conference in China, Tsinghua University. Beijing, China.

Dutta, M. (2007). Dances of protest: Resistive and resisting aesthetics. Performance with Rittwick, Kharagpur, India.

Dutta, M. (2006). Health care disparities and the culture-centered approach. University of Houston, Department of Communication. Houston, TX.

Dutta, M. (2006). Current trends in health communication. First Public Health Conference in China, Tsinghua University. Beijing, China.

Dutta, M. (2006). War, conquest, and the colony. Performance at Purdue University, West Lafayette, IN.

Dutta, M. (2005). Consumer-driven approach to the evaluation of the quality of health information on the Internet. Vanderbilt University. Nashville, TN.

Dutta, M. (2005). Evaluating quality of health information on the Internet.. National Library of Medicine. Bethesda, MD.

Dutta, M. (2005). Dances of protest. Performance with Rittwick, Kharagpur, India.

Dutta-Bergman, M. (2004). Evaluating the quality of e-health information. Presented to the Midwest Coag Symposium, Indianapolis, IN.

Dutta-Bergman, M. (2004). Evaluating the quality of e-health information. Presented to the Hansen Cancer Center, IN.

Dutta-Bergman, M. (2004). Media coverage of Operation Iraqi Freedom: A polymorphic approach. Presented to the Colloquia Series at the Department of Communication, Purdue University.

Dutta-Bergman, M. (2003). The theory of unified responsibility: Explaining community action. Presented at the Psychology Brown Bag, Social Psychology Unit, Department of Psychological Sciences, Purdue University.

#### Pedagogical Lectures/Presentations

Dutta, M. (2008). Postcoloniality, subalternity and communication. Presented to COM 601: "Foundations of human communication inquiry," Purdue University.

Dutta, M. (2007). Ethnography from a culture-centered approach. Presented to COM 204: "Critical perspectives on communication," Purdue University.

Dutta, M. (2007). A culture-centered approach to communication. Presented to COM 601: "Foundations of human communication inquiry," Purdue University.

Dutta, M. (2007). Ethnography from a culture-centered approach. Presented to COM 204: "Critical perspectives on communication," Purdue University.

Dutta, M. (2006). Ethnography from a culture-centered approach. Presented to COM 204: "Critical perspectives on communication," Purdue University.

Dutta, M. (2005). Ethnography from a culture-centered approach. Presented to COM 204: "Critical perspectives on communication," Purdue University.

Dutta-Bergman, M. (2003). The tales of objective media: Coverage of Operation Iraqi Freedom. Presented to the Society of Professional Journalists, Purdue University.

Dutta-Bergman, M. (2002). Preparing for careers in mass communication. Presented to Women in Communication, Purdue University, West Lafayette

Dutta-Bergman, M. (2002). Finding a job after a Ph.D. Guest Speaker at the Colloquia Series at the Department of Communication, Purdue University.

Dutta-Bergman, M. (2002). Preparing for the interview: Strategies and techniques. Presented to the Vinod Gupta School of Management, Indian Institute of Technology, Kharagpur.

- Dutta-Bergman, M. (2001). Preparing for careers in public relations. Presented to Women in Communication, Purdue University, West Lafayette, IN.
- Dutta-Bergman, M. (2001). Finding a job after a Ph.D. Guest Speaker at a Brown Bag at the School of Journalism & Mass Communication, University of Minnesota.
- Dutta, M. (2001). Empowerment as a group discussion goal. Presented to the Vinod Gupta School of Management, Indian Institute of Technology, Kharagpur.
- Dutta-Bergman, M. (2001). Improving group discussion skills. Presented to the Vinod Gupta School of Management, Indian Institute of Technology, Kharagpur.
- Dutta, M. (1998). The international teacher: Bringing diversity into our classrooms. Presented at the Brown Bag Teaching Enrichment Series, School of Journalism & Mass Communication, University of Minnesota.
- Dutta, M. (1998). Sex, drugs, and smoking: A social marketing approach to public health. Presented at the Brown Bag Teaching Enrichment Series, School of Journalism & Mass Communication, University of Minnesota.
- Dutta, M. (1998). Effective classroom communication. Presented to the Annual University Teachers Training Camp, Indian Institute of Technology, Kharagpur.
- Dutta, M. (1998). Using space in teaching presentation: Lessons from theater. Presented to the Annual University Teachers Training Camp, Indian Institute of Technology, Kharagpur.
- Dutta, M. (1998). Scientific and technical communication strategies. Presented to the Annual University Teachers Training Camp, Indian Institute of Technology, Kharagpur.
- Dutta, M. (1998). Delivering effective presentations. Presented at the Vinod Gupta School of Management, Indian Institute of Technology, Kharagpur.
- Dutta, M. (1998). Strategic thought in persuasion. Presented at the Vinod Gupta School of Management, Indian Institute of Technology, Kharagpur.
- Dutta, M. (1996). Communicating through the Web. Presented to The Web Authoring User Group, North Dakota State University, October.
- Dutta, M. (1996). Visual style concepts in Web design. Presented to The Web Authoring User Group, North Dakota State University, October.
- Dutta, M., & Padmanabhan, G. (1996). Indians abroad: Midnight's children in the twilight hour. Served as a panelist and discussion chair, Landscapes of India Series, North Dakota State University, September.
- Dutta, M., & Roy, A. (1995). Exploring space in theater and dance. Presented to the Executive Training Group, hosted jointly by The Birla Academy of Liberal Arts & Management & The Indian Institute of Technology.
- Dutta, M., & Roy, A. (1995). Metacommunication: Summing it all up. Presented to the Executive Training Group, hosted jointly by The Birla Academy of Liberal Arts & Management & The Indian Institute of Technology.

## **GRANTS**



PI. A Culture-Centered Approach to Addressing Heart Health among Malays in Singapore. Singapore Heart Foundation. Grant Amount: \$87,000.

PI. A Culture-Centered Approach to Addressing Health Needs of Transgender Sex workers in Singapore. ArF. Ministry of Education, Grant Amount: \$100,000.

PI. Singapore Health Communication Survey. ArF. Ministry of Education, Grant Amount: \$99,900.

PI. Center for Culture-Centered Approach to Research and Evaluation. National University of Singapore Provost Grant. Grant Amount: \$1,965,528.00

PI. Application and Dissemination of a Culture-Centered Approach to Tailoring Comparative Effectiveness Research Summary Guides. Agency for Healthcare Research & Quality (AHRQ). Awarded in September 2010. Grant Amount: US \$ 1,499,000.00.

Co-PI. Post-Harvest Loss and Mycotoxin Reduction in the Commodity Value Chain in Maize (Corn) Production in Ghana. Global Policy Research Institute, Purdue University. Grant Amount: US\$30,000

Co-PI. Family Food Security for Poor Households in Africa: Grassroots Framing of Sheep and Goat Husbandry, Productivity and Animal and Human Health. Global Policy Research Institute, Purdue University. Grant Amount: \$30,000.

PI. Hunger, food insecurity and politics of change. Home Community Building Initiative. College of Liberal Arts HOME grant. Grant Amount: \$1500.

PI. Co-Creating Spaces for Positive Transformative Change in the Health and HIV/AIDS Outcomes for the Indigenous People of Koraput. Purdue Research Foundation Research Grant. Awarded in 2010. Grant Amount: US\$ 15, 288.00

PI. Leadership and social entrepreneurship: The role of communication in social change. Leadership Academy Faculty Fellows Grant, Purdue University. Awarded in 2008. Grant Amount: \$5000.00.

Co-PI. Assessing student team effectiveness. National Science Foundation. Awarded in 2006. Grant Amount: US\$43,929.83

Co-PI. Federal policy documents on drugs: nEWS on EWS. Belgian Federal Science Policy Office. Awarded in 2006. Grant Amount: 249,992.5€.

PI. Dutta, M. J., Bodie, G. D., & Basu, A. Health disparity and the racial divide among the nation's youth: Internet as an equalizer? MacArthur Foundation Grant on Digital Media and Learning: Race and Ethnicity. Amount: \$10,000.00

Co-PI. Evaluating the online presence of National Emphysema Foundation. National Emphysema Foundation. Awarded in 2006. Grant Amount: \$20,000.00

Co-PI. Medical adverse events. Indiana State Department of Health. Awarded in 2006. Grant Amount: \$50,000.00

PI. Extension of the Genetics Home Reference consumer evaluation. National Library of Medicine (NIH). Awarded in 2005. Grant Amount: \$92,529.00

PI. 3D visualization in crisis communication training. Digital Learning Center Grant. Awarded in 2005. Grant Amount: \$18,500.00 (Co-PI Krishna Madhavan & Laura Arns)

Co-PI. Studying Internet use, media Consumption and Health Outcomes for Uninsured Americans. AT&T Foundation. Awarded in 2005. Amount: \$6,500.00 (PI: Tom Feeley)

PI. Developing a web portal for a service learning course. Service Learning Faculty Fellows Grant, Purdue University. Awarded in 2005. Grant Amount: \$5000.00

PI. Integrating technology in a service learning experience. School of Liberal Arts Teaching Incentive Grant, Purdue University. Awarded in Spring, 2004. Grant Amount: \$750.00

PI. Proposal to offer a service-learning experience in a developing country: Learning by doing. International Spring Grant for Integrated Study Abroad Programs sponsored by the Office of International Programs. Awarded in Spring, 2003. Grant Amount: \$5,500.00

PI. Integrating information & technology literacy in a service learning experience. Partnering for Digital Environment Resources (LEADER) Grant Program sponsored by the Purdue University Libraries. Awarded in Spring, 2003. Grant Amount: \$1,500.00

### **TEACHING EXPERIENCE**

#### Graduate

National University of Singapore

NM 1101 Communications, New Media, and Society

NM 2104 Qualitative Communication Research Methods

NM 6203 Culture-Centered Approach to Communication

NM 6101 Advanced Theories of Communication

Purdue University (2001-)

COM 612C Culture, Communication, and Health

COM 676U Critical and Cultural Approaches to Communication

COM 610P Postcolonial Approaches to Communication

COM 676C Health Communication Campaigns

COM 600 Philosophy of Communication

COM 601 Fundamentals of Human Communication Inquiry

COM 610T Public Relations Theory

#### Undergraduate

COM 114 Public Speaking

COM 250 Mass Communication and Society

COM 253 Introduction to Public Relations

COM 353 Problems in Public Relations

COM 456 Advertising Writing

COM 491C Communication Campaigns

COM 590M Mass Communication and Public Health

University of Minnesota (1998-2001)

JOUR 4261 Advertising Media Planning

JOUR 4263 Advertising and Public Relations Campaign Planning

North Dakota State University (1996-1998)

SCOM 347 Introduction to Cultural Diversity

MCOM 210 Introduction to Media Writing

### **GRADUATE ADVISING**

## Dissertations Directed

- a. Mookerjee, D. (2003). What women said: Contraceptive technology, delivery and policy from the other point of view. Unpublished doctoral dissertation, Purdue University, W. Lafayette, IN.
- b. Chung, W. (2005). Cognitive and affective processing of campaign messages : issue-based and image-based strategies. Unpublished doctoral dissertation, Purdue University, West Lafayette, IN.
- c. DeSouza, R. (2007). NGOs and empowerment: Creating communicative spaces in the realm of HIV/AIDS in India. Unpublished doctoral dissertation, Purdue University, West Lafayette, IN.
- d. Jiang, M. (2007). Citizen interaction with Chinese Government networks: Information Technology, institutions, and agency. Unpublished doctoral dissertation, Purdue University, West Lafayette, IN (co-adviser with Patrice Buzzanell).
- e. Basnyat, I. (2008). Finding voice: Enacting agency for reproductive health in the context of culture and structure by young Nepalese Women. Unpublished doctoral dissertation, Purdue University, West Lafayette, IN.
- f. Basu, A. (2008). Subalternity and sex work: Re(scripting) contours of health communication in the realm of HIV/AIDS. Unpublished doctoral dissertation, Purdue University, West Lafayette, IN.
- g. Kim, I. (2008). Voices from the margin: A culture-centered look at public relations of resistance. Unpublished doctoral dissertation, Purdue University, West Lafayette, IN.
- h. Pal, M. (2008). Fighting from and for the margin: Local activism in the realm of global politics. Unpublished doctoral dissertation, Purdue University, West Lafayette, IN.
- i. Morris, C. (2009). Trust, community, and dialogue: Toward an emergent model of trust. Unpublished doctoral dissertation, Purdue University, West Lafayette, IN.
- j. Kanouse, B. (2010). Transforming diagnosis: A post-structural critique of the pathologization of transgender identity. Unpublished doctoral dissertation, Purdue University, West Lafayette, IN
- k. Yehya, N. (2010). Culture-centered articulations of the Women, Infants, & Children (WIC) program. Unpublished doctoral dissertation, Purdue University, West Lafayette, IN.
- l. Pfister, R. (2010). Imperialist tools: A postcolonial deconstruction of Orientalist media and the obsession with unveiling. Unpublished doctoral dissertation, Purdue University, West Lafayette, IN.
- m. Sydorenko, N. (2010). Rhetoric as celebration: Form, identification, and spirit in the letters of Kenneth Burke and William Carlos Williams. Unpublished doctoral dissertation, Purdue University, West Lafayette, IN.
- n. Acharya, L. (2011). Co-creating spaces for positive transformative change: Health and HIV/AIDS outcomes for the indigenous people of Koraput. Unpublished doctoral dissertation, Purdue University, West Lafayette, IN.

