

## **PROFILE**

### ***Yadagiri Kambhampati***

girigoud@gmail.com

Mobile No: **9849321641**

Office No: **040 23680 469**

---



#### **CURRENT POSITIONS:**

- Assistant Professor (C), Department of Journalism and Mass Communication, Dr. B.R.Ambedkar Open University, Hyderabad
- Treasurer, Public Relations Society of India (PRSI), Hyderabad Chapter
- Correspondent, “Public Relations Voice”, a half yearly magazine for Public Relations Professionals.

#### **ACADEMIC QUALIFICATIONS:**

- Pursuing Ph.D (2017) from Osmania University, Hyderabad under the guidance of Prof. K. Nageshwar (Ex. MLC).
- Qualified for SET (State Eligibility Test for Lectureship / Assistant Professor) in Journalism and Mass Communication subject
- Master of Communication and Journalism (MCJ) from Osmania University, Hyderabad
- Bachelor of Arts (B.A.) from Dr. B.R.Ambedkar Open University, Hyderabad
- Certificate Programme in NGO Management from Dr. B.R.Ambedkar Open University, Hyderabad

#### **TEACHING EXPERIENCE:**

- Working as Assistant Professor (C) in the Department of Journalism and Mass Communication, Dr BRAOU from 24<sup>th</sup> October, 2011 to till date.
- 9 years of Teaching experience in Journalism.

#### **PUBLICATIONS AND ACADEMIC CONTRIBUTION:**

- Prepared course material for UG and PG (Mass Communication and Public Relations) – Dr BRAOU.
- Prepared course material for UG and PG (Journalism and Mass Communication) – Dr BRAOU.
- Prepared and presented Radio / Video lessons and Tele conferences. - Dr BRAOU.

## **SEMINARS/ WORKSHOPS PARTICIPATED:**

1. Participated in One Day Workshop on “Public Relations Writing and Media Techniques” on 11<sup>th</sup> February, 2012 organised by PRSI Hyderabad Chapter and RG Kedia College, Hyderabad
2. Participated in One day Orientation Programme on “Bachelor of Public Relations” organized by CSTD, BRAOU on 17<sup>th</sup> June, 2012.
3. Participated in 12<sup>th</sup> Andhra Pradesh State Public Relations Conference on the theme “Good Governance: Challenges for Public Relations Communication” held on 9<sup>th</sup> February, 2013 organised by PRSI, Hyderabad Chapter.
4. Participated in National Workshop on “Strategic Communication for Organisational Excellence” on 8<sup>th</sup> February, 2014 organised by PRSI Hyderabad Chapter and RG Kedia College, Hyderabad
5. Participated in a seven day Workshop on “Research Methodologies & Research Support” organized by CSTD, BRAOU from 02-09 December, 2014.
6. Participated in One Day 1<sup>st</sup> Telangana State Public Relations Conference on the theme “Bangaru Telangana: Public Relations Communication Perspective” held on 21<sup>st</sup> February, 2016 organised by PRSI, Hyderabad Chapter.
7. Participated in One Day Institutional Training Programme on “Skill Development in Public Relations & Communication” on 19<sup>th</sup> June, 2016 organised by PRSI, Hyderabad Chapter.
8. Participated in One Day National Symposium on “Spirit of National Movement – Legacy and Relevance” on 22<sup>nd</sup> August, 2016 organised by Dept. of History, Dr. BRAOU.
9. Participated in the Three Day 38<sup>th</sup> All India Public Relations Conference held from 16-18, December, 2016 in Kolkata.
10. Participated in the Two Day National workshop on “Choice Based Credit System in ODL” on 28<sup>th</sup> & 29<sup>th</sup> December, 2016 organized by GRADE, Dr. BRAOU.
11. Participated in a seven day Workshop on “Self-Learning Material (SLM)” organized by CSTD, BRAOU from 27/01/2017 to 2/2/2017.
12. Participated in the National Symposium on “Democratization of Higher Education in India: Dr. B.R.Ambedkar’s Vision” on 4<sup>th</sup> April, 2017 organized by CSTD, Dr. BRAOU.
13. Participated in the Three Day 39<sup>th</sup> All India Public Relations Conference held from 15-17, December, 2017 in Visakhapatnam on the theme “Emerging India: Smart Cities, Smart Communication”.
14. Participated in the Three Day workshop on “Professional Development Programme on Online Teaching, Learning and Assessment using OERs, Education Technology Tools & Moodle MOOC Platform” from 8<sup>th</sup> to 10<sup>th</sup> February, 2018 organised by GRADE & CIQA, Dr. BRAOU.
15. Participated in One Day Consultation on “Rural Education and Community Engagement Curriculum Framework for Rural Resilience” on 15<sup>th</sup> March, 2018 organised by Dept. of Public Administration, Dr. BRAOU and National Council of Rural Institutes, Ministry of Human Resource Development, Govt. of India.

