

International Conference on Strategic Communication (ICSC)

The 2nd International Conference on Strategic Communication (ICSC) organised by Centre of Excellence for Intelligent & Strategic Communication, School of Media & Entertainment 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 School of Media & Entertainment 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 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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ORGANIZED BY :
SCHOOL OF MEDIA & ENTERTAINMENT
G D GOENKA UNIVERSITY



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