FACULTY PROFILE

Basic Details:

- **Name:** Dr. Satish R
- **Designation**: Assistant Professor
- **Phone Number:** 9840248067
- **Email ID:** satishr1@srmist.edu.in
- **Area of specialization:** Digital Literacy, Communication Studies, Social Media
- **Affiliation:** SRM Institute of Science and Technology, Ramapuram Campus

Educational Details:

- **Degree** – Ph.D.
- **Area or Subject** – Information Security Awareness
- **University** – Anna University, Chennai
- **Awarded Year –** 2025
- **Degree** – M.Sc. (5Years Integrated)
- **Area or Subject** – Electronic Media
- **University** – Anna University
- **Awarded Year –** 2013

Experience:

Academic Experience: 1 Year

Research Experience: 6 Years

Industry Experience: 4 Years

Other Details:

Research Interests: Communication Study, Social Media, Literacy

Research Papers Published:

- Radhakrishnan, S., & Rajendran, L. (2024). Information Security Practices and Intervention Among Teenagers. Journal of Computer Information Systems, 64(4), 577-591. ISSN: 0887-4417 https://doi.org/10.1080/08874417. 2023.2270453, Impact Factor: 2.8.
- Devi, L., Rajendran, L., & Radhakrishnan, S. (2024). Understanding the consumer's intention to purchase reproductive health products from e commerce sites. African Journal of Reproductive Health, 28 (10), 167-178. DOI: 10.29063/ajrh2024/v28i10.17
- Radhakrishnan, S., & Rajendran, L. (2025). Peers, gratification, and threat: social media usage among adolescents. Journal of Communication and Management 4(1), 8-15. DOI: 10.58966/JCM2025412
- Radhakrishnan, S., & Rajendran, L. (2025). Information Security Assessment Among Teenagers. International journal of innovative research in technology, 11(9), 2882-2885. ISSN: 2349-6002.

Papers Presented:

- Radhakrishnan, S & Rajendran, L 2025, 'Political participation among college students in digital era', in Internal Conference on 'Media, Design & Language for Sustainable Future', organized by SRM Institute of Science & Technology, Kattankulathur.
- Radhakrishnan, S & Rajendran, L 2023, 'Social Media: A Tool for Nationalism', in International Conference on 'Changing Media Landscapes in South Asia', organized by Kristu Jayanti College, Bengaluru.
- Radhakrishnan, S & Rajendran, L 2022, 'Teenager's InfoSec assessment and its implications among teenagers', in XLV Indian Social Sciences Congress, organized by B.S. Abdur Rahman Crescent Institute of Science and Technology, Chennai.
- Satish, R 2019, 'A Study on the Information Security and the Privacy awareness among teenage girls', in International Conference on 'Communication for Development (C4D): Interventions for Empowering Women', organized by Department of Media Sciences, Anna University and Institute for Housing and Urban Development Studies, Erasmus University, Rotterdam.

Workshops/Seminars/FDP's attended:

- Attended seven days Faculty Development Program on 'Advances in Research Methodology: AI tools, techniques, and publication practices', organized by

Department of Journalism and Mass Communication, Forensic Science and CMB Business School of Jain University, in association with the Department of Journalism and Mass Communication, Pazhassiraja College, Wayanad from 9th to 16th June, 2025.

- Attended five days Faculty Development Program on 'Digital Proficiency: A Platform for refining the Media Research & Teaching Skills', organized by Vivekananda Global University, Jaipur in 2025.
- Attended one-week International Faculty Development Program on 'Artificial Intelligence & Emerging Technologies in Media and Research', organized by St Pauls College, Bengaluru in 2025.
- Attended two days National workshop on 'Digital skills for effective teaching through MOOCS', organized by Educational Multimedia Research Centre and Consortium for Educational Communication in 2023.
- Attended a two-day workshop on 'Big data analysis using R', organized by the Department of Media Sciences, Anna University in 2022.
- Attended five-day International workshop on 'Intellectual Property Rights', organized by the Ministry of Education- Institution Innovation Council and Internal Quality Assurance Cell, University of Delhi in 2021.
- Attended two-day workshop on 'How to do a good Ph.D.', organized by the Centre for Research, Anna University in 2019.
- Attended seven days National level workshop on 'Multivariate Analysis using SPSS, AMOS & R', organized by the Department of Management Studies, Kongu Engineering College, Erode in 2018.
- Attended seven days National level 'Experimental workshop on Research Methodology', organized by St. Joseph's College of Commerce, Bengaluru in 2017.

Achievements and Awards

- University Rank holder (Anna University Chennai)
- National Eligibility Test (NET) Qualified
- Anna Centenary Research Fellow
- NF-OBC Research Fellow (Junior & Senior Fellowship)