16. Participated in the Two Day workshop on “Translation from English to Telugu” on 12<sup>th</sup> & 13<sup>th</sup> June, 2018 organized by CSTD, Dr. BRAOU.
17. Participated in the Three Day 40<sup>th</sup> All India Public Relations Conference held from 8-10, December, 2018 in Dehradun on the theme “Himalaya to Ganga: Pride of the Nation”.
18. Participated in the Two Day National Conference on “Changing Dimensions of Media: Psychosocial, Cultural and Political Correlates” on 24<sup>th</sup> and 25<sup>th</sup> January, 2019 organised by GITAM University, Hyderabad in association with PRSI, Hyderabad Chapter and Press Club Hyderabad.
19. Participated in One Day National Symposium on “Reforms in Revenue Administration – With Special Focus on Land Titles and Rights” on 15<sup>th</sup> July, 2019 organised by Dept. of Public Administration, Dr. BRAOU in collaboration with IIPA, Telangana & AP Regional Branch.
20. Participated in the Two Day workshop on “Translation from Telugu to English” on 10<sup>th</sup> & 11<sup>th</sup> December, 2019 organized by CSTD, Dr. BRAOU.
21. Participated in the Three Day 41<sup>st</sup> All India Public Relations Conference held from 13-15, December, 2019 at Hyderabad on the theme “CSR: A Brand Building Gateway for Corporates”.
22. Participated in One Day 2<sup>nd</sup> Telangana State Public Relations Conference held in Hyderabad.

#### **WEBINARS:**

23. Participated in virtual workshop on “Research Methodology and Hands on Learning” organized by School of Tribal Resource Management, Kalinga Institute of Social Sciences (KISS) Deemed to be University, Bhubaneswar, Odisha from 2-6, August, 2021.
24. Participated in One Day National Webinar on “Role of Teachers in NEP Implementation – Awareness, Orientation, Challenges & Responses” organized by Telangana University in association with Bharatiya Shikshan Mandal (Telangana Prant) on 12<sup>th</sup> August, 2021.
25. Participated in the special lecture on “Cultural Journalism” organized by Dept. of Journalism and Mass Communication, KUVEMPU University, Karnataka on 25<sup>th</sup> August, 2021.
26. Participated in the special lecture on “Documentary as an Alternative Medium” organized by Dept. of Journalism and Mass Communication, KUVEMPU University, Karnataka on 30<sup>th</sup> August, 2021.
27. Participated in the Two Day National Virtual Seminar on “Changing Contours of LIS in the Information Age” organized by Dept. of Library Science, Dr. BRAOU on 3<sup>rd</sup> & 4<sup>th</sup> September, 2021.
28. Participated in the Webinar of PRATIBHA WEBINAR SERIES on “Civil Services as a Career-Charisma and Challenges” organized by Dept. of Public Administration, Dr. BRAOU on 25<sup>th</sup> September, 2021.

29. Participated in One day training programme on “Online Teaching Tools and Content Management” organized by CSTD, Dr. BRAOU on 27<sup>th</sup> October, 2021 through ZOOM.

#### EXAMINATIONS DUTIES:

S.No.	Type of Examination Duties	Duties Assigned
1	Paper setting for B.A., M.A. Programmes of various Universities.	Paper Setting
2	Moderation of B.A. & M.A. Question papers	Moderation of Question Papers
3	Evaluation & Revaluation of Answer Scripts of B.A. & M.A. programmes	Paper Valuation
4	B.A./M.A. and other Examinations conducted by the University like B.Ed/B.Ed(Spl), MPhil, Ph.D	Observer, Invigilator and Squad Member
5	TSEdCET – 2021	Observer

#### PUBLISHED RESEARCH PAPERS IN JOURNALS

S.No	Title with Page Number	Journal Name	ISSN/ISBN
1	Emerging Trends in Public Relations: Critical Analysis Page No: 162	Ethiopian Journal of Asian Studies (Quarterly Journal)	2224 – 4735 Volume – V, Issue – 3 July-September, 2015
2	The Role of Journalism in India Page No: 9	International Journal of Multidisciplinary Advanced Research Trends (IJMART)	2349 – 7408 Volume – III, Issue -3 July, 2016
3	Public Relations in Film Industry: A Case Study of Tollywood Page No: 156	International Journal of Multidisciplinary Educational Research (IJMER)	2277-7881 : Peer Reviewed & Referred International Journal Volume – 9, Issue 2(2), February – 2020

#### FULL PAPERS IN CONFERENCE PROCEEDINGS

S.No	Title with Page Number	Journal Name	ISSN/ISBN	Organised By
1	Social Status of Women – Indian Historical Perspectives Page No: 229	Two Day International Conference on “Women in 21 <sup>st</sup> Century: Challenges and Opportunities”	2348 – 4969 UGC Approved Journal Volume – 5, Special Issue – 1, February – 2018	Ch.S.D.St. There sa’s College for Women, Eluru, Andhra Pradesh

**MEMBERSHIPS:**

- Life Member of Public Relations Society of India (PRSI)

**LANGUAGES KNOWN:**

- Telugu, English and Hindi (Reading, Writing and Speaking)

**PERSONAL PROFILE:**

- Father Name : Kambhampati Mutyalu
- Date of Birth : 15<sup>th</sup> June, 1983
- Gender : Male
- Marital Status : Married
- Nationality : Indian
- Address : Department of Journalism and Mass Communication,  
Dr. B.R.Ambedkar Open University, Road No: 46, Jubilee Hills,  
Hyderabad – 500 033

**(Yadagiri Kambhampati)**