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**MALLIKA VIJAYA KUMAR**

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DIVISION OF MEDIA
Karunya Institute of Technology and Sciences
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RESEARCH/TEACHING INTERESTS

NEW MEDIA STUDIES ,SOCIAL MEDIA LEARNING ,QUALITATIVE COMMUNICATION,ENVIRONMENTAL COMMUNICATION,WOMEN AND MEDIA.

EXPERIENCE

Assistant Professor, DIVISION OF MEDIA Karunya Institute of Technology and Sciences, Coimbatore, Tamil Nadu, India: July 2014 – Present.

Copywriter Advertising Industry, Hyderabad. 1993-1998.

Faculty Member: Communication and Media Studies: 1998-Present.

EDUCATION

Degree	Branch / Specialization	University	Class	Mode	Year of Passing
Ph.D.	SOCIAL MEDIA COMMUNICATION	Bharathiar University	-	Full Time	2015
MA	COMMUNICATION(Film and Television Production)	University of Hyderabad	First Class	Full Time	1994
B.A	History, Political Science and Public Administration	Osmania University	First Class	Full Time	1991
DIPLOMA	FRENCH	ALLIANCE FRANCAISE	First Class	Part Time	1990

SUMMARY OF INTERNATIONAL JOURNAL & CONFERENCE PUBLICATIONS

Year	International Journal Publications	International Conference Publications	National Conference Publications	Book Chapters
2010- 2025	12	12	10	7

SLET/NET

1	PASSED SLET IN JOURNALISM AND MASS COMMUNICATION 2000.
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RESEARCH GUIDANCE

Research guidance as supervisor	Completed	Ongoing
Doctor of Philosophy – Ph.D. Thesis advising	2.	3