

## Santosh Kumar Patra, PhD

Associate Professor  
Area Leader, Media and Entertainment Management  
MICA, Ahmedabad  
Shela, Ahmedabad- 380058  
India

Email- [santosh.patra@micamail.in](mailto:santosh.patra@micamail.in)

Mob- +91-8905263637

<https://www.mica.ac.in/santosh-k-patra>

<https://www.linkedin.com/in/santosh-k-patra-7ab1813/>

### Profile Overview:

Dr Santosh K. Patra is working as an Associate Professor at MICA, Ahmedabad, India. In his current role, he heads the Department of Media and Entertainment Management (MEM) of MICA and is the founder and present head of the Centre for Media and Entertainment Studies (CMES) as a centre of excellence for doing research in media and entertainment with Industry collaborations. The centre has been publishing the annual India OTT Report since 2018. The report is the only yearly OTT report issued by any academic institution in India. He served as Co-Chair of MICA's doctoral-level programme (Fellow Programme in Management) from July 2018 to December 2022 and serving as Programme Director for multiple online programmes offered in partnership with EdTech partners.

Prof. Patra has 17 years of experience in teaching, research, and educational administration. He has held various positions at MICA, Ahmedabad, IMT-Ghaziabad, taught as a visiting professor at the Indian Institute of Management, Indore (IIMI), and other Business Schools and serving as a member of different academic advisory councils in India. He is a student of sociology and specialises in Media and Digital Sociology, Content, Consumer and Community studies, and Political-Economy of Media. He has done his master's in Sociology from Utkal University, an M.Phil. in Political Sociology, and a Ph.D. in sociology focusing on Digital Sociology from Jawaharlal Nehru University (JNU), New Delhi. On a personal note, he and his wife Sumana are growing up with their daughter AIKA and love exploring the world.

### ACADEMIC/RESEARCH APPOINTMENTS

---

2018-	Associate Professor of Media and Entertainment Management, MICA, India. Area Leader (Chairperson), Media and Entertainment and Sports. Head, Centre for Media and Entertainment Studies (CMES).
2017-18	Associate Professor of Media and Entertainment Management, Institute of Management Technology, Ghaziabad (IMTG), India.
2011-17	Assistant Professor of Media and Entertainment Management, MICA, India.

Area Leader (Chairperson), Media and Entertainment Management.

2010-11	Project Director, Transparency International India, New Delhi, India
2009-10	Research Officer, Centre for Applied Sociology, India
2007-08	Research Associate, National Social Watch Coalition, India
2005-06	Research Assistant, Centre for Applied Sociology, India

#### **LEADERSHIP (ACADEMIC & ADMINISTRATIVE) POSITIONS**

---

2018-	Head, Centre for Media and Entertainment Studies, MICA
2019-	Area Leader, Media and Entertainment Management, MICA, Ahmedabad
2024	Co-Chair, 10 <sup>th</sup> Edition of International Communications Management Conference (ICMC), MICA, India in partnership with Northwestern University, USA, University of Belfast, UK and UCIS, Malaysia.
2023-24	Member of MICA's Curriculum, Accreditation, Orientation, Rural Immersion, Entrepreneurship, MI-Verse Committees.
2021	Programme Director, Advanced Digital Transformation Programme in Media, and Entertainment Management (Online Programme)
2020	Programme Director, Media, and Entertainment Management (Online Programme)
2018-22	Co-Chairperson, Fellow Programme in Management (MICA's Doctoral Level Programme), the School of Ideas.
2017-18	Domain Head, Media, and Entertainment, IMT, Ghaziabad.
2015-17	Area Chair, Media and Entertainment Management, MICA, Ahmedabad

#### **EDUCATION**

---

2011	PhD, Sociology (Media/Digital Sociology), Jawaharlal Nehru University (JNU), New Delhi, India.
2006	M.Phil., Sociology (Political Sociology), Jawaharlal Nehru University (JNU), New Delhi, India.
2004	M.A., Sociology, Utkal University, Odisha.
2002	B.A., Sociology (Major) & Psychology (Minor), Ravenshaw College, Cuttack.

