

Faculty Profile of Dr. M. Sri Hari



Dr. M. Sri Hari

Associate Professor & Head i/c

Department of Communication & Media Studies

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Mobile No:+91 9500599459

Research Area

- New Media
- Health Communication
- Information Society
- Development Communication

Education & Career

Education

Ph.D.

Subject : Communication

Institution : PSG College of Arts & Science, Coimbatore

Affiliated University : Bharathiar University

Year of Award : 2007

M.A.,

Subject : Communication

Institution : PSG College of Arts & Science, Coimbatore

Affiliated University : Bharathiar University

Year of Award : 2002

B.Sc.,

Subject : Visual Communication

Institution : PSG College of Arts & Science, Coimbatore

Affiliated University : Bharathiar University

Year of Award : 2000

Career**At Bharathiar University (Reverse Order)**

Assistant Professor : 2009 to Till Date

Past Experience

Assistant Professor : 2007 to 2009 at Symbiosis Institute of Media and Communication, Pune

Awards

Travel Awards

S.No.: 1

Name of conference : Social Conf 2019

Country : Kuala Lumpur, Malaysia

Paper presented(Oral/Poster) : oral

Title of paper : Reproductive Health Communication : Male Adolescents

Perspectives on Sexual and Reproduction Health, Addictions and

Psychological Anxiety (DASS)

Dates : 17th-18th October 2019

Membership

Visits

Collaborators

Others

Projects

Funded Projects(National Level)

- [Ongoing - 0](#)
- [Completed - 01](#)

1. 1. ICSSR UGC-MRP

Title of the project : Adolescence Menstruation : An intervention study of knowledge, Attitude and Practices among Government and Practices Government and Private Higher Secondary Students of Coimbatore

Funding Agency : ICSSR

Amount : Rs. 8,00,000/-

Duration : *15th February 2018 to 15th February 2020

1. ICSSR

Consultancy Projects

- [Ongoing](#)
- [Completed](#)

Research Guidance

- [Post-Doc](#)
- [Ph.D.](#)
- [M.Phil.](#)
- [M.A,](#)
-

ONGOING

Candidate Name : Naneetha N

Title of the Thesis : "Artificial Intelligence: Opportunities, Experience, And Decision-Making in Preparing the Visually Challenged For The New Socio-Economic Developmental Sphere"

Date of Submission: December 2021

Date of Award:

AWARDED

Sl.No.: 1

Name of the candidate : Mr. Suresh kumar G

Title of the Thesis : Mobile users' acceptance of sms advertising: a permission based sms advertising approach

Year : 2016

Sl.No.: 2

Name of the candidate : Ms. Indira E

Title of the Thesis : The efficacy of m health intervention in creating essential knowledge for antenatal care- an experimental study among expectant mothers in Coimbatore

Year : 2017

Sl.No.: 3

Name of the candidate : Ms. Sharon n Aishwariya B

Title of the Thesis : Health communication for 'adolescence and menstruation': an intervention study of knowledge, attitude and practices among school girls in Coimbatore

Year : 2017

Sl.No.: 4

Name of the candidate : Mr. Jobin Joy

Title of the Thesis : School Teachers' Acceptance of Information and Communication Technology (ICT) Leveraged Pedagogical Practices: A Comprehensive Analysis of their Attitude, Self Efficacy and Behavioural Intention

Year : 2020

Sl.No.: 5

Name of the candidate : Mrs. Sandeep Kaur

Title of the Thesis : Conceptual Content Analysis of Home Page Usability of E-government Websites -A Heuristic Approach

Year : Submitted 2021

Sl.No.: 1

Name of the candidate : Ms. Vijayalakshmi S

Title of the Thesis : A Study of Social Shaping of Technology with Reference to Government and Private College Students in Coimbatore

Year : 2013

Sl.No.: 2

Name of the candidate : Mr. Mushab A

Title of the Thesis : Reception of Dalits Representation in Tamil Films and their Social Identity

Year : 2019

Sl.No.: 3

Name of the candidate : Mr. V.M.Mohamed Basheer

Title of the Thesis : Study of Fandom and Psychological Determinants : Depression, Anxiety, Stress and Behaviour Among Film Fan Club Members

Year : 2020

Sl.No.: 1

Name of the Dissertation : Mr. Suresh Kumar G

Title of the Thesis : Mobile users' acceptance of SMS advertising: a permission based SMS advertising approach

