

Transitional Spaces, Culture & Media Studies

Transitional Spaces, Culture & Media Studies constellation brings together critical interdisciplinary theories and research focused on the interplay between socialization, spatial dynamics, new media, the construction of everyday norms, and cultural topologies. It is positioned at the nexus of cultural studies, sociology, architectural theory, anthropology, geography, media studies, and diasporas in the digital spaces. Research under this constellation delves into a nuanced exploration and critique of the intersection between new media and our everyday environments, highlighting dialogues and contestations surrounding power dynamics, virtual identities and citizenships, internet socialities, cultural norms, and public moralities and consciousness.



ABOUT IDEAS

IDEAS Office of Interdisciplinary Studies serves as a university-wide incubator for interdisciplinary research by providing an interdomain institutional space for cross-pedagogical learning, while entrenching its core principles, ethos in core application of interdisciplinary thought and praxis across social sciences. Through sustained engagement with scholars interested in working beyond the narrow contours of their own disciplines, IDEAS facilitates collaborations across JGU Schools and Institutes to create a novel research ecosystem and thought architecture within each multidisciplinary research constellation.

IDEAS hosts interdisciplinary research constellations that produce working papers, reports and scholarly publications, builds partnerships with civil society stakeholders and think-tanks, holds research outreach events for scholars, practitioners, policy makers, and others, and delivers cutting-edge training programmes for government, scholars, and third-sector organizations.

Lead



Dr. Nayanjyoti

Associate Director and Assistant Professor, IDEAS

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Dr. Nayanjyoti is a social anthropologist working on global value chains, automation, precarity, cultural production and subjectivities. His doctoral research was a multiscale ethnography in the capital-intensive sectors in the industrial zones in Delhi-NCR. He has an interdisciplinary training with graduation in literature, post-graduation in sociology from J.N.U., and MPhil and PhD in anthropology from Delhi University. He brings a long experience of engagements with the field in a diversity of settings, and has worked over the years in research, teaching, editorial and consultancy capacities with academic institutions like Ambedkar University, Delhi University, and Azim Premji University, research organisations, publication houses, and socially engaged practices in various interdisciplinary projects and initiatives. Before joining IDEAS, he taught sociology in Sri Venkateswara College, DU. He is also an Associate Researcher at the Centre de Sciences Humaines (CSH) Delhi

Constellation Fellow



Dr. Prachy Hooda
Assistant Professor, IDEAS

Email: prachy.hooda@jgu.edu.in

Dr. Prachy Hooda is a researcher and academic working at the intersection of gender, sports, society, and governance. She holds a PhD from Jawaharlal Nehru University, which examined the relationship between gender, sports, and governance, with a particular focus on Haryana and the ways in which social structures, institutions, and everyday practices shape gendered sporting experiences and opportunities.

Her research interests include the sociology of sports, gender and society, state–non-state institutional linkages, changing ruralities, and the evolving socio-cultural milieu of Haryana. She writes on questions of social change, identities, aspirations, and the transformations shaping rural and regional life in contemporary India.

Before joining IDEAS, Dr. Hooda was a UGC Senior Research Fellow and a Research Affiliate at National Law University Delhi. Her work reflects a continued engagement with understanding how larger processes of governance and social change are experienced in everyday life