#### **ACTIVE INDUSTRY ENGAGEMENT AND CONSULTANCY**

---

2023-24	Jagran New Media
2023	Torrent Power

2023 Daily Hunt- Digital Media

2018 Ambuja Cement

### **ACADEMIC ADVISORY BODY MEMBERS**

---

2020 Onwards- IMS Unison University, Dehradun, India

2023 Onwards- Times School of Media, Bennet University, Delhi, India

### **PUBLICATIONS**

---

#### **Journal Articles**

- 2023 Govindarajan, Gyanesh; K.A., Geetha; Patra, Santosh K.; Sreekumar, TT. 2023. "Enhancing Social Capital and Reciprocity through Community News Media during COVID-19: A Study of Video Volunteers". *Online Information Review*. DOI: 10.1108/OIR-09-2022-0514. (SCIMAGO- Q1, Emerald). <https://doi.org/10.1108/OIR-09-2022-0514>
- 2023 Kankal, B., Patra, S.K., & Panda, R. (2023). Pedagogy innovation and integration of films in management education: Review and research paradigms. *The International Journal of Management Education*, 21(2), 100804. (SCIMAGO- Q1, Elsevier) <https://doi.org/10.1016/j.ijme.2023.100804>
- 2019 Chakravarty, Devpriya & Patra, Santosh K. 2019. A Political Economic View of the Digital India Campaign. *Journal of Media Studies*. 34(1). Pp 78-106.
- 2018 Patra, Santosh K. (2018). Between Knowledge and Power: Political Agenda and Social Engagement of Political Elites through Micro-Blogging (Twitter) in India. *Journal of Mass Communication Journalism* 8: 361. doi: 10.4172/2165-7912.1000361.
- 2018 Patra, Santosh K. (2018). 'Inter-subjectivity' World of Virtual Reality: Facebook User's Behaviour in the Context of Individual' Privacy' and Extended 'Self and Identity'. *Media Watch*. 9 (2). Pp 182-193.
- 2017 Patra, Santosh K. & Makhija, Rakhi. (2017). Communicating Health: Awareness, Knowledge and Gap among Rural Women of Ahmedabad District, Gujarat. *Journal of Family Welfare*. 62 (1). Pp 13-21.
- 2017 Jagani, Khyati & Patra, Santosh K. (2017). Digital participation through mobile internet banking and its Impact on financial inclusion: A study of Jan Dhan Yojana. *International Journal of Public Administration in the Digital Age (IJPADA)*. 4(4). Pp 51-61.
- 2016 Patra, Santosh K. & Khan, Sumana. (2016). Politics as "Popular Culture" & Its Digital Manifestation: an Indian State Election & Few Twitter #Hashtag Trends. *International Journal of Communication Research*. 6 (2). 119-127.

- 2016 Bhatia, Kiran & Patra, Santosh K. (2016). Political Economy of Air Pollution in India A conceptual analysis of the Role of Media. *Journal of Content, Community & Communication*. 3(2), 50-55.
- 2016 Patra, Santosh K. & Khan Sumana. (2016). Leveraging on Societal Insecurities & Politics of Crises in India. *Mainstream*. LIV (18). Pp 29-33.
- 2015 Govil, Ankit and Patra, Santosh K. (2015). 'Need to be Shared': Decoding Viral Genome of Popular YouTube Videos. *Journal of Global Communication*. 8 (2), Pp 134-144. DOI: 10.5958/0976-2442.2015.00015.4.
- 2015 Patra, Santosh. K. (2015). Online Participation and Self-presentation in Social Networking Sites: A Study of Selective Users of India. *Journal of Creative Communications* (Sage Publications). 10 (1) Pp 89-104.
- 2015 Vasavada, Falguni, Santosh K. Patra, Palak Gadhiya & Krishna Mishra. (2015). Capturing Trends and Identifying the Emerging Cool: A Study of Indian Bollywood Celebs on Twitter. *Media Watch*. 6 (3). Pp 286-295.
- 2013 Khandpal, Anshul & Santosh K. Patra. (2013). Brand Building in the Era of Mobility & Emergence of 'New Imagined Communities': A Conceptual Analysis. *Indian Journal of Marketing*, 43 (11). Pp 24-29.
- 2013 Patra, Santosh K. & Arbind Sinha. (2013). Social media and society: 'networked self' and 'the others', *Yojana* (Ministry of Broadcasting, Govt. of India, 57 (May). Pp 48-51.
- 2013 Patra, Santosh K., Rahul Gaddekar & Pradeep Krishnatrey. (2013). Users' gratification, self-schema and Facebook behaviour: a study of selective young Facebook users. *Media Watch*. 4 (1). Pp- 84-94 (ISSN 0976 0911).
- 2013 Sinha, Arbind, Santosh K. Patra, Sunil Bhatt & Alok Brambhat. (2013). ICT initiatives and agricultural communication in India: gaps and way forward. *Mass Communicator*, 7 (2). Pp- 12-22 (ISSN: 0973-9688).

