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Research Interests:

- Religious resistance
- Nationalism in India
- Media Censorship

Refereed Journal Article:

Park, K., **Asthana, S.**, & Nie, S. (2024). The impact of corporate social advocacy on employee trust and distrust: an empirical study of #StopAsianHate. *Corporate Communications: An International Journal*.

Park, K., Nie, S. N., Zhang, J. C., & **Asthana, S.** (2024). Public relations lessons from the pandemic: A systematic review of the COVID-19 research in public relations published from 2020 to early 2023. *Public Relations Review*, 50(2), 102452.

Conference Paper Presentation:

Asthana, S., (2025, July 29 - August 1). *Unpacking Nationalism: The Role of Case Studies in Developing Theoretical Insights on India's Nationalist Surge* [Paper presentation]. International Studies Association (ISA) Annual Virtual Conference.

Asthana, S., (2025, July 13 - 17). *Cultural Journalism as a Tool for Global Citizenship* [Paper presentation]. International Association of Media & Communication Research (IAMCR). Nanyang Technological University, Singapore.

Asthana, S., (2025, June 12 - 16). *Analysing Indian Elections Through the Lens of AI* [Paper presentation]. 75th Annual International Communication Association (ICA), Denver, Colorado, United States (Preconference).

Asthana, S., (2025, June 12 - 16). *Faith, Politics, and Resistance - The Quest for Religious Freedom in India* [Paper presentation]. 75th Annual International Communication Association (ICA), Denver, Colorado, United States (Preconference).

Asthana, S., (2024, May 9 - 11). *Propagandist News in India During the Amendment of CAA, A Study using Content Analysis* [Paper presentation]. 9th World Conference on Media and Mass Communication (MEDCOM 2024), Colombo, Sri Lanka.

Asthana, S., (2024, January 8 - 12). *What About Marginalized Communities in Light of Prime Time Taken by Populists in India?* [Paper presentation]. International Doctoral Symposium, Hong Kong Baptist University, Hong Kong.

Park, K., **Asthana, S.**, & Nie, S. (2023, May 26 - 29). *Trust and Distrust toward Corporate Social Advocacy on #StopAsianHate: An empirical approach from an employee relations perspective* [Paper presentation]. 73rd Annual International Communication Association (ICA), Toronto, Canada.

Asthana, S., (2023, March 9 - 10). *Mass Exodus in Hong Kong: Studying Health & Political Motives* [Paper presentation]. Hong Kong Studies Annual Conference, 2021-2022, The Education University of Hong Kong, Hong Kong.

Awards:

(2023, May) HKSAR Reaching Out Award (ROA), Hong Kong 2022-23