- o. Jamil, R. (2011). Marginalization and health: Patients' voices from a Bangladeshi public hospital. Unpublished doctoral dissertation, Purdue University, West Lafayette, IN.
- p. Ban, Z. (2012). Labor activism without borders: Re-thinking activism in Public Relations in the context of offshore labor. Unpublished doctoral dissertation, Purdue University, West Lafayette, IN.
- q. Sastry, S. (2012). Drivers of India's HIV/AIDS epidemic: Culture-centered co-constructions with long-distance truck drivers. Unpublished doctoral dissertation, Purdue University, West Lafayette, IN.
- r. Dillard, S. (2012). Mapping the cultural and social landscape of uterine leiomyomas: Fibroid tumors as a Black woman's disease. Unpublished doctoral dissertation, Purdue University, West Lafayette, IN.
- s. Rodriguez, K. (2012). The construction of health beliefs within a Mexican American community: A culture-centered approach to understanding diabetes through minority voices. Unpublished doctoral dissertation, Purdue University, West Lafayette, IN.
- t. Ortiz, A. (2013). Undocumented and unafraid: Voices of dream activists. Unpublished doctoral dissertation, Purdue University, West Lafayette, IN.
- u. Dutta, U. (2013). Subalternity and indigenous existence: Negotiating development issues from the margins. Unpublished doctoral dissertation, Purdue University, West Lafayette, IN.
- v. Kumar, R. (2013). Negotiating healthcare structures in the United States: Reassessing resettlement through Burmese refugee voices. Unpublished doctoral dissertation, Purdue University, West Lafayette, IN.
- w. Jones, C. (2013). Culture-centered coalitions as social change agents: An organizational ethnography of 'Voices of hunger'. Unpublished doctoral dissertation, Purdue University, West Lafayette, IN.
- x. Spinetta, C. (2013). Fat and fit: A culture-centered approach toward a new paradigm of health and the body. Unpublished doctoral dissertation, Purdue University, West Lafayette, IN.
- y. Sen, S. (2014). Public relations and the democratizing role of new media: How public relations practitioners who also are activists use social media for their activism. Unpublished doctoral dissertation, Purdue University, West Lafayette, IN.
- z. Florian, K. (2014). Nation branding and the national imaginary. Unpublished doctoral dissertation, National University of Singapore, Singapore.
- aa. Rao, A. (2015). Discourses of resistance and technology use among civil society in an Indian metropole. Unpublished doctoral dissertation, National University of Singapore, Singapore.
- bb. Zapata, D. (2015). Culturally-centering the narrative of the cellphone in an indigenous community in the Philippines. Unpublished doctoral dissertation, National University of Singapore, Singapore.

cc. Lee, M. (2015). Discourses about the nation: A critical cultural perspective to public relations. Unpublished doctoral dissertation, National University of Singapore, Singapore.

Current Advisor for the following graduate students

Ph.D. Students

Agaptus Anaele (Purdue University)  
Rahul Rastogi (Purdue University)  
Pauline Luk (National University of Singapore)  
Satveer Kaur (National University of Singapore)  
Ahmed Abid (National University of Singapore)

Committee member for the following completed theses and dissertations

Vinita Agarwal (dissertation)  
Julie Delaney (dissertation)  
Haijuan Gao (dissertation)  
R J Green (dissertation)  
Sirisha Kandukuri (dissertation)  
Rahul Mitra (dissertation)  
Prashant Rajan (dissertation)  
Angelica Ruvarac (dissertation)  
Saqib Sheikh (master's)  
Qian Wang (dissertation)  
Colleen Brown (Non-thesis master's)  
Xiran Du (master's thesis)  
Kristen Senior (master's Non-thesis)  
Heng Xu (master's Non-thesis)  
Jee-Hee Han (Ph.D. dissertation)  
Tatum Miller (master's thesis)  
Jennifer Gibb (master's thesis)  
Tanuja Sheth (Ph.D. dissertation)  
Elizabeth Buenger (master's thesis)  
Ginger Butler (master's thesis)

### **MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS**

Association for Education in Journalism and Mass Communication (AEJMC)  
Central States Communication Association (CSCA)  
International Communication Association (ICA)  
National Communication Association (NCA)

### **EDITORIAL SERVICE**

Editor

2011-Present    Series Editor, Critical Cultural Studies in Global Health Communication Book Series, Left Coast Press.

