**MEGHANA RAWAT, Ph.D.**

(Megh-na Raa-vat, She/Her/Hers)

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Orem, UT

**ACADEMIC APPOINTMENT**

**Assistant Professor of Strategic Communication**

Utah Valley University (August 2021 to current), Orem, Utah

**EDUCATION**

**Ph.D. (2021):** Purdue University, Lamb School of Communication, Organizational Communication

*Dissertation:* Opportunities and Challenges of Collaborative Work: An Examination at the Meso and Micro Levels of Public Health Collaborations in Indiana.

*Co-Advisors:* Dr. Stacey Connaughton (Professor and Director of the Purdue Policy Research Institute) and Dr. Seung Yoon Lee (Associate Professor)

**M.A. (2017):** Purdue University, Lamb School of Communication

Public Relations, Organizational Communication & Research Methods

*Thesis*: Public Relations Practices in Grassroots Organizations: A Case Study of Maitri in India

**M.A. in PR & Advertising (2011):** University of New South Wales, Sydney, Australia

**B.A. in Mass Media and Mass Communication (2009):** University of Delhi, Delhi, India

**CLASSES TAUGHT**

**Assistant Professor of Strategic Communication**

Utah Valley University (August 2021 to current), Orem, Utah

1. Social Media Content Creation (Fall 2021 and Spring 2022)
2. Communication Research Methods (Fall 2021, Spring, and Summer 2022)
3. Public Relations Writing (Fall 2021 and Spring 2022)
4. Campaign Planning – *Service-Learning Course* (Summer 2022)
5. Global Public Relations (Fall 2022)
6. Communication & Leadership – *Service-Learning* *Course* (Fall 2022)
7. Communication Theory (Spring 2023)
8. Social Media Analytics – *Service-Learning Course* (Spring 2023)

**Instructor (Purdue University)**

1. Ethics in Global Corporate Communication Practices in Universidad La Salle, Bogota, Colombia (Summer, 2019)
2. COM 324: Introduction to Organizational Communication (Fall, 2020)
3. COM 318: Principles of Persuasion (Summer 2020)
4. COM 315: Speech Communication for Information Technology (Spring 2020)
5. COM 257: Public Relations Techniques (Spring 2020)
6. COM 217: Science Communication (Fall 2017, Spring 2017, Fall 2016, Summer 2021)
7. COM 303: Intercultural Communication (Summer 2017 and 2018)
8. COM 114: Fundamentals of Speech Communication (Fall 2015, Spring/Summer 2015)
9. COM 253: Introduction to PR (Fall 2016) – *Teaching assistant*

**ACADEMIC PUBLICATIONS**

1. **Rawat, M.,** Shields, A.N., Venetis, M.K., & Seth, J. (2021) Women’s Agentic Role in Enabling

and Dismantling Menstrual Health Taboos in Northern India: A Culture-Centered Approach, *Health Communication*. DOI: 10.1080/10410236.2021.1970296

1. Eise, J., & **Rawat, M**., (2021). Applying Structurational Divergence Theory to Climate Change Adaptation in a Localized Context: Understanding Adaptive Potential of Coffee

Producers in the Andean Region. *Journal of Applied Communication Research,* (e-pub). DOI: [10.1080/00909882.2021.1970792](https://doi.org/10.1080/00909882.2021.1970792)

1. Venetis, M. K., Shields, A., **Rawat, M**., & Seth, J. (in press). Predicting menstruation-

related topic avoidance between mothers and daughters in two regions of northern India. *Western Journal of Communication.* <https://doi.org/10.1080/10570314.2022.2141072>

1. Eise, J. & **Rawat M.** “Spiritual but Not Religious” Seek Unrestricted Connection to Selves,

Others, and Earth: Formative Research on the Explosive Growth of an ‘Inactive Public’ Beyond the Organization. *Public Relations Review (accepted)*

***Academic manuscripts under review***

1. **Rawat M.,** DeMaria AL, Novorita A, Frank J, Burgett S, Ruple A, Cromer R. Evaluating the

impact of a university-wide free menstruation management product policy and program. *BMC Women’s Health (under review)*

1. Brunese, P. & **Rawat M.** Unpacking Transactional and Transformational Voluntary

Engagement in Cross-Sector Social Partnerships. *VOLUNTAS (under review)*

***Academic manuscripts in preparation***

1. **Rawat, M.** Opportunities and Challenges of Collaborative Work: An Examination at the

Meso-Level of Public Health Collaborations in Indiana. To be submitted to *Management Communication Quarterly.*

1. **Rawat, M**. Evaluating Organizational-Public Relationships in Non-Profits Undergoing

Mission Drift: A Case Study of a Social Enterprise in India. To be submitted to *Organization Studies*.

