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EDUCATION

Ph.D.	ZeMKI, Universität Bremen, Bremen-Germany Development Communication	2022
M.Phil.	University of the Punjab & OsloMet University, Norway (Split Degree), Communication Studies	2008
M.A.	University of the Punjab, Lahore-Pakistan Mass Communication (Theory & Research)	2003
B.A.	University of the Punjab, Lahore-Pakistan Journalism and English Language	2000

ACADEMIC POSITIONS

2022-Present	Assistant Professor , University of the Punjab, Department of Digital Media, School of Communication Studies
2006-2022	Lecturer , University of the Punjab, Institute of Communication Studies
2004-2006	Lecturer , National University of Modern Languages Department of Mass Communication
Article Writer	<i>IndependentUrdu.com, Friday Times, Daily Times</i>
Founder	<i>The Science Times</i> facebook.com/profile.php?id=61564211351833
Trainer	UNICEF, EPD (Environment Protection Department, Lahore, Punjab)

PEER-REVIEWED JOURNAL ARTICLES

1. Ittefaq, M., Arif, R., & **Kamboh, S.A.** (2026). Suicide and self-harm in the age of generative artificial intelligence: The case of ChatGPT and the rise of suicide-related lawsuits. *Affective Disorders*, 1-22. [Impact Factor: 4.9]
2. **Kamboh, S.A.**, Ittefaq, M., & Jamil, S. (2025). *Powerful news sources versus advocate-journalists* as factors affecting the editorial agenda-building on sustainable development goals. *Journalism Practice*, 1-22. [Impact Factor: 2.7]
3. **Kamboh, S.A.**, Ittefaq, M., & Pezzullo, P. C. (2024). Articulating a loss and damage fund: How the global south is rethinking agency and justice in an age of climate disasters. *Environmental Communication*, 18 (03). 302-321. [Impact Factor: 3.6]
4. Ittefaq, M., Ahmad, T., **Kamboh, S. A.**, Shah, S. F. A., C., & Seo, H. (2024). Highlighting heroes and ignoring villains: Visual framing of Polio and Polio vaccine in newspapers. *Health Communication*, 1-13. [Impact Factor: 3.5]
5. Ittefaq, M., **Kamboh, S.A.**, Zelaya, C., & Arif, R. (2024). Polio vaccine misinformation on social media: Challenges, efforts, and recommendations. *Journal of Science Communication*, 23(01). Y01. [Impact Factor: 2.0]
6. Ittefaq, M. & **Kamboh, S.A.** (2024). *Communities of care* for air pollution policies in Pakistan: An integrated approach to public engagement and policy implementation. *Environmental Communication*, 18(1-2), 49-55. [Impact Factor: 3.6]
7. **Kamboh, S.A.**, Ittefaq, M., & Rehmat, A. (2024). A coalition for science journalism as a multi-stakeholder community of practice: A proposal from South Asia. *Journalism Studies*, 25(05).566-574. [Impact Factor: 3.5]
8. **Kamboh, S.A.**, Ittefaq, M., & Jin, Y. (2024). Crisis communication for public organizations: Examining Pakistan Railways' use of information technology and social media for image repair. *Journal of Contingencies and Crisis Management*, 32(01), e12496. [Impact Factor: 3.2]
9. **Kamboh, S.A.**, Hameed, A., & Ittefaq, M. (2023). Ethnic newspaper industry in Pakistan and impacts of corporate ownership. *South Asia Research*, 43(3), 380-399. [Impact Factor: 0.9]
10. Ittefaq, M., **Kamboh, S. A.**, Iqbal, A., Iftikhar, U., Abwao, M., & Arif, R. (2023). Understanding public reactions to police and military officers' suicide cases in online news comments. *Death Studies*, 47(4), 499-508. [Impact Factor: 2.8]
11. Ittefaq, M., **Kamboh, S. A.**, & Abwao, M. (2023). COVID-19 vaccine selfie: a modest endeavor to increase vaccine acceptance. *Psychology & Health*, 38(02), 209-213. [Impact Factor: 3.2]
12. **Kamboh, S.A.** & Ittefaq, M. (2022). Advocacy journalism and climate justice in a Global Southern country. *Local Environment*, 28(4), 412-432. [Impact Factor: 3.2]

13. Jamil, S., Iqbal, A., Ittefaq, M., & **Kamboh, S.A.** (2022). Building a media literate society: Pathways to improve media and information literacy education in Pakistan. *Journalism and Mass Communication Educator*, 77(4), 414-428. [Scopus]
14. **Kamboh, S.A.**, Ittefaq, M., & Yousaf, M. (2022). Editorial journalism and environmental issues in the majority world. *International Journal of Communication*, 16(2022), 2646-2668. [Impact Factor: 1.6]
15. Ittefaq, M., Abwao, M., Baines, A., & Belmas, G., **Kamboh, S.A.**, & Figueroa, E. (2022). A pandemic of hate: Social representations of COVID-19 in the media. *Analyses of Social Issues and Public Policy*, 22(1), 225-252. [Impact Factor: 1.8]
16. **Kamboh, S.A.**, Ittefaq, M., & Sahi, A. (2022). Journalistic routines as factors promoting COVID-19 vaccine hesitancy in Pakistan. *Third World Quarterly*, 43(1), 278-287. [Impact Factor: 2.6]
17. **Kamboh, S.A.**, & Yousaf, M. (2020). Human development and advocacy journalism: Analysis of low editorial coverage in Pakistan. *Development Policy Review*, 38(05), 646-663. [Impact Factor: 2.0]
18. **Kamboh, S. A.**, & Ittefaq, M. (2019). Newspaper suicide reporting in a Muslim country: Analysis of violations and compliance with international guidelines. *Journal of Media Ethics*, 34(1), 2-14. [Impact Factor: 1.9]