Constellation Fellow



Dr. Payal Kumari

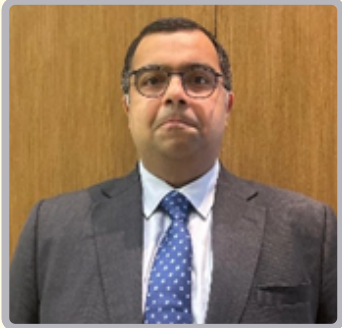
Research Fellow, IDEAS

Lecturer, Centre for Foreign Languages

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Ms. Payal Kumari is a Lecturer of German at the Centre for Foreign Languages, O. P. Jindal Global University, Sonipat, India. She holds a PhD in German Literature and Media Studies from Centre of German Studies, JNU, New Delhi, and has previously taught several core- as well as optional courses there as a Teaching Assistant. Her research focuses on the portrayal of “Everyday Life” in the literature of 1920s Germany. She holds both a Master’s and a Bachelor’s degree in German literature from JNU. In 2018, Ms. Kumari received the HSK scholarship from the German Academic Exchange Service (DAAD) and visited the University of Augsburg in Bavaria, Germany. In 2020, she was awarded the Junior Research Fellowship by UGC. Alongside her doctoral research, she has been actively exploring other domains, such as transnational components in contemporary German literature and theatrical pedagogy as a method for teaching German. She has also worked as a freelance interpreter on multiple occasions. On 5th August 2023, she served as the interpreter (Hindi/English-German) for the Hon’ble President of India, Smt. Droupadi Murmu, and other distinguished guests at the inaugural ceremony of the Festival of Libraries. Her current interest is in the role of Artificial Intelligence in German language learning and teaching, a theme on which she has also published a paper in the International Journal for Multidisciplinary Research. Ms. Kumari has presented her research, both on her PhD topic and her other areas of interest, at several national and international conferences and colloquia. In April 2024, she co-organised a symposium on 1920s Germany, which was sponsored by the German Academic Exchange Service (DAAD).

Constellation Fellow



Prof. (Dr.) Priyatej Kotipalli

Senior Research Fellow, IDEAS

Associate Professor and Deputy Director, IDEATE Labs & Family Business Centre

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Dr. Priyatej Kotipalli is an academic and ecosystem builder working at the intersections of family business, entrepreneurship, and cultural economics. He currently serves as Deputy Director of IDEATE Labs and Associate Professor at O.P. Jindal Global University, where he leads initiatives in entrepreneurship, startup incubation, and family business governance.

His career spans India and Europe, including leadership roles in academic program design, research centers, and multi-country collaborations. He has worked extensively on building educational programs, accelerators, cross-institutional partnerships, and executive development offerings focused on next-generation business leadership.

Publications

- Kotipalli, Priyatej and Aggarwal, Gourav (2026) Business Models in the Indian Craft Sector: A Typological Analysis. Thunderbird International Business Review. pp. 1-14. ISSN 1520-6874

Constellation Fellow



Dr. Madhumita R Dhupar

Research Fellow, IDEAS

Assistant Professor, Jindal School of Psychology and Counselling

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Dr. Madhumita R. Dhupar is an Assistant Professor at the Jindal School of Psychology and Counselling, O.P. Jindal Global University. She completed her joint Ph.D. from the University of Queensland, Australia, and the Indian Institute of Technology Delhi, where her doctoral research focused on developing a digital behavioural intervention to support senior school teachers in addressing classroom behavioural concerns. With over six years of academic and research experience, her interests span social psychology, developmental psychology, adolescent mental health, teacher identity, and resilience. A regular reviewer for Psychological Studies (Springer Nature), Dr. Dhupar specialises in qualitative and mixed-methods approaches to examine emotion regulation, cross-cultural dynamics, and the mental health of educators and youth.

PROJECTS

- **The Affective Architecture of Acculturation: Indian Mothers as Cultural Emotion Managers**

This project examines the affective dimensions of acculturation by foregrounding Indian immigrant mothers as “cultural emotion managers” who navigate emotional labor alongside cultural transmission in transnational family contexts. Conducted in collaboration with Prof. Vaishali Raval (Department of Psychology, Miami University, Ohio, USA), the study is situated at the intersection of cross-cultural psychology, emotion socialization, and acculturation theory. It investigates how mothers regulate their own and their children’s emotional experiences while mediating between competing cultural norms, and how culturally embedded “feeling rules” are negotiated and transmitted across generations.

Using a mixed-methods design with a qualitative emphasis, the research integrates in-depth interviews, and quantitative measures of emotion regulation and bicultural identity. By incorporating both maternal and adolescent perspectives, it captures the relational and intersubjective nature of affective transmission. Analytically, interpretative phenomenological analysis and thematic coding are employed to develop typologies of maternal roles. The project advances theory by linking emotional labor with cultural transmission, offering a framework for understanding acculturation as an affectively structured process, with implications for culturally responsive mental health and parenting interventions.

Collaborator: Dr Madhumita R Dhupar & Prof Vaishali Raval, Professor (Miami University, Ohio)
- <https://miamioh.edu/profiles/cas/vaishali-raval.html>

- **Folk Music in India under Digitalization**

The research project attempts to make sense of the rapidly changing rubric of folk music production, faced with new digitization models, legal mechanisms of intellectual property regimes, and decision-making power of folk artists in the same. It looks at these changes in production and inheritance, performance, livelihood and appropriation, archiving and transmission of various folk music forms. While all forms of cultural production face new questions with digitization, folk music is uniquely placed in investigating these questions being part of the cultural commons. It also investigates alternative practices which folk artists are engaging with, which attempt to give a larger place to the commons. The conceptualization, research, documentation and analysis of this project is a collaborative process with folk artists from six Indian states.

