

Sakshi Bhati

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EDUCATION

Ph.D. in Leadership Communication **2024**

Kansas State University, Manhattan, KS

Dissertation Title: “Let’s Talk Mental Health: Analysis of Immigrant Women’s Culturally Centered Mental Health Perceptions and Identifying Modifiers in Interventions”

Advisor: Nancy Muturi, Professor, KSU

Committee: Andrew Wefald, Samuel Mwangi, Deborah Briggs

MA in Communication **2020**

Pittsburg State University, Pittsburg, KS

Advisor: Mark Arbuckle

BS in Communication **2018**

Pittsburg State University, Pittsburg, KS

Minor: Marketing

Advisor: Alicia M. Mason

REFEREED PUBLICATIONS

- Mason, A.M. & **Bhati, S.** (2024). Analyzing the Message Complexity, Signal Words, and Readability of Medical Tourism Warning Messages. Proceedings of the International Crisis and Risk Communication Conference, Volume 6 (pp. 91-94). Orlando FL: International Crisis and Risk Communication Association. <https://www.doi.org/10.69931/CXFN5127>
- Mason, A., **Bhati, S.**, Jiang, R., & Spencer, E. A. (2023). Learning from Death: Health Education Considerations for Medical Tourists, Caregiving Companions, and Medical Tourism Providers. *Novel Research Aspects in Medicine and Medical Science Vol. 9*, 157–183. <https://doi.org/10.9734/bpi/nramms/v9/6571E>
- Mason, A., & **Bhati, S.** (2023). Ready. gov: Who's ready, really? Examining principles of inclusivity and universal design in emergency management and disaster preparedness public information websites. *Journal of Emergency Management and Disaster Communications*, 1-21. <https://doi.org/10.1142/S2689980923500069>
- Mason, A., Compton, J., & **Bhati, S.** (2022). Identifying Accessibility Improvement Opportunities for Global Environmental Communication Websites, *Western Journal of Communication*, <https://doi.org/10.1080/10570314.2022.2155070>
- Mason, A., Compton, J., & **Bhati, S.** (2021). Disabilities and the Digital Divide: Assessing Web Accessibility, Readability, and Mobility of Popular Health Websites. *Journal of Health Communication*, 26(10), 667–674. <https://doi.org/10.1080/10810730.2021.1987591>

EDITED CHAPTERS

- Mason, A., **Bhati, S.**, Jiang, R., & Spencer, E. A. (2020). Medical Tourism Patient Mortality: Considerations From a 10-Year Review of Global News Media Representations. In M. Merviö

(Ed.), *Global Issues and Innovative Solutions in Healthcare, Culture, and the Environment* (pp. 206-225). IGI Global. <https://www.igi-global.com/gateway/chapter/254994>

CONFERENCE PRESENTATIONS

2024

- **Bhati S.**, Mason, A.M., Spencer, E.A., Liu., P., Akram, H., & Tristan, A. (2024, March 7-9) *DEI Considerations for Improved Access in Education*. [Discussion Panel]. Southeast Colloquium (AEJMC) annual conference. Lexington, KY.
- Mason, A.M., Spencer, E.A., Livingston, K., Meyers, T., **Bhati, S.**, & Akram, H. (2024, April). *A mixed-method, computer-automated analysis of the general web accessibility of contact pages and visual authenticity within medical tourism providers' websites*. Manuscript accepted for presentation to the 93rd annual meeting of the Central State Communication Association in Grand Rapids MI,
- Mason, A.M., & **Bhati, S.** (2024, March 11-13) *Analyzing the Message Complexity, Signal Words and Readability of Medical Tourism (MT) Warning Messages*. [Paper Presentation]. International Crisis and Risk Communication (ICRCC) 12th annual conference, Orlando, FL,