#### **Book (Ed.)**

- 2020 Heggde G. S., Patra, S. K., Panda, R. 2024. Immersive Technology and Experiences. Springer. <https://doi.org/10.1007/978-981-99-8834-1>

#### **Book Chapter**

- 2024 Arora, A., Belk, R. W, & Patra, Santosh K. 2024. Digi & the Metaverse. In Heggde G. S., Patra, S. K., Panda, R. 2024. Immersive Technology and Experiences. Springer. <https://doi.org/10.1007/978-981-99-8834-1>
- 2023 Trivedi, S. & Patra, S. K. 2016. Rebuilding the tourism industry through sustainability practices and opportunities in the post-pandemic era. in Kumar, J, Bayram, G. & Sharma, A. (Eds.). Resilient and sustainable destinations after disaster. Emerald: UK Delhi. <https://doi.org/10.1108/9781803820217>

- 2016 Patra, Santosh K. 2016. Development Disparity and Poverty of Orissa: Questions Concerning Governance Deficit. in Anand Kumar et al. (Eds.). Chronic Poverty in India: policy issues and challenges: Vitasta Publication: Delhi.
- 2007 Jha, Himanshu & Santosh K. Patra. 2007. Macro Economic Growth: Challenging Realities. in dignity and rights: making the universal right to social security a reality, *Social Watch*: Uruguay.

### **Case Studies**

- 2024 Patra, S. K. & Kulkarni, A. (2024). *MX Player: Content, Strategy, and Monetization of India's Biggest Homegrown OTT (Streaming) Platform*. Ivey Publishing. <https://www.iveypublishing.ca/s/product/mx-player-content-strategy-and-monetization-of-indias-biggest-homegrown-ott-streaming-platform/01tOF000002ZKdpYAG>
- 2024 Kulkarni, A. & Patra, S. K. (2024). *Indian Premier League (IPL) Media Rights: Media Valuation*. Ivey Publishing. <https://www.iveypublishing.ca/s/product/indian-premier-league-ipl-media-rights-media-valuation/01tOF000002z817YAA>

### **Book Review**

- 2013 Patra, Santosh K. "Cyberculture and the Subaltern: weaving of the virtual and real, Maryland: Lexington Books, 2013, 178 pp. (\$60.00) by Radhika Gajjala", *Journal of Creative Communication (JOCC)*, Sage Publication. 8 (2&3). Pp 277-282.

### **Co-editor Annual Reports**

- 2024 India OTT Report, <https://www.mica.ac.in/indian-ott-platforms/indian-ott-platforms>

### **Conference Proceedings**

- 2024 ICMC, MICA, India
- 2023 ICMC, MICA, India
- 2015 Jagani, Khyati & Santosh K. Patra. 2015. Digital Participation through mobile internet banking and its Impact on financial inclusion: A Study of *Jan Dhan Yojana*. in *International Conference on Telecommunication Technology and Management, Emerald India*. ISBN: 9780992680053. BSTT & IIT Delhi.
- 2014 Junaid, N.P. A. & Santosh. K. Patra. 2014. Promise and challenges of the internet to bring a new public sphere: exploring the case of right thinkers, a Facebook discussion group in Malayalam. in *Digital Future: Content,*

community, communication: International Communication Management Conference proceedings, (pp. 66-71). Ahmedabad: MICA.

