



Mayur S Sarfare

Assistant Professor and a Novelist



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26th September, 1989

SUMMARY

An Assistant Professor of Mass Media and UK FHEA awardee with a keen interest in creative writing and public speaking, and the author of the critically acclaimed debut novel- ['The Tonic'](#).

CAREER

2015 - PRESENT

SVKM's Usha
Pravin Gandhi
College of Arts,
Science and
Commerce

ASSISTANT PROFESSOR OF MASS MEDIA, PROGRAM COORDINATOR OF B.A.M.M.C

- 11+ years' experience teaching creative and research-oriented media subjects, while leading curriculum redesign under autonomy and NEP 2023 through new subjects and an innovative "From Scratch to Advanced" pedagogic framework.
- Pursuing doctoral research in advertising, consumer psychology and media studies; published in ABDC- and Scopus-indexed journals on celebrity endorsements, reference groups, luxury branding and media influence on consumer behaviour.
- Established national and international collaborations with ASCI, ThinkRoman Ventures (USA) and Melantra UK, and served as an international judge for the Erasmus+-funded HARMONY Digital Storytelling Competition.

2020 - PRESENT

Leadstart
Publishing House

CAREER AS A NOVELIST

'**The Tonic**' published in Oct. 2020 has been reviewed and featured by leading news publications such as 'The New Indian Express', 'The Daily Guardian', 'Deccan Chronicle', 'The Pioneer' and 'The Asian Age'

EDUCATION

2023-2026

Ph.D. in Mass
Media

PACIFIC UNIVERSITY, UDAIPUR

Thesis submitted – field of Media and Communication

2011-13

Master of Arts in
Communication
and Journalism

UNIVERSITY OF MUMBAI

Specialized in Public Relations and qualified for the State Eligibility Test for lectureship in the final year, secured third rank in state

2008-11

Bachelors in
Mass Media

RAMNARIAN RUIA COLLEGE OF ARTS SCIENCE AND COMMERCE

Specialized in Journalism

SKILLS

Leadership, Oral Communication, Creative and Business Writing, Academic Administration, Strong Research Aptitude, and Presentation Expertise