

Name of Faculty: Dr. K. SREENIVASA RAO
 Designation: Associate Professor
 Nature of Job/Appointment: Contract
 Date of Joining: 17-11-2022
 E-mail: sreenivasaraok_cse@cbit.ac.in



Education Qualifications:

Ph.D	Doctor of Philosophy (CSE)
PG	M. Tech. (CSE)
UG	B. Tech. (CSE)

Class
 Awarded
 Distinction
 Distinction

Work Experience:

Teaching	17 Years 6 Months
Research	6 years
Industry	--
Others	--

Area of Specialization: Data Mining, Machine Learning, Deep Learning, Data Science, NLP

Professional Memberships: --

Responsibilities held at Institution Level: --

Responsibilities held at Department Level: BE V Semester C4 Attendance Incharge

Research Guidance: --

Awards Received: --

Courses Handled at Undergraduate / Post Graduate Level: Artificial Intelligence, AI for DS, Machine Learning, Design and Analysis of Algorithms, Data Mining.

No. of Papers Published International & National Journals – 21

International & National Conference – 02

Projects Carried out

1. Title: Detection of Disease (covid) through sense of smell using Artificial Intelligence and Deep Learning.
 Application number: 202241005094
 Status: Published on 18.02.2022
2. Title: Smart approach in farming with IoT
 Application number: 202141039835
 Status: Published on 02/09/2021
3. Title: Fault detection using artificial intelligence in a telecommunication network.
 Application number: 202141006249
 Status: Published on 19/02/2021

Patents

Technology Transfer

As a Resource Person, Conducted hands-on sessions on "Machine Learning using Python" during a Faculty Development Programme organized at Osmania University, in association with E & ICT Academy of NIT, Warangal on 16.12.2021 and 17.12.2021.

Invited Speaker

As a Resource Person, presented a webinar on "Essentials of Artificial Intelligence", organized by Department of MCA, HINDU COLLEGE PG COURSES, Approved By AICTE, New Delhi, affiliated to Acharya Nagarjuna University, Amaravathi Road, Guntur on 18.06.2020.

No. of Books/Chapter Published with details --

Details of Short-Term Training Programs/Faculty Development Programs/Seminars/Workshops. Other Trainings (Attended and/or Organized).

Workshops/Seminars Organized:

1. As Convener Organized A Two week Faculty Development Program on "MACHINE LEARNING TO DEEP LEARNING FOR DATA ANALYTICS USING PYTHON" from 25th November 2019 to 9th December 2019 Sponsored by AICTE at Vignana Bharathi Institute of Technology, Aushapur, Hyderabad.
2. Convener for Two day Workshop on Cloud Computing conducted during 25-26.Feb 2016 at MLWEC, Guntur.
Workshops/Seminars Attended:
3. Attended a one day workshop on "Outcome based Education" by Prof.M.H.Rashid, Senior Lecturer IEEE organized by G.Pullareddy Engineering College (Autonomous), Kurnool on 10-12-2015.
