

Name : Dr. V. S. Jeevetha
Designation : Assistant Professor
Department : Management Studies
Qualification : MCA, MBA, M.Phil., Ph.D.
Experience : Teaching – 13 Years | Research – 7 Years
Specialization: Business Intelligence, Data Mining
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Academic Qualifications

Degree	Branch	Institution / University Name	Year
Ph.D.	Computer Science	RVS College of Arts and Science	2025
M.Phil.	Computer Science	Sri Jayendra Saraswathi College of Arts and Science	2016
MCA	Computer Applications	Karpagam College of Arts and Science	2010
B.Sc. CS	Computer Science	Sri Jayendra Saraswathi College of Arts and Science	2007

Additional Qualifications

Dip. / Cert.	Area of Specialization	Institution / Agency Name	Year
Applied Statistics	Statistics	Transform Tech, RVS CAS	2025
VB.Net	.Net Technologies	Apollo Computer Education	2007

Research Publications

1. V.S. Jeevetha, Dr. B. Jayanthi, **Cyber-Physical System based Next-Generation Framework for AI-Driven Disease Diagnosis in IoT-Enabled Smart Healthcare Systems**, Cuestiones de Fisioterapia, Volume 54, Issue 3, Year 2025, □, ISSN: 1135-8599, (Indexed in SCOPUS).
2. V.S. Jeevetha, Dr. B. Jayanthi, **Intelligent Machine Learning Based Cyber-Physical System for Disease Diagnosis in IoT Platform**, The International Journal of Interdisciplinary Organizational Studies, Volume 19, Issue 1, Year 2024, ISSN: 2324-7649, ISSN: 2324-7649, (Indexed in SCOPUS).

3. V.S. Jeevetha, Dr. B. Jayanthi, **Artificial Intelligence and Internet of Things Enabled Disease Diagnosis Model for Smart Healthcare Systems**, Tuijin Jishnu, Journal of Propulsion Technology, Volume 45, Year 2023, ISSN: 1001-4055, (Indexed in SCOPUS).
4. S. Dhamodharan, S. Abirami Sree, A. Balavigneshwaran, M.Banupriya, V.S. Jeevetha, **Anisotropic Filtering Algorithm in Image Processing Technique for the Identification of Tumour from MRI**, Periodico Di Mineralogia, Volume 91, Year 2022, ISSN: 0369-8963, (Indexed in SCOPUS).
5. Dr. K. Anuradha, Dr. T. Guhan, Dr. N. Revathy, B. Sathyabama, V.S.Jeevetha, **Application of Grading System in Classification of Oral Cancers Using Fuzzy Cognitive Map**, Adalya Journal, Volume 8, Issue 12, December 2019, ISSN 1301–2746, (UGC CARE)
6. Dr.T.Guhan, Dr.N.Revathy, Dr.K.Anuradha, S.Premkumar, B.Sathyabama, V.S.Jeevetha, **Cancer Data Classification Based on Gene Expresssion and Microarray Data Using Kernel Function for Molecular Genetics**, Adalya Journal, Volume 8, Issue 12, December 2019, ISSN 1301–2746, (UGC CARE)
7. Mrs. B. Sathyabama, Mrs. V. S. Jeevetha, Mr. Abhishek, **Physician Rendezvous System**, IJRAR Journal, Volume 6, June 2019, E-ISSN 2348-1269, P- ISSN 2349-5138, (UGC CARE)
8. Mrs. B. Sathyabama, Mrs. V. S. Jeevetha, Dr. N. Revathy, Ms. M. Keerthana, **Software Blemish Footpath and Processing Classification – A Comprehensive Review**, IJCSMC Journal September-19, Vol.8 Issue.10, October 2019, ISSN 2320–088X, (UGC CARE).

Presentations in Conference/ Seminar

1. **Hybrid Computational Models for Cancer Classification**. International Conference on Recent Trends in AVP College of Arts and Science, 19-Sep-25.
2. **Enhancing Elderly Care Revolutionizing Human Activity Recognition with Machine Learning**, International Conference on Research Perspective at St. Joseph College for Women, Tripur, from 11.07.2024 to 12-Jul-24.

3. **A Framework for Ethical AI Use in Healthcare and Other Domains**, International Conference on Mathematical Science and Artificial Intelligence, Gobi Arts and Science College, 7-Feb-25, ISBN: 978-93-49188-27-3.
4. **Voice Based Calculator, International Conference on Advances of Information Technology**, Sri Ramakrishna College of Arts and Science, Coimbatore, 21-Mar-2025
5. **Predictive analytics concepts in big data - A survey, contemporary practices of technology and management for economic growth**, Vellore Institute of Technology, Chennai, 23-Oct-2020 & 24-Oct-2020
6. **A methodology for electronic money transaction security using multilayer security**, Theme - Developing advanced research & computer technology, K.S.G College of Arts and Science, 20-Sep-19
7. **Mobile computing**, Theme - Globalisation and its impact on Indian economy, Sri Vasavi College, Erode, 2-Jan-14
8. **Cluster based routing protocols in wireless sensor networks**, International Conference on Innovation in Research in the field of social science, Sri Vasavi College, Erode, 25 Jul 2015.
9. **A scrutiny of data mining with big data**, Theme - Emerging research trends in computer science and technology, Shri Nehru Maha Vidyalaya College of Arts & Science, 29-Jan-19.

Participation in Conference/Seminar

1. Artificial Intelligence and Machine Learning applications, RVS College of Arts and Science, Coimbatore, 12-Nov-26.
2. Internet of Things (IoT): Challenges in Cybersecurity and Data Privacy, RVS College of Arts and Science, Coimbatore, 15-Sep-26.
3. Emerging trends in computer communication, RVS College of Arts and Science, Coimbatore, 02-Feb-26.
4. Future AI Programme with Intel Team, RVS College of Arts and Science, Coimbatore, 05-Jan-26 to 09-Jan-26

5. Cloud computing and big data analytics, RVS College of Arts and Science, Coimbatore, 30-Jun-25.
6. Mobile computing and networking technologies, RVS College of Arts and Science, Coimbatore, 23-Jan-25.
7. DBT Sponsored International Level Virtual Conference on IoT Build Cloud to Edge, RVS College of Arts and Science, Coimbatore, 19-Sep-24.
8. Blockchain Technology and Decentralized Applications, RVS College of Arts and Science, Coimbatore, 19-Aug-24
9. Edge Computing and Next-Generation Smart Systems, RVS College of Arts and Science, Coimbatore, 12-Feb-24.
10. Data Science and Predictive Analytics for Business Intelligence, RVS College of Arts and Science, Coimbatore, 04-Jan-23.
11. Deep Learning Applications in Healthcare and Medical Diagnostics, RVS College of Arts and Science, Coimbatore, 10-Aug-22.
12. Computer Vision and Intelligent Image Processing Systems, RVS College of Arts and Science, Coimbatore, 14-Oct-19.
13. Federated Learning and Privacy-Preserving Artificial Intelligence, RVS College of Arts and Science, Coimbatore, 12-Sep-18
14. Explainable AI (XAI): Building Transparent Intelligent Systems, RVS College of Arts and Science, Coimbatore, 16-Mar-18.
15. Autonomous Systems and Intelligent Robotics, RVS College of Arts and Science, Coimbatore, 30-Aug-17.
16. AI for Education: Personalized Learning and Smart Classrooms, RVS College of Arts and Science, Coimbatore, 07-Mar-12.
17. Advances in Wireless Sensor Networks, RVS College of Arts and Science, Coimbatore, 15-Feb-12.
18. Cloud Computing: Emerging Trends and Applications, RVS College of Arts and Science, Coimbatore, 08-Dec-11.
19. Network Security and Information Assurance, RVS College of Arts and Science, Coimbatore, 14-Oct-11.

