

## **Curriculum Vitae**

**NAME** Dr. KAVITA KARAN  
**STATUS** Associate Professor  
**SCHOOL** School of Journalism, College of Mass  
Communication and Media Arts, Mail Code  
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### **1. Education**

Doctor of Philosophy (Ph.D.): 1990 - 1994  
London School of Economics and Political Science, University of London, U.K.  
Dissertation: "Political Communication and the 1991 General Elections in India  
with Special Reference to Andhra Pradesh"

Master of Philosophy (M.Phil.) 1987-1988  
Osmania University, Hyderabad. AP. India.  
Department of Sociology: Thesis: "Sociological Impact of Television on Women:  
A study on the women of Hyderabad and Secunderabad".

Master of Communication and Journalism (M.C.J.): 1980-1981.  
Osmania University, Hyderabad, India. Department of Communication and  
Journalism. First Division. 4th Rank in the University.

Bachelor of Communication and Journalism (B.C.J.): 1979-1980  
Osmania University Hyderabad, India. Department of Communication and  
Journalism, First Division, 2nd Rank in the University.

Bachelor of Science (B.Sc.) 1975-1978 Home Science.  
A.P. Agricultural University. Hyderabad, India. First Division.

## **2. Work Experience:**

August 16, 2009 - Associate Professor. School of Journalism, College of Mass Communication and Media Arts, Southern Illinois University, Carbondale. IL USA

July, 2001-July 2009: Assistant Professor, WKW School of Communication and Information, Nanyang Technological University. Singapore. Teaching, research and assigned administrative work. Advising Masters & PhD dissertations and final year projects.

July, 2005–December 2006. Acting Head, Division of Public and Promotional Communication, WKW School of Communication and Information, Nanyang Technological University. Singapore. Administration, research and teaching work. Coordinating teaching assignments, plans for development of the division, coordinate school projects and support the management committee in running of the school.

August, 1999–June 2001: Head, Department of Communication and Journalism, Osmania University, Hyderabad, India. Overall in-charge of the academic and administrative operations of the department. In addition I also supervised research scholars and taught the postgraduate students. I was a University approved supervisor for Ph.D. and M.Phil dissertations.

March 1996-April 1998: Chairperson, Board of Studies, Dept. of Communication and Journalism, Osmania University, Hyderabad, India. In-charge of restructuring the BCJ, MCJ and M.Phil syllabi and course curriculum. The work also involved coordinating the examinations and other academic work. In addition supervised research scholars and taught the postgraduate students.

October, 1994–June 2001: Associate Professor, Department of Communication and Journalism, Osmania University, Hyderabad, India. The work involved teaching and guiding the BCJ & MCJ students, editing of the journal '*Interface*' produced by the department's MCJ students.

October, 1990–1994: Ph.D. Scholar. London School of Economics and Political Science (LSE). I was awarded the Nehru Centenary British Scholarship in 1989 for pursuing Ph.D. in London for four years. Besides the research work for the thesis, I also presented papers at seminars at LSE and three international conferences in UK and USA.

March, 1984–September 1990: Lecturer, Department of Communication and Journalism, Osmania University, Hyderabad, India - The work involved teaching and guiding the BCJ & MCJ students. In-charge of editing and producing the lab newspaper '*Osmania Courier*' and the journal '*Interface*'.

June, 1982-Feb 1984: Media Manager, Ansari and Mohite Advertising Pvt. Ltd. Hyderabad, India. Worked on several Campaign presentations, prepared media plans for local and national clients, wrote scripts for audiovisual presentations and advertising films.

### **3. Honors and Awards**

1991: International Development Research Center (IDRC).Canada: Awarded the scholarship for field research on Political Communication Systems in India.

1990: Nehru Centenary British Scholarship: Awarded the Scholarship for four years after a national selection for pursuing Ph.D. program at the London School of Economics and Political Science, University of London, United Kingdom.

