

Personal Information

Name	Dr. Sreevani Maddukuri
Years of Experience	Teaching: 25+ Years
Email Id	sreevani.m@bvrithyderabad.edu.in
Areas of Specialization	Web Data Mining



Educational Qualifications

Doctoral Degree	Ph.D.	Computer Science & Engineering
PG Degree	M.Tech.	Computer Science & Engineering
UG Degree	B.E.	Computer Science & Engineering

Funded Projects

1. RESEARCH PROPOSAL SUBMITTED UNDER COGNITIVE SCIENCE RESEARCH INITIATIVE (CSRI)

Monitoring of Cognitive deficits for rural Children's Using Data Analytic Tools

Total Project Cost Rs: 22,20,000/-

PI - Dr. Sreevani Maddukuri, Professor, MGIT

2. Oremi, Singapore, 2019

Factory floor automation

Total Project Cost Rs: 1,60,000/-

PI - Dr. Sreevani Maddukuri, Professor, MGIT

3. Oremi, Singapore, 2019

Open Brain Computer Analysis

Total Project Cost Rs: 2,60,000/-

PI - Dr. Sreevani Maddukuri, Professor, MGIT

Patents

1. Design patent "Smart plastic waste management device", Published on 12-10-2023

Papers Published

International Journal Publications

1. Secure Cloud Risk Architecture analysis for Mobile Banking system and its performance analysis based on Machine learning approaches, Journal of Physics: Conference Series 2089 (2021) 012007 IOP Publishing doi:10.1088/1742-6596/2089/1/012007.
2. Can You Catch Me: Query Service for Location Preserving, International Journal of Advanced Science and Technology, Vol. 29, No. 6, (2020), pp. 4506 – 4513.
3. Smart Home Security Environment System Environment with Human Face Recognition by Using Remote Technology, Journal of Natural Remedies, Vol. 21, No. 6, (2020)
4. Controlling Internet of Things based Home Appliances through Fog Computing, International Journal of Advanced Science and Technology, Vol. 29, No. 5, (2020), pp. 7183-7190

5. Sentimental Analysis of Digital India Mission, vo No5,2020, JIIT, 2581-723X
6. Opinion Analysis of Digital India Mission, International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8, Issue- 1C2, May 2019
7. A graph-based approach for discovering and evolving usage patterns, Vol 4, Issue 2,
8. Identifying Spam in Mobile Ad Networks using Latent Class model, International Journal of P2P Network Trends and Technology (IJPTT) - Volume 7 Issue 1 Jan to Feb 2017
9. A Graph-Based Approach for Discovering and Mining Evolving Usage Patterns, International Journal of P2P Network Trends and Technology (IJPTT) - Volume 7 Issue 1 Jan to Feb 2017
10. Forecast of Mobile Ad Click through Logistic Regression Algorithm, International Journal of P2P Network Trends and Technology (IJPTT) - Volume 7 Issue 5 Sep to Oct 2017
11. Advisory System for Online Advertising, International Journal of P2P Network Trends and Technology (IJPTT) - Volume 7 Issue 5 Sep to Oct 2017
12. Classification of Touch Spam in Mobile Ad Networks using Bi-Partite Graph, International Journal of P2P Network Trends and Technology (IJPTT) - Volume 7 Issue 6 Nov to Dec 2017
13. An Ensemble Learning Approach to Detect Touch-Spam in Mobile Ad-Networks, International Journal of P2P Network Trends and Technology (IJPTT) - Volume 7 Issue 6 Nov to Dec 2017
14. Clustering of users based on browsing behaviours, IJETTCS, Volume 5, Issue 2 March-April 2016.
15. Embedded wireless Security Navigator, IJCSCN, Feb-March 2016
16. A graph-based approach for discovering and evolving usage patterns, IJARCSMS, Vol 4, Issue 2, Feb 2016
17. A recommender system for Online Advertising, IJARCCCE, Feb-march, 2016
18. Prediction of Mobile Ad click using Supervised Classification using supervised algorithms, IJCSIT Feb-March 2016
19. Web index Recommendations, co-authored with Dr. M. Aruna, IEEE International Conference on Knowledge Engineering (ICKE-2011), Narosa Publications, ISBN 978-81-8487-123-4 PP [160-168], Jan 29 -31,2011.
20. A Qualitative Approach to Predict Defective Software Components, co-authored with Dr. M. Aruna, Yaswanth.O, CMC Limited (A TATA Enterprise) INTERNATIONAL JOURNAL ON COMPUTER ENGINEERING AND INFORMATION TECHNOLOGY (IJCEIT) ISSN 0974-2034, Winter Edition 2010, (Volume 25, Issue No 01) PP [28-34], Sep - Nov 2010.
21. Classifying Web Spam Using Block-based TrustRank (IJCET) Vol.2, No.4(Dec. 2012),2.552, 5 Years.
22. A Survey on link-based algorithms for web spam detection (IJCET) Vol.3, No.2(June. 2013),2.552, 5 Years.
23. TUI-based touch-spam detection in mobile applications to increase the security from advertisement networks (IJACCC) Vol. 02, No. 01, January 2014, 4.052,4 Years.
24. Spam Detection in Mobile Ad Networks (IJEECS) Volume -2, Issue-2, 2014,4.52, 5 Years.
25. PREDICTION OF SPAM APP PUBLISHERS IN MOBILE AD NETWORKS, (IJATES) Volume No.02, Issue No. 10, October 2014, 1.012, 4 Years.
26. A Node-tag Prediction Algorithm for Touch Spam Detection in Mobile Ad Networks, (IJCEA)Volume VIII, Issue III, Part I, December 14,3.691, 9 Years.
27. Extraction of User profiles based on browsing features, IJCECA, Sep 2010
28. Hybrid intelligent Systems for web mining, ISERA, Jan 2010

