

Dr. R. Raghavendra

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Career Objective

- I would like to use my journalism and teaching experience and apply my learning to be a resourceful person.

Educational Qualifications

- Doctor of Philosophy in Communication and Journalism for the thesis titled 'The Study of Corporate Communication System, Process and Practices of Public and Private Undertakings in Karnataka State', University of Mysore, Mysuru, March 2014.
- Master of Arts (Communication and Journalism), Department of Studies in Communication and Journalism, Manasagangotri, University of Mysore, Mysuru, June 2004. **(First Class with Distinction)**
- Bachelor of Arts (History, Economics and Political Science), Maharaja's College, University of Mysore, Mysuru, May 2002. **(First Class)**

Professional Qualifications

- Associate Certification Program in Technical Writing, The Writers Block, Bengaluru, November 2010.
- Certification Program in Microsoft Office, Software Technology Group International Limited, Bengaluru, November 2004.

Summary of Work Experience

- 6 years as a Reporter and 4 years as a Guest Faculty

Professional Experience

Institution: Maharaja's College, University of Mysore, Mysuru

Duration: Since September 2014

Designation: Guest Faculty, Department of Communication and Journalism

Institution: Post-Graduate Satellite Centre, UoM, Chamarajanagar

Duration: September 2013 – May 2014

Designation: Guest Faculty, Department of Communication and Journalism

Company: Dainik Jagran Group – Cityplus, Bengaluru

Duration: February 2011 – April 2012

Designation: Reporter

Company: The New Indian Express, Bengaluru

Duration: February 2007 – July 2010

Designation: Reporter

Company: Vijay Times, Bengaluru

Duration: August 2005 – December 2006

Designation: Reporter

Subject taught with Specialization

- Corporate Communication
- Feature Journalism
- Freelancing
- Print Media
- Public Relations
- Reporting

Research Publications

- Role of Corporate Communication in Reputation Management, *International Journal of Humanities and Social Sciences*, 2013, 3(2): 109-121, ISSN: 2250-3226.
- Corporate Communication in Public and Private Undertakings: A Comparative Study, *ideas & ideologies (i&i) e journal*, An Interdisciplinary Journal of Humanities and Social Sciences, 1(4): 1-17, ISSN: 2320-7744.
- New Media for Customer Relationship Management: A Comparative Study, *ideas & ideologies (i&i) e journal*, An Interdisciplinary Journal of Humanities and Social Sciences, 1(4): 1-13, ISSN: 2320-7744.
- Corporate Communication System, Process and Practices of Public and Private Undertakings in Karnataka State: An Empirical Study, *International Journal of Current Research*, 2013, 5(09): 1-9, ISSN: 0975-833X.
- Corporate Advertising Management in the New Millennium: An Empirical Study in Karnataka State, *International Journal of Applied Services Marketing Perspectives*, October-December 2013, 2(4): 582-586, ISSN (P): 2279-0977, ISSN (O): 2279-0985.
- Corporate Communication in Public and Private Corporate Houses of Karnataka State: An Empirical Study, *International Journal of Entrepreneurship and Business Environment Perspectives*, October-December 2013, 2(4): 613-620, ISSN (P): 2279-0918, ISSN (O): 2279-0926.
- Role of Corporate Communication in Reputation Management, *International Journal of Management and Social Science Research Review*, December 2015, 1(18): 213-220, ISSN (P): 2349-6738, ISSN (E): 2349-6746. Impact Factor: 3.029.
- Uses of Social Media for Natural Disaster Management in South India: An Empirical Study, *International Journal of Management and Social Science Research Review*, December 2015, 1(18): 226-231, ISSN (P): 2349-6738, ISSN (E): 2349-6746, Impact Factor: 3.029.
- Organizational Culture in Corporate Houses: A Perspective, *Paripex – Indian Journal of Research, an International Journal*, January 2016, 5(1): 57-59, ISSN (P): 2250-1991, Impact Factor: 3.4163.
- Corporate Sustainability Communication for Reputation Management, *International Research Journal of Interdisciplinary and Multidisciplinary Studies*, January 2016, 1(12), ISSN (P): 2394-7950, ISSN (E): 2394-7969.

Conferences/Seminars

- Presented a paper on 'Corporate Communication Management in Public and Private Undertakings in Karnataka State: An Empirical Study', at the 3rd

