



Centre for Research & Development

Research Supervisor (Guide) Profiles

Discipline of Supervision: **Media and Communication**



Dr. Ravikumar P

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

Areas of Specialisation:

Development Communication, Cultural Communication,
Corporate Communication,

Dr. Ravi Kumar P is an Assistant Professor in the Department of Media Studies at Kristu Jayanti (Deemed to be) University, Bengaluru. He earned his Ph.D. in Journalism and Mass Communication from Kuvempu University, Shivamogga, where he had also completed his postgraduate studies. His research interests span Communication, Religion, Social Convergence, Communal Harmony, and Ethnocentrism. He has been recognized with prestigious awards, including the K.A. Nettekallappa Gold Medal Memorial Award for securing first rank in Journalism and Mass Communication, and the Charka Development Journalism Award from the Community for Development and Learning organization for his outstanding contributions to development reporting. He has authored over 48 research articles in national and international journals and has presented 42 papers at national and international seminars and conferences. He has also written books such as Media and Social Development in Contemporary Society, Budakattu Kathana Sankalana: Stories of Tribal People, Madhya Karnatakada Gramagalu: Villages of Mid Karnataka, and Integrated Marketing Communication. Currently, he serves as the Organizing Secretary of the All India Researchers Association (AIRA), contributing to the academic and research community at the national level.

Selected Publications:

1. **Ravi Kumar, P.**, Nirmala, M. M., Vinodh Kumar, G. C., Suyog, G., and Soundarya, V. (2025). Financial Behavior and Preferences of Investors in Indian Stock Market—A Case Study of Investors in Bangalore City. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-86712-5_32
2. **Ravi Kumar, P.**, Radhika, C. A., Vinodh Kumar, G. C., and Suyog, G. (2024). Health System Development and Management in Karnataka: An Analysis. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-63569-4_40
3. **Kumar, P. R.** (2023). The Influence of Public Service Announcements from the Film Division of India in Cinema Theatres. Mass Communicator: International Journal of Communication Studies, 17(4), 10–15. <https://doi.org/10.5958/0973-967x.2023.00020.0>