International Conference Publications

1. Identification of Touch Spam in Mobile Ad Networks using Bi-partite Graphs International Conference in ICICC-2015, BVRIT.
2. MLP Learning Algorithms applied to Metabolic Disease Classifier, ICICSE-2015, GNITS
3. Data Mining Approach to Filter Click-spam in Mobile Ad Networks, International Conference in ICCDMME-2015, Organization at Bangkok

National Conference Publications

1. A Multi-Phase Approach to Retrieve Spam Free Web Pages, 3rd National Conference in NCCNIS-2014, Vasavi Engineering college.
2. Web Advertising Engine, ADCONS-2011, NITK
3. Touch-Spam Detection in Mobile Apps, NCETCS-JNTUK

Books & Book Chapter

1. “A data mining Approach for Sentiment analysis of Indian currency Demonitization”, A Chapter on Soft computing in Data Analytics, Springer.
2. Book on “Machine Learning, a drive into machine learning s transformative algorithms”.

FDP's Conducted

1. Organized One Week Online AICTE –ATAL Sponsored Faculty Development Programme on “Challenges and Control of Green and Sustainable Energy using Artificial Intelligent Techniques” at BVRIT HYDERABAD College of Engineering for Women, Bachupally, Hyderabad from 9th to 13th August 2021.

FDP's Attended

1. 3 Weeks Refresher Course on Information Security with secured A grade on 17-11-2008 to 06-12-2008, conducted by UGC Academic Staff College, JNTUH
2. Three Weeks Refresher Course on Big Data and Cloud Analytics with A grade on 10 - 29, Nov 2014 conducted by UGC Academic Staff College, JNTUH
3. One-day seminar on Innovation and Technology for Sustainable Development, MGIT, Hyderabad
4. Two days National Workshop on Speech Processing MGIT Hyderabad
5. Two days National workshop on Research opportunities in CS and IT, CBIT Hyderabad
6. One day National Symposium on Software 2.0 Emerging Competencies Computer Society of India (CSI), Hyderabad
7. One day National workshop on Technological Foundations of research in computer and information sciences, CBIT, Hyderabad
8. One day TCS FDP on Introduction to Service Oriented Architecture and Cloud Computing, MGIT, Hyderabad
9. One day TCS FDP on Project Management from an Industry Perspective conducted at MGIT, Hyderabad

Professional Memberships:

- Lifetime member of Indian Society for Technical Education (ISTE)

Certifications

- Certified UML Rational Rose Designer
- JNTU 3-day, one-week certification

Invited Lectures

- Resource person in Web Data Mining, Refresher course organized by JNTUH, Hyderabad
- Guest lecturer on web mining, Aurora College, Hyderabad
- Session chair for Symposium AURA-2009, Aurora College, Hyderabad
- Guest lecturer on Information security, Arjun Engineering College, Hyderabad
- Session chair for Symposium, Arjun Engineering College, Hyderabad
- Guest lecture on social network privacy, NMERC Engineering College, Hyderabad
- Guest Lecture on Internet of things (IoT), NMERC Engineering College, Hyderabad

Research Supervision of Post Graduate Projects

- Content Caching and Replication Schemes for Peer-to-Peer File Sharing in Wireless Mesh Networks", IJCSET, PP: 1283-1288, Volume-2 Issue-6, June 2012.
- Analysis of path performance in the occupancy of adversary, IJRRECS, August 2014, Volume-2, Issue-8/3071-3075

Academic honours/awards

- Active Member in Board of Studies (Computer Science), St.Anns College for Woman, Hyderabad
- Best Paper Award in International conference organized at Bangkok
- Member of Senior Advisory Committee of QUBIT, 8 - 9, March 2013
- Member of Stage committee of NIRVANA on 21 - 23, March 2012
- Member of departmental NBA committee 2012 - 18.
- Coordinator of MGIT Alumni meet up, 2014