


Faculty Profile

Name:	Dr K Pavani	
Designation:	Assistant Professor	
Teaching Areas:	New Media, Television Production, Public Relations, and Advertising	
Research Interests:	New Media & Digital Journalism, Media Laws & Policy, Journalism Education	
Education:	PhD (MCJ) Osmania University, MA MCJ (EFL University)	
Professional Experience (06 Years Teaching); (03 Years Industry)		
1. Content Analyst, Eenadu Digital, RFC		
2. Executive- Events and Programme Producer, Sun TV Network (Gemini TV)		
3. RBVRR Women’s College, Hyderabad		
Selected Publications:		
1. A Study of Post Covid situation in Higher education – Challenges faced by UG and PG students in ICT (Information and Communication Technologies) Usage in select Schools in Hyderabad		
2. Exploring the impact of Social Media influencers on Millennial Purchasing Decisions		
3. Evolving Mall culture and Mall preferences on shopping behavior of shoppers in India		