

Dr. HARINI NAIDU

35, Bikasipura, BDA Layout, Banashankari 5th Stage, Kumaraswamy Layout Post, Bangalore-560 111.
(Old pin 560 078), Karnataka, India.

email: harinibnaidu@yahoo.co.in; mob: +91 8217711997.

Objective: To specialize in a career that offers me an open work environment, to use skills that I have acquired, and to ensure good growth prospects and the chance of learning.

Experience: Overall experience of 14+ years.

ICSSR Doctoral Fellow awarded Doctorate in Communication at Bangalore University on March 2026. (Tenure August 2021 to May 2025)

- Worked as a full-time PhD Research Scholar at Bangalore University. The research is titled “**Health Communication Strategies for the Adoption of Health Innovations and Behavioural Patterns: An Analytical Study with reference to Karnataka State.**” The thesis is already been submitted to the University in May 2025.
- Taken classes for about 200 hrs during this time for MA in Journalism and Mass Communication and MA in PR and Advertising students.
- Assisted Board of Study (BOS) and Board of Education (BOE) meetings during this time.
- Assisted students in dissertation projects and presented research papers in International and National Conferences.
- Assisted students with fests in the university.

Communications Specialist in Chief Information Office India (CIO) at IBM. March 2020 to August 2021

- IBMer Communications professionals create experiences that engage IBMers in our enterprise strategy and how they contribute to our business and our clients' success. These professionals partner with business units, functions, geos and markets to provide IBMers the knowledge, information, and clear calls to action needed to work effectively and deliver business results while also building their belief in and advocacy for the IBM brand.
- Employee Communications professionals build strong, collaborative relationships to counsel leaders and team members across functions inside the company. This role requires deep understanding of IBMer personas at the enterprise, unit, and geo levels to deliver relevant context to inspire and motivate IBMers around their role in delivering value to our clients.
- It also requires deep understanding of the business and our strategy, and how to make that relevant and personal to employee audiences.

- Employee Communications professionals use data, analytics, and design thinking in partnership with IBMers to create engagement programs led by our function.
- We use social strategies and engage audiences through a content and delivery ecosystem that shares relevant information through streamlined channels.
- Employee Communications professionals working in a region, large office location, or area of the IBM business deeply understand their local IBMer audience and draw on global strategies, programs, and assets to customize and execute programs and activities in service of the IBMer.
- This role requires solid writing and storytelling capabilities as well as the ability to analyze data regarding behaviors, sentiment, and engagement.

Senior Copy Editor at The Printer's Mysore Pvt Ltd. Nov 2017 to Nov 2019.

- The firm publishes two newspapers and two magazines in the name of Deccan Herald, Prajavani, Sudha and Mayura.
- Editing copies and pre-checking reporters copies.
- Reporting children specific events and other human interest stories.
- Published works can be seen in the given link <https://www.deccanherald.com/author/harini-naidu>
- Designing the pages under Adobe indesign set by the company guidelines.
- Training new entrants on the news sense and providing KT.

Equity Research Editor at Societe Generale Private Banking. June 2017 to Nov 2017

- Instrumental in formulating style guide for the equity research analysts and discretionary portfolio managers in India, France and Belgium catering the buy-side end of the team.
- Editing equity research reports, investment guideline journals and economic outlook magazine (internal and for investors) to the institutional investors as per UK English.

Editor – Research Operations at William O'Neil India Pvt Ltd. April 2015 to April 2017

- Instrumental in formulating style guide for the organization in collaboration for the Indian and US team as per American English. (Aware of Chicago Manual Style).
- Editing equity research reports listed in the PANARAY (the company's flagship market data tool that streamlines the equity research process by positioning fundamental data together with critical market timing information in one view).
- Editing the Global Focus List, Europe Focus List, US Focus List, and IPO reports of companies to institutional and individual investors.
- Editing articles contributed by the Indian team for Investor's Business Daily and Marketsmith (A decision-making tool that combines essential institutional quality data into a single view for effective research and stock analysis).
- Providing assistance in all phases to fellow editors and help in decision-making process to make a report readable.

- Inculcating knowledge and train the trainees and new recruits to write better reports reducing the error count.

Editor – Quality Assurance at Infiniti Research. May 2014 - April 2015

- Editing syndicated market research reports.
- Content curation for the online portal that deals with market research reports called www.technavio.com. These reports deal with various industries, including IT hardware, software, and services; automotive and aerospace; healthcare; chemicals; food and beverages; retail; energy; telecom and networking; and other micro industries.
- Quality check of the content edited by the assistant and sub-editors.

Assistant Professor - Media Studies at Jain University. June 2012 to April 2014

- Faculty for Journalism and Mass Communication graduate-level students.
- Trained students in the aspects of new media, reporting, editing, feature and magazine writing, media law, development communication and sports journalism.
- Involved in coordinating events in-house and outside the University.

