

Dr. PRIYA GUPTA

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Associate Professor- Atal Bihari Vajpayee School of Management and Entrepreneurship, Jawaharlal Nehru University, New Delhi.

Ph.D (Management), BIT (MESRA) Ranchi – Extension Center (NOIDA) (2013), M.Phil- Computer Science (Madurai Kamraj Univeristy, Madurai), MCA (Maharishi Dayanand University, Rohtak), UGC NET- JRF Qualified, PGDITM (LBSIM), B.Com (University of Delhi, Delhi).

Past Employment

1. Asst. Professor- Department of Computer Science, Maharaja Agrasen College, University of Delhi, Delhi.
2. Asst. Professor- Department of Commerce, Vivekanand College, University of Delhi, Delhi.
3. Asst. Professor- Department of Computer Science / Financial Studies/ Management Studies, Shaheed Sukhdev College of Business Studies, University of Delhi, Delhi.
4. Sr. Lecturer (IT), Amity Business School, Amity University, Sec – 125, Noida, UP.
5. Sr. Lecturer (IT Specialization), NIEC Business School (affiliated to GGSIPU, Delhi), Shastri Park, Delhi.
6. Lecturer (Dept. of Computer Science), H.M.R. Institute of Technology and Management (Affiliated To GGSIPU, Delhi), Hamidpur, Delhi.

Industrial Experience

Asst. Software Engineer, Center for Railway Information System (CRIS): An autonomous organization of Ministry of Railway, Govt. of India.

Research and Publication

Patent

1. System of Smart Grid Network for Electricity Supply in Smart Cities using Big Data Computing, Patent Published No: 201911031482, Govt. of India.

Books Authored

1. CRM System and Cross Selling in Indian Banking Industry, Lambert Publishing House, ISBN: 978-3-659-82863-8
2. Innovation in Payment System (An Approach towards cashless Mandis'), DPS Publishing House, Delhi, ISBN: 978-93-83046-90-4
3. Banking the Unbanked: A Step towards Financial Inclusion in Indian Mandis, Author Press, Delhi, India, ISBN:978-93-5207-598-0

Books Edited

1. Recommender System with Machine Learning and Artificial Intelligence: Practical Tools and Applications in Medical and Agricultural Domains, Scrivener Publishing, Wiley, 2020, ISBN: 978-11-19711-57-5
2. Innovative Minds - Technocrats with Vision (Unfolding the Dimensions of Compiler Design and Microprocessor) – Volume – I, Authors Press, Delhi, India, ISBN: 978-93-52073-49-8A

3. Innovative Minds- Technocrats with Vision (Unfolding the Dimensions of Artificial Intelligence and Information Security)- Volume II, ACCESS - an academic consortium Publications, Delhi, India, ISBN: 978-93-82647-25-6

