



E-mail: vanispmvv@gmail.com
Education qualification – M.C.J., Ph.D

Work Experience: Teaching : 32 yrs, Research : 22 yrs.

- **Professor, (2009-till date)**
- **Associate Professor, (1999 - 2008)**
- **Assistant Professor, (1989 - 1999)**

Research Publications/Books : International : 2

Seminars/ Conferences attended : International : 07; National: 32

Organized : National: 10

Research Projects : National: 1

Ph.D/ MPhils/Post Docs Guided : 5

Administrative Experience:

- Dean, Library and learning Resources, University Library SPMVV. March 2021 to date
- Head, Department of Communication & Journalism, 2018 to 2020.
- Co-ordinator, UGC SAP, DRS III Phase, 2017-18.
- Warden, University Hostels 2012-15
- Coordinator, Centre for Indira Gandhi Studies (2008-10)
- Head, Department of Communication & Journalism, SPMVV(July2005-July 2008)
- Public Relations Officer of the University from January 2005 to April 2006.
- Publicity and Media Convener for the following. Work Includes liaison with media both print and electronic media for wide coverage, placement of advertisements, special stories for the occasion.
- Silver Jubilee Celebrations of SPMVV, 2007-2008.
- South Zone Youth Festival, SPMVV sponsored by AIU, November 2007.
- University Convocation, 2015.
- Worked as NSS Programme Office (1990-1992)

Positions held with decision making Responsibility

- President of India Nominee, Shantiniketan University, West Bengal. 2018-2019
- Member, selection boards of University of Kerala, Andhra University, MS University, Tirunelveli, Tamilnadu
- Board of Studies Member, Department of Communication & Journalism, Manonmanian Sundarnar University, Tirunelveli, Tamilnadu.
- Member, Governing Council, Press Academy of Andhra Pradesh, Government of Andhra Pradesh, Hyderabad(2004-06)
- Board of Studies Member, Department of Communication & Journalism, SPMVV(2002- to date) including Chairperson, BOS (2012-15)
- Board of Studies Member, Department of Communication & Journalism, Osmania University (2006-2009)
- Board of Studies Member, Department of Communication & Journalism, University of Gulbarga, Karnataka(2007-2010)
- Board of Studies Member, MSPR Course, Directorate of Distance Education, S.V.University, Tirupati, (2009 -12).
- Board of Studies Member, Department of Public Relations, BRA Open University, Andhra Pradesh, Hyderabad.(2005-06).

Three Best Publications in the (Last 5 Years) :

1. “Religious Television Viewing and Its Impact on Religiosity of People”, International Journal of Multidisciplinary Education and Research, ISSN:2455-4588, Impact Factor:RJIF 5.12, VOLUME:4, ISSUE -5, SEPTEMBER 2019, Page No:33-37.
2. “Religious Television Viewing and Impact on Political Behavior”, International Journal of Multidisciplinary Education and Research, ISSN:2455-4588, Impact Factor:RJIF 5.12, VOLUME:4, ISSUE -5, SEPTEMBER 2019, Page No:28-32.
3. “Digital Divide and Movie Viewing Habits among the Young Audience on (OTT) Over the Top Platforms in Andhra Pradesh”, Zeichen Journal, ISSN NO: 0932-4747, Volume 7, Issue 3, 2021, Page No: 22-29.
4. **Challenges in Distribution Network of Newspapers: A Study of Newspaper Distribution Agents in Tirupati**, Published in “International Journal for Innovative Research in Multi Disciplinary Field (IJIRMF), Vol: 4, Issue:11, Nov:2018, ISSN No: 2455-0620.
5. **“Dynamics of Newspaper Business Models in Newspaper Industry: A Case Study of Hans India”** Published in Asia Pacific Journal of Research(APJR), Vol: 1, Issue: XCIV, Nov: 2018, ISSN(O): 2347-4793, ISSN(P): 2320-5504
6. **“Awareness of Film Watching Application Software Usage among Sri Padmavati Mahila Visvavidyalayam Students”** Published in International Journal of Research and Analytical Reviews (IJRAR), Vol: 5, Issue: 4, October-2018, E-ISSN: 2348-1269, P-ISSN: 2349-5138.