PEER-REVIEWED COMMENTARY ARTICLES

1. **Kamboh, S.A.**, & Ittefaq, M. (2025). Suicide Media Reporting Guidelines as a Prevention Intervention in the Global South. *Media Ethics Magazine*.
2. **Kamboh, S.A.**, & Ittefaq, M. (2024). Climate activism in the global south: A call for clear agendas. *Global Policy*. [Impact Factor: 2.3]
3. **Kamboh, S.A.**, & Ittefaq, M. (2023). Floods in Pakistan and the synthesis of glocal voices on climate justice. *Global Policy*. [Impact Factor: 2.3]
4. Ittefaq, M., & **Kamboh, S. A.** (2022). COVID-19 and national images: the case of #ResignModi. *Place Branding and Public Diplomacy*, 18(1), 15-17. [Impact Factor: 1.5]
5. Ittefaq, M., Abwao, M., & **Kamboh, S.A.** (2021). COVID-19 vaccine selfie: Why does it matter? *American Journal of Health Education*, 52(6), 360-363. [Impact Factor: 1.0]
6. Ittefaq, M., **Kamboh, S.A.**, & Abwao, M. (2021). COVID-19 vaccine selfie: A modest endeavor to increase vaccine acceptance. *Psychology & Health*, 38(2), 209-213. [Impact Factor: 3.3]

BOOK CHAPTERS

1. Ittefaq, M., **Kamboh, S.A.**, & Ashfaq, A. (2023). Climate change journalism in Pakistan: Ethical deliberations. In Mutsvairo, B., Bebawi, S. & Borges-Rey, E. *The Routledge Companion to Journalism in the Global South*. (pp. 419-429). Routledge.
2. **Kamboh, S.A.**, Ittefaq, M., Jamil, S. & Rehman, B.H. (2023). Ethical dimensions of climate and environmental issues in Pakistani media. In Crawford, N.J.W. & Michael, K. *Climate Justice in the Majority World: Vulnerability, Resistance, and Diverse Knowledges*. (pp. 201-220). Routledge.
3. Yousaf, M., Raza, S. H., & **Kamboh, S.A.** (2022). Human Development and Advocacy Journalism in the Spotlight: Evidence from a Developing Country. In Okocha, D. O., Onobe, M. J., & Alike, M. N. *Handbook of Research on Connecting Philosophy, Media, and Development in Developing Countries* (pp. 97-111). IGI Global.
4. **Kamboh, S. A.** (2020). Missing links in practical journalism of developing Pakistan. In Dernbach, B., & Illg, B. *Journalism and Journalism Education in Developing Countries* (pp. 157-168). Manipal Universal Press

MANUSCRIPTS UNDER REVIEW

1. **Kamboh, S. A.**, Ittefaq, Takahashi, B., & Rehmat, A. (under review). Science communication in South Asia: Role of news media, academic institutions, advocacy organizations, and science communicators. *Journal of Science Communication*.
2. **Kamboh, S. A.**, & Tariq, B. (under review). Exploring science communication channels: A comparative analysis of university websites' content from technologically advanced and developing countries. *South Asia Research*.
3. **Kamboh, S. A.**, & Ittefaq, M. (under review). Do awareness programs have an impact on the adoption of safe practices? Analyzing the level of awareness of breast cancer risk factors and safe practices among university students. *Health Communication*.

Research Reports

1. **Kamboh, S. A.**, & Rehmat, A. (2025). Information Integrity, Rationalist Media and Public Interest Discourse. *Journal of Science Communication*. *IMS and Freedom Network*.
<https://mediastanpk.com/publications/sci-comms-report/>
2. **Kamboh, S. A.**, & Rehmat, A. (2025). Modernizing Media Education in Pakistan. A Mapping Study of University and College-level Journalism and Communication Studies Programs and Department Challenges and Solutions. *IMS and IRADA*.
<https://mediastanpk.com/publications/modernizing-media-education/>