## CONFERENCE PRESENTATIONS

---

- 2023 Patra, S. K. 2023. Mediatisation of relationships and user experiences of dating applications: an Indian experience. Geo-Media Conference, University of Tampere, Finland.
- 2019 Patra, Santosh K. 2019. Sociality in the age of humanoid artificial intelligence: a study of selected Amazon Alexa users. ICOAI 2019. The University of Barcelona.
- 2016 Patra, Santosh K. 2016. 'Construction of religion as a structural agency vs a way of life: an anthropological study Upper-Bondas (Primitive Tribe) of Odisha', *Academic Conference on Social Sciences and Humanities*, Prague: Czech Republic. (30<sup>th</sup> – 31<sup>st</sup> December).
- 2015 Patra, Santosh K. 2015. 'Politics as "Popular Culture" & its Digital Manifestation: An Indian State Election & a Few Twitter #Hashtag trends', *Second International Conference on Media and Popular Culture*, London: U.K. (28<sup>th</sup> - 29<sup>th</sup> December).
- 2015 Jagani, Khyati & Santosh K. Patra. 2015. Digital Participation through Mobile Internet Banking and its Impact on financial inclusion: A study of *Jan Dhan Yojana*. in *International Conference on Telecommunication Technology and Management*, BSTT & IIT Delhi, India.
- 2014 Junaid, N.P. A. & Santosh. K. Patra. 2014. Promise and challenges of the internet to bring a new public sphere: exploring the case of right thinkers, a Facebook discussion group in Malayalam. in *Digital Future: Content, community, communication: International Communication Management Conference proceedings*,( pp. 66-71). Ahmedabad: MICA.
- 2014 Patra, Santosh K. & Saumya Pant. 2014. 'Inter-subjectivity' World of Virtual Reality: Facebook User's Behaviour in the Context of Individual' Privacy' and Extended 'Self and Identity'. IAMCR. India. 14-20 July 2014. India.
- 2013 Patra, Santosh K. 2013. "Exclusivity of being in time and place: a study of instant communication through the digital mobile connectivity presented in *XXXIX All India Sociological Conference*, Mysore, Karnataka, 27-29<sup>th</sup> December 2013.
- 2013 Patra, Santosh K. 2013. "Between knowledge and power: political agenda and social engagement of political elites through micro-blogging (Twitter) in India", in *BRAFFTV Film and Media Conference 2013*, the University of Toronto, Canada, 18-20 October 2013.

- 2013 Patra, Santosh K. 2013, "Understanding the poverty of Orissa (India) in the context of Development deficit vs Governance deficit" in *International Congress of Social Sciences*, Bangkok, 25-27 January 2013.
- 2012 Patra, Santosh K. 2012. "Agricultural communication gaps in ICT initiatives in India" in the workshop on *Strategy for mitigating agricultural communication gaps in India*, 13 & 14 March 2012, at MICA.
- 2012 Patra, Santosh K. 2012. "Self and identity among young Facebook users in India" in the *faculty research presentation*, 23 March 2012, MICA.
- 2012 Patra, Santosh K. 2012. "The need to understand changing human behaviour in the context of self and identity among Facebook users in India" in the *1<sup>st</sup> consultation meeting with partners of MICA Facebook study*, 17-18 January 2012, MICA.
- 2011 Patra, Santosh K. 2011. "Space, Identity and Community in Internet-Based Communication: An Indian Experience" in the *third research presentation*, 5 August 2011 at MICA.
- 2011 Patra, Santosh K. 2011. "Understanding the Poverty of Orissa in the Context of Development Deficit vs Governance Deficit", in the *National Seminar on Chronic Poverty in Orissa*, 22<sup>nd</sup> – 23<sup>rd</sup> April 2011, Koraput, Orissa, organised by Chronic Poverty Research Centre (CPRC), U.K., Indian Institute of Public Administration (IIPA), New Delhi, Jawaharlal Nehru University (JNU), New Delhi and Central University of Orissa, Koraput.
- 2009 Patra, Santosh K. 2009. "Safeguarding Public sector integrity and strengthening parliament institution in India", in *United Nations Convention on Corruption*, Doha, Qatar, 7<sup>th</sup>- 13<sup>th</sup> November 2009.
- 2008 Patra, Santosh K. 2008. "Self, identity and community in internet-based communication", in a *workshop of University of Heidelberg*, Heidelberg, Germany, June 17<sup>th</sup>- 20<sup>th</sup>, 2008.
- 2008 Patra, Santosh K. 2008. "Strengthening the institutions of local governance and empowering women representatives in India" in *Asia regional summer school*, 2008, Miriam College, Manila, Philippines, May 19<sup>th</sup>- 25<sup>th</sup>, 2008.
- 2007 Patra, Santosh K. 2007. "Youth and Globalisation: A Comparative Study of Two Cities" in the *Workshop for Young Sociologists*, Jammu, October 5-6, 2007.
- 2006 Patra, Santosh K. 2006. "Religion, Development and Women: A Study of India", Presented in a National Workshop on *Taking Faith Seriously- Role of Faith-Based Organisations (FBOs) in Development Dynamics of India*, conducted by CSSS/SSS, JNU, New Delhi, 12 March 2006.