By: Dr. Nayanjyoti

Events Archive

'Understanding Digital Worlds' 18th May 2024



This session aimed to examine how social inequalities, norms, and identities are transported within digital social spaces. The panel discussions explored key issues central to the research group, including online misogyny and feminism in digital spaces, as well as the formation of youth identities and culture on social media. To further these conversations, an exemplary panel of experts from the USA was brought to Sonipat, each with an established body of work in digital anthropology, sociology, and psychology, facilitating an engaging and insightful discussion.

Watch here Panel 1:

<https://www.youtube.com/live/CE0pXDJmpVk>

Watch here Panel 2:

<https://www.youtube.com/live/lujlw4yiqo8>

Sāmagāna Working Paper Series:

‘Would you rather be stuck with a man or a bear?’

17th June, 2024



This paper explored the gender discourse on social media surrounding the TikTok trend "Would You Rather Be Stuck with a Man or a Bear?". Through a comprehensive analysis of user-generated content, comments, and reactions, this study aimed to understand the underlying themes and societal attitudes about gender roles, stereotypes, and perceptions of safety and danger. By examining the narratives and discussions that emerge, this paper sheds light on how social media platforms serve as arenas for gender discourse and the negotiation of cultural norms.

It was presented by **Prof. Poulomi Bhadra, Assistant Professor (JIBS), IDEAS**, in conversation with **Dr. Smriti Singh, Assistant Professor, IIT-Delhi**.

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NAZARIYA: A Critical Dialogue Series

Disposing Dance, Monopolising Movements: Cultural Surplus and the New Sites of Value Extraction in South Asia

07th April, 2025



This session explores how dance and bodily movements become contested terrains of cultural and economic value in contemporary South Asia, unpacking themes of cultural surplus, erasure, and commodification. The talk was part of the ongoing dialogue on media, culture, and transitional spaces in the region

Key Highlights of the session were the critical exploration of dance and movement as cultural texts in South Asia and investigation into how bodily movements are monopolized or commodified in modern cultural economies.

NAZARIYA: A Critical Dialogue Series

Entrepreneurial Dreams and Anxieties: India's Digital Self-Help Gurus and Their Followers

09th April, 2025



The discussion on “India’s Digital Self-Help Gurus and Their Followers” examined the growing influence of digital self-help gurus in India and explored the intersections of aspiration, anxiety, and entrepreneurial identity within contemporary media cultures. The session reflected on how digital media platforms have reshaped self-help and entrepreneurial narratives in the country, while also critically analysing the cultural and psychological implications of digital motivational content. Furthermore, the discussion questioned the promises of success and empowerment that often underpin these online narratives, encouraging participants to engage with the broader social realities and expectations associated with digital self-help cultures.

Film Screening & Discussion: Supermen of Malegaon

16th April, 2025



The event will featured a conversation with the filmmaker, Ms. Faiza Ahmed Khan, who will delve into the inspiration and impact behind the film. Supermen of Malegaon is a heartwarming and humorous tale that follows a group of amateur filmmakers from the small town of Malegaon as they passionately recreate the Superman narrative in their unique style. The event featured a conversation with the filmmaker, Ms. Faiza Ahmed Khan, who delved into the inspiration and impact behind the film

The film explores themes of creativity, community, and resilience in the face of everyday struggles. The session was moderated by Dr. Abhijit Ghosh, Assistant Professor, JSJC and Dr. Nayanjyoti, Assistant Professor IDEAS

I.D.E.A.S. *at a* GLANCE

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Projects



10+

Core
Faculty



10+

Institutional
Partnership



6+

Initiatives



6+

Member
Associates



6+

Research
Constellations

ABOUT US

The Office of Interdisciplinary Studies (IDEAS) at O.P. Jindal Global University (JGU) serves as a university-wide platform for fostering interdisciplinary teaching, research, and community engagement across the social sciences. It brings together scholars, students, and practitioners to co-create knowledge and develop innovative responses to complex real-world challenges.

At its core, IDEAS operates as an intellectual incubator, supporting collaborative scholarship, experimental pedagogy, and research that transcends traditional disciplinary boundaries. Through its initiatives and field-based programmes, it promotes critical inquiry, applied learning, and engagement with pressing development concerns.

With a strong emphasis on interdisciplinary dialogue, global academic exchange, and community-linked research, IDEAS aims to cultivate a dynamic academic environment that connects theory with practice and advances socially relevant scholarship.