REFEREED CONFERENCE PRESENTATIONS

1. **Kamboh, S. A.** (2025). Understanding Recurrent Natural Disasters in South Asia: Divine Retribution or Scientific Reality? *10th AMCAP-BNU International Media Conference 2025*, February 18-19, Beaconhouse National University, Lahore-Pakistan.
2. **Kamboh, S. A.** (2024). Writing for Rights: How the Publishing World Works. *International Communication Association (ICA) Regional Hub 2024*, June 21-22, Forman Christian College, Lahore-Pakistan.
3. **Kamboh, S. A.** (2024). AI in Media Education – Challenges and Prospects in Shaping the Future. *9th AMCAP-UOS International Media Conference 2024*. February 19-20, University of Sargodha- Pakistan.
4. **Kamboh, S.A.** & Ittefaq, M. (2023). Ethical dimensions of climate and environmental issues in Pakistani media. *International Communication Association*, May 25-29, Toronto, Canada.
5. **Kamboh, S.A.** & Ittefaq, M. (2023). Corporate ownership: Trendsetter in the ethnic print industry in Pakistan. *International Communication Association*, May 25-29, Toronto, Canada.
6. **Kamboh, S.A.** & Ittefaq, M. (2023). Toward a proposed pragmatic model to bridge the gap between science and journalism in South Asia. *International Environmental Communication Association*, June 5-9, James Madison University, Harrisonburg, Virginia, United States.
7. **Kamboh, S. A.**, Ittefaq, M., & Yousaf, M. (2021). Critical analysis of South Asian advocacy journalism practices for advocating environmental issues during the COVID-19 pandemic. South Asia Communication Association (SACA) at *Association for Education in Journalism and Mass Communication*, August 4-7, New Orleans, United States [Virtual due to COVID-19].
8. Ittefaq, M., **Kamboh, S. A.**, Iqbal, A., Iftikhar, U., Abwao, M., & Arif, R. (2021). Understanding public reaction to celebrity suicide cases in online news comments. *Association for Education in Journalism and Mass Communication*, August 4-7, New Orleans, United States [Virtual due to COVID-19].
9. **Kamboh, S. A.** (2021). Exploring the advocate-journalist role in achieving affordable and clean energy solutions in the global south. *27th International Sustainable Development Research Society (ISDRS) Conference*, July 13-15, Mid Sweden University, Östersund, Sweden [Virtual due to COVID-19].
10. **Kamboh, S. A.** (2020). Conflict and development: Analysis of newspaper editorial advocacy priorities of a global nuclear southern country. *Association for Education in Journalism and Mass Communication*, August 6-9, San Francisco, United States [Virtual due to COVID-19].
11. **Kamboh, S. A.** (2019). Climate justice and advocacy journalism: Analysis of influences behind low editorial coverage of environment-related issues in Pakistan. *World Forum on Climate Justice*, June 19-21, Glasgow Caledonian University, Glasgow, Scotland.

REFEREED CONFERENCE PARTICIPATION

- Kamboh, S. A.** (2025). Acted as a moderator for ‘Cultivating Narratives of Hope in an Era of Climate Change’ of a plenary session of the *Climate Journalism Workshop* at FC College, Lahore, jointly organized with Oslo-Metropolitan University, Norway.
- Kamboh, S. A.** (2025). Panel discussant on “From Misinformation to Meaningful Conversations: The Role of Academic Research in Fostering Informed Discourse” in a plenary session of *ICA 2025 Regional Hub* at Forman Christian College, Lahore, Pakistan.
- Kamboh, S. A.** (2025). Chaired a session on “Science Communication in Pakistan – Challenges and Prospects” at the 10th *AMCAP-BNU International Media Conference 2025* held at Beaconhouse National University, Lahore, Pakistan
- Kamboh, S. A.** (2024). Spoke as an expert speaker in a plenary session titled “Narrating the Unseen: Climate Communication for Marginalized Voices” during Day 2 of the *ICA Regional Conference 2024 Pakistan* in FC College, Lahore, Pakistan.
- Kamboh, S. A.** (2024). Moderated a session on “Navigating the Digital Frontiers: Unveiling Trends in Media & Communication” in the *2nd International Media & Communication Conference* at University of Management & Technology (UMT), Lahore, Pakistan.
- Kamboh, S. A.** (2024). Chaired a session on “AI in Media Education – Challenges and Prospects in Shaping Future” at the 9th *AMCAP-UOS International Media Conference 2024* held at Sargodha University, Sargodha, Pakistan
- Kamboh, S.A.** (2024). Panel discussant on “How the Publishing World Works” in *ICA 2024 Regional Hub (Pakistan)* at Forman Christian College, Lahore, Pakistan.
- Kamboh, S.A.** (2024). Co-chaired a session on “Environmental Communication” in the *2nd International Media Conference* at the University of Central Punjab (UCP), Lahore-Pakistan.
- Kamboh, S. A.** (2022). Chaired the session 2-C titled “Urdu Journalism and Editorial” in the *1st International Conference on Two Centuries of Urdu Journalism: A Journey of Opportunities and Challenges* at the University of Management & Technology (UMT), Lahore-Pakistan.
- Kamboh, S. A.** (2017). Attended and participated in the discussion at the *International Conference on Development Communication: Theory, Practice, Cross-Mediality and Mediation* at University of Leipzig, Leipzig-Germany.
- Kamboh, S. A.** (2014). Attended and participated in the discussion at the *International Conference on Freedom of Expression: Glocal Politics of Emotions*, organized by the Institute of Communication Studies, Punjab University, Avari Hotel, Lahore, Pakistan.
- Kamboh, S. A.** (2009). Attended and participated in the discussion at the *International Conference on Covering Each Other- in an Era of Imagined Clashes of Civilizations* at the Institute of Communication Studies, University of the Punjab, Lahore-Pakistan.
- Kamboh, S. A.** (2007). Attended and participated in the discussion at the *International Conference*

on TV in the Digital Age in Lillehammer, Norway.