1980: 2nd Rank in the University for the B.C.J course. Department of Communication and Journalism, Osmania University

1981: 4<sup>th</sup> Rank in the University for the MCJ course. Department of Communication and Journalism, Osmania University

1973: National Merit scholarship for 17th Rank in Secondary School Certificate exam

1999: Distinguished Leadership Award. A certificate awarded by the American Biographical Institute, USA.

### **4 Teaching**

#### **A. Courses Taught at the Undergraduate and Graduate levels:**

##### Graduate Courses (Master of Mass Communications (MCMA, MMC, MCJ and PhDs)

Applied Communication Research  
Strategic Advertising Management  
Public Service Advertising  
Integrated Marketing Communications  
Advertising and Market Research

##### Undergraduate Courses (BMC)

Strategic Marketing Communication  
Integrated Marketing Communications  
Advertising and Market Research  
Creativity and Copywriting  
Consumer Behavior

Issues in Advertising  
Introduction to Communication  
International Communication  
Introduction to Research Methods

## **6. Publications: Books, Book Chapters and Journals**

### **A. Books**

1. Katherine Toland Frith and Kavita Karan (eds.) (2008) *Commercializing Women: Images of Asian Women in the Media*: New Jersey Hampton Press Inc.
2. Kavita Karan (ed.) (2004) *Cyber Communities in Rural Asia: A study of seven countries*. Marshall Cavendish, Singapore

### **Published Book Chapters**

1. Karan, Kavita (2009) Political Communication in India in *Political Communication in Asia*. Lars Willnat & Annette Aw (Eds).New York. Rutledge publishers Taylor and Francis publication.
2. Karan, Kavita (2009): Das Mediensystem Indiens. In: Hans-Bredow-Institut (Hrsg.), Internationales Handbuch Medien, (International Media Handbook) Baden-Baden: Nomos. (Translated from English to German)
3. Kavita Karan (2008). Internet and Entrepreneurship in Asia: Towards Women Entrepreneurs in Philippines and Malaysia in *Entrepreneurship: Perspectives and Paradigms*. Meenu Gupta & Gautam Saha (eds). Macmillan, India
4. Katherine Frith & Kavita Karan (2008). Commercializing of Asian Women: An Overview. In *Commercializing Women: Images of Asian Women in the Media* Katherine Frith and Kavita Karan (eds). New Jersey. Hampton Press
5. Kavita Karan (2008). Advertising and the visual portrayal of the women: Modern Indian stereotypes' in *Commercializing Women: Images of Asian Women in the media*: Katherine Frith and Kavita Karan (eds). New Jersey. Hampton Press.

6. Weser, Koch Susan, Kavita Karan & K. Viswanath: (2008) Social Capital and Health Communication in *The International Encyclopedia of Communication* by Wolfgang Donsbach (ed). Volume 5. Wiley-Blackwell (Oxford, UK and Malden, MA).
7. Introduction to Cyber Communities (2006), Chapter in *Cyber Communities in Rural Asia: A study of seven countries*. Kavita Karan. (ed) Marshall Cavendish Academic, Singapore
8. Kavita Karan (2006). What's News in India? Chapter in '*News around the World: Content, Practitioners and the Public*'. Pamela Shoemaker & Akiba Cohen (eds). Routledge, New York
9. Kavita Karan & Rohit R. Mathur: (2003) '*India*' in the *Asian Communication Handbook* Anura Goonasekera, Dr. Lee Chun Wah, S.Venkatraman (eds) AMIC, Singapore.
10. Kavita Karan *Cultural Rights and International Law*. (2003) '*Cultural Rights in a Global World*': Goonasekera, Anura, Cees Hamelink and Venkat Iyer (eds). (AMIC).Singapore
11. Kavita Karan & K.Viswanath, (2000) Maldives Chapter in the '*Handbook of the Media in Asia*' edited by Shelton Gunaratne. Sage Publications.
12. K.Viswanath & Kavita Karan: (2000) India. Chapter in *the 'Handbook of the Media in Asia'* edited by Shelton Gunaratne. New Delhi Sage Publications.