1. Adekunle, T. **& Rawat, M.** Reaching the Community: A Practical Participatory Evaluation of

a Community Health Program for Racial and Ethnic Minorities in and around Greater Lafayette, IN. To be submitted to *Journal of Health Communication*

1. **Rawat**, M., Shields, A.N, Sanchez V.S, Anderson, L.B, Morgan, M, A Qualitative

Application of Structurational Divergence Theory to Evaluate Socio-Cultural Structures in ‘the Nursing Sector. To be submitted to *Communication Review*

**INVITED BOOK CHAPTERS**

1. Ptacek, J. K., Kamal, D., **Rawat, M**., Linabary, J. R., & Connaughton, S. L. (2020). Doing locally

led peacebuilding: An examination of the relationally attentive approach to conducting engaged scholarship (RAA) and transformations among emergent peacebuilders and U.S. based collaborators in Liberia, West Africa. In P. Kellett, S. Connaughton, & G. Cheney (Eds.). *Conflict transformation and peacebuilding through engaged scholarship*. Peter Lang Publishing.

1. **Rawat, M.** & Adekunle, T. (forthcoming). Participatory Approaches to Determine

Effectiveness of Locally Led Peacebuilding Strategies: Role of Communication Scholarship. In S. L. & Linabary, J. (Eds., forthcoming). *Are we making a difference? Global and local efforts to assess peacebuilding effectiveness.* Lanham, MA: Rowman & Littlefield.

1. **Rawat, M.,** Wright, T.O., & Krishna, A. Public Relations in African context. CA Handbook of

Communication in Africa: Theory, Research, and Praxis (*forthcoming*), co-edited by

Drs. Peter Masibo Lumala (Moi University, Kenya), Joelle Cruz (University of Colorado – Boulder), Stacey Connaughton (Purdue University)

***Non-Academic Publishing***

1. **Rawat, M** (March 2021). The Talk and Taboo of Menstruation: An Exploration of Socio-

cultural Implications in North India. **InnovatED**, Purdue University Graduate School Magazine.

1. Eise, J., **Rawat, M.** & Wiemer, E.C. (May 2019). Use peer-to-peer research collaboration in

grad school. [Nature Career Column.](https://www.nature.com/articles/d41586-019-01737-y)

1. Linabary, J., Connaughton, S., Ptacek, J. **Rawat, M**. & Yeaney, G. (March 2018). *Local Citizens*

*Play Key Role in Promoting Peaceful Elections in Liberia*. [Diplomatic Courier](https://www.diplomaticourier.com/posts/local-citizens-play-key-role-in-promoting-peaceful%20%09elections-in-liberia).

1. **Rawat, M.** & Ptacek, J. (2018, January). Bridging Community Tensions Through Dialogue.

*PPP Perspectives*. <https://cla.purdue.edu/ppp/blogs/liberiajanuary2018.html>

1. Linabary, J.R., & **Rawat, M.** (2017, April). Promoting violence-free elections in the Upper

West Region of Ghana. [*PPP Perspectives*](https://cla.purdue.edu/ppp/blog/ghanatravel2017.html)*.*

1. Kohama, A. & Vonnegut, C. (2014). *Just Like You*. (**Rawat, M**. & Sharma, G., translation).

American India Foundation. (a book to teach about disability to kids across five states in rural areas of India)

**RESEARCH PROJECTS**

1. Creating Space for Change: Contexts, Complexities, and Challenges to #ShiftthePower in the Women’s Development Sector (2022 *ongoing*): A collaborative project with the nonprofit platform *World Pulse* in the data collection phase
2. Evaluating the Impact of a University-Wide Free Menstruation Management Product Policy and Program (2020-2022): An interdisciplinary project to evaluate Purdue’s policy to make menstrual products such as tampons and sanitary napkins available for free on campus. *Principal Investigator*: Dr. Andrea DeMaria, Assistant Professor in the Department of Public Health, Purdue University.
3. *Principal Investigator* on The PMS Project, *(awarded the Global Synergy Grant, College of Liberal Arts, Purdue University.* 2019): An exploration of the intersection of culture and communication in premenstrual and menstrual experiences of young women in India (2019-ongoing). *Faculty Advisor*: Dr. Maria Venetis, Associate Professor, Rutgers University
4. *Co-Investigator* for the project Reaching the Community: A Practical Participatory

 Evaluation of a Community Health Program For Racial and Ethnic Minorities in Greater Lafayette, Indiana (2019-ongoing). *Principal Investigator:* Dr. Marifran Mattson, Professor and Department Head, Brian Lamb School of Communication.

1. *Research Assistant* for the Purdue Peace Project in Liberia and Ghana (an externally funded project) *paid appointment* (2017-2019). *Principal Investigator:* Dr. Stacey Connaughton, Associate Professor

**RESEARCH CONFERENCES**

1. **Rawat M.** (February 2023). Opportunities and challenges of collaborative work: An

examination at the meso-level of public health collaborations in Indiana. To be presented at the 93rd Western States Communication Association Conference. Phoenix, Arizona, USA.

1. Linabary, J.,Corple, D, & **Rawat, M** (July 2022). Reimagining ‘Development’: Using Co-

Design to Build a More Participatory Research Process. Paper presented at the 20th ASPEN Engaged Scholarship. Aspen, CO, USA.

1. **Rawat,M.** (May 2022). Community Health Workers and their Social Contexts: Qualitative

Network Analysis of County Level Public Health Related Collaborations in Indiana. Paper presentation panel at the 72nd International Communication Association Conference (ICA). Paris, France.

1. Eise, J. & **Rawat M.** (May 2022) “Spiritual but Not Religious” Seek Unrestricted Connection

to Selves, Others, and Earth: Formative Research on the Explosive Growth of an ‘Inactive Public’ Beyond the Organization. Paper presentation panel at the 72nd International Communication Association Conference (ICA). Paris, France.

1. **Rawat, M.**, Shields, A.N, Sanchez V.S, Anderson, L.B, Morgan, M. (April 2022). Qualitative

Application of Structurational Divergence Theory to Evaluate Socio-Cultural Structures in ‘the Nursing Sector. Poster presentation at the Kentucky Communication of Health Conference. Lexington, Kentucky.

1. DeMaria AL, Novorita A, Frank J, Burgett S, **Rawat M**, Ruple A, Cromer R **(October 2021).** Evaluating the impact of a university-wide free menstruation management product

policy and program. Oral presentation in 149th Annual American Public Health Association (APHA) Annual Meeting & Exposition. Denver, CO / Virtual.

1. Brunese, P. & **Rawat, M.** (July 2021). Volunteer Identity and Identification in Cross-Sector Partnerships. Presented at the 81st Annual Meeting of the Academy of Management.

Boston, MA/ virtual.

1. Shields, A., **Rawat M.,** Venetis M. & Seth J. Applying the Disclosure Decision Model on

sharing Pre-menstrual Challenges by Women in India **(May 2021).** Presented at the International Communication Association 2021 virtual conference, Denver, CO.

1. **Rawat, M. (September 2020).** Evaluating Communication in Local Health Collaborative

Networks: An Exploration of County Level Public Health Departments in Indiana. *Presented at the Organizational Communication Mini Conference (OCMC), University of South Florida (virtual conference due to COVID-19)*

1. **Rawat, M. &** Connaughton, S**. (November 2020).** The Communicative Indicators of Impact

in Locally Led Organizations – Implications of a Relationally Attentive Approach to Engaged Scholarship. *Presented at the National Communication Association Convention, Indianapolis (virtually due to COVID-19)*

1. Adekunle, T. **& Rawat, M. (2020).** Reaching the Community: A Practical Participatory

Evaluation of a Community Health Program for Racial and Ethnic Minorities in and around Greater Lafayette, IN. *Presented at the National Communication Association Convention, Indianapolis (virtually due to COVID-19)*

1. Shields, A. **& Rawat M. (2020).** Women Investigating “Women Problems”: A Collaborative Autoethnography Exploring Narratives of Menstrual and Premenstrual Symptoms.