Kamboh, S. A. (2007). Attended and participated in the discussion at the *Three-Day Conference on Cartoon Controversy: Western and Islamic Perspectives* in Skipphelle, Norway.

Kamboh, S. A. (2007). Attended and participated in the discussion at the *One-Day Conference on Art Beyond Reason* at the Nobel Peace Center, Oslo-Norway.

RESEARCH PROJECTS/GRANTS AND FUNDING

1. **Kamboh, S. A.** (*Consultant Communications*). Green School Certification Program, Punjab Government Project. (2025-Onward). Sponsor: **UNICEF**-Pakistan. (PKR: 01 million)
2. **Kamboh, S. A.** (*Conference Organizer*). South Asia—Bridging environmental science, journalism, and public engagement. (2026-Onward). Sponsor: **IECA**. (USD:3000)
<https://theieca.org/blogpost/2099981/519177/IECA-Announces-Recipients-of-the-2026-Regional-Support-Program>
3. **Kamboh, S. A.**, Naeem, W., & Rehmat, A. (Co-Writer/Researcher). State of Media Development Report in Asia 2026 (Phase-2). **DW Akademie**. (2025-onward). (Euro: 5400). <https://www.linkedin.com/company/dw-akademie/posts/?feedView=all>
4. **Kamboh, S. A.** (*Co-Investigator, Technical Consultant*). Developing and implementing an Academic Course titled ‘MIL: Countering Disinformation and Harm Online’ for Media Studies Programs in Pakistan. Sponsoring Agency: **UNDP**, Pakistan. (US Dollars: 6000)
5. **Kamboh, S. A.** (*Co-PI*). A Technical Report on Analyzing Science Communication and Science Journalism Practices in Pakistan. (2025-Onward). Sponsoring Agency: **International Media Support (IMS)**. (US Dollars: 1500)
<https://mediastanpk.com/publications/sci-comms-report/>
6. **Kamboh, S. A.** (*Consultant Communications*). Mera Punjab SMOG Free Program, Punjab Government Project. (2024). Sponsoring Agency: **UNICEF**, Pakistan. (PKR: 0.4 million)
7. **Kamboh, S. A. & Rehmat, A.** (*Co-Principal Investigator*). Modernizing Media Education in Pakistan: A mapping study of university programs: Prospects & Challenges. (2025-Onward). Sponsoring Agency: **International Media Support (IMS)** (PKR: 0.45 million)
<https://mediastanpk.com/publications/modernizing-media-education/>
8. **Kamboh, S. A.** (*Provincial Lead*). Understanding the dynamics of youth engagement with journalism content to develop audience insights for digital media – The case of student audience groups. (2024-Onward). Sponsoring Agency: **International Media Support (IMS)** and **Freedom Network**. (PKR: 0.1 million)
9. **Kamboh, S. A.** (*Principal Investigator*). Suicide Reporting in Pakistani print and digital news platforms: Proposing a pragmatic solution. (2024). Sponsoring Agency: **University of the Punjab**. (PKR: 0.2 million)
10. **Kamboh, S. A.** (*Principal Investigator*). Exploring journalists’ potential to report climate change: A way forward to devise media training programs. (2023). Sponsoring Agency: **University of the Punjab**. (PKR: 0.2 million)
11. **Kamboh, S. A.** (*Principal Investigator*). Systematic review of communication studies’ research in the public universities of KP province from its inception to 2010. (2011). Sponsoring Agency: **University of the Punjab**. (PKR: 0.125 million)
12. **Kamboh, S. A.** (*Co-Principal Investigator/Communication Expert*). Assessment of training of lady health workers (LHWs) for routine expanded program on immunization (EPI) service delivery in Pakistan. (2011). Sponsoring Agency: **World Health Organization (WHO)**. (PKR: 1.1 million)
13. **Kamboh, S. A.** (*Communication Expert*). Advocacy campaign for Sprinkles micronutrient powder to reduce anemia, iron deficiency, and vitamin A deficiency in

young children of Pakistan. (2012). Sponsoring Agency: **The Micronutrient Initiative**. (PKR: 0.25 million)

14. **Kamboh, S. A. (Principal Investigator)**. Curriculum development of departments of mass communication in various higher education institutions of Pakistan. (2004-2005). United Nations Educational, Scientific, and Cultural Organization (**UNESCO**). (PKR: 0.2 million)