### **Book Chapters under Publication**

13. Karan, Kavita (2009) Social Marketing Practices and Health Communication Strategies in Singapore. In *Social Marketing for Public Health: Global Trends and Success Stories*. Philip Kotler, Ms. Nancy Lee, and Cheng Hong (Editors). Under publication by Jones and Bartlett Publishers.

## B. Journal Publications

### Published Work

1. Kavita Karan & Feng Yang (2009). International women's magazines in China: Global and local perspectives. *Chinese Journal of Communication*, Volume 2, Issue 3 November 2009, 348-366
2. Kavita Karan & David Schaefer:(2009). Media industries, Hybridity and marketing: Globalization and expanding audiences for Indian cinema. *Knowledge Hub*, 5(1), 9-22. India
3. Kavita Karan, Jacques, D M Gimeno and Edson C. Tandoc.(2009) Internet and Social Networking sites in election campaigns: Gabriela Women's Party in Philippines wins the 2007 Elections. *Journal of Information Technology and Politics* (JITP), UK 6.3,326-339 September, 2009
4. Kavita Karan & Katherine Frith (2008) Building a Brand: A Case Study of Singapore Airlines. In *Knowledge Hub. Vol 4 No 1* (Jan-June2008) ISSN 0973-6425. Rajiv Academy for Technology and Management. Mathura, India
5. Anjana Motihar Chandra & Kavita Karan (2008) International News Coverage in the Singapore Media: A Comparative Analysis of Newspapers and Television. *Communicator*. Journal published by Indian Institute of Mass Communication.VolXLiNo1 (Jan-dec2006) New Delhi, India.
6. Kavita Karan & Khoo Cheng Hoon, Michele.(2008) Mobile Diffusion and Development: Issues and Challenges of M-government in India. *Proceedings of the 1<sup>st</sup> International conference on M4D Mobile Communication for Technology and Development*. John Soren Pettersson (ed)11-12 December,08 Karlstad University, Sweden.
7. Kavita Karan (2008). *Obsessions with the Fair Skin: Color Discourses in Indian Advertising: Advertising and Society Review*. Vol, 9 Issues 2. Project Muse. Published by Advertising Educational Foundation. Johns Hopkins University Press.
8. Kavita Karan (2008). 'Impact of Health Communication Campaigns on Health Behaviors in Singapore'. *Social Marketing Quarterly*. September, 2008. Taylor and Francis.
9. Kavita Karan, Lee Aileen, Ms. Pong Yin Leng Elaine: (2008) Emerging victorious against an outbreak: Management of SARS in Singapore:

- Media coverage and impact of the SARS Campaign in moving a nation to be socially responsible'. *Journal of Creative Communication (JOCC, 2008)*. India Sage. Vol 2, No 3, Pp383-403
10. Kavita Karan and Katherine T. Frith: (Spring, 2007) *Commercializing Asian Women: Images in Media*. Media Report to Women Vol 35 No 2.
  11. Khoo Cheng Hoon, Michele & Kavita Karan (2007). *The Macho or the Metrosexual: The Branding of Masculinity in FHM Magazine in Singapore*. Intercultural Communication Studies Vol XXI -1
  12. Nanditha Raman & Kavita Karan (2006). *Cultural Influences on Public Relations Practices in Multicultural Societies: China Media Research Journal*. Vol 12 No1/January 2006
  13. Kavita Karan (2001). *Journalism Education in India*. Journalism Studies Vol No 2.
  14. Kavita Karan (2000) 'Western Media Influences and the Cultural impact on Indian Youth' Published on a CD Rom. *SUMMIT 2000' Children Youth and the Media beyond the millennium*
  15. Kavita Karan (1999) "Car Wars: Corporate Marketing and Advertising Strategies". Public Relations Voice. *Journal of Indian Public Relations Industry*. Volume II.No 3.
  16. Kavita Karan (1998). Political Communication in India - A purview of progress ", Public Relations Voice, *Journal of the Indian Public Relations Industry*, Volume 1 No. 3.

