

**Dr Prasanth Koothoor**

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Division of Media
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 Institute 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 |
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RESEARCH GUIDANCE

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