INVITED TALKS/RESEARCH PRESENTATIONS/GUEST LECTURES/PODCASTS/ARTICLES

Kamboh, S. A. (2026). Can Preventive Medicine Keep Pakistanis Healthier and at Home? *Daily Times*.
<https://dailytimes.com.pk/writer/dr-shafiq-ahmad-kamboh/>

Kamboh, S.A. (2026). Ink as an Instrument of Freedom: The Journalistic Struggle for Pakistan. *Hilal Magazine*. <https://www.hilal.gov.pk/view-article.php?i=11284>

Kamboh, S. A. (2025). Air pollution in Pakistan. Appeared as a speaker on **Discover Pakistan** Podcast.
<https://www.facebook.com/share/v/1CfnDRnKXb/>

Kamboh, S. A. (2025). Smog and its Solutions: Appeared as a Guest speaker on **Samaa TV** Podcast.
<https://www.youtube.com/watch?si=W86vt3KcmxlCAHT&v=lvSqPDtb5M0&feature=youtu.be>

Kamboh, S. A. (2025). Climate Justice and Pakistan in UNGA Session: Appeared as a Guest speaker at **Pakistan Television (English)** Prime Time News Bulletin.

Kamboh, S. A. (2025). AI and Water Crisis: Expert Views Taken by Samaa News:
<https://www.facebook.com/582289687/videos/pcb.10165597847809688/744440595306183>

Kamboh, S. A. (2025). Climate Change and Upcoming Threats to Pakistan: Guest speaker in ‘**Expresso Morning Show**’ with Hina Adil and Syed Aneeq Ali at **Express News**.
<https://www.facebook.com/expressnewspk/videos/796100423125473/>

Kamboh, S. A. (2025). Hudiarah Drain: A River of Poison in Lahore: Appeared as an Environmental Communication Expert in a Digital News Documentary for **Tashkent Urdu Digital**.
<https://www.facebook.com/61565786429408/videos/792400983720675/>

Kamboh, S. A. (2025). Cloud Bursts, GLOFS, Urban Flooding: New Normal in Pakistan: Guest speaker with **Syedah Armala Hassan** in **Public TV** Morning Show.
<https://www.youtube.com/watch?v=d2FNoEJtt-0>

Kamboh, S. A. (2025). Climate Change-induced Flooding Events in Pakistan, Way Forward: appeared as a Guest Speaker in ‘**Khurra Such**’ with **Mubashar Lucman** at **365 News**.
<https://www.youtube.com/watch?v=s85tL8WcYnM>

Kamboh, S.A. (2025). Climate Change-Induced Disasters and Our Role: Guest Speaker in ‘**Qutab Online**’ at **Aik News** with **Bilal Qutab**. <https://www.youtube.com/watch?v=BFurIORK11g>

Kamboh, S. A. (2025). Climate Change Triggered Cloud Bursts: A New Normal in Pakistan. Guest Speaker in ‘**Jawab Do**’ Show of **Aik News** with **Farrukh Shahbaz Warraich**.
<https://www.facebook.com/reel/3580161452120528>

Kamboh, S.A. (2025). Pakistan: the most affected country by climate change: A talk with **Farrukh Shahbaz** Podcast: <https://www.youtube.com/watch?v=Po1QBonCKNY>

Kamboh, S. A. (2025). ‘Natural Disasters’ or ‘Acts of God’. Guest Speaker in a TV Debate on **Good Morning London** TV Show. https://youtu.be/IHjc_eeE01Y?si=Apf7tdE7y_TZl7GE

Kamboh, S. A. (2025). Cloud Burst events in Pakistan: A new normal. Guest Speaker in **Neo Digital** Morning

- Show. <https://www.facebook.com/watch/?v=1774072516477156>
- Kamboh, S. A.** (2025). Extreme Weather Events and Climate Change in Pakistan. Guest Speaker on **Sun News (Punjabi TV)**. https://youtu.be/1PUergdZFrw?si=KzpQJ1hL_cFmO1W6
- Kamboh, S. A.** (2025). Pre-Monsoon in South Asia and Climate Change. Guest Speaker at **Naya Dour TV** Vlog. <https://www.facebook.com/nayadaurvideos/videos/754533337319888/>
- Kamboh, S. A.** (2025). *Environmental degradation and Population Explosion in South Asia*. Guest speaker on World Population Day at **Samaa TV** Morning Show. <https://www.facebook.com/photo/?fbid=10165199236914688&set=a.10150166009014688>
- Kamboh, S. A.** (2025). *Climate change and the India-Pakistan conflict on the Kashmir issue*. Guest speaker on the **Good Evening London TV** Show. <https://www.youtube.com/watch?v=Bcmqgsxi9abE>
- Kamboh, S. A.** (2025). *Has Kashmir developed into a climate-change-induced issue between India and Pakistan?* Invited as a guest speaker for a morning show on the **BOL News TV** channel. <https://www.youtube.com/watch?v=7HhRApkcRmY>
- Kamboh, S. A.** (2025). *MIL and Countering Disinformation*. Presented research findings on how to reach a model course outline on Media Information Literacy in Pakistan, organized by the Institute of Research, Advocacy and Development (IRADA) on April 25, 2025, in Islamabad-Pakistan. <https://www.linkedin.com/feed/update/urn:li:activity:7323216675053400064/>
- Kamboh, S. A.** (2025). *Extreme weather events and climate change*. Guest speaker in a special news bulletin on **AikNews**. <https://www.facebook.com/shafiq.a.kamboh/videos/1415301582837029>
- Kamboh, S. A.** (2025). *The Climate Alarm: Pakistan's Response and Pathways to Hope*. Guest lecture delivered at the Government Graduate College Gulberg, Lahore. <https://voicepk.net/2025/01/govt-urged-to-declare-national-climate-emergency>
- Kamboh, S. A.** (2025). *Academia as a Knowledge Bridge for Climate Action in South Asia*. Delivered an online presentation in a Webinar on Science Communication organized by Factum, Colombo, Sri Lanka.
- Kamboh, S. A.** (2024). *Constructing ideologies through knowledge: The case of Pakistan*. Guest lecture at Pakistan Navy War College, Lahore, Pakistan. Workshop on Information Operations for Navy Officers from 15 Countries across the globe.
- Kamboh, S. A.** (2024). *Boosting Life Expectancy in the Global South: The Role of Promoting Medical VISA (Vaccination, Insulin, Statins, Antibiotics)*. Guest lecture in the Department of Development Communication, School of Communication Studies, University of the Punjab, Lahore-Pakistan. Seminar on Constructive Journalism Skills in Pakistan.
- Kamboh, S. A.** (2024). *Promoting healthy behaviors among youth*. Guest speaker in an awareness seminar organized by **UNICEF**-Pakistan at the Islamia University- Bahawalpur. <www.facebook.com/photo?fbid=10164223302399688&set=pcb.10164223307919688>
- Kamboh, S. A.** (2024). *Role of Media in Promoting Health-Seeking Behavior*. Expert speaker in a journalists' orientation workshop, organized by **UNICEF** Pakistan in Multan-Pakistan. <www.facebook.com/photo/?fbid=10164068098139688&set=pcb.10164068099609688>
- Kamboh, S. A.** (2024). *From Resilience to Rights: Building Sustainable Futures*. Guest speaker in a plenary session, organized by the **Human Rights Chair** of the University of the Punjab, Lahore-Pakistan at World Human Rights Day 2024. <www.facebook.com/photo?fbid=10164202972604688&set=pcb.10164202972754688>

- Kamboh, S. A.** (2024). *Writing for Rights: How the Publishing World Works*. Participated in a panel discussion in ICA, Regional Hub 2024, held at Forman Christian College, Lahore.
<https://www.facebook.com/61561172270111/videos/1046507590166795>
- Kamboh, S. A.** (2024). *Narrating the Unseen: Climate Communication for Marginalized Voices*. Participated as an expert speaker in a plenary session at the **ICA Regional Conference 2024** in Forman Christian (FC) College, Lahore-Pakistan.
www.facebook.com/photo/?fbid=10164193621829688&set=pcb.10164193623539688
- Kamboh, S. A.** (2024). *Promoting Social and Behavioral Change amid Environmental Crisis*. Led a Two-Day Training of Trainers (ToT) Workshop for District Health Education Officers of Punjab, organized by **UNICEF- Pakistan**, 3-4 December, in Lahore.
www.facebook.com/photo?fbid=10164174018159688&set=pcb.10164174030089688
- Kamboh, S. A.** (2024). *Climate change science and news reporting challenges*. Guest speaker in a podcast organized by the University of Central Punjab, **UCP TV**, Lahore-Pakistan.
<https://www.youtube.com/watch?v=fcTEBgtlftw&t=1758s>
- Kamboh, S. A.** (2024). *Temperature Inversion and Smog: Our Responsibilities*. Expert Speaker in a News Package of **Samaa News**, Lahore-Pakistan.
<https://www.facebook.com/shafiq.a.kamboh/videos/1073117524459210>
- Kamboh, S. A.** (2024). *Reasons behind Smog in South Asia*. Expert speaker in a Live TV talk show titled *Gehri Nazar (Deep Insight)* on **News One**, Lahore-Pakistan.
<https://www.facebook.com/shafiq.a.kamboh/videos/572996188557689>
- Kamboh, S. A.** (2024). *Tackling Air Pollution and the Role of Media*. Expert speaker in a journalist orientation workshop, organized by **UNICEF-Pakistan** in Lahore-Pakistan.
www.facebook.com/photo/?fbid=10163723411139688&set=pcb.10163723398204688
- Kamboh, S. A.** (2024). *Promoting face mask selfies amid deadly Smog in Punjab*. Appeared as a Guest speaker in a Morning Show organized by **Aik TV**, Lahore-Pakistan.
<https://www.facebook.com/shafiq.a.kamboh/videos/1493408194526870>
- Kamboh, S. A.** (2024). *Understanding the Science behind deadly Smog in Punjab*. Appeared as a Guest speaker in a Morning Show organized by **Aik TV**, Lahore-Pakistan.
<https://www.facebook.com/shafiq.a.kamboh/videos/1648934592357019>
- Kamboh, S. A.** (2024). *Climate change and human health in Pakistan*. Guest speaker in a podcast organized, recorded, and broadcast by **Neo Digital TV**, Lahore-Pakistan.
<https://www.facebook.com/NeoDigitalOfficial/videos/469082419453888>
- Kamboh, S. A.** (2024). *Science and Politics behind deadly Smog in South Asia*. Appeared as a Special Guest speaker in a Morning Show organized by **Neo TV**, Lahore-Pakistan.
<https://www.facebook.com/shafiq.a.kamboh/videos/1647079312889310>
- Kamboh, S. A.** (2024). *How to galvanize climate action in South Asia*. Appeared as a Special Guest speaker in the View 360 program organized by **Voice of America (Urdu) TV**, Washington.
<https://www.youtube.com/watch?v=ikGoYk7yPqE>

