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Asha Kaul

Asha Kaul, PhD, is a Professor in the Area of Communication at the Indian Institute of Management Ahmedabad, India. Dr Kaul received her PhD in the area of Stylistics from the Indian Institute of Technology, Kanpur, India. Her specialisation is in the area of oral, written and corporate communication, social media, leadership, presentation skills and gender discourse. Currently, she is focusing on writing cases on Indian organisations to understand patterns of communication related to strategic choices in varied situations. Dr Kaul has authored three books, *Business Communication*, *Effective Business Communication*, published by Prentice Hall of India and *The Effective Presentation: Talk your Way to Success* published by Response Books (Sage). She has co-authored the books, *Corporate Reputation Decoded* (Sage) and *Corporate Communication through Social Media: Strategies for Managing Reputation*. She is also the co-editor of two books: *Management Communication: Trends and Strategies*, published by Tata McGraw Hill and *New Paradigms for Gender Inclusivity: Theory and Best Practices*, published by Prentice Hall of India. Dr Kaul consults with multi nationals and Indian companies on communication, gender inclusivity and corporate communication.

Awards: She has been recognized as one of the 50 Indian management thinkers who had made an impact on the theory of management and practice in the year 2015 (<http://www.markethungama.com/uncategorized/50-indian-management-thinkers-who-had-animpact-on-the-theory-and-practice-of-management-in-2015/>).

She has been the recipient of the A. P. Chowdappa Memorial Award for Excellence in Communication in the Academic Sector for the year 2014-15.

She has been awarded the prize for being one of the best-selling authors of Prentice Hall of India for the book: Kaul, A (2009). *Business Communication* (2nd edition), New Delhi: Prentice Hall of India