20. Mobile Computing and Ubiquitous Communication Systems, RVS College of Arts and Science, Coimbatore, 15-Jul-11.

Participation in Orientation Programme / Short Term Courses

1. **Faculty Orientation Programme on Teaching and Learning Methodologies**, RVS College of Arts and Science, Coimbatore, 21-Aug-24 to 22-Aug-24.
2. **Orientation Programme on Outcome-Based Education and Accreditation**, RVS College of Arts and Science, Coimbatore, 23-Nov-23 to 24-Nov-23.
3. **Faculty Induction and Orientation Programme** RVS College of Arts and Science, Coimbatore, Coimbatore, 30-Mar-23.
4. **Online Orientation Programme Arts and Science Teachers**, Management Studies, RVS College of Arts and Science, Coimbatore, Coimbatore, 20-Jan-21.

Participation in Faculty Development Programme

1. **Data Mining and Data Warehousing**, RVS College of Arts and Science, Coimbatore, 06-Mar-25 to 07-Mar-25.
2. **Cyber Security and Ethical Hacking**, RVS College of Arts and Science, Coimbatore, 01-Oct-24.
3. **Machine Learning Techniques and Applications**, RVS College of Arts and Science, Coimbatore, 07-Aug-23 to 08-Aug-23.

Participation in Workshop

1. **Business Intelligence and Decision Support Systems**, RVS College of Arts and Science, Coimbatore, 03-Mar-25 to 04-Mar-25.
2. **Applied Statistics for Research**, RVS College of Arts and Science, Coimbatore, 07-Jan-25 to 10-Jan-25.
3. **Statistical Analysis Using SPSS**, RVS College of Arts and Science, Coimbatore, 14-Mar-24.
4. **Business Analytics and Data Visualization**, RVS College of Arts and Science, Coimbatore, 29-Jun-23.

Conference / Seminar / Workshop Organized

1. Organizer, Future AI Programme with Intel Team, RVS College of Arts and Science, Coimbatore, 05-Jan-26 to 09-Jan-26.
2. Organizer, DBT Workshops- Statistical tools for Research, RVS College of Arts and Science, Coimbatore, 09-Dec-2025.
3. Organizer, Drug Awareness Programme, RVS College of Arts and Science, Coimbatore, 27-Sep-23.
4. Organizer, DBT Sponsored International Virtual Conference on IoT: Build Cloud to Edge, RVS College of Arts and Science, Coimbatore, 19-Mar-21.
5. Organizer, DBT Sponsored Workshop on R Programming, RVS College of Arts and Science, Coimbatore, 19-Jan-21.
6. Organizer, National Conference on Computer and Information Technology, AJK College of Arts and Science, Coimbatore, 25-Jul-2014 to 26-Jul-2014.
7. Organizer, Seminar on Open-Source Software Testing, AJK College of Arts and Science, Coimbatore, 18-Dec-2013.
8. Organizer, Seminar on Mobile Computing, AJK College of Arts and Science, Coimbatore, 09-Oct-2013.
9. Coordinator, Workshop on Android Technology, AJK College of Arts and Science, Coimbatore, 11-Feb-2013.
10. Coordinator, Workshop on VB.Net Technologies, AJK College of Arts and Science, Coimbatore, 12-Dec-2012.
11. Organizer, Workshop on Excel for Data Analytics, AJK College of Arts and Science, Coimbatore, 30-Aug-2012.
12. Organizer, National Symposium, AJK College of Arts and Science, Coimbatore, 24-Nov-2011.

Invited Speaker / Session Chair/ Reviewer

1. Invited Speaker, Workshop on R Programming, Sri Ramakrishna College of Arts and Science, Coimbatore, 06-Mar-2024.

2. Invited Speaker, Seminar in AngularJS, Allied Department, RVS College of Arts and Science, Coimbatore, 23-Jun-2017.

Awards / Honors

Awards / Honors	Institute	Year
Best Faculty	RVS College of Arts and Science, Coimbatore	2024
Best Faculty	RVS College of Arts and Science, Coimbatore	2023
Best Faculty	RVS College of Arts and Science, Coimbatore	2019