## TEACHING

---

### MICA, Ahmedabad, India

#### Master's Programme

Introduction to Media and Society (IMS)

Media Agenda Setting (MAS)

Theories of Political Economy (TPE)  
Business of Content, Consumer & Platforms (BCCP)  
Media and Entertainment Management

*Doctoral Programme*

Research Paradigms  
New Media Theories and Philosophy  
Political Economy of Media  
Globalisation and Intercultural Communication  
Digital Culture & Philosophy

**Institute of Management Technology, Ghaziabad (IMTG), India**

Media and Entertainment Management  
Business of Content, Platform and Technology  
Consumption of Leisure and Business of Entertainment  
Qualitative Research Methods

**Indian Institute of Management, Indore (IIMI)**

Media and Entertainment Business in India

**RESEARCH PROJECTS**

---

2020-20	Business of Fantasy Gaming in India: a study of acquisition, retention & transaction by CMES, MICA
2020-20	Shifting content consumption pattern of Indian youth during COVID-19 Lock Down and its Impact on the Media Industry by CMES, MICA
2020-20	Demographic connect and Media usage patterns in the digital era, by CMES, MICA
2015-16	"Religiosity as a way of life vs structural enforcement by state: a study of selected endangered Tribes of Orissa", India, Funded by MICA. Starting Date April 2015.
2014-15	"New Media and student movements in India", Funded by MICA, Starting Date, December 2014.
2013-14	"Towards a ten-digit identity: mobile phones and migrant labourers in India" Funded by MICA, Starting Date, November 2013.
2013-14	"Impact of ICT in health communication: a study of rural Ahmedabad, Gujarat, India", Funded by MICA, Starting date, January 2013.
2010-14	"Development of alternative ICT model for agricultural communication in India", funded by NAIP/ICAR (World Bank Funded), 2010-2014.
2011-15	"National Facebook study, lead the "self and identity" theme", funded by MICA, since 2011.

## **DOCTORAL THESIS SUPERVISION**

---

### *Degree Awarded*

- 2011-14 Mrinmoy Majumdar. 2014. Labour, Technology and Society in the Context of India. MICA. Batch 2011-2014. [Member- Thesis Advisory Committee].
- 2013-16 Benson Rajan. 2017. social media and Affective Communication in Church Discourse: A Study of Online Discourse and its Effect within the Churches in New Delhi. MICA. Batch 2013-2016. [Member- Thesis Advisory Committee].
- 2013-16 Sahana Sarkar. 2017. Digital Literacy and Cybercrime: a study of Indian women, MICA. Batch 2013-2016 [Chair- Thesis Advisory Committee].
- 2014-17 Ahmed Junaid. 2018. The online public sphere and mass movements in India. MICA, Batch 2014-2017. [Member- Thesis Advisory Committee].
- 2014-18 Sharma, Aanchal. 2019. Cooperative Conflict and Women Empowerment: a study of Forest Management. MICA. Batch 2014-2017. [Member- Thesis Advisory Committee].
- 2015-19 Das, Saurabh. 2019. Political Communication in India. MICA. Batch 2015-2018 [Chair- Thesis Advisory Committee].
- 2016-20 Stanley, Sharanya. 2023. She Calls the Shots: A Study of the Experiences of Women in Non-traditional Jobs in the Indian Film Industry (Member, TAC)
- 2017-21 Dixit, Shamika. 2023. Self-representing yoga practice: Analysing mediatisation of modern yoga on Instagram (Member- TAC)

### *Work in Progress*

- 2018-22 Sharma, Himani. (Ongoing). Assimilating educative perspectives in the new era - A Study of EdTech Platforms in India (Chair, TAC)
- 2018-22 Iqbal, Renza (Ongoing). Gendered Nuances of Digital Divide: a study of Muslim Women of Kerala.
- 2019-23 Gyanesh, G. (Ongoing). The Trichotomy of News Construction, Regulation, and Economics of Born Online Independent News Platforms in India (Chair: TAC)
- 2019-23 Bhushan, Kankal (Ongoing). Visual Communication and Community Engagement for Sustainable Renewable Energy Resources: A Study of Popular Initiatives of India. (Member- TAC).