2023

- **Bhati, S.**, Muturi, N., & Cozma R. (2023, February 24-25). *Examining the determinants of social media engagement and online covid-19 information sharing based on social cognitive theory*. Paper accepted for presentation at the Midwinter Association for Education in Journalism and Mass Communication (AEJMC) annual conference. Norman, OK
- Mason, A.M & **Bhati, S.** (2023, March 29-April 2). *Ready.gov: Who's ready, really? Examining principles of inclusivity and universal design in emergency management and disaster preparedness public information websites*. [Paper Presentation]. Central States Communication Association (CSCA) 92nd annual convention, St. Louis, MO.
- **Bhati, S.**, Flores, L., Sanyal, S., Rasul, M., Jung, B., Cedeno, M., Liu, P., & Suzuki, T. (2023, March 29-April 2). *Exploration of identity as student-teacher-scholar in an invisible academic hierarchy*. [Discussion Panel]. Central States Communication Association (CSCA) 92nd annual convention. St. Louis, MO.
- **Bhati, S.** (2023, May 25-29). *Understanding discrimination of immigrant women in leadership stem position: an analogical representation from a phenomenological lens*. Paper accepted for presentation at the International Communication Association 73rd Annual Conference. Toronto, Canada.

2022

- Issaka, B., **Bhati, S.**, & Brandt P. (2022). *Understanding Mental Health Perceptions and Counseling Seeking Behaviors Using Health Belief Model* [Poster Presentation] International Communication Association Annual Conference in Paris, France, May 2022.
- Mason A.M., Compton, J., & **Bhati., S.** (2022). *Identifying Accessibility Improvement Opportunities for Environmental Communication Websites* [Poster Presentation]. International Communication Association Annual Conference in Paris, France, May 2022.

2021

- **Bhati, S.** (2021). *Understanding Women in Leadership from the Inside: An Analogical Representation of Women in Leadership Positions from a Phenomenological Lens* [Poster Presentation] Association of Leadership Educators Annual Conference, Virtual Conference.

- **Bhati, S.**, (2021). *Using Iceberg Analogy to Examine Leading Women's Experiences*. [Poster Presentation]. K-State Graduate Research, Arts, and Discovery (GRAD) Forum, Kansas State University, Manhattan, Kansas.
- **Bhati, S.**, Brandt P., & Issaka, B. (2021). *Assessing Mental Health Awareness and Help-Seeking Behaviors of International College Students* [Paper Presentation]. National Communication Association Annual Conference in Seattle, Washington, November 2021.

2020

- **Bhati, S.**, Mason, A.M., Jiang, R., & Spencer, E.A. (2020). *Medical Tourism Patient Mortality: Health Communication Strategies to Reduce Risk and Improve Survival* [Poster Presentation]. 17th Annual Capital Graduate Research Summit, Topeka, Kansas, March 2020.
- Mason, A.M. & **Bhati, S.**, (2020). *Exploring the digital divide: Investigating the web accessibility, readability, and mobility of eHealth messages* [Paper Presentation]. Health Communication Division, National Communication Association, online.
- Mason, A.M. & **Bhati, S.**, (2020). *Reducing the gap of the digital divide: An analysis of web accessibility of online environmental messages* [Paper Presentation]. Environmental Communication Division, National Communication Association, online.

2019

- Mason, A.M., **Bhati, S.**, Jiang, R. & Spencer, E.A. (2019). *Medical Tourism Patient Mortality: Health Communication Strategies to Reduce Risk and Improve Survival* [Paper Presentation]. Health Communication Division, National Communication Association, Maryland, November.

2017

- Mason, A.M., Ginther, C., **Bhati, S.**, Harley, E., Ishmael, H., Makhanbetali, A., Robinson, A., Shields, S., Turner, J., Chadd, K., Cherry, C., Clark, T., & Flores L. (2017). *Assessing the Impact of Narratives Regarding the Dakota Access Pipeline* [Poster Presentation]. Research Colloquium, Pittsburg State University, Pittsburg, Kansas.

