



Dr. Jesus Milton Rousseau S.

Designation : Associate Professor

Specialization: Print Journalism, PR & Corporate Communications, Advertising, Media laws and ethics, Media Research, New Media,

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Qualification

Ph.D. (Communication)

UGC-NET

M.S. Communication

(3rd Rank Bangalore University)

BA (Journalism)

Diploma in Computer Application

Work Experience – 12 years

2021-Present
Associate Professor -
Center for Management
Studies, Jain (Deemed-to-
be University)

2018-2020
Communications
Consultant

2012-2014
Account Manager –
PRHUB Integrated
Marketing
Communication Pvt. Ltd.

2010-2011
Correspondent –
Thomson Reuters

2007-2010
Correspondent –
Electronics For You (EFY)
group – Editorial

2008-2010
Part-time teaching – Dept.
of Communication,
Bangalore University

Career Summary

Dr. Jesus Milton Rousseau S. has a blend of academic and industry experience with over 5+ years of teaching & research experience and 7+ years of hardcore journalistic experience, in diverse areas like – public relations, reporting & editing, feature writing, event management, and social media communication. As an academician, he had successfully led the transition of the PG department of communication to the new autonomous pattern at Christ College (autonomous) (now Christ University).

Later, as a technology journalist, he has to his credit over 130 bylined articles in various publications of the EFY group including Electronics For You, Electronics Bazaar, Benefit and Linux For You magazines. Some of his news stories were cover stories and scoops. Also, he has interviewed many CXOs and MDs of top MNCs and HNI companies in the field of electronics and semiconductors. Before exploring the PR field, he had a short stint with Thomson Reuters as a Correspondent.

As a PR Account Manager, he has spearheaded all the PR activities for various MNC, HNI and MSME clients across verticals like – Technology and IT, education, healthcare, real estate, lifestyle, and manufacturing. In addition, he has been part of the core organizing team for various corporate events.

Research Interest

New media/Social media, Public Relations & Corporate Communications, Advertising,

Research Publications

S.N.	Title of Paper	Journal Name	Impact Factor	ISSN No.	Scopus Indexed	Year
1	Mass Media and Corporate Communication Media: Access and Usage in Karnataka	Mass Communicator	7.059	0973-9688	No	2018
2	Corporate Communication media exposure: A study of its access, usage pattern in Karnataka,	International Journal of Management and Social Science Research Review	6.462	2349-6738	No	2017
3	Corporate Communication & Social Media: A study of its usage pattern	International Journal of Humanities and Social Science Invention	5.35	2319-7714	No	2015
4	A Study on Gender	International	5.35	2319-	No	2014

2004-2007
Assistant Professor and
HoD – Christ College
(Autonomous) now Christ
(Deemed-to-be
University)

2003-2004
Lecturer – Advanced
Management College

**Courses Facilitated &
Taught**

MAJ -
Communication and
Media Theories
Advanced Journalistic
Writing
Data Journalism
Media Research
Dominant Streams of
Media
Integrated Marketing
Communications
BA J -
Public Relations
Advertising

**Member on Committees
/ Editorial Boards
Committees**

	Differential Factors in Uses of Social Networking Sites	Journal of Humanities and Social Science Invention		7714		
5	A Study on the Uses of Social Networking Sites on Young Adults to Infer on the Different Types of Users	IOSR Journal of Humanities and Social Science	4.621	2279-0845	No	2014
6	SNSs & PR Professionals: A Case Study of Facebook PR Groups as a Tool for Building Media Rapport	International Journal of Humanities and Social Science Invention	5.35	2319-7714	No	2014
7	Facebook for Media Relations	IOSR Journal of Humanities and Social Science	4.621	2279-0845	No	2014

