Dr.Pallavi Mishra is working as an Associate Professor at Amity School of Communication, Amity University Rajasthan, Jaipur, India. Awarded with the Junior Research Fellowship by the University Grant Commission, Government of India. Awarded with a meritorious award of Second Topper in Master of Mass Communication from the University of Lucknow.

With over a decade of experience in academics her work has centred around Print Journalism, Creative Writing, Radio, TV, Communication, Research and Digital Media. Digital Media has a diverse set of unconventional career opportunities which are riding the crest of the wave in all facets of the media industry.

Remarkably, at the same time, she contributes with her write-ups/poetries for various newspapers and magazines and a Media Educator at EduCoach, New Delhi.

With a rigorous thinking and thorough understanding of academics cultivated student’s involvement through capturing their interest in training, support, and guidance and Awarded with ASIAN EDUCATION AWARDS 2021 for the Contribution to Student Development and Excellence in Education.

She hasbeen Awarded with Young Achiever Award 2021 for my Research Publication and received multiple awards for Best Research Paper. My academic account is credited with various research papers and chapter publications. Apart from the Academic contribution she is the Convener of Amity’s Institution’s Innovation Council and Entrepreneurship cell wherein she train budding entrepreneurs to develop their business models and groom their entrepreneurship skills. Awarded with Best Paper Award for her Research Paper Award titled “Persuading Consumers through Scientific Claims: A study on Pseudo-Scientific claims in Advertisements” at 6th International Conference held on April 23, 2021, organized by Maharaja Agrasen Institute of Management in association with Waljat College of Applied Sciences Rusayi Oman & Thammasat Universsity ECON, BKK, Thailand. Awarded with Young Achiever Award 2021 for her Research Publication “Restructuring Mainstream Journalism: A Comparative Study of Traditional and New Media Concepts” in Journal of Critical Reviews May 2020. Awarded with "Best Research Paper Award" for my Research Paper titled “Netnographic Analysis: Understanding Cyber Psychology in Adolescence through social media posts” at 3rd International Conference on Recent Trends in Multi-disciplinary Research (ICRTMDR-20) organized by Institute For Engineering Research and Publication (IFERP) in association with Cyryx College, Avid College, MI College, Maldives &Dep of CSE A.P.C Mahalaxmi College For Women, Maldives held at Maldives on 26th & 27th December 2020. Prior to this she has worked as an Assistant Professor at the Department of Journalism & Mass Communication, Banasthali Vidyapith, Rajasthan from June 2016 – to 15.12.2019. She has served at the University of Lucknow as Teaching Assistant from June 29, 2012, to 25 June 2016. Before this she worked as an Assistant Professor at Aizaz Rizvi College of Journalism and Mass Communication. She has served at Hindustan Times a leading English newspaper as a Sub-editor. Served as a Public Relation Officer at an Industry Trade Board of Minority Society.