JOURNAL REVIEW

- **Bhati, S.** (2022). [Review of the article *Social Media, Social Support, and Mental Health of Young Adults During COVID-19*, by K Longest & J Kang]. *Frontiers in Communication*, 7. <https://doi.org/10.3389/fcomm.2022.828135>

RESEARCH IN PROGRESS

- **Bhati, S.**, Influence of Hofstede's Cultural Determinants on Asian Indian Women's Help-Seeking Behavior.
- **Bhati, S.**, Assessing mental health counseling literacy and services outreach among KSU students.
- **Bhati, S.**, Muturi, N., & Cozma, R., Examining the moderating effect of media engagement and misinformation concerns on self-protective behavior based on social cognitive theory.
- Spencer, E. A., & **Bhati, S.**, Visualizing Mental Health: Analyzing Organizational Use of Visual Communication Strategies in Mental Health Resources
- **Bhati, S.**, Issaka, B., & Brandt, P., Mental health perceptions and help-seeking behavior among international students.
- Mason, A.M., & **Bhati, S.**, Inoculation treatments using guilt and shame appeals in response to conspiracy theories.

- Mason, A.M., & **Bhati., S.**, Persuasive appeals and visual communication strategies within direct mail advertising (DMA) of medical tourism providers.

COMMUNITY- BASED PARTICIPATORY ENGAGEMENTS

- **Facilitator**, Public Health Communication Program for Vaccine Confidence in Kansas, 2023
- **Student Leadership Coach** for EveryLife Foundation, Washington D.C., 2022
Through this project, the Staley School of Leadership Studies facilitates coaching sessions with the EveryLife Foundation, a nonprofit organization for rare diseases. We provide leadership coaching and capacity-building members to facilitate leadership development and skill enhancement.
- **Co- Researcher** for Reno County CER effort for ARPA decision-making, Reno County, 2021.
This public engagement project was held in 2021. The Staley School of Leadership Studies assembled the process design and facilitator training guide to conduct one-hour facilitation, giving members of the Reno County community the opportunity to identify ARP funding priorities and needs. Data collected from the facilitations were then analyzed and informed to the Reno County representatives for the allocations of the ARP funds.

TEACHING AND PROFESSIONAL EXPERIENCE

Lecturer/Assistant Professor

2023- Present

School of Communication Studies, *Southern Illinois University*

- Developing and teaching classes in Communication and Leadership.
- Creating and implementing example-driven learning environments.
- Developing scholarship in Leadership and Health Communication.
- Serving on multiple departmental committees including UG Committee, CAL Ad-Hoc Committee, CoLA Ad-Hoc Committee.
- Courses taught include:
 - CMST 101: Introduction to Oral Communication
 - CMST 281: Introduction to Public Relations
 - CMST 380: Introduction to Leadership and Organizational Communication

Instructor of Record/GTA

2020 - Present

Department of Journalism and Mass Communications, *Kansas State University*

- Facilitator and lecturer for two sections of Ad and Public Relations Writing
- Created and implemented pedagogical techniques to foster effective learning.
- Implemented active learning to engage students in classroom discussions.
- Courses taught include:
 - MC 280 Advertising and Public Relations Writing
 - MC 478: Strategic Entertainment Communications

Graduate Teaching Assistant

2018 – 2020

Department of Communication, *Pittsburg State University*

- Assisted instructor in teaching Strategic Communication and Media Writing class
- Facilitated lectures periodically using active learning techniques
- Oversaw group activities and assisted with academic research
- Assisted with data collection and analysis for research in Health Communication
- Courses taught include:

- Comm 277: Introduction to Strategic Communication
- Comm 576: Media Writing & Copy

Marketing and Communication Intern

Summer 2019

Berkshire Executives, *New York*

- Assisted with social media initiatives and client communications
- Assisted with R&D for the ad campaigns
- Organized and assisted with brainstorming activities for proposed advertising campaigns

