Dr Prasanth Koothoor
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Karunya Institute of Technology and Sciences
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RESEARCH/TEACHING INTERESTS

AI in Media, Augmented and Virtual Reality in advertising, Transformation of Media Consumption, Data Driven Content Creation, Digital Divide

EXPERIENCE

Teaching Assistant Department of Mass Communication and Journalism, PSG College of Arts and Science, Coimbatore, Tamil Nadu, India: 2009-2014

Assistant Professor & Head (2015-2020) Department of Visual Communication, Nehru Arts and Science, Coimbatore, Tamil Nadu, India: August 2014- 2020

Assistant Professor Division of Media. Karunya Istitute of Technology and Sciences, Coimbatore, Tamil Nadu, India: August 2020- Till Date.

EDUCATION

Degree	Branch / Specialization	University	Class	Mode	Year of Passing
Ph.D.	Journalism and Mass Communication	Bharathiar university	-	Full Time	2014
MSc	Electronic media	Bharathiar university	First Class	Full Time	2008
BSc	Visual Communication (Electronic Media)	Bharathiar university	First Class	Full Time	2006

SUMMARY OF INTERNATIONAL JOURNAL & CONFERENCE PUBLICATIONS

Year	International Journal Publications	International Conference Publications	National Conference Publications
2010 - 2025	4	4	6

PATENTS

1	A novel Conceptual framework for enhancing Social Media Literacy and Compacting Fake News. Application No. 202341058337, Publication Date: 08/09/2023

RESEARCH GUIDANCE

Research guidance as supervisor	Completed	Ongoing
Doctor of Philosophy – Ph.D. Thesis advising	-	5