- Kamboh, S. A.** (2024). *Differentiating Smog from Air Pollution/Potential Solutions in South Asia*. Appeared as a Special Guest speaker in the View 360 program organized by **Voice of America (Urdu) TV**, Washington. https://www.youtube.com/watch?v=YF_w-umaqXo&t=900s (from 15:50 Minutes onward)
- Kamboh, S. A.** (2024). *Science Communication in the Global South: Prospects & Challenges*. Delivered an invited talk at Lahore Garrison University, **LGU TV**, Lahore-Pakistan. <https://www.youtube.com/watch?v=xC8j4pDnPZ4>
- Kamboh, S. A.** (2024). *Use of AI tools in Literature Review*. Guest lecture at the Department of Digital Media. University of the Punjab, Lahore-Pakistan. Seminar in Communication Research Methods.
- Kamboh, S. A.** (2024). *How to get published in peer-reviewed journals?* Guest lecture in Department of Mass Communication, Forman Christian College, Lahore-Pakistan. Seminar in Communication Research Methods.
- Kamboh, S. A.** (2024). *Topic selection in science communication research*. Guest lecture in 5th AMCAP Doctoral Spring School, 2024 at AMCAP Office, Lahore-Pakistan.
- Kamboh, S. A.** (2024). *Constructive journalism tools for social media*. Guest lecture in the Department of Media and Development Communication, University of the Punjab, Lahore-Pakistan. Future Journalists Training Workshop by Deutsche Welle (DW) TV
- Kamboh, S. A.** (2023). *Research designs for science communication*. Guest lecture in the 4th AMCAP Doctoral Spring School at Beaconhouse National University (SLASS Building), Lahore-Pakistan.
- Kamboh, S. A.** (2023). *Constructing a theoretical framework in science communication research*: Guest lecture in the Department of Media & Communication Studies, COMSATS University, Lahore-Campus, Lahore-Pakistan
- Kamboh, S. A.** (2023). *Countering antibiotic resistance in high disease burden societies*. Guest lecture in the Department of Digital Media, University of the Punjab, Lahore.
- Kamboh, S. A.** (2022). *Science journalism research in South Asia*. Guest lecturer at 3rd AMCAP Doctoral Spring School, IQTM, University of the Punjab, Lahore-Pakistan.
- Kamboh, S. A.** (2022). *Modern vs. traditional information subsidies*. Guest lecture delivered to Information Officers at the Department of Public Relations and Advertising, University of the Punjab, Lahore-Pakistan.
- Kamboh, S. A.** (2021). *From C4D to Behavioral & Social Change Communication (BSCC) in the Global South: A health communication perspective*. Presentation held at ZeMKI, Bremen University, Bremen, Germany: Summer Group Research Colloquium.
- Kamboh, S. A.** (2021). *Inductive vs deductive content analysis*. Presentation at ZeMKI, Bremen University, Bremen, Germany: Winter Group Research Colloquium
- Kamboh, S. A.** (2020). *Correlational research design in communication research*. Presentation (Virtual due to COVID-19) at ZeMKI, Bremen University, Germany: Summer Group Research Colloquium.

