

The American College, Madurai
FACULTY PROFILE
(For IQAC)

Name: Dr. Spurgeon

Date of Joining: August 3rd 2020

Designation: Assistant Professor

Department: Visual Communication

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I. Education Qualification:

Degree	Subject	College/University & Place	Year Completed
PhD	Communications	Manonmaniam Sundaranar University	2014
MPhil	Journalism and Mass Communication	Madurai Kamaraj University	2006
MA	Communications	Manonmaniam Sundaranar University	2005
BA	English Literature	Manonmaniam Sundaranar University	2003

Specialization in Research: Corporate Communications and Public Relations

Research Interests: Advertising, Corporate Communications and Public Relations

Any Other Work Experience:

Designation	Institution / Company	Year – From (month/year) To (month/year)
Assistant Professor	Hawassa University, Ethiopia	Oct' 17 – Mar 19'
Assistant Professor	Karunya University, India	Jan '17 – Aug '17
Assistant Professor	Jimma University, Ethiopia	Oct'14 – Mar' 16
Senior Executive, Corporate Communications	ETA Group, Dubai	May' 08 – Feb' 14
Adjunct Faculty	Manipal University, Dubai	Jan' 12 – Feb 14
Communications Officer	League for Education and Development	Jun'06 – Feb 07
Lecturer	Kodaikanal Christian College	Jun'05 – Apr'06

Publications:

(List to be given with complete bibliography with impact factor if any) *mention: Peer Review Journals/ Non-Peer Review Journals/ e-Journals / Conference proceedings*

Articles Published in International Journals:

- Spurgeon.S. and Dr. V. Natrajan 2012. Implication of technology on Media Monitoring. New Media, Technology and Society Paramount Publishing House Ed.1:1-7
- Dr. Ratnamala and Spurgeon.S. 2013. Descriptive study on the status of corporate communication in UAE. Management Convergence (An International Journal of Management) Vol 4. (1) 43-52.
- Dr.Spurgeon and Dr.V. Sundararaman 2017. Image Building – A study on the public perception of an MNC website. The Journal of Media Studies. Vol. 6 (1, 2). 725-737.
 - Dr. Spurgeon and Bereket Wondimu 2018. Perception and Practice of Public Relations Among Municipality Employees in Ethiopia. The Journal of Media Watch. Volume IX (III) 437-446.