New Media Journalist at Deccan Herald newspaper. October 2010 to March 2012

- Have been involved with writing and editing articles for the online content management system.
- Social media marketing and analytics for the website.
- Involved in the strategic process of keyword generation for the SEO of the Deccan Herald website.

Academic Qualification

UGC-NET qualified for lecturership in the year 2010

Examination	Name of the Institution	Board/University
Ph.D	ICSSR Doctoral Fellow. Awarded	Bangalore University
MA Hindi	Karnataka State Open University, Mysore	Karnataka State Open University, Mysore, Karnataka
MS Comm	Sri Bhagwan Mahaveer Jain College (presently Jain University)	Bangalore University
EMBA	Indian School of Business Management and Administration	Affiliated to Maharashtra Govt, Distance Education Council of India, UKAS
BCA	Sri Bhagwan Mahaveer Jain College (presently Jain University)	Bangalore University
PUC	B. M. Sreenivasiah College, Bangalore	Department of Pre-University Education, Karnataka
SSLC	Jubilee School, Bangalore-16	KSEEB

Certificate Courses:

- Diploma in Business Management from Sri Bhagawan Mahaveer Jain College (presently Jain University).
- IBM Cognitive Practitioner and IBM Agile Explorer Badge that trains to work with agility.

Research Projects and Works:

- Dissertation project involved “A comparative study of Public Service Advertisements in DOORDARSHAN NATIONAL and NDTV Good Times” in MS Communications.
- Presented research papers in National and International Conferences and published in two publications
- Acquired bylines in CNN IBN.
- I have also acquired bylines in the Deccan Herald newspaper. You can refer to the articles here: <https://www.deccanherald.com/author/harini-naidu>
- As part of being equity research editor, I was actively involved in Equity Solution Watcher magazine of Societe Generale Private Banking, France. https://www.privatebanking.societegenerale.com/uploads/tx_bisgnews/2017_11_01_Watcher_EN.pdf

Research Papers Presented:

Sl.No	Title of the Paper	Place	Conference	Date
1	Imparting Knowledge to Children through Artificial Intelligence and Virtual Reality: A Comparative Analysis of Classroom Practices in India, China, Japan, and South Korea	EMRC, University of Mysore, in association with UGC, CEC Delhi	National	16 th -17 th March 2026
2	Impact of Community Radio on Sustainable Development Goals with Reference to Corporate Social Responsibility: A Case Study	Bangalore University, Bangalore	National	23 rd July 2025
3	Communication Strategies Used to Promote MedTech Innovations: A Study	Sri Dharmasthala Manjunatheshwara College, Ujire	National	March 2024
4	Strategic Communication Approaches of India in response to Negative Publicity from Neighbouring States: A Study	Pondicherry University, in association with University of Toulon	International	8 th -10 th April 2024
5	Digital Media Used to Promote Medical Technologies: A Study	Reva University, Bangalore	International	17 th -18 th November 2022

6	Information and Communication Technologies in Healthcare: A Study	Indian Statistical Institute, Bangalore	International	9 th -12 th August 2022
7	Role of Social Media as a Medium of Communication for Breastfeeding Mothers	NMKRV college for Women, Bangalore	National	3 rd June 2022
8	Role of Social Media in Promoting Breast Cancer Awareness among Patients: A Study on Facebook Support Groups	Bangalore North University	National	3 rd -4 th June 2022
9	Understanding of Science among Children and Homemakers	BV Jagadeesh Science Centre, National College, Bangalore	National	Podcast on May 1, 2022

Research Papers Published:

Sl.No	Title of the Paper	Journal Name	ISSN/ISBN	Page Numbers
1	Role of Social Media as a Medium of Communication for Breastfeeding Mothers	Aruhu Kuruhu	ISSN - 2347-5048	Vol 13, 43-51
2	Role of Social Media in Promoting Breast Cancer Awareness among Patients: A Study on Facebook Support Groups	Sanshodhana Marga	ISSN-2454-678X	Vol 10, 1-8

Achievements:

- President Guide awardee under the tenure of President Dr. A.P.J. Abdul Kalam.
- Won prizes in debates, music-vocal, plays, sports, etc. Dissertation project involved “A comparative study of Public Service Advertisements in DOORDARSHAN NATIONAL and NDTV Good Times” in MS Communications.
- Participated in **PRECIPICE** – an International Management fest in London and Paris, an event organized by Jain University annually in different countries. In 2013, the participation of students was about 450.
- Interned with CNN IBN and Doordarshan.

I hereby declare that the particulars mentioned above are correct to the best of my knowledge.

Dr. HARINI NAIDU