### **Journal Papers accepted for Publication in 2008-2009**

1. Kavita Karan & R.R. Mathur (2007) Women Forge Ahead in India: Internet and the Public Forum: E-Seva in Andhra Pradesh. Under publication in *Journal of Community Informatics (JOCI)*.
2. Kavita Karan, Jacques, D M Gimeno and Edson C. Tandoc. New Media Technologies in the 2007 Philippines Election. Accepted for publication in *Quaderns del CAC*, edited by the Catalan Audiovisual Council.
3. Schaefer, David & Kavita Karan Bollywood cinema at the crossroads: Tracking the dimensions of globalization in post-colonial popular Hindi cinema. Under revision for publication

4. Kavita Karan & Andrea, Lin Yong Ching : Internet and Information Circulation --Motivations for *Passing-On* the Message Online. Accepted for publication in the ASCI Journal of Management, Hyderabad, India.

### **Journal Papers under Review**

1. Edson C. Tandoc Jr., Patricia Fe Mondoneno & Kavita Karan. 'Why are most of the voters absent? Overseas Voting Behaviors in the Philippine Elections. Paper presented at the WAPOR 2008- The 61st Annual Conference: "Polls for the Public Good" in New Orleans, Louisiana, USA Paper under review for publication.
2. Kavita Karan, Katherine T. Frith and Khoo Cheng Hoon, Michele (2008). Who is the fairest of us all: A cross cultural comparison of skins tones in advertisements from Singapore, India and the USA. Accepted and under revision for publication.
3. Kavita Karan and Feng Yang. Global magazines and local content: Globalization and Localization of Women's magazines in China. Under review for publication.
4. Kavita Karan & Khoo Cheng Hoon Michele. (2007)The Power of the Gaze in the Media. Visual representations in 'For Him Magazine (FHM) Singapore. Under Review for publication.

### **C. Dissertations and Project Reports.**

1. 1994 Ph.D.(LSE) Dissertation - *Political Communication and the 1991 General Elections in India with Special Reference to Andhra Pradesh.*
2. 1988: M.Phil. Dissertation - *Sociological Impact of Television Programs: A study on women of Hyderabad and Secunderabad.*
3. 1981: M.C.J. Project Report - *Assessing the Effectiveness of Advertising: A survey study of the 'Chek' (Brand name) Detergent Campaign.*
4. 1980: B.C.J. Seminar Paper - *'Content Analysis of 'The Illustrated Weekly of India': An analysis of the 'Weekly' under two editors M.V.Kamath and Khuswant Singh*

#### **D. Monographs and Research Reports.**

1. Kavita Karan, Eddie Kuo Ms Lee Shu Hui- '*The Media and the 2001 Singapore General Elections*. Research Report. (2003) presented to Nanyang Technological University, Singapore.
2. Kavita Karan (2000) UGC Minor Research Project on '*Media Networking, Political Economy and Communication Strategies in the 1999 General Elections in India*. Presented the research report to Osmania University. Hyderabad

#### **7. Conference Papers**

1. July (2009) David Schaefer & Kavita Karan\_ Globalization, Popular Hindi Cinema, and Cinematic Public Spheres: Tracking the Impact of Transnationalism on Romance, Crime, Sexuality, and Violence. Annual Asian Mass Communication and Information Center.(AMIC) annual conference in New Delhi 13-17 July
2. August (2009) Yang Feng and Kavita Karan: Women's Roles Portrayed in Women's Magazines in China: An Analysis of Global and Local Influences AEJMC Annual Conference, Boston 5- 8 August 2009
3. July (2009) Anujan Divya, David Schaefer & Kavita Karan The Changing Face of Indian Women in the Era of Global Bollywood. AMIC annual conference in New Delhi 13-17 July
4. May (2009) David Schaefer & Kavita Karan *The Impact of Globalization on Bollywood Cinemas Depictions of violence, sexuality, crime, vice and romance. Paper presented at the ICA, Chicago, 2009.*
5. May (2009) David Schaefer & Kavita Karan *Studying Bollywood Cinema and audiences: Verbing Transnationalism using Dervin's Sense Making methodology as a research. Paper to be presented at the ICA, Chicago, 2009*
6. May (2009) Kavita Karan & Mandakini Jha :Women's Magazines in India: Global- Local Paradox of International and Local women's magazines. Paper to be presented at the AAA conference in Beijing.
7. February (2009) Kavita Karan & David Schaefer. *Media Industries, Hybridity, and Marketing: Globalization and Expanding Audiences for Indian Cinema* Paper presented at the 5<sup>th</sup> International Conference on Internationalization of Business in Changed environment. Organized by Rajiv Academy of Technology and Management (RATM), Mathura, UP, India.

8. December (2008) Michele, Khoo Cheng & Kavita Karan. *Framing Masculinity in India – Images, Themes and Sexuality in Men's magazines*. First International Conference on Popular Culture and Education in Asia (CPCEA). Hong Kong December, 2008
9. December (2008). *Mobile Diffusion and Development: Issues and Challenges of M-government with India in perspective*. Paper presented in absentia at the 1<sup>st</sup> International conference on M4D Mobile Communication for Technology and Development. 11-12 December,08 Karlstad University, Sweden.
10. August. (2008) Kavita Karan and Feng Yang. *Global magazines and local content: Globalization and Localization of Women's magazines in China*. Paper presented in absentia at the AEJMC Annual Conference, Chicago.
11. May (2008) Schaefer, D. & Kavita Karan. *Bollywood cinema at the crossroads: Tracking the dialectics of globalization in postcolonial Indian cinema*. Paper presented at the International Communication Association's (ICA) annual conference. Montreal.
12. May (2008) Edson C. Tandoc Jr., Patricia Fe Mondoneno & Kavita Karan. *'But why are most of the voters absent? Overseas Voting Behaviors in the Philippine Elections*. Paper presented at the WAPOR 2008- The 61st Annual Conference: "Polls for the Public Good" in New Orleans, Louisiana, USA May 14-16. Paper being revised for publication
13. April, (2008). Kavita Karan, Jacques, D M Gimeno, Edson C. Tandoc. *Internet and Social Networking sites in election campaigns: Gabriela Women's Party in Philippines wins the 2007 Elections*. Paper presented at Politics: Web 2.0: An International Conference New Political Communication Unit, Royal Holloway, University of London.
14. February, (2008): Kavita Karan. *Internet and Entrepreneurship in Asia: Case studies of Women Entrepreneurship in Philippines and Malaysia*. Paper presented at the 4<sup>th</sup> International Conference on Entrepreneurship in the New Economy. Organized by Rajiv Academy of Technology and Management, Mathura, UP, India. Paper under publication
15. July (2007), Kavita Karan. *Asian Women in Communication*. Paper presented at the conference on Communicating Women's Issues in a Multicultural Society. Organized by Institute of Public Relations. Malaysia Petaling Jaya, Malaysia
16. May, (2007) Kavita Karan & Khoo Cheng Hoon Michele. *The Power of the Gaze in the Media. Visual representations in 'For Him Magazine (FHM) Singapore*. Selected as one of the three top papers in Visual Studies Division

of International Communication Association annual conference, San Francisco.

17. May, (2007): Katherine Toland Frith and Kavita Karan: *Global Visuals: Is a Picture worth a thousand words*. Global Visuals? Cultural diversity and Visual Communication (High Density session). International Communication Association, San Francisco.
18. May- June (2007): Kavita Karan. *Prevention is better than Cure: Health Communication Campaigns and Health behaviors in Singapore*. Paper presented at the American Academy of Advertising's Fourth Asia-Pacific Conference Seoul, Korea,
19. April, (2007) Katherine Frith, Kavita Karan and James Chen: *Who is the fairest of us all? A cross cultural comparison of advertising in women's magazines from Singapore, India and the USA*. Paper presented at the Second International conference on Multicultural Discourse at the Institute of Discourse and Cultural Studies at Zhenjiang University, Hangzhou, China.
20. March, (2007): Kavita Karan, Katherine Frith and Chen James; *Fairness as a Concept of Asian Beauty: A Product of Colonization or Orientalism*. Paper presented at Conference on *The Body in Asia*, Asian Research Institute, National University of Singapore. Singapore
21. December, (2006): Kavita Karan: *Beautiful Men Vs Beautiful Women: Marketing to Men and the Social Construct of Beauty among Men: New Products, New Strategies and New Identities* International Conference: Global Arena: Challenge of the Morrow, New Delhi. India.
22. November, 2006: Kavita Karan: *How citizens get heard through the Internet in India – E-Sewa in Andhra Pradesh, India*. Paper presented at 2006 3<sup>rd</sup> Annual Digital Asia E-Government Summit, organized by World Summit Organization, London held at Kuala Lumpur, Malaysia.
23. September (2006): Kavita Karan & Lin Yong Ching, Andrea *Information Circulation in Cyber space- Motivations for Passing Online messages*. Paper presented at AoIR- 7. The Association of Internet Researchers conference, Brisbane, Australia
24. September 2006: Kavita Karan & Rohit R. Mathur. *Women Forge Ahead in India: Internet and the Public Forum. E- Governance through E-Sewa in Andhra Pradesh* Paper presented at AoIR- 7. The Association of Internet Researchers conference, Brisbane, Australia

25. August 2006: Katherine Frith & Kavita Karan *'Do they see what we see- A Cross cultural Analysis of Advertising Visuals*. Presented at the annual AEJMEC conference, San Francisco. USA.
26. July 2006: Khoo Cheng Hoon Michele & Kavita Karan. *The Macho or the Metrosexual: The Branding of Masculinity in FHM Magazine in Singapore*. Paper presented at International and Intercultural Communication Association conference. San Antonio, Texas, USA
27. July 2005: Kavita Karan, Lee Aileen, & Pong Yin Leng Elaine, *Emerging Victorious against an Outbreak: Media Coverage and Impact of the SARS Campaign in Moving a Nation to be Socially Responsible*. Paper presented at the International Association for Intercultural Communication Studies. IAICS Taiwan.
28. July 2005: Kavita Karan, *Women in the New Millennium: Impact of Media on Women*. Paper presented at the conference on Women in the new millennium organized by Jamiyah Singapore.
29. July 2005: Nanditha Raman & Kavita Karan. *"Cultural Influences on Public Relations Practices in Multicultural Societies: A Study of Multinational Organizations in Singapore*. Paper presented at the International Association for Intercultural Communication Studies. IAICS Taiwan.
30. May 2005: Kavita Karan, International Communication Association. *Obsessions with the Fair Skin: Color Discourses in Indian Advertising'*. Paper presented at the 55<sup>th</sup> Annual ICA conference in New York. May 2005.
31. Jan 2005: Kavita Karan & Katherine Frith. *Building a Brand: A Case Study of Singapore Airlines*. International conference organized by MICA and AIMA on *Marketing in Turbulent Times*. Mumbai India
32. November 2004: Kavita Karan & Pong Yin Leng, 'SARS in Singapore: An Integrated Marketing Communication Campaign in persuading the nation to be socially responsible'. Paper presented at International conference 'IMC: Thailand: The Next Generation Best Cases and Tools.' Bangkok.
33. October 2004. Presented a paper on *'Kiosks and Telecentres : e-Government services in rural communities'* at the Asia Pacific e-Gov Summit - 19-21 October. Singapore. This was part of a major project that is likely to be published as a book.
34. Sept (2004): Kavita Karan, *Cyber communities in Rural Asia: A comparative Analysis of Seven Counties'*. Paper presented at International conference: Ubiquity 5.0. Association of Internet Researchers 2004. Sussex, Brighton UK,
35. June, (2003): Kavita Karan invited by Asia Business Forum, Singapore.

Presented a seminar on Marketing to Generation X: *Media Options for the Progressive Economic Drivers*. Singapore

36. May (2003): Kavita Karan Advertising and the visual portrayal of the modern Indian stereotypes in Indian women's magazines. Paper presented at the ICA Annual conference at San Diego, USA.
37. May, (2002): Panel on 'The Definitions of News according to Journalists, Public relations/media Relations Practitioners, and News Consumers in 10 countries. Presented a paper on the *Definitions of news in India*. July 15-19 ICA Seoul , Korea
38. April.(2002): 'What News' The Syracuse University Symposium. Syracuse. USA. Presented a paper on the *Nature and coverage of news in the media in India*.
39. September (2001): Singapore. Asian Conference on Cultural Rights in a Global World. Invited to present a *paper 'Cultural Rights and the Law'* Organized by AMIC Singapore
40. May 2000: SUMMIT (2000)'. Children, Youth and the Media beyond the millennium. Toronto Canada. Presented a paper on '*Western Media Influences and the Cultural impact on Indian Youth*' Published on a CD Rom.
41. August (1998): '*Mass Media and Democracy: Challenges for the Next Decade*'. Presented a paper at 50 Years of Communication Research in India. New Delhi. Conference organized by the National Council for Development Communication, TALEEM Foundation and Indian Agricultural Research Institute New Delhi
42. July (1998): '*Imaging and Imagining of religious symbols*' Paper presented at Globalization of Mass Media: Consequences for Indian Cultural values, Colloquium organized by the United Theological College, Bangalore, India. Was one of the resource persons for the session
43. November (1996): '*Communication Strategies and Effective Media Use: Implications on Environment and Society*' Presented a paper at the National Seminar on Environment, Technology and Society, organized by the Department of Sociology, Osmania University, Hyderabad, India
44. April (1993): '*Television and Indian Women - The Uses and Gratification from Women's programs.*' Presented a paper International conference on 'Console...ing Passions. Television, Video and Feminism' organized by the School of Cinema and Television, University of Southern California, Los Angeles. USA.

45. May (1992): 9th Intercultural and International Communications Conference sponsored by the University of Miami, School of Communication. Presented a joint paper with Dr. Margaret Scammel, LSE on '*Limits of American Influence: A Comparative Assessment of Political Advertising in Britain and India*'.
46. March (1992): Presented a Paper on '*Is a citizen Sociotropic or Self-Interested in his Voting behavior*' *The Work of Sanders et al* .M.Sc. Seminar, Media and Politics, London School of Economics and Political Science.
47. October (1991): '*Religion and the Indian Election Campaigns*' .Presented a paper at the University of Hull, England, Center for Indian Studies: International Conference on 'Religion, Politics and Identity: India in Comparative Perspective'.
48. July (1988): Kavita Karan.' *Reaching the Rural Consumer: An Integrated use of Mass and Traditional Media*'. Presented a paper at the National Seminar on 'Role of traditional Media Today' organized by the Department of sociology, Osmania University Hyderabad, India.