4. Attended a "One Week International Workshop on Machine Learning" from 12th -17th July,2014 Organized by Department of Computer Science &Engineering at Vignan's Foundation for Science, Technology & Research University,Guntur,A.P,India.
5. Attended Faculty Induction programme 30th July - 9th Aug, 2014 organized by Training &Placement cell, Vignan's Foundation for Science, Technology & Research University,Guntur,A.P,India.
6. Attended " A 6 day workshop on Wipro Mission 10X" conducted at Swarna Bharathi College of Engineering, Khammam, Telangana, India from 5 to 10 Mar 2012.
7. Attended "A Two Day Workshop on Testing Tools" Organized by Department of Computer Science &Engineering,Sree Kavitha Institute of Science & Technology, Karepally, Yellandu, Khammam(Dist).
8. Attended " A two day Workshop on Android Application Development" from Aug. 19-20, 2016, by Dept. of CSE, Vignana Bharathi Institute of Technology, Hyderabad.
9. Attended "A One week National Level Faculty Development Program on "Data Analytics using R" organized by Department of Information Technology, CBIT Hyderabad during 20th to 25th March 2017.
10. Attended a 5 day FDP on Machine Learning organized by Dept. of CSE, VBIT Hyderabad from 18th June 2018 to 22nd June 2018.
11. Attended "A One week Faculty Development Program on "Bigdata-Hadoop" organized by Bigdata Centre of Excellence, MLRIT Hyderabad during 25th to 30th June 2018.
12. Attended a 5 Day Faculty Development Program on Data Science and Big Data Analytics conducted by ICT Academy on 01-07-2019 to 05-07-2019 at Vignana Bharathi Institute of Technology.
13. Successfully completed NPTEL Course/FDP on Data Mining during Feb-Apr. 2019.
14. Attended A Two week Faculty Development Program on "MACHINE LEARNING TO DEEP LEARNING FOR DATA ANALYTICS USING PYTHON" from 25th November 2019 to 9th December 2019 Sponsored by AICTE at Vignana Bharathi Institute of Technology, Aushapur, Hyderabad.
15. Attended AICTE Training And Learning (ATAL) Academy Online FDP on "Data Sciences" from 04-05-2020 to 08-05-2020 at MSME -TECHNOLOGY DEVELOPMENT CENTRE (PPDC) Meerut.
16. Attended A 5-day online FDP on Artificial Intelligence organized by BVRIT Hyderabad from 22nd May to 26th May 2020.
17. Participated an online "WEBINAR ON MACHINE LEARNING FOR REAL WORLD APPLICATIONS" conducted during 25-28, May 2020 organized by Department of Computer Science and EngineeringNRI INSTITUTE OF TECHNOLOGY(Autonomous), Agiripally, Vijayawada, Andhra Pradesh.
18. Attended an Online Faculty Development Programme on Cyber Security on 14-05-2020 organized by Departments of CSE and IT of Vignana Bharathi