- International Conference on 'Global Business Crisis: Management Strategies for Sustainability and Development', organized by R. V. Institute of Management, Bengaluru, December 12-13, 2013.
- Presented a paper on 'Corporate Communication in Karnataka State: An Empirical Study', at the National Conference on 'New Media and Indian Democracy', jointly organized by Department of Mass Communication and Journalism, Karnatak University, Dharwad and Karnataka Media Academy, Bengaluru, January 25-26, 2014.
 - Presented a paper on 'Commercialization of Corporate Communication and Advertising in the Age of Globalization in India: An Evaluation', at the National Conference on 'Commercialization of Media and Public Service Communication', organized by Department of Mass Communication, Acharya Institute of Graduate Studies, Bengaluru, January 30-31, 2014.
 - Presented a paper on 'Social Media for Agricultural Development in India: A Perspective', at the National Seminar on 'Social Networking Media: Boon or Bane?', organized by Department of Post Graduate Studies in Mass Communication and Journalism, Shri Dharmasthala Manjunatheshwara College, Ujire (DK), in association with Karnataka Media Academy, Bengaluru and avadhimag.com, March 7-8, 2014.
 - Presented a paper on 'Social Media for Social Work and Rural Development in India', at the National Seminar on 'Media in Contemporary Society and Communifest-234', organized by Department of Journalism, Sahyadri Arts College, Kuvempu University, Shivamogga, March 28-29, 2014.
 - Presented a paper on 'Participatory Communication for Grassroots Development: An Empirical Study', at the International Conference on 'Strategies and Action Plans for Sustainable Development in Higher Education', organized by Presidency College, Bengaluru, August 8, 2014.
 - Presented a paper on 'Corporate Communication Strategies for Human Resource Management in Corporate Houses of Karnataka State: An Empirical Study', at the National Conference on 'Strategic HR & Business Excellence', organized by Department of Human Resource Management, Hyderabad Business School, GITAM University, Hyderabad, November 22, 2014.
 - Presented a paper on 'Corporate Advertising and Communication Management in India: An Empirical Study', at the National Seminar on 'Media in the Contemporary World', organized by Department of Mass Communication and Journalism, Mangalagangothri, Mangalore University, Mangaluru, January 22-23, 2015.
 - Presented a paper on 'Media Ethics and Corporate Social Responsibility: An Investigation', at the National Conference on 'New Age Communication and Media', organized by Department of Media Studies, Centre for Management Studies, Jain University, Bengaluru, February 2, 2015.
 - Presented a paper on 'Agricultural Development in India: A Social Media Perspective', at the National Seminar on 'Media and Society: New Frames and Perspectives', jointly organized by Department of Mass Communication and Journalism, Karnatak University, Dharwad and Karnataka Media Academy, Bengaluru, April 10-11, 2015.
 - Presented a paper on 'Social Media for Rural Development in Karnataka: An Empirical Study', at Media Spark 2015, a National Seminar on 'Social Media 360°', organized by Department of Media Studies, Garden City College, Bengaluru, September 21, 2015, ISSN: 2249-2542, 4(1): 94-95.

- Presented a paper on 'Human Resource Management and Corporate Social Responsibility: An Empirical Study', at the National Seminar on 'Corporate Social Responsibility, Business Ethics and Corporate Governance – Issues and Challenges', organized by Department of Studies in Business Administration, Pooja Bhagavat Memorial Mahajana Education Centre, Mysuru, October 30, 2015, ISSN: 2231-4881, 5(3): 48-60.
- Presented a paper on 'Media Self Regulation and Corporate Social Responsibility: Indian Empirical Analysis', at Media Spark 2016, a National Seminar on 'Law, Ethics and Media', organized by Department of Media Studies, Garden City College, Bengaluru, September 22, 2016, ISSN: 2249-2542, 5(1): 95-98.
- Presented a paper on 'New Media Application for Customer Relationship Management: A Comparative Study in India and Iran', at 40th Indian Social Science Congress, a National Seminar on 'Peoples' Health and Quality of Life in India', jointly organized by Indian Academy of Social Sciences and University of Mysore, Mysuru, December 19-23, 2016.

Workshops

- Participated in the workshop on 'From a Good Teacher to an Excellent Teacher', a one-day workshop on soft skills, jointly organized by Centre for Proficiency Development and Placement Services and Post-Graduate Satellite Centre, Chamarajanagar, University of Mysore, February 17, 2014.
- Participated in a two-day workshop on 'Futuristic Role of Media for Rural Development: Opportunities and Challenges', jointly organized by Abdul Nazir Sab State Institute for Rural Development, Mysuru, and National Institute of Rural Development and Panchayati Raj, Hyderabad, March 13-14, 2014.
- Participated in a one-day workshop for Journalism Educators on 'Communication for Development', organized by University with Potential for Excellence Focus Area-II Project, University of Mysore, Mysuru, December 15, 2014.
- Participated in a one-day workshop on 'Social Development and Video Production', jointly organized by University with Potential for Excellence Focus Area-II Project and Department of Studies in Communication and Journalism, Manasagangotri, University of Mysore, Mysuru, May 27, 2015.
- Participated in a one-day Seminar on 'Cinema and Society', jointly organized by University with Potential for Excellence Focus Area-II Project and Department of Studies in Communication and Journalism, Manasagangotri, University of Mysore, Mysuru, June 6, 2015.
- Participated in a two-day 11th India Conference on 'Ombudsman: Media and Social Responsibility', jointly organized by University of Mysore and Global Communication Association, Mysuru, January 28-29, 2016.

Other Information

- Examiner, Post-Graduate Examination, Department of Studies in Communication and Journalism, Manasagangotri, University of Mysore, Mysuru (2013-14).
- Examiner, Under-Graduate Examination, Maharaja's College, University of Mysore, Mysuru (2014-15).
- Examiner, Post-Graduate Examination, Department of Studies in Criminology and Forensic Science, Maharaja's College, University of Mysore, Mysuru (2014-15).
- Examiner, Under-Graduate Examination, Maharaja's College, University of Mysore, Mysuru (2015-16).
- Internship in Corporate Communication (Public Relations), Karnataka Power Corporation Limited, Bengaluru (June-August 2004).

Contact Details

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