

**Dr C M Vinay Kumar**

**Topic : Conflict Management - how turn to conflict into collaboration**

Dr C M Vinay Kumar is presently working as Asst. Professor(Senior Scale) & HoD (I/c), Dept. of Journalism and Mass Communication, Krishna University, Machilipatnam.

He has completed Ph.D.in Journalism and Mass Communication from Andhra University, Visakhapatnam MJMC Journalism and Mass Communication from Andhra University and MA, English Literature from Andhra University, Visakhapatnam

He worked as Teaching Associate, Lecturer, Guest Faculty Dept. of Journalism and Mass Communication, Andhra University, Visakhapatnam, Lecturer (P.T) UG S K M L Degree College, UG V M C Mahila Degree College and UG SBVP Degree College Visakhapatnam.

The subjects taught by him are News Editing, Communication Theory, Radio & TV Journalism, Advertising, Layout and Design, Development,Communication, Media Laws and Ethics, Communication Research Methods, International Communication, and Public Relations Theory and Practice.

He has received District Level Merit Award for meritorious service as Programme Coordinator, NSS and Qualified in UGC-NET (Lectureship) in Journalism and Mass Communication in 1997. University Second rank in MJMC and Awarded Rs.5000 Merit Fellowship by Govt. of AP.

He is a Guest Lecturer for various universities and colleges like Andhra University, Visakhapatnam, KTR College for Women, Gudivada, DMS SVH College of Engineering, Machilipatnam, Andhra Loyola College, Vijayawada etc