

D. Vijaya Geeta
Associate Professor
Department of Operations
GITAM Institute of Management
GITAM University
Mobile: 9848177813; (O) 0891-2840307 ; (R) 0891 - 2536108
E-Mail: vijayageeta@gitam.edu

Employment Profile:

- August 2003 – Present** : Joined as Assistant Professor in College of Management Studies, GITAM - Visakhapatnam.
Present designation: Associate Professor (Since June, 2008)
- September-2000 – Feb2001** : Part time lecturer
Gandhi Degree College
Visakhapatnam.

Academic Profile:

- Ph.D. in Computer Science & Systems Engineering from Andhra University, in the year 2014 (*Title: Context-Aware Semi Supervised Subspace Clustering and Classification*)
- M. Tech (IT) from Andhra University in the year 2003 with 75%
- M. Sc (CS) from Andhra University in the year 2000 with 76%
- B. Sc (M,P,CS) from Andhra University in the year 1998 with 75%

Publications:

- **“Disarming the enemy within”**, *Information Technology*, January 2005, Vol No.14, Issue. 3, pp. 30-31.
- **“Website Preferences of Indian Internet Users – Web Traffic Analysis”**, *E-Business*, September 2009, ICFAI Publications, Hyderabad.

- **“Online Identity Theft - Measures to be adopted by business firms to protect their customers during the times of recession”**, *Proceedings of International Conference in Economic Turbulence: Shifts in Strategies and Practices*, organised by University of Papua New Guinea, GITAM Institute of Management, SK University during 12th July, 2009 – 14th July, 2009, Published by Himalaya Publishing House, New Delhi, 2010
- **“Online Identity Theft - An Indian Perspective”**, *Journal of Financial Crime*, Vol. 18 Iss: 3, pp.235 – 246, July, 2011, Emerald Publishing Group
- **“Applicability of Data Mining Techniques for Churn Prediction”**, *IUP Journal of Information Technology*, Vol. 8, No. 1, pp. 22-35, March, 2012, ICFAI University Press.
- **“Supervised Weighted K-Means Clustering for Binary Classes”**, *International Journal of Computer Science and Information Technology*, Vol. 5, No. 2, pp. 145-150, July-December 2012, ISSN: 0974-8385
- **“Semi Supervised Weighted K-Means Clustering for Multi Class Data Classification”**, *International Journal of Computer Applications and Information Technology*, Vol. 2, No. 1, pp. 36-44, January, 2013, ISSN: 2278 – 7720
- **“Information Technology and Financial Inclusion in India: Means, Concerns and Measures”**, *Proceedings of National Conference in Financial Inclusion in India: Challenges and Strategies*, Published by Excel Books, New Delhi, 2013.
- **“A Framework for Context-Aware Semi Supervised Learning”**, *Global Journal of Computer Science and Technology – Software & Data Engineering*, Vol. 14, No. 1, pp. 61 – 70, January, 2014, Online ISSN: 0975-4172, Print ISSN: 0975-4350
- **“A Supervised Fuzzy Clustering Approach for Churn Prediction”**, *International Journal of Computer Science and Technology (IJCST)*, Vol. 5, No. 2, pp. 207-211, April-June, 2014, Online ISSN: 0976-8491, Print ISSN: 2229-4333
- **“Clickjacking: A Study on Popular Websites in India”**, *Journal of Money Laundering Control*, Vol. 18, No. 4, pp. 447 – 456, September, 2015, Emerald Publishing Group.
- **“Smart City - The Role of Technology and People”**, Yuvaan, An E-Newsletter of GITAM Institute of Management, Issue: July – August, 2015.

Paper Presentation:

- Presented a paper titled **“Dimensions of quality in higher education”** in National Seminar cum Workshop in Teaching Learning and Evaluation Process, conducted by College of Management Studies, GITAM on 30th July, 2006.
- Presented a paper titled **“Information Technology and Financial Inclusion in India: Means, Concerns and Measures”** in National Conference on Financial Inclusion in India: Challenges and Strategies, conducted by GITAM Institute of Management, GITAM University and Indian Bank on 12th October, 2012.
- Presented a paper titled **“Open Source MIS for Microfinance in India: Trends and Challenges”** in National Conference on Redefining Microfinance in India: Issues and Challenges, conducted by GITAM Institute of Management, GITAM University and Indian Bank on 13th & 14th December, 2013.

Seminars / Conferences / Workshops /FDPs:

- Attended “NASSCOM IT Industry - Academia Workshop” held at Grand Bay, Visakhapatnam on 30th May, 2005.
- Attended a 5-day workshop on “Search and Mining Engines and their Applications” held at College of Engineering, GITAM, Visakhapatnam from 9th - 13th June, 2006.
- Attended one day conference on “Bridging the Digital Divide” organized by Confederation of Indian Industry on 24th November, 2006 at Visakhapatnam.
- Attended two day national conference on “Emerging trends in Information Communication Technology” conducted by Directorate of Consultancy, Projects & Collaborations, GITAM University on 19th & 20th December, 2008.
- Attended 6-day Teachers Training Programme on “Instructional Design and Delivery System” conducted by National Institute of Technical Teachers Training and Research, Chennai in GITAM Institute of Management, GITAM University from 1st May, 2009 to 6th May, 2009.
- Attended a 1-day workshop on Data Engineering conducted by Department of Computer Science and Systems Engineering, Andhra University on 26th March, 2010.

- Attended 2 day conference on Advances in Communication, Navigation & Computer Networks (ACNCN-2012), conducted by Department of Electronics & Communication Engineering, Andhra University and IEEE Hyderabad Section on 17th & 18th March, 2012.
- Attended 4-day workshop on “Strengthening Research & Consultancy”, conducted by Center for Learning and Sustainability, GITAM University on 20th, 21st January and 4th & 6th February, 2012.
- Attended 1-day IEEE technical talk series on Pattern Extraction Using Intelligent Systems, Conducted by Department of Computer Science & Systems Engineering, Andhra University and IEEE Vizag Bay Section on 24th March, 2012.
- Member of Organising committee of 95th Annual Conference of Indian Economic Association held from 27th December, 2012 – 29th December, 2012 at GITAM University.
- Attended 2 – day workshop on Data Mining & Machine Learning conducted by SVP Engineering College, Visakhapatnam and Computer Society of India, Vizag Chapter on 15th & 16th February, 2013.
- Attended National Workshop on “Patent Awareness”, conducted by GITAM Institute of Science, GITAM University & Department of Science and Technology (DST), Government of India, on 28th October, 2013.
- Attended Faculty Development Programme on “Crafting and Publishing Research”, conducted by GITAM Institute of Management, GITAM University on 23rd & 24th December, 2013.

Research Project:

Completed: Minor Research Project titled “Application of Clustering Models for Churn Prediction”, funded by GITAM University

Completed: Minor Research Project titled “Semi Supervised Clustering for Churn Prediction”, funded by UGC

Other Information:

- Life Member of “Computer Society of India”, (CSI)
- Member, Board of Studies, Department of Operations, GIM, GITAM University

- Newspaper article based on website traffic was published in Deccan Chronicle, titled as "Internet Usage in India Up", dated 21st Sept, 2008 and in Eenadu (Telugu Daily) titled as "Sarvam Internet Mayam", dated 22nd Sept, 2008.

Personal Information:

Address for communication : D.No: 55-7-31/1, 1C
Srinivasa Towers
Dr. V.S. Krishna College Road
HB Colony
Visakhapatnam - 530022

Father's Name : (Late) D. Kodand Pani

Date of Birth : 24 - 06 - 1978