



## FAROOQ AHMED SHARIFF M

Designation: Assistant Professor

**Specialization:** Electronic Media

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### Qualification

MSc - Electronic Media  
MCA  
BCA  
PhD (Pursuing)

### Work Experience

- 2010-2011: Project Engineer in Wipro
- 2011-2021: Assistant Professor – CMR University
- 2021 - Present: Assistant Professor
- JAIN (Deemed-to-be University)  
Center for

Management Studies

Bangalore

### Courses Facilitated & Taught

- Television Production
- Video Editing
- Cinematography
- Photography
- Information Technology for Communication
- New Media and Technology
- Sound Recording and Editing
- News Production
- Animation and Graphics
- Advertising and PR
- Documentary and Film making
- New Communication Technology
- Audio Visual Communication

### Career Summary

I hold an M.Sc. in Electronic Media from Bangalore University and an MCA from Manipal University. My professional journey commenced as an Editor at TV9, followed by corporate experience as a Project Engineer. For the past 13 years, I've been dedicated to academia as an Assistant Professor.

My passion lies in Documentary and Film Making, where I've mentored students and overseen the creation of diverse documentaries. Alongside my academic tenure, I've freelanced in product photography and video editing, showcasing a versatile skill set in the media industry.

### Research Interest

- New Media
- Documentary and Film Production Techniques
- Electronic Media Production
- Broadcast Journalism

### Research Publications

- ANALYSING DIGITAL FEMINISM AND ITS IMPACT ON THE INDIAN YOUTH. (ISSN : 2349-5162)
- UNDERSTANDING THE PUBLIC PERCEPTION OF WOMEN ENTREPRENEURSHIP IN AFGHANISTAN PRE AND POST-TALIBAN. (ISSN : 2349-5162)
- A BRIEF STUDY ON SOCIAL MEDIA ANONYMITY AND TROLLING
- ROLE OF PSYCHOLOGICAL CAPITAL ON THE JOB PERFORMANCE AND JOB EFFECTIVENESS OF REMOTE WORKERS AMIDST THE GLOBAL PANDEMIC-COVID-19 (ISSN: 1819-8643, E-ISSN: 1998-1392)

### Recognition / Awards

- Awarded the "Feather in My Cap" for my excellent contribution with productivity and quality – Wipro 2011.

- **Radio Programming and Broadcasting**
- **Media Research**
- **eCommerce, eBusiness and Marketing**

### **Online Certifications and Webinars**

- **Workshop - "Writing for Doctoral Research in Communication" - 3<sup>rd</sup> September 2021 - Shri Shankarlal Sundarbai Shasun Jain College for Women.**
- **Summit - International Research Summit AVOLKAN - 2021 - "Redefining Social Responsibility and Ethical Leadership" - 2<sup>nd</sup> to 10<sup>th</sup> August 2021**
- **FDP - "Changing trends in Integrated Communication Research" - 3<sup>rd</sup> to 9<sup>th</sup> August 2021**
- **Seminar on Gender sensitisation awareness, vigilance and accountability organized by Jain University -10th December 2022**
- **International Research Summit conducted by AVOLOKAN 2021 conducted by JAIN (Deemed-to-be University) Center for Management Studies Bangalore**