## **B. Research in progress**

1. 2008 – Present. Work on new areas of marketing and advertising to men. Given the change in the market trends, new products for men as well as increase in the men's magazines have increased our interest in working on men's images and their portrayal in the media. Initial work with research students have resulted in three conference papers and one published document.
2. 2007-Present. Indian cinema at the crossroads: The Socio cultural impact of globalization. Kavita Karan and Dr. David Schafer. Five papers were presented at conferences and seminars including the ICA conferences in Montreal (2008) and Chicago (2009)
3. Internet in Rural communities in Asia. - ICTs for development. A new approach to rethinking and using interactive media for development in Asian countries. The focus has been on women using the Internet and how this ICT usage is leading towards economic empowerment and social development in Asia.
4. Women and Politics in Asia: A project to understand the changing roles of women in politics in Asia. This study traces the historical, political and circumstantial structures to study how women have emerged as national players in five Asian countries where women have led the country as prime

ministers or presidents. Data for this is being collected and should be completed by 2009

### **9. Administrative and other Experience**

1. Invited to be a member of United Nations, UIS Expert Panel for working on countrywide media statistics. Attended the first meeting in New Delhi in April 1-3, 2009.
- 2.
3. Coordinator for the Final Year Projects for the year 2007-2008, WKW School of Communication and Information, Nanyang Technological University
4. Acting Head of the Department for the Division of Public and Promotion Communication, (2005-2006) WKW School of Communication and Information, Singapore
5. Member of the Master of Mass Communication (MMC) Committee. Review applications for admissions, publicize the program at the international level and also to review the courses and support the Director, MMC in academic counseling.
6. Member of the 'India strategy' Committee of NTU for making efforts to link up with various Indian Institutes for collaboration for staff and student exchange and also research collaboration to build better relations with India.
7. Member of the Curriculum Review Committee of the WKWSCI, representing the Division of Public and Promotion Communication. After a year long exercise, The Curriculum has been finalized and has been implemented from the academic year 2007.
8. Member of Professional Internship (PI) Review committee representing the PPC Division to review the changes in improving the PI at SCI.
9. Head of the Department, (1999-2001). Department of Communication and Journalism, College of Arts and Social Sciences, Osmania University Hyderabad, AP. India.
10. Chairperson, Board of Studies, (1996-1998). Department of Communication and Journalism, College of Arts and Social Sciences, Osmania University Hyderabad, AP. India.

## **10. Executive Training and Short Courses**

1. Coordinated and conducted a Market Research courses for staff of Republic Polytechnic, Singapore and other executives
2. Conducted a one week Research Management course for the lecturers and senior staff of UIN Yogyakarta, Indonesia.
3. Conducted short two and three day training programs for professionals and executives in Singapore on Research Methods, through the Center for Continuing Education (CCE) NTU. More are planned for the year 2008
4. Conducted a two day In-House training programme on Research Methods and Analysis for personnel from Housing Development Board (HDB), Singapore. The course was coordinated through CCE, NTU
5. Faculty for In-House training programme on Research Methods and Analysis or personnel for ISEAS Singapore. Two-day seminar and Workshop sessions.
6. Faculty for Training programs of Public Relations personnel and evaluation of projects for Indian Forest Service personnel and medical professionals at the Administrative Staff College of India (ASCI). Hyderabad, India
7. Faculty for training of Assistant Station Masters of All India Radio (AIR), the national radio network of India.
8. Faculty for training of Public Relations personnel from government and industry at 'National Workshop on Integrated Marketing and Communications' at Hyderabad, India.
9. Invited to give lectures and conduct training programs for faculty at the Academic Staff College at Osmania University and other media institutes in India.

## **11. Membership of Professional Organizations:**

1. International Communications Association ICA 1998-
2. The London School of Economics Media Group 1993-
3. Institute of Advertising, Singapore.2002-
4. Association for Education in Journalism & Mass Communication (AEJMC)

## **12. Service as External examiner & Reviewer**

1. Examiner for many Master's and PhD thesis at WKWSCI, NTU, Singapore
2. Examiner for PhD Thesis for Lahore University in Pakistan
3. Reviewer for papers for three divisions for the International Communication Association conference held in May, 2008.
4. Member of the Advisory Board for the refereed journal *Knowledge Hub*. It's a biannual publication published by the Rajiv Academy of Technology and Management. Mathura, India
5. Reviewed papers for the Asian Journal of Communication, Singapore
6. Reviewed book proposals, conference papers, journal articles on communication studies for publishers.

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