Institute of Technology Hyderabad India in collaboration with Indian Servers , Hyderabad & Vijayawada.

19. Attended Webinar on Introducing Artificial Intelligence held on 09-08-2020 organized by Departments of CSE and IT of Vignana Bharathi Institute of Technology Hyderabad India.
20. Attended International Conference on Transformations in Engineering Education (ICTIEE-2020) during 5th to 8th January 2020 organized by Anurag University, Hyderabad.
21. Attended AICTE Training and Learning Academy ATALOnline Elementary FDP on Deep Learning from 5th July to 9th July 2021 organized by Atal Bihari Vajpayee Indian Institute of Information Technology and Management Gwalior.
22. Attended AICTE Training and Learning Academy ATALOnline Elementary FDP on Outcome Based Education from 26th July to 30th July 2021 organized by Engineering College Bikaner
23. Attended a One-Week online Faculty Development Programme On Advancements in Speech and Natural Language Processing during 21st February 2022 – 25th February 2022 organized by Department of Data Science and Artificial Intelligence(DS & AI), IcfaiTech (Faculty of Science & Technology), Hyderabad

Details of Journal Publications/
Conferences (National and
International)

International/National Journals:

1. Gouse Baig Mohammad, Shitharth Shitharth, Salman Ali Syed, Raman Dugyala, K Sreenivasa Rao, Fayadh Alenezi, Sara A Althubiti, Kemal Polat, "Mechanism of Internet of Things (IoT) integrated with Radio Frequency Identification (RFID) Technology for Healthcare System", published in *Mathematical Problems in Engineering* Volume 2022, Article ID 4167700, 8 pages <https://doi.org/10.1155/2022/4167700>(Hindawi, London, England). ISSN: 1024-123X (Print) IF: 1.305 Q3. ISSN: 1563-5147 (Online). Published on 22.03.2022 **(SCIE Indexed)**.
2. Soujanya Voggu, Dr. K Sreenivasa Rao, (2022), "A Survey on Skin Disease Detection Using Deep Learning Techniques", " JOURNAL OF ALGEBRAIC STATISTICS", Vol. 13 No. 3 PP. 3916-3920. e-ISSN: 1309-3452 (Web of Science (ESCI)).
3. Syamala Bathula & K.Sreenivasa Rao, "Detection of COVID-Lung Cancer through X-ray data through Distributed Deep Convolutional VGGNet and ResNet Models", "Neuro Quantology", October 2022 Volume 20 Issue 12 Page1629-1641 **(Scopus)**.
4. N.Praveena & Dr K Sreenivasa Rao, "A Review on Educational Data Mining Techniques for Predicting and Analysis of the Performance of Students at Risk", "Journal of Positive School Psychology", July 2022, Vol. 6, No. 6, 7576-7584. ISSN: 2717-7564. SJR 2021 0.639. **(Scopus)**.
5. Soujanya Voggu, K Sreenivasa Rao, "Identification of Potentially Fatal Illnesses related to Skin Diseases with the Assistance of Machine Learning Algorithms", *Journal of Optoelectronics Laser*. Vol. 41 No. 5 (2022), PP: 115-122, Publication Date: 04.05.2022. ISSN: **1005-0086(Scopus, Q4)**
6. G.Sreeram, S.Pradeep, K.Sreenivasa Rao, B.Deevana Raju & Praveen Nikhat, "Moving Ridge Neuronal Espionage Network Simulation for Reticulum Invasion", "International Journal of Pervasive Computing and Communications".ISSN: 1742-7371(Manuscript ID: IJPCC-05-2020-0036) Vol. 17 No. 1, pp. 64-77. (WOS ESCI & Scopus Indexed, SJR IF 2019 0.195)
7. G.Sreeram, S Pradeep, K Sinivasa Rao, N Aruna jyothis Reddy, V Akhila Reddy, "Ownership of Registering and land account event of administration through the medium of Blockchains" Emerging technologies and systems for collaboration, *International Journal of e-Collaboration (IJeC)* Vol. 17, Issue 4, Article 6, May 2020, Vol.17, Issue 4, Article 6, ISSN: 1548-3673|EISSN: 1548-3681 (Web of Science Emerging Sources Citation Index (ESCI), SCOPUS, Compendex (Elsevier Engineering Index))
8. Dr.K.Sreenivasa Rao, Dr.G.Sreeram, DR. B.DEEVENA RAJU, "Detecting Fake account on Social Media using Machine Learning Algorithms", *International Journal of Control and Automation* ISSN: 2005-4297 Vol. 13, No. 1s, (Apr-2020), pp. 95-100 SJR 0.134 **(Scopus indexed)**.
9. Dr G Swamy, Dr.K.Sreenivasa Rao, Neerumalla Swapna, "Process Mining Techniques Analysis on Dataset Event Manifesto" *Journal of Advanced Research in Dynamical and Control Systems*. (ISSN: 1943-023X), Vol.10, Issue-13, Dec 2018.Pg. 2057-2064**(Scopus)**.
10. Dr.K.Sreenivasa Rao, "A Novel Approach for hiding Sensitive Items in Data mining using correlation", *International Journal of Pure and Applied Mathematics*, Volume 118 No. 19 2018, PP. 1361-1371 ISSN: 1311-8080 (printed version); ISSN: 1314-3395 (on-line version) url: <http://www.ijpam.eu>, Special Issue [ijpam.e](http://www.ijpam.eu), SJR 0.253, SNIP 0.388.**(Scopus indexed and UGC approved)**.

