



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Media and Communication**



Dr. Juby Thomas

Associate Professor
Department of Media Studies
School of Humanities and Social Sciences

Areas of Specialisation:

Print, Electronic, and Digital Media; Advertising and Corporate Communication; Film, Aesthetics, and Multidisciplinary Media Studies

Dr. Juby Thomas is an Associate Professor in the Department of Media Studies at Kristu Jayanti (Deemed to be) University, Bengaluru. She holds a Master's degree and M.Phil. from Christ University, Bengaluru, and earned her Ph.D. from Mangalore University. An accomplished academician and media professional, she has over 13 years of experience in teaching, research, and industry engagement across various media platforms, including Journalism, Photojournalism, and Public Relations. She has an extensive research and publication record, with more than 20 Scopus-indexed articles and over 30 papers in peer-reviewed journals. Her writings have appeared in national and international newspapers, magazines, and online media. Notably, her works "A Pandemic and Changing Demographics: Supporting Farmers in India" and "Researching the Impact of the Pandemic on Internal Migrant Workers in India" were featured in the United Nations Academic Impact Journal during the COVID-19 pandemic. She has authored more than six books and has successfully guided doctoral scholars. Her contributions have been recognized through several awards, including the prestigious Chanakya Award by the Public Relations Council of India (2021) for her work in media and communication, and the India Prime Icon Award (2022) in the Researcher and Author category for her scholarly impact and authorship in media studies.

Selected Publications:

1. Thomas, L. P., Chaudhary, R., **Thomas, J.**, and Menon, V. A. (2023). Assessing Instagram Addiction and Social Media Dependency among Young Adults in Karnataka. *Studies in Media and Communication*, 11(6), 72. <https://doi.org/10.11114/smc.v11i6.6102>
2. **Thomas, J.**, Sateesh Kumar, T. K., Menon, V. A., and Thomas, L. P. (2024). Analyzing Sentiment in Netflix User Opinions: A Statistical Examination. Springer Nature Singapore. https://doi.org/10.1007/978-981-97-6678-9_51
3. Thomas, L. P., **Thomas, J.**, and Choudhary, R. (2023). Digital Learning in South Indian Higher Education Institutions: Prospects and Challenges from Academicians' Perspective. *Indian Journal of Science and Technology*, 16(22), 1657–1664. <https://doi.org/10.17485/ijst/v16i22.529>