2006-2011      Senior Editor, Health Communication

As action editor, I was responsible for selecting reviewers, making decisions about manuscripts and writing decision letters etc.

2008-Present Associate Editor, Journal of Healthcare Reform

#### Editorial Board

2013- Journal of Computer Mediated Communication

2012- Qualitative Communication Research

2012- Journal of Informatics and Telematics

2008-Present Communication Yearbook

2008-2009 Southern Communication Journal, Special Issue on Qualitative Research

2007-Present Journal of Communication

2007-Present Journal of Computer Mediated Communication

2003-Present Health Communication

2005-Present Qualitative Research Reports in Communication

2005-2010 Journal of Applied Communication Research

2004-2007 Communication Studies

#### Journal Reviewer

In addition to editorial board responsibilities, I have also served as an ad hoc reviewer for: Communication Theory, Health Education and Behavior, Health Services Research, Human Communication Research, Journal of Advertising, Journal of Broadcasting and Electronic Media, Journal of Health Communication, Journal of Medical Internet Research, Journal of Terrestrial Observation, Management Communication Quarterly, Patient Education and Counseling, Population and Public Policy, and Studies in Media Information Literacy and Education

#### Guest Reviewer for Books

2003 Heath, R., & Coombs, T. Today's Public Relations. Thousand Oaks, CA: Sage

### **PROFESSIONAL ASSOCIATION SERVICE**

Chair, Health Communication Division, ICA, 2012-2014

Vice Chair, Health Communication Division, ICA, 2011-12

Editor, International Communication Association (ICA) Newsletter, 2008-Present

Co-chair, Theme Session, ICA, 2007-2008.

Chair, ICA Publications Committee, 2007-2008.

Member, ICA Publications Committee, 2006-2008.

Coordinator and Director, National Communication Association Doctoral Honors Seminar for 2006 hosted at Purdue University, West Lafayette, IN.

Reviewer, Centers of Health Communication and Health Marketing Grant, Centers for Disease Control and Prevention, Atlanta, GA, 2005.

Reviewer for tenure and promotion cases for over 20 candidates, 2005-Present.

Guest Member, Board of Scientific Counselors, National Library of Medicine, National Institutes of Health, 2005.

Group leader, Doctoral & Early Career Pre-conference in Health Communication: Theory and Practice in Health Communication, Health Communication Division, National Communication Association, New Orleans, LA, 2002.

Conference Chair, Annual Mid-West Mini Conference, Minneapolis, MN, 2000.

### **DEPARTMENTAL SERVICE**

2012-	Head of the Department, Department of Communications and New Media, National University of Singapore
2008-2009	Chair, Search Committee, Public Relations, Department of Communication, Purdue University.
2007-2008	Member, Committee for developing professional Masters program, Department of Communication, Purdue University.
2006-Present	Director, Graduate Studies, Department of Communication, Purdue University As Director of Graduate Studies, I run the application process (approximately 225 per year), doing recruiting, doing orientation, conducting and coordinating the annual review process, monitoring student progress, conducting recruiting initiatives, and chairing the Graduate Committee (weekly meetings).
2006-2007	Member, Committee for considering renaming of the department, Department of Communication, Purdue University
2006-2007	Chair, Search Committee, Public Relations, Department of Communication
2005-2006	Member, Graduate Committee, Department of Communication, Purdue University
2005-2006	Member, Search Committee, Public Relations, Department of Communication, Purdue University
2004-2005	Member, Search Committee, Two senior positions in Communication, Department of Communication, Purdue University.
2004-2005	Speaker, Graduate Student Orientation, Department of Communication, Purdue University.
2003-2005	Co-Chair, Health Communication Unit, Department of Communication, Purdue University.