11. Dr.K.Sreenivasa Rao, N.Swapna & P.Praveen Kumar, "Educational Data Mining for Student Placement Prediction using Machine Learning Algorithms", International Journal of Engineering and Technology(UAE), Vol.7, Issue 1.2 (Special Issue), 2018, Pg. 43-46. **(Scopus indexed and UGC approved)**.
12. K.Srinivasa Rao, DR.CH.Suresh Babu, DR.A.Damodaram & Tai-Hoon Kim, "An Association Rule Hiding Algorithm For Privacy Preserving Data Mining", International Journal Of Control And Automation Vol.7, No.10 (2014), Pp.393-404 (ISSN : 2005-4297)(**Scopus Indexed**, SJR Impact Factor 0.250).
13. K.Srinivasa Rao, Dr.Ch.Suresh Babu, Dr.A.Damodaram and Tai-Hoon Kim, "Distortion Technique For Hiding Sensitive Association Rules", International Journal Of Multimedia And Ubiquitous Engineering (ISSN : 1975-0080) Vol. 9, No. 10 (2014), pp. 57-66.(Scopus Indexed, SJR Impact Factor : 0.256).
14. Dr.K.Sreenivasa Rao, "A Novel Image Re-ranking Model for Web Image Search using Visual Attributes" International Journal of Emerging Trends & Technology in Computer Science (IJETTCS)BY Engineering & Trends & technology, Volume 6, Issue 3, May- June 2017, pp. 382-384.**(UGC Approved)**.
15. K.Srinivasa Rao, Dr.Ch.Suresh Babu and Dr.A.Damodaram, "Support and Confidence Based Algorithms for Hiding Sensitive Association Rules", International Journal of Computer Science and Mobile Applications (ISSN: 2321-8363), Vol.2 Issue. 4, April- 2014, pp. 8-13.
16. K.Srinivasa Rao , Dr.Ch.Suresh Babu & Dr.A.Damodaram, "Sanitization Algorithms for Privacy Preserving Frequent Item set Mining", International Journal of Technology and Engineering Science (IJTES), Vol.1, Issue.3, 2013, Pg. 191-196.(ISSN: 2320-8007).
17. K.Srinivasa Rao, Dr.Ch.Suresh Babu and Dr.A.Damodaram "A New Approach To Sensitive Association Rule Mining", International Journal Of Research In Information Technology (ISSN 2001-5569), Volume 1, Issue 6, June 2013, Pg. 60-66.
18. K.Srinivasa Rao, Dr.Ch.Suresh Babu and Dr.A.Damodaram, "Approaches Of Association Rule Hiding", International Journal Of Computer Science & Information Technology (ISSN 0974 – 8385) Vol. 6, No. 2, December 2013, pp 107-112. @ Serials Publications, India.
19. Rao, K. Srinivasa, and B. Srinivasa Rao. "An Insight in to Privacy Preserving Data Mining Methods." CSEA 1.3 (2013): p100-104.
20. K.Srinivasa Rao, Dr.Ch.Suresh Babu and Dr.A.Damodaram "A Survey On Privacy Preserving Data Mining: Approaches And Techniques", International Journal Of Computer Science ,Systems Engineering & Information Technology (ISSN 0974 – 5807) Vol.6 No.2 July-December 2013, pp.73-79 @ Serials Publications, India.
21. "Distortion Based Algorithms For Privacy Preserving Frequent Itemset Mining", K.Srinivasa Rao & V.Chiranjeevi, "International Journal Of Data Mining & Knowledge Management Process", Vol.1 No.4 July 2012 .

International /National Conferences:

1. Syamala Bathula & K.Sreenivasa Rao, "EFFICIENT CRYPTOGRAPHY INTEGRATED IOT MODEL FOR DATA SECURITY MANAGEMENT", published in the proceedings of "International Conference on Applied Artificial Intelligence and Computing (ICAAIC 2022)" held on 09-11, May 2022 at Narasu's Sarathy Institute of Technology, Salem, India. Efficient Cryptography Integrated IoT Model for Data Security Management,Bathula, S., Rao, K.S.Proceedings - International Conference on Applied Artificial Intelligence and Computing, ICAAIC 2022 pp. 1481-1488 2022 DOI: [10.1109/ICAAIC53929.2022.9792591](https://doi.org/10.1109/ICAAIC53929.2022.9792591)Date Added to IEEE Xplore: 16 June 2022). (Scopus)
2. K.Srinivasa Rao, Dr.Ch.Suresh Babu, Dr.A.Damodaram, "Hiding Sensitive Items using Pearson's Correlation Coefficient Weighing Mechanism", in Proceedings of "Third International Conference on Information System Design and Intelligent Applications (INDIA 2016)"(Springer)8-9 Jan 2016published in Springer Advances in Intelligence Systems &Computing Series Vol. 435, pp.257-264.. (Scopus Indexed). Print ISBN: 978-81-322-2756-4 Electronic ISBN: 978-81-322-2757-1 Copyright Year: 2016 <https://doi.org/10.1007/978-81-322-2757-1>. <https://www.springerprofessional.de/en/hiding-sensitive-items-using-pearson-s-correlation-coefficient-w/7435146>