Consultancy / Projects

Articles

- Interview of CMO, Philips India – published in October, 2009, Electronics Bazaar magazine
- Interview of MD, LG – published in August, 2009, Electronics Bazaar magazine.
- Interview of Director, Nokia – published in October, 2008, Electronics Bazaar magazine
- Interview of VP-sales & marketing APAC, Freescale Semiconductor – published in January, 2009, Electronics For You magazine
- Interview of CEO, Farnell Electronics – published in July, 2008, Electronics For You magazine
- Interview of MD, Incap Contract Manufacturing Services – published in February, 2009, Electronics Bazaar magazine.
- Interview of CTO, Delta Electronics Inc. – published in February, 2009, Electronics Bazaar magazine.
- Interview of Global Marketing Manager, Cypress Semiconductor Corp. – published in February, 2008, Electronics Bazaar magazine.
- Interview of VP & COO, Microchip Technology Inc. – published in December, 2009, Electronics Bazaar magazine.
- Interview of Marketing Manager (Middle East-India-Africa), Foxconn – published in April, 2008, Electronics Bazaar magazine.

Cover story – “The Great Survival- EMS Fraternity fools recession”- published in June 2009, Electronics Bazaar magazine.

Cover story – “Smart phones- The Right Choice for Smart You” – Published in May 2008, BenefitT magazine.

EFY Report – “Vivid prospect for T&M Equipment market in India” – published in November, 2009, Electronics For You magazine.

EFY Report – “Designing in India (part 1&2)” – published in February, 2011, Electronics For you magazine.

Books / Chapters

Editorial Board**Activities**

S.N.	Title	Activity	Year
1	The Media Landscape Today: challenges and controversies	Organised a National Seminar	2007
2	Digital Film making	Organised workshop	2005
3	Syllabus for M.S. Communication course	Part of the core team for formulating the syllabus	2005

Resource Person

S. N.	Title of Conference	Institute Full Name & Location	Speaker/ Session Chair	Year
1	5-Days workshop on Journalism - Bhatkal	Organised by Majlise Islah WaTanzeem & coordinated by Madhyama Kendra, Mangaluru.	Speaker	2018

Recognition / Awards**Academic Awards**

- 3rd Rank – MS Communication, 2003 – Bangalore University
- Certificate of Merit – 1st rank – III B.A., 2001 (Christ College).
- Certificate of Merit – 1st rank – II B.A., 2000 (Christ College).
- Certificate of Merit – 2nd rank – I B.A., 1999 (Christ College).

Seminars and Conferences Attended

S.N.	Title of Conference	Institute Full Name & Location	Paper Presented	Year
1	International Media Seminar - Media and Communication Landscape in the New Normal	Jaganath International Management School (JIMS)	No	2022
2	Avlokan 2.0 - Beyond Sustainability - Trends in Regenerative, Socially Responsible, Community ventures	CMS, JAIN (Deemed-to-be) University	No	2022
3	Avlokan - Redefining Social Responsibility and Ethical Leadership	CMS, JAIN (Deemed-to-be) University	No	2021
4	UGC-SAP sponsored National Conference on "New Media and National Development"	Central College Campus, Bangalore University, Bangalore	No	2011
5	Hard sell – Seminar on strategies for the evolving marketplace	COMMITTS, Bangalore	No	2007

6	Changing Trends in Communication Education	NMKRV college, Bangalore	No	2004
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Refresher Courses, Workshops Attended

S.N.	Title of Workshop	Organisation Full Name & Location	Year
1	Best Practices for Effective Media Relations	PRHUB Integrated Marketing Communications Pvt. Ltd., Bangalore	2013
2	2 days workshop on Managerial Effectiveness	PRHUB Integrated Marketing Communications Pvt. Ltd., Bangalore	2012

Online Certifications

S.N.	COURSE	UNIVERSITY	YEAR
1	The Fundamentals of Digital Marketing	Certified by Google, endorsed by IAB	2017
2	Social Media Marketing	eMarketing Institute	2017
3	Search Engine Optimization	eMarketing Institute	2017

Online FDP

S.N.	FDP/Webinar	Institution	YEAR
1	Professional Ethics - People empower people	Jain (Deemed-to-be) University	2022
2	7 Days FDP on Reconstructing Vital Tenets of Journalism and Communication	St. Paul's College, Bengaluru	2022
3	Emphasising the Centrality of Marketing to Business	CMS, JAIN (Deemed-to-be) University	2021
4	Changing trends in Integrated Communication Research	Jaganath International Management School (JIMS)	2021
5	Effective Leadership in Media Education	School of Communications-Xavier University	2021