## **MASTERS DISSERTATION SUPERVISION**

---

- 2023 Sayan Bhattacharya. 2023. Play that brand for me: impact of music preference on brand recall.

- 2021 Arpit A. Raj. 2021. Youtubers' Journey in Converting Community to Consumers and Building a Sustainable Monetisation Model
- 2016 Shreya Saraswat. 2016. Indian youth and its choice of job search method: Understanding their preferred choice and the factors influencing it.
- 2016 Sonam Jaiswal. 2016. Understanding Functional Building Blocks of Start-ups Organization's Social Media Usage.
- 2016 Mrinal Parekh. 2016. Politics on Twitter: A Comparative Analysis of Formulation of Messages on Twitter and their Impact.
- 2016 Chinmay Bhide. 2016. Impact of mobile-based data and mobile-based applications on travel behaviour in India.
- 2015 Priya Bajaj. 2015. The Portrayal of Women in Indian Soap Operas; The Impact on Individual Viewers' Identity.
- 2015 Darshan Shah. 2015. Tracing adaptations of foreign movies into Bollywood in the cultural context.
- 2015 Nupur Agrawal. 2015. Embedment of Digital-Media Technology in Middle School Education: Importance, Drivers and Barriers.
- 2015 Vaibhav Tayal. 2015. Changing Patterns of T.V. News Consumption and Role of Online Media: A Study of New T.V. Consumers and their Behavior.
- 2015 Ankit Govil. 2015. Factors that lead to online videos becoming viral: an audience's point of view.
- 2015 Apurv Verma. 2015. Impact of New Media on Changing Patterns of T.V. Viewership and its Implication on New Content Creation: A Study on Young Viewers of India.
- 2015 Manish Dhar. 2015. To explore the notion of Kashmiri Pandit identity in the current context by means of Identity Triangulation as a consequence of Migration.
- 2014 Mayank Thapliyal, 2014. Political Communication in India- a study of India Central Election
- 2014 Samir Prakash, 2014. Social Media & Its Impact on Marketing.
- 2014 Sanket Kulkarni, 2014. Defining and predicting the new cool in India.
- 2014 Savyasachi Hebbar, 2014. Reconstruction of the Hindu religion in changing society along with changing times.
- 2014 Zeenat Saba Khan, 2014. Online reputation management – ethical or unethical.
- 2013 Abhishek Singh, 2013. Efficacy of forums in the new social world.

- 2013 Kunwarbir Singh, 2013. Political Communication and identity formation of the Sikh Community a case of Operation Bluestar.
- 2013 Rebecca Ann Toms, 2013. Analysis of digital marketing practices of B schools and its effect on aspirants.
- 2013 Shreya Sridhar, 2013. Evaluation of Food Television Programming in India.
- 2013 Sharad Kumar, 2013. Scope of Crowd-sourcing - Online and Offline.
- 2013 Tom Joseph Kunnappallil, 2013. Azaad Kashmir: A case on dissenting thought in mainstream consciousness.

### **PROFESSIONAL TRAINING**

---

- 2013 Participated in Time and Space in the era of the Globalisation winter school, organised by the global studies programme, University of Padova, Italy, 11-17 February 2013.
- 2008 Participated in Asia Regional Summer School 2008 on "Engendering Macroeconomics", Miriam College, Philippines, organised by Heinrich Boll Foundation.

### **PROFESSIONAL SERVICES**

---

*Member, Board of Studies, Times School of Media, Bennet University, India*

*Member, Academic Council, IMS UNISON University, India*

*Reviewer* New Media and Society  
Journal of Creative Communications (JOCC)  
Media Watch

*Members* International Association for Media and Communication Research  
Indian Sociological Society