

## International Conference on Strategic Communication (ICSC)

The International Conference on Strategic Communication (ICSC) organised by School of Communication, GD Goenka University endeavoured to provide interdisciplinary platform to scholars and academics from across the world to discuss new trends in strategic communication and allied areas; business, political and social. The focus area of the Conference was to deliberate on how communication drives performance in business, politics and society.

The Journalists, policy makers, corporate leaders, communication researchers and academics from all across the globe shared their experiences during the conference. The speakers and panellists included prominent media practitioners, policy makers, corporate leaders, civil society members and academics. ICSC has this contributed in advancing and recognizing new knowledge in the field of Strategic Communication Research

International Conference of Strategic Communication is organized by the School of Communication, GD Goenka University. The School of Communication has over time evolved as centre for advanced research in media and currently 30 scholars are pursuing doctoral research in key areas of communication. The school has strong research foundation with quality research projects in hand and dynamic academic profile. The key strength of the school is quality of staff, research infrastructure, strong industry connect and international collaborations

The GD Goenka University has been accorded many accolades for its teaching-learning, research, and external engagements and is ranked No. 1 Private University in North India by ASSOCHAM

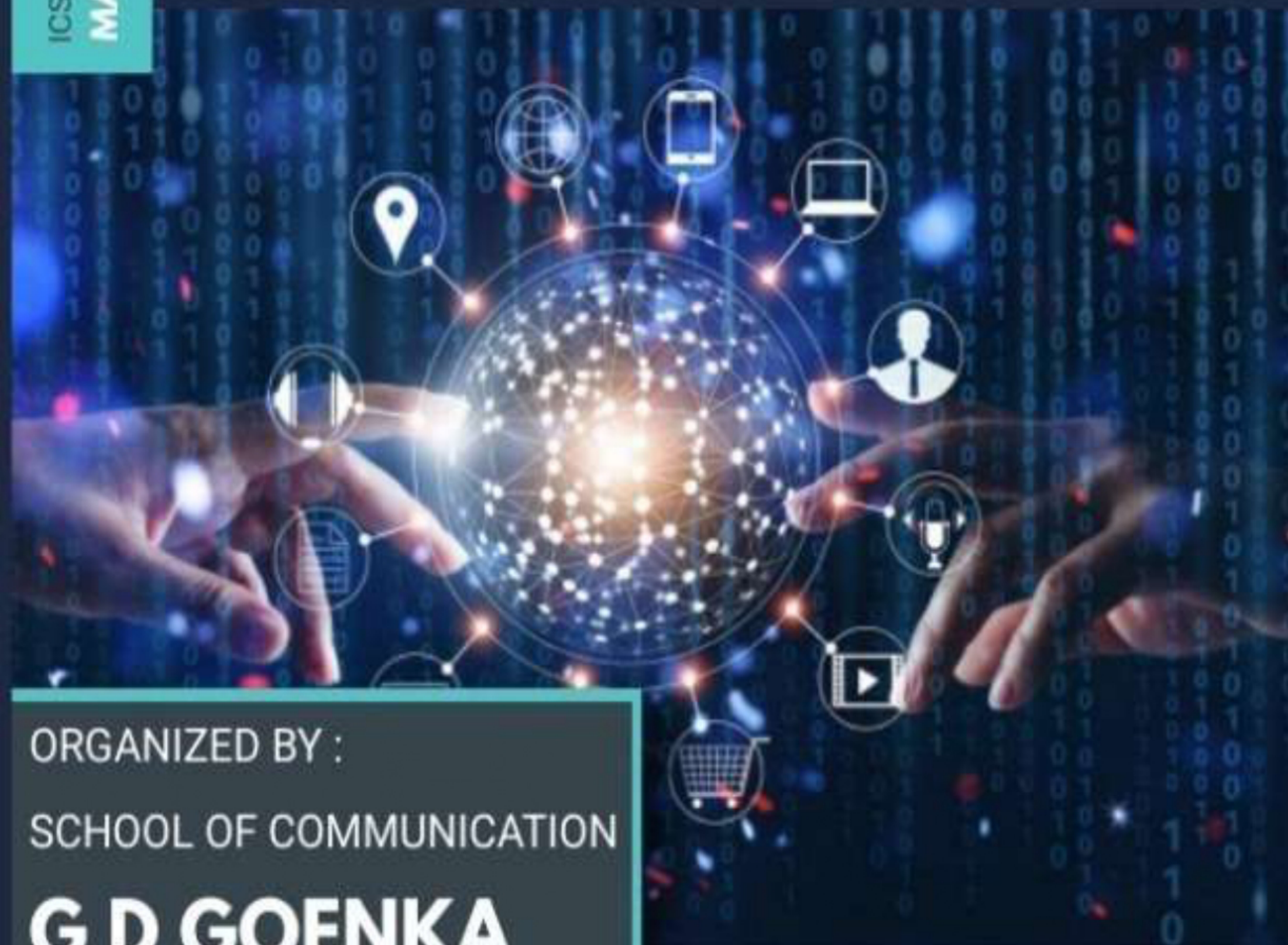


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