*Paper Presented virtually due to COVID-19 at the International Communication Association Conference, May 2020*

1. **Rawat M.,** Shields, A. & Venetis, M.(2020).A Shared Secret: Manifestation of Privacy Rules

about Menstruation in Indian Women**.** Poster presented virtually due to COVID-19 at the International Communication Association Conference, May 2020

1. **Shields, A., Rawat, M.** & Venetis, M. (2020). **“**I did not want to talk about that with anyone”: Women’s Perception of Disclosure of Menarche in India. *Poster presented virtually*

*due to COVID-19 at the Kentucky Conference of Health Communication, April 2020*

1. **Rawat, M**; Shields, A; Venetis, M & Seth, J. (2020). Women’s Agentic Role in Enabling and Dismantling Menstrual Health Taboos in India: A Structurational Analysis. *Paper*

*Presented virtually at the Kentucky Conference of Health Communication, April 2020*

1. Lambert, N., **Rawat, M.**, & **Wiemer, E. C.** (2019). Evaluation of Indiana public health departments' use of Facebook to meet community health information needs using

semantic network analysis. *Presented at the annual meeting of the Sunbelt Conference, Montreal, Canada, June 2019.*

1. **Rawat, M**. (2019, April) “We Cannot Hire a PR Person”: Case Study of a Social Enterprise in Transition and the Role of PR Scholarship. *Presented at Central States*

*Communication Association, Public Relations Division, Omaha, Nebraska.* ***[Top***

***Student Paper]***

1. Eise, J. & **Rawat, M.** (2019, May) Understanding Climate Change Adaptation Capacity in a

Localized Environment. *Presented at the 69th International Communication Association, Washington D.C. Organizational Communication Division*

1. Brunese, P. & **Rawat M.** (2019, May) Gradual Manifestation of Identities and Identification

Tensions in Cross-Sector Partnerships. *Presented at the 69th International Communication Association, Washington D.C. Organizational Communication Division.*

1. Sanchez, V.S., **Rawat, M.**, Shields, A., Morgan, M. & Anderson, L (2017, November): A standpoint analysis of nurses’ experiences of incivility. *Paper presented at National*

*Communication Association conference in Dallas, Texas.*

1. Shields, A., Sanchez, V.S., **Rawat, M.**, Morgan, M. & Anderson, L (2017, April): Barbie Just Left

the Floor: An Application of Communication Accommodation Theory in the Context of Bullying/ Incivility. *Poster presented at D.C. Health Communication Conference, George Mason University.*

1. **Rawat, M** & Sriramesh, K (2017, March): Public Relations Practices in Grassroots Social Enterprises: A Case Study of Maitri in India. *Paper presented in International Public Relations Research Conference, Orlando, Florida.*
2. **Rawat, M.** (2016, November): Public Relations Practices in Grassroots Social Enterprises: A

Case Study of Maitri in India. *Presented at the National Communication Association, Philadelphia, Pennsylvania.*

1. **Rawat, M.** (2016, February): Communicating Development Goals: Focus on social

entrepreneur’s decision making to balance social value creation and organizational sustainability. *Presented in Communication Graduate Student Association Conference, Purdue University, West Lafayette, Indiana*

**GRANTS (Total amount: $80,959)**

2023 AAUW Short-term research publishing grant award (applied for the 2023-24 cycle). Amount: $8000

2022 Grants for Engaged Learning (November 2022). Competitively selected faculty grant award

to run an undergraduate student’s research group in Spring 2023. Amount: $9,528

2022 SCULPT grant for scholarly travel research (May 2022). Awarded by the Utah Valley

University. Amount: $750

2020 Competitively awarded the Purdue Research Foundation Grant towards dissertation research (August 1st, 2020, to July 31st, 2021). Amount: $31,119

2020 Competitively awarded the Lamb School Doctoral Research Grant towards dissertation research over summer 2020. Amount: $9500.

2020 Competitively awarded the Indian Women’s Association Award to support my research towards the PMS project. Amount: $1000

2019 Competitively awarded the Lamb School Doctoral Research Grant– 2019 for research by Lamb School of Communication (Amount: $8,652)

2018 Competitively awarded the Global Synergy Grants Award for research in India (in collaboration with Department of Sociology in Punjab University, India) by the College of Liberal Arts. (Amount: $19,160) - *Principal Investigator*

 *Mentored two undergraduate students in database management and qualitative analysis.*

2016 Competitively awarded the Promise Grant Award by the College of Liberal Arts to support thesis work with a social enterprise in India (Amount: $1500)

2016 Awarded the Brian Lamb School Professional Development Fund to support thesis work in India (Amount: $750)

**AWARDS & HONORS**

2021 Alan H. Monroe Scholar: presented to each graduate student in the School of Communication whose cumulative record demonstrates professional scholarship

2020 Berenice A. Carroll Feminism, Peace and Social Justice Award by the department of Women and Gender Studies, Purdue University for the PMS Project.