- 2003-2004 Member, Risk/Science Communication Search Committee, Department of Communication, Purdue University.
- 2003-2004 Coordinator, Purdue Health Communication Distinguished Speaker Series, Department of Communication, Purdue University.
- 2002-2004 Elected Member, Faculty Affairs Committee, Department of Communication, Purdue University
- 2002-2003 Member, Internship Committee, Department of Communication, Purdue University
- 2001-2004 Member, Health Communication Web Page Design Committee, Department of Communication, Purdue University
- 2001-2002 Member, Graduate Committee, Department of Communication, Purdue University
- 2001-2002 Member, Graduate Web Page Design Committee, Department of Communication, Purdue University
- 2000-2001 Member, Graduate Affairs Committee, School of Journalism and Mass Communication, University of Minnesota
- 1999-2000 President, Graduate Student Organization, School of Journalism and Mass Communication, University of Minnesota
- 1999-2000 Founder and Organizer, Teaching Assistant Enrichment Series, School of Journalism and Mass Communication, University of Minnesota
- 1997-1998 Member, Search Committee, Department of Communication, North Dakota State University
- 1996-1997 Coordinator, Cultural Diversity Dialogue, Department of Communication, North Dakota State University

**UNIVERSITY SERVICE**

- 2009-Present Member, Marketing strategy advisory committee, Purdue University.
- 2007-2008 Member, Dean's Focus taskforce, College of Liberal Arts, Purdue University
- 2006-2007 Member, Steering Committee, India Studies Center, Purdue
- 2006-2007 Member, Focus Committee, College of Liberal Arts, Purdue University. This committee will identify signature areas for the department and will develop branding strategies.
- 2005-2006 Member, Search Committee, Sales and Marketing, Department of Consumer and Family Sciences, Purdue University.
- 2005 Invited Speaker, New Faculty Orientation, Purdue University
- 2004-2005 Member, Search Committee, Sales and Marketing, Department of Consumer and Family Sciences, Purdue University.



2004	Reviewer, Dean's Incentive Grants, School of Liberal Arts
2004-Present	Affiliate Faculty, Burton D. Morgan Entrepreneurship Center, Purdue University
2004-Present	Affiliate Faculty, Regenstreif Center for HealthCare Engineering, Purdue University
2004	Workshop participant, Regenstreif Center for HealthCare Engineering, Purdue University
2004	Invited Speaker, New Faculty Orientation, Purdue University
2002-Present	Campaign Advisor, Student Wellness Center, Purdue University (Anti-marijuana Campaign, Drug-free campaign; Anti-alcohol Campaign)
2002-Present	Affiliated with e-Center, Purdue University
2002-Present	Affiliated with CERIAS, Purdue University
2002-Present	Organizer, International Faculty Roundtable, School of Liberal Arts
2001-Present	Affiliated with Asian Studies Program, Purdue University
1996-1997	Coordinator, Tapestry of Diverse Talents, Institute for the Study of Cultural Diversity, North Dakota State University
1996-1997	President, Association of Students from India, North Dakota State University
1994-1995	Student Adviser, National Service Scheme, Indian Institute of Technology
1994-1995	Editor and Governor, Alankar, Official Publication of the student body at the Indian Institute of Technology, Kharagpur
1993-1995	Literary Secretary, Indian Institute of Technology, Kharagpur

#### **SERVICE TO THE COMMUNITY**

2011-Present	Volunteer Member, Food Finders, West Lafayette, IN
2008-2009	Volunteer Member, Transient Workers Count Too (TWC2), Singapore.
2005-Present	Creative Director, Summer Program, Rittwick, Theater for Social Change, Kharagpur, India.
2004-Present	Member of Advisory Board, Health Communication Program, Mudra Institute of Communications, Ahmedabad, India
2003-Present	Delivered over 35 community-wide lectures on "Evaluating Health Information Quality on the Internet," at over 20 community organizations across IN.
2003-2004	Technical Advisor, Cut It Campaign, Student Wellness Center, Purdue University, IN
2002-2003	Technical Advisor, Drug-free Purdue Campaign, Student Wellness Center, Purdue University, IN

2002-2003 Participant and Advisor, Community Mobilizing Project with Santalis of Kharagpur, India

1999-2000 Campaign Reviewer, Minnesota Department of Health, Minneapolis, MN

1998-2000 Technical Advisor, Target Market Campaign, Minnesota Department of Health, Minneapolis, MN

1998-1999 Research Consultant, Media Planning, American Association of Retired Persons, Washington, DC

1996-1998 Served as a judge for 137 public speaking competitions in North Dakota

1996-1997 Coordinator, Community Dialogues on Diversity sponsored by the Mayor's Office, Fargo, North Dakota

1996-1997 Coordinator, Institute for the Study of Cultural Diversity, North Dakota State University