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Professor to Study Advertising Leadership with TAI Visiting Research Fellowship

Winthrop University

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Professor to Study Advertising Leadership with TAI Visiting Research Fellowship

Quick Facts

- Patwardhan's project is titled "Our Fearless Leaders: How Agency Leaders in America Define Their Role in the 21st Century Ad Agency."
- The fellowship will supplement a grant from the Winthrop Research Council.



Padmini Patwardhan

ROCK HILL, SOUTH CAROLINA — The **Temerlin Advertising Institute (TAI)** at Southern Methodist University has awarded Winthrop University **Professor of Mass Communication Padmini Patwardhan** its **2015 Visiting Research Fellowship**.

Patwardhan will spend the fall 2015 semester in Dallas, Texas, conducting research for her project on leadership in the advertising industry. The title of her project is **"Our Fearless Leaders: How Agency Leaders in America Define Their Role in the 21st Century Ad Agency."**

"I can't wait to get started!" she said. "It is such an honor to receive the fellowship. With a fall sabbatical I will have time to focus on a project that truly excites me. The TAI Fellowship and a Winthrop Research Council Grant now make it possible for me to travel and collect data and explore research ideas with collaborators."

The fellowship will give Patwardhan travel and research funding up to \$4,000 along with the opportunity to collaborate with TAI faculty and use its extensive network for interviews.

The TAI Research Fellowships are meant to foster research collaborations and increase understanding of the advertising field. With "Our Fearless Leaders," Patwardhan hopes to uncover insights on advertising agency leadership in a changing environment. She will specifically focus on what's considered effective and excellent leadership; challenges leaders face; approaches to mentoring and leadership training; and assessments of organizational and environmental factors on a leader's performance.

She hopes to conduct further research and eventually contribute to the development of leadership theory in the advertising and communication industries.

For more information, contact Nicole Chisari at smithne@winthrop.edu or 803/323-2236.

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