PROFILE

Name: Mr. K. Sarath Chandra

Educational Qualification: MSc Electronic Media, PG Diploma in New Media, UGC NET, APSET

Designation: Assistant Professor

Department: Journalism

Date of joining Maris Stella: 22.11.2021

I Academics

Degree	Institution/University	Year
APSET	State Eligibility Test for Assistant Professor/Lecturer	2021
PG Diploma in New Media	Asian College of Journalism, Chennai, run under aegis of Media Development Foundation, a subsidiary of The Hindu Group	2014
UGC NET	National Eligibility Test for Lectureship	2012
MSc Electronic Media	Garden City College affiliated to Bangalore University	2012

II Professional Experience

Position Held	Institution	Year
Assistant Professor of Journalism	Maris Stella College, Vijayawada	2021-Present
Senior Sub-Editor	The New Indian Express, Vijayawada	2015-20
Sub-Editor	The Hans India, Hyderabad	2014-15

III Academic & Administrative Roles at Maris Stella

- Head of the Department of Journalism: July 6, 2022 - Present

IV Academic Contributions to other Institutions

- Member, Board of Studies (UG) in Journalism & Mass Communication, Krishna

University, Machilipatnam: December 20, 2023 - Present

V Professional Memberships

• Life Member, Public Relations Society of India, Amaravati Chapter: December 21, 2021 - Present

• Life Member, Indian National Trust for Art and Cultural Heritage: June 2, 2017 - Present

• Life Member, Andhra Pradesh Library Association: March 19, 2017 - Present

VI Workshops / FDPs / Training Programmes Attended

1. Participated in a three-day international virtual workshop on 'Thesis Writing and Publication' from July 8 to 10, 2022 organised by Cape Comorin Trust, India and Malaysian Industrial Relations and Human Resource Association.
2. Participated in an international virtual faculty development programme on 'Research and Writing' from June 26 to 30, 2022 organised by Andhra Loyola Institute of Engineering and Technology, Vijayawada and Cape Comorin Trust, India.
3. Participated in a webinar on 'New Media is the Future of Journalism' on July 2, 2021 organised by Garden City University, Bangalore.
4. Participated in an online quiz on June 30, 2021 on the occasion of Social Media Day organised by the Department of Journalism and Mass Communication, St. Francis College for Women, Hyderabad.
5. Participated in a one-day national webinar on 'Covid-19 related fake news and social media' on June 25, 2021 organised by Acharya Nagarjuna University, Guntur.

VII Research Contribution

(i) Research Papers Published:

1. K. Sarath Chandra, 'Social Media Top Source of News for Journalists and Public', Anvesak, January-June 2023, Pages: 92-103, ISSN: 0378-4568.
2. K. Sarath Chandra, Dr. G. Anita, 'Role of Social Media in Shaping Journalism', NIU International Journal of Human Rights, April 2023, Pages: 25-33, ISSN: 2394-0298.
3. K. Sarath Chandra, Dr. G. Anita, 'Social Media Usage in Gathering and Transmission of News among Broadcast Journalists', Anvesak, January-June 2022, Pages: 92-103, ISSN: 0378-4568.
4. K. Sarath Chandra, Dr. G. Anita, 'Social Media: Positive and Negative Effects on

Journalism', Journal of Education: Rabindra Bharati University, March 2022, Pages: 82-92, ISSN: 0972-7175.

(ii) Research Papers Presented:

1. Participated and presented a paper on 'Smart Education Strategies for Teaching and Learning' in the ICSSR-SRC-Sponsored Two-day National Conference on Vision India@2047: Transforming Smart Cities into Sustainable Societies - A Holistic Perspective organised by the Department of Business Administration and IQAC, Maris Stella College, Vijayawada during March 20-21 2025.
2. Participated and presented a paper on 'Journalism is the New English' in the International Conference on New Frontiers in Visual Communication and Mass Media organised by the Department of English, Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada during March 6-7, 2025.
3. Participated and presented a paper on 'Social Media as an Effective Tool in Raising Awareness in Society' in the National Conference on Recent Research Advancements in Computational Sciences organised by the Department of Computer Science, Maris Stella College, Vijayawada in collaboration with Krishna University, during February 27-29, 2024.

(iii) Chapters in Books Published:

1. K. Sarath Chandra, 'The Power of Social Media: Shaping Political Discourse in the Digital Age', Empowering India: Media Strategies for Vision Viksit Bharat@2047, Pazhassiraja College Publications, June 2025, Pages: 70-76, ISBN: 978-93-341-0542-1.
2. K. Sarath Chandra, 'Ancient Wisdom for Modern Problems', Voice of India (Volume-I), Kunal Books, New Delhi, September 2025, Pages: 105-113, ISBN: 978-93-6389-383-2.
3. K. Sarath Chandra, 'India Leading World in Tackling Global Problems', Viksit Bharat: A Long Way to Go, Kunal Books, New Delhi**,** January 26, 2025, Pages 118-131, ISBN: 978-93-6389-678-9.
4. K. Sarath Chandra, 'Weaving Tales that Resonate: The Influence of Storytelling in Ads'**,** Advertising Reimagined Clicks, Stories and Beyond…, Bhumi Publishing, April 2025, Pages: 1-14, ISBN: 978-93-48620-15-6.

VIII Certificate Courses Done

1. Successfully completed an online certificate course, 'Introduction to Digital Journalism' on July 2, 2022 offered by Reuters and Facebook Journalism Project.
2. Successfully completed 'Introduction to Applied Linguistics and TESOL' in April 2020 offered by University of Leicester, through FutureLearn platform.

3. Successfully completed ‘STEP for Teaching Professionals’ on January 16, 2019 offered by The Hindu Group.