- Kamboh, S. A.** (2020). *Journalism and COVID-19 vaccine hesitancy in Pakistan*. Guest speaker on **PTV News** talk show. <https://www.youtube.com/watch?v=EaVUwWBRmeU>
- Kamboh, S. A.** (2020). *Promoting the soft image of Pakistan through public diplomacy tools*. Discussion with the participants of the Pakistani Student Association(PSA) at the Bremen University, Bremen, VA, Germany.
- Kamboh, S. A.** (2020). *Mobile Health Apps and COVID-19 in South Asia*. Presentation (Virtual due to COVID-19) at ZeMKI, Bremen University, Germany: Winter Group Research Colloquium.
- Kamboh, S. A.** (2019). *Advocacy Journalism in South Asia: Past and Present*. Presentation at ZeMKI, Bremen University, Germany: Summer Group Research Colloquium.
- Kamboh, S. A.** (2019). *Why does South Asia need science communication? A pragmatic model*. Presentation at ZeMKI, Bremen University, Germany: Winter Group Research Colloquium.
- Kamboh, S. A.** (2018). *Episodic vs Thematic framing in development journalism in South Asia*. Presentation at ZeMKI, Bremen University, Germany: Winter Group Research Colloquium.
- Kamboh, S. A.** (2018). *Longitudinal research design in development communication: challenges and prospects*. Presentation at ZeMKI, Bremen University, Germany: Summer Group Research Colloquium.
- Kamboh, S. A.** (2017). *Advocacy journalism and human development: the case of Pakistani press*. Invited talk at ZeMKI's Annual Research Colloquium, Bremen University, Germany.
- Kamboh, S. A.** (2017). *Health communication barriers in Pakistan*. Presentation at ZeMKI, Bremen University, Germany: Winter Group Research Colloquium.
- Kamboh, S. A.** (2017). *Crisis Communication for Public Organizations: An emerging area of research in South Asia*. Presentation at ZeMKI, Bremen University, Germany: Summer Group Research Colloquium.
- Kamboh, S. A.** (2016). *Media Development Theory and the Global South*. Presentation at ZeMKI, Bremen University, Germany: Winter Group Research Colloquium
- Kamboh, S. A.** (2007). *Cultivation Effects of War against Terror on Pakistani Diaspora in Norway*. M.Phil. thesis proposal presentation at the Department of Journalism and Media Studies, Oslo Metropolitan University, Oslo-Norway. Attended by doctoral and post-doctoral students.
- Kamboh, S. A.** (2007). *Cultivation Effects of War against Terror on Norwegian TV Viewers*. M. Phil. thesis proposal presentation at the Department of Journalism and Media Studies, Oslo Metropolitan University, Oslo-Norway. Attended by doctoral/post-doctoral students.
- Kamboh, S. A.** (2007). *Role of communication in curing Tuberculosis in developing countries*. A Guest Lecture organized by the Pakistan Anti-TB Association for participants from 10 countries of Asia and Africa.
- Kamboh, S. A.** (2006). *Role of mass media in disasters*. Invited talk delivered to the international participants of the ICDO Senior Staff Management Course on Civil Defense at Civil Defense Academy, Lahore-Pakistan. Attended by participants from 30 countries.

SERVICE

- 2024-2026 **Coordinator M.Phil. leading to PhD Program** at *Department of Public Relations & Advertising*, School of Communication Studies, Punjab University, Lahore
- 2024-present **Research Review Committee Member** of the *International Association for Media and Communication Research (IAMCR)*
- 2024 **Stream Head of the Science Communication Division** at the International Communication Association (ICA) Regional Conference 2024 at Forman Christian (FC) College in Lahore-Pakistan, on 5-6 December 2024 on the theme “Maximizing the Scope of Climate Communication: Strategies, Responsibilities, and Outcomes for Global South.” (<https://ica.pakistan.fccollege.edu.pk/>).
- 2022-present **Member, Board of Studies** of *Department of Public Relations and Advertising*, School of Communication Studies (SCS), University of the Punjab, Lahore-Pakistan
- 2022-present **Member, Faculty Board** of the *Faculty of Information and Media Studies*, University of the Punjab, Lahore-Pakistan
- 2022-present **Research Review Committee Member** of the South Asian Communication Association (SACA) at the *Association for Education in Journalism and Mass Communication (AEJMC)*
- 2022-2024 **Research Review Committee Member** of the *Association of Media and Communication Academic Professionals (AMCAP)*
- 2018-present **Reviewer for the Journalism Studies Division** of the ICA, *International Communication Association's Annual Conference*
- 2006-2009 **Student Advisor** at *Institute of Communication Studies*, Punjab University, Lahore

AWARDS, FELLOWSHIPS, & SCHOLARSHIPS

- 2022-26 Punjab University Research Publications Incentive Award for the year 2022-26
- 2020 Uni-Bremen Doctoral Scholarship (Deutschland Stipendium), Germany (2020)
- 2019 Uni-Bremen Doctoral Scholarship (Deutschland Stipendium), Germany (2019)
- 2016 Punjab University Overseas Scholarship for Doctoral Studies (2016-19)
- 2014 Punjab University Performance Evaluation Award for the year 2014
- 2013 Punjab University Performance Evaluation Award for the year 2013
- 2012 Punjab University Performance Evaluation Award for the year 2012
- 2011 Punjab University Performance Evaluation Award for the year 2011
- 2008 Punjab University Best Teacher Award 2008
- 2007 Faculty Exchange Scholarship Program in South Asia and Norway, funded by Norwegian Foreign Office, Oslo University College, Norway (Oct.-Dec 2007)

JOURNAL REVIEWING

Global Health Action
Health Education & Behavior
Psychology & Health
Scientific Reports
Environmental Communication
Communications: The European Journal of Communication Research
International Journal of Communication
Social Network Analysis & Mining
Journal of Contingencies & Crisis Management
Humanities and Social Sciences Communications (Nature)
Journalism Practice
Global Media and China
Human Vaccines & Immunotherapeutics
Journal of Media Ethics
Information Development
Frontiers in Communication
Oxford Intersections

ACADEMIC REFERENCES

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