Brand & Marketing Ambassador Intern

2015

Myndbee Technologies Private Limited, *Bengaluru, India*

- Marketed the company's leading mobile application called Picpal
- Pitched the mobile app across colleges
- Assisted in social media marketing
- Established relationships with customers and employers.
- Aided all staff members with coordination, planning, and executing activities
- Assisted with feedback and evaluation

Administrative Worker

June-August 2022

Veterinary Health Center, *Kansas State University*

- Planned and organized events including job fairs
- Assisted with data entry and collection
- Performed clerical work including printing, scanning, organizing, etc.
- Planned and attended hospital administrative meetings

Administrative Student Worker

June – August 2021

K-State Speech and Hearing Center/ Family Center

- Scheduled appointments and assisted clients
- Assisted with data entry
- Performed clerical work
- Provided administrative aid to therapists and faculty

Administrative Assistant

2018

Office of International Programs and Services, *Pittsburg State University*

- Scheduled appointments and planned meetings
- Assisted international students with administrative aid
- Planned and organized international student orientations and events
- Managed data using Secure Shell

Executive Chair – Event Planning

2017

Gorilla Activities Board, *Pittsburg State University*

- Organized major university events
- Assisted with fundraisers and charity events
- Managed a team of 5 committee members
- Organized and attended major board meetings
- Provided feedback and contributive marketing ideas

AWARDS AND GRANTS

- Top Paper Award, Central State Communication Association, 2024
- Top Paper Award, Central State Communication Association, 2023
- DE&I Grant Receiver, National Communication Association, 2022
- Excellence in Research Award, Communication, Pittsburg State University, 2020
- Graduate Dean Academic Honors, Pittsburg State University, 2020
- DE&I Grant Receiver, National Communication Association, 2020
- Outstanding Senior of the Year Nominee, 2018
- Dean's scholastic and All A Scholastic, 2016 & 2018
- International Advocacy Scholarship Holder
- Award Winner at PSU Research Colloquium, 2017
- Leadership Award by Global Leadership Institute, 2017

UNIVERSITY SERVICE AND INVOLVEMENT

- **Reviewer**, Health Communication Division, International Communication Association, 2023
- **Co-Panelist**, Departmental Mental Health Panel, A.Q. Miller School of Media and Communication, October 2022
- **Co-Panelist**, Diversity Mental Health Workshop, Biology Department, Kansas State University, 2022
- **Co-Panelist**, Director of Lafene Health Center Hiring Committee, 2021
- **Co-Panelist**, Mental Health Campus-Wide Event, Kansas State University, 2021
- **Member**, Diversity Programming Committee, Kansas State University, 2021
- **Member**, Indian Student Association, Pittsburg State University, 2016-2018
- **Member**, Graduate Student Advisory Council, Pittsburg State University, 2018
- **Executive Member**, Gorilla Activities Board, 2017

TECHNICAL SKILLS

- **Research:** NVivo, Qualtrics, Statistical Package for Social Sciences (SPSS), Jeffery's Amazing Statistical Program (JASP).
- **Computational:** Canvas, Desire2Learn, Microsoft Office Suite (Word, Excel, Access, PowerPoint, Publisher, Forms).
- **Design:** Adobe Acrobat, Adobe Creative Cloud, Canva.

PROFESSIONAL MEMBERSHIPS / AFFILIATIONS

- Member, International Communication Association
- Member, National Communication Association
- Member, Association of Leadership Educators
- Member, Omicron Delta Kappa – National Honor Society for College Leaders
- Member/ Medallion Holder, Phi Kappa Phi – National Honor Society for Top Scholars and Professionals

- Former Member, Lambda Pi Eta – National Honor Society for Communication Scholars

COMMUNITY SERVICE

- Participant, Big Event – Community Cleaning, Pittsburg State University, 2017- 2019
- Meal prep and distribution, Lord's Diner, Pittsburg, Kansas 2019
- Fundraisers, Children's Advocacy Center, Pittsburg, Kansas, 2016
- Exam Writer for Blind Students, DAV School, Vasant Kunj, National Association for the Blind, India, 2014