2019 Top Student Paper Award: Public Relations Division, Central States Communication Association, Omaha, Nebraska

2013 Competitively selected as the Banyan Tree Impact Fellowship (formerly known as the

William J Clinton Fellowship) for Service in India by the American India Foundation in 2013-14 to work with a women’s social enterprise for domestic help in the Northeast of India (*a yearlong funding towards living costs and professional development*).

**INDUSTRY APPOINTMENTS**

1. Associate Program Manager at All India Federation of Self-Employed Women’s Association (SEWA Bharat) in New Delhi, India (July 2014 to June 2015): Monitoring and evaluation for ongoing grassroots programs with women in informal labor, grant development and media relations.
2. Clinton Fellow and Communication Manager at Purbanchal Maitri Development Society in Assam, India (September 2013 to June 2013) (*Awarded the William J. Clinton Fellowship for Service in India by American India Foundation)*: Documented in word and film the mission, vision and short history of Maitri’s work with domestic care givers and report writing
3. Senior Program Executive at Bite Communications of Next 15 Group in Gurgaon, India (March 2013 to August 2013): Managed media interviews, events, press releases and conducted planning and review for clients US and Singapore based clients such as Amazon Web Services, CommScope and Gates Foundation
4. Assistant Ad Manager at ELLE India in New Delhi, India (November 2011 to March 2013): Worked with the sales team of North India to manage luxury and high street fashion brands and their presence in brand ELLE
5. Marketing Executive in ELLE India in Mumbai, India (July 2009 to May 2010): Assisted the Executive Publisher of ELLE India in partnership management and building ties with brands such as Louis Vuitton, Guess, Cartier, BMW, Swiss Airlines and led subscription drives, readership surveys and event management.

**ADMINISTRATIVE APPOINTMENT**

MS in Communication (Online Program at Purdue University), Graduate Assistant (2016-2017, 2018-2019):

1. Collaborated on launching a networking platform for alumni
2. Developed and updated the course on Global Seminar in Public Relations
3. Developed and assessed student surveys

**ENGAGEMENT & SERVICE**

**Student Engagement**

2022-2023 Thesis committee member for Mackenna Horrocks (Integrated Studies)

2022 Mentor to PRSA applicant Adriana Sanchez for the PRSA Student of Year Campaign Competition

**Service to the department**

2022-23 Advisor for the PRSSA chapter at UVU

2022-23 Member of the ‘Re-envisioning COM 3050, Communication Theory’ class at UVU

2021-22 Search committee member for hiring for the role of lecturer in the applied

communication major

2021-22 Member of the ‘Re-envisioning COM 3020, Research Methods Committee’. Suggested

the change in the book and working to create online shells to ensure standard delivery in the course

**Service to the college**

2021-2022 Member of the CHSS Teaching Committee

2021-2022 Member of the Diversity-Inclusion Committee

**Service to the discipline**

2022 Reviewer for Organizational Communication Division, Western States Communication

Association Conference, 2023

2022 Reviewer for Computational and Organizational Communication Divisions, International

Communication Association conference, 2022

2019 Reviewer for Activism, Communication and Social Justice Division, International Communication Association conference, 2019

2018 Social media coordinator with the NCA PR Division (2017-18): Conducted social media application survey for the unit

**HIGH IMPACT TEACHING PRACTICES CERTIFICATIONS**

2021 Teaching First Year Undergraduate Student

2021 Cultivating Inclusive Classrooms Workshops

2022 Teaching Writing Enriched Topics Workshop

2022 Online Teaching Academy Workshop to learn best practices in asynchronous teaching

2022 Mentoring Undergraduate Students in Research Workshop

2022 Service-Learning Fellowship

**PROFESSIONAL AFFILIATIONS**

1. Society of Health Communication
2. National Communication Association
3. International Communication Association
4. Central States Communication Association