Year : 2016

Sl.No.: 2

Name of the Dissertation : Ms. Indira E

Title of the Thesis : The efficacy of M-health intervention in creating essential knowledge for antenatal care- An experimental study among expectant mothers in Coimbatore

Year : 2017

Sl.No.: 3

Name of the Dissertation : Ms. Sharon n Aishwariya B

Title of the Thesis : Health communication for 'adolescence and menstruation': an intervention study of knowledge, attitude and practices among school girls in Coimbatore

Year : 2017

Sl.No.: 4

Name of the Dissertation : Mr. Jobin Joy

Title of the Thesis : School Teachers' Acceptance of Information and

Communication Technology (ICT) Leveraged Pedagogical Practices: A Comprehensive Analysis of their Attitude, Self Efficacy and Behavioural Intention

Year : 2021

Sl.No.: 5

Name of the candidate : Mrs. Sandeep Kaur

Title of the Thesis : Conceptual Content Analysis of Home Page Usability of E-government Websites - A Heuristic Approach

Year : 2021

Research Publication

- [International](#)
- [National](#)
- [Patents](#)
- [Conferences](#)
- [Books/Chapters](#)
- [Database](#)

Reverse Chronological Order

2021

Number. Title
Author Names
Journal Name

2020

Number. Title
Author Names
Journal Name

2019-2004

7. Developing the use of ICT to Enhance Teaching and Learning through Mobile Apps in Government Primary School

Srihari.M

Child Rights in Digital Age

Published by: Amity School of Communication, 2018.

6. Factors Persuading school teachers acceptance of Information and Communication Technology (ICT) in Pedagogy

Srihari.M

International Journal for Research in Engineering Application and Management, 2018.

5. A Study of Mobile Phone Usage and Preferences' on M health among the expected mothers

Srihari.M

Global Journal for Research Analysis, 2016

4. Case Analysis of Health policies and health development in India

Srihari.M

International Conference on " Public Health Infrastructure in Transition: Challenges and A Way Forward, 2015.

3. Teachers' Perception and Attitude on ICT enabled education in Leveraging Academic aptitude and Professionalism

Srihari.M

International Science Congress Association, 2015.

2. Leveraging Mobile Communication as Advertising Media : A Theoretical Framework

Srihari.M

Business Competitiveness in a Changing Global Business Environment, 2012.

1. Transferring Anglo American Models of Behavioural Theories to Mobile Advertising adoption researches in Asian Countries: A Theoretical Perspective

Srihari.M

Sl. No.: 1

Title of the Article : "Connecting the Tactile Dots: A Decisive Literacy Skill For The Visually Challenged In The Information Age"

Author / Co-Authors(s): Dr. M. Srihari. and Naneetha, R

Name of the Publisher : SSRG International Journal of Communication and Media Science

ISSN: 2349 – 641X

Year : 2021

Sl. No.: 2

Title of the Article : "A Case Study on Information and Communication Technology in Empowering the Visually Challenged Women in Inclusive Education."

Author / Co-Authors(s): Dr. M. Srihari. and Naneetha, R

Name of the Publisher : Shanlax International Journal of Education

Year : 2021

6. A Study of Knowledge and Communication on Menstruation Among Adolescent School Girls in Coimbatore, Tamil Nadu, India

Srihari.M

Indian Journal of Applied Research, 2016.

5. Content analysis of Developmental Issues : Special Reference to Self Help Group in Magazine and other media Vehicles through Pro-Mapping Approach

Srihari.M

Media and Society, 2014.

4. A Case Study on the School dropout Scheduled Tribal Students of Wayanad District, Kerala

Srihari.M

Research Journal of Educational Service, 2014.

3. Targeting Mobile Phone Users in India : The need of Consumer Control in Mobile advertising

Srihari.M

Innovative Marketing Strategies for Emerging Markets-What's next, Sive Sivani
Institute of Management NH7 Kompolly, Scecunderabad, 2013.

2. Thematic Study on the Economic Transformation of Rural Women Through Self
Help Group

Srihari.M

Global Vision of Women Empowerment Victories, 2013.

1. Private Higher Education Institutions: Growing Demand and Challenges

Srihari.M

Jeevadhara Reforming Higher Education, 2012.

Alumini Reflections: