



Prof. (Dr) Sunder Rajdeep Brief CV

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Google Scholar Link :

https://scholar.google.com/citations?hl=en&user=NQEbGYsAAAAJ&view_op=list_works&gmla=AJsN-F7NtO3hjhV8OGhXIXEh81lW6QdVP79-NTI2y1HJGVd6ovpI6R7jMYhjNLAivR8bBxoQTXiLNMuLwXWbMn1PPvrp_w3CHOeVvWhxRzpgFurERZgS-5tq11JWMLybStFtDWoTxrpO85tJNogSL9EAawteVXJCQ

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Dr. Sunder Rajdeep is a Professor & heading the Dept of Communication & Journalism, University of Mumbai. He was also a Chairman of the Ad-hoc board of Studies in Mass Media, University of Mumbai.

He is working with the Mumbai University department since January 2006.

He has done B. Sc; BMC; MMCJ; Ph.D.; Radio Jockeying (Certificate); DCA (Diploma in Computer applications).

Besides, he was a Member of the Board of Studies at KBCNMU-Jalgaon, and Pillai College of Arts, Commerce & Science Autonomous College, New Panvel. He was also an academic council member of University of Mumbai and Amity University, Mumbai Campus.

Dr. Rajdeep is a Member of the IQAC cell of the University of Mumbai for the years 2021-23.

A total of 09 scholars have been qualified for Ph. D. degrees under his supervision.

1) Dr. P.M. Masram, 2) Dr. Lubna Moosa, 3) Dr. Prachi Dhole, 4) Dr. Jadish More, 5) Dr. Yatindra Ingle, 6) Dr. Leeladhar Bansod, 7) Dr. Sneha Rathod, 8) Dr. Madhukar Jakkan, 9) Dr. Amrin Moger, 10) Dr. Sagar Bhalerao.

He is the author of Books : 1) 'Corporate Communication & Public Relations', ISBN : 978-93-89756-91-3; August 2020; Sheth Publisher Pvt. Ltd; Mumbai.

2) IGNOU- Edited Book Chapter -School of Journalism & New Media Studies; MJM-029 : Advertising & Public Relations; pg 197-218; Chapter name : Block 3 Practice of Public Relations; UNIT 9 : History & Evolution of Public Relations; ISBN 978-93-90773-43-5; February 2021.

3) `Feature and Writing for Social Justice`; T.Y. BAMMC, Sem-V; ISBN : 978-93-5495-197-8; Himalaya Publishing House, Mumbai. First Edition- 2021.

4) Edited Book Chapter : `AI in the Digital Space : Telescopic Conundrums`; Media Society and Power; ISBN : 978-93-6013-485-3; Institute of Media Studies, Utkal University, Bhubaneswar, www.imsorissa.org.in. Pg. no. 93-96. Dec.- 2023.

Since 2011, he has been a Course Coordinator for PG 'Diploma in Advertising & Media' course at Garware Institute of Career Education & Development, University of Mumbai on the same campus. He is an Examiner to SET Exam (Maharashtra-Goa), Nagpur, Kolhapur, Jalgaon, Aurangabad, Indoor, Nanded, Bhopal, Garware Institute, IDOL, alongwith the University of Mumbai.

He has received Four Awards : 1) National level business communication trainer of the year 2015, by Public Relations Council of India, New Delhi.

2) BBC Knowledge presented the Education Leadership Award as 'Best Professor in Journalism' in 2017.

3) Star Education Award 2023- 'Excellent Professor in Communication', January 7, 2023, at Nehru Centre, Warli, Mumbai.

4) Mahatama Gandhi Award- 'Excellence in multi-faceted Social Welfare Activities', on October 2, 2023 by Peoples Arts Centre (Regd.) Mumbai.

More than 40 research papers have been presented & published in peer-reviewed various National, International Journals & Conferences.

He actively participated in more than 80 various-level Symposia, and Workshop as a Resource person as well.

He attended and presented in-person research papers in Dubai, Malaysia and Thailand.

He has conducted various projects with the sponsorship of UNICEF, Maharashtra.

He was the convener of `Science filmmaking workshop Sponsored by `VigyanPrasar', Dept. Science & Technology, Govt. of India.

He also coordinated a funded program of the Commission for Scientific & Technical Terminology, Ministry of HRD to prepare the Glossary of `New Media'.

He coordinated 06 days of a Research Methodology workshop for the `Mass Media Researchers', funded by the ICSSR.

He received a Certificate of Appreciation from the University of Mumbai for his outstanding contribution as a Member of the organizing committee At the 102 Indian Science Congress, in 2015; the 73rd session of the Indian History Congress, in 2013; the NAAC re-accreditation process steering committee.

Recently, his headship of the Department of Communication & Journalism is recognised as the 'Swachhta Action Plan Institution' by the Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Ministry of Human Resource Development, Govt. of India.

Recently, he has been nominated as the Chairman of the Young Communication Club, Mumbai Chapter, and the youth wing of PRCI.

Recording Video Lectures for the MOOC on Advertising and Public Relations run by Indira Gandhi National Open University, New Delhi on the **SWAYAM portal**.

Title : Origin and evolution of PR **Link :**
https://drive.google.com/file/d/1OuV5u_xLi8pniEDaVeu61ombkhXz1_WV/view?usp=sharing

Title : CSR Process and Corporate Governance **Link**

<https://drive.google.com/file/d/1GjgpZvqV1olvgoaMYTK93EljgCYeMMHZ/view?usp=sharing>

He has made an AV Podcast on the subject of his lectures- Ethics, Constitution & Media Laws

https://youtube.com/playlist?list=PL6RxnVeESiYnhnuLiWB5yyU6zqyYuP_Jo

ECML Lecture video Recording on `Information Technology (Amended) Act 2008`

<https://www.youtube.com/watch?v=op9Utbu6hM4>

Self Attestation



Dr. Sunder Rajdeep
Professor & Head,
Dept. of Communication & Journalism,
University of Mumbai.