Research Papers

1. “Fostering Cross Selling in Financial Service Industry – An overview of tools and techniques” – Abhigyaan – A refereed quarterly journal of Fore School of Management, July – September, 2009, Vol. XXVII (2) pp 43-51 ISSN 0970-2385 UGC Serial No 37
2. “Technological innovation in Indian Banking sector – use of IT products” International Journal of Management and Strategy, IJMS 2011, Vol. No. II, Issue II, January-June 2011 ISSN 2231-0703
3. “An Analytical Review of Organic Food Sector – A Case Study on glimpse and glance”, Journal of Spiritual Management, The Spiritual Leader, Volume: 1, Issue : 3 pp 29-39, August 2012, ISSN : 2277-1751
4. "Consumer Perceived Value and Brand Loyalty: A Study of Retail Banking" at International Journal of Customer Relationship Marketing and Management, IGI Global, Volume 3, issue 4 October – December 2012, pp – 1-15, ISSN 1947-9247 UGC Serial No: 10563
5. “Shopping as a goal or shopping with a goal – An Empirical Research” at HR Journal of Management (An International Journal in Management) , Vol -6 , No.1, April 2013- Sep 2013, pp 14-33, ISSN: 0974-7737, RNI No: UPENG03534/24/1/2009-TC
6. "Enhancement of Efficiency and Effectiveness in Banking through CRM Systems: A case of Indian Banking Industry” at International Journal of Customer Relationship Marketing and Management, IGI Global Vol 4, No 2 pp 51-76, April – June 2013 ISSN 1947-9247, UGC Serial No: 10563
7. “Customer Relationship Management: A Tool of Converting Customer Need into Business Opportunities”, The Indian Journal of Commerce, Vol - 66, No 1, January - March, 2013 pp 43-59, ISSN 0019-512X
8. "Indian Insurance Sector: A Research on the Feasible Alternatives for Raising Capital", Research script - IJMH, Vol-01, Issue-03, pp 1-17, ISSN No:2349-7289
9. “Security and Privacy Issues in Internet of Things (IoT)”, IJRCS – International Journal of Research in Computer Science, Volume 02, Issue 04, 2015, pp 18-22, ISSN 2349-3828
10. “Working On R Programming Language For Big Data: A Review”, International Journal of Enhanced Research in Science, Technology & Engineering, 2016 Volume - 5 Issue-7 pp-277-282 ISSN: 2319-7463
11. “A Review of Indian Approach towards Cyber security”, 2016, International Journal of Current Engineering and Technology, No-2 , pp- 644-648 E-ISSN 2277 – 4106, P-ISSN 2347 – 5161
12. “A Survey on Security Techniques in Data Mining”, 2016, International Journal of Advanced Scientific Research and Management, Volume- 1 Issue-5, pp 159-162, ISSN-2455-6378 UGC listed No : 10254
13. “Deep Neural Network for Human Face Recognition”, 2018, I.J. Engineering and Manufacturing, 2018, 1, 63-71 Published Online January 2018 in MECS, DOI: 10.5815/ijem.2018.01.06 ISSN : 2305-3631
14. “A Proposed Framework to Analyze Abusive Tweets on the Social Networks”,2018, I.J. Modern Education and Computer Science, 2018, 1, 46-56 Published Online January 2018 in MECS, DOI: 10.5815/ijmecs.2018.01.05 ISSN : 2075-0161 GIF : 0.669
15. “Intelligent Resume Assistant– An Employer’s Perspective”, 2020, Test Engineering and Management, May - June 2020, Page No. 8981 – 9002, ISSN: 0193 – 4120
16. A perspective on correlation-based financial networks and entropy measures, 2020, Frontiers in Physics Vol. 8 pp:323, ISSN: 2296-424X

Book Chapters

1. "Dynamics of Trading volume and Stocks Return – An empirical study based on CNX Nifty of National Stock Exchange”, Gupta Priya , Lakhani Manik, Singh Kanhaiya, Financial Inclusion: New Paradigms, Navyug Books International, Delhi, Chapter: 15, 2014, pp: 243-258 , ISBN: 978-93-82974-21-5.
2. Consumer's Perceptions and Marketer's Objectives in Buying and Marketing of Green Products: A Gap Analysis , Kainth Jyoti, Gupta Priya, Taneja Paru, 2013, International Conclave on Innovation in Engineering and Management ICIEM 2013, Wisdom Publication, Delhi , pp 82-84, ISBN 978-93-81505-71-7

Conference Proceedings

1. “Recommender System based on Fuzzy c-means”, 2017, Communications in Computer and Information Science (CCIS) - 827, Springer Series, ISSN: 1865-0929
2. “Content Credibility Check on Twitter”, 2018, Communications in Computer and Information Science (CCIS), Springer Series, ISSN: 1865-0929
3. “A Software Engineering Approach to Design the Alferdo - A Home Security System”, proceedings of UGC sponsored National Conference on Advancement in Electronics and Computer Applications (NCAECE, 16), Shaheed Rajguru College of Applied Science, University of Delhi, 4-5 February 2016, pp - 112-122 , ISBN – 978-93-5254-496-7
4. "Reversible Data Hiding using Interpolation Technique", proceedings of UGC sponsored National Conference on Emerging Trends in Computer Science and Information System (NCETCSIS-2015), 13-14th March, 2015, Maharaja Agrasen College, University of Delhi, pp – 162-168, ISBN- 978-93-84224-27-1
5. "Reversible Data Hiding Technique Using Histogram Shifting”, Proceedings of the 9th INDIACom; INDIACom-2015; IEEE Conference ID: 35071 2015 2nd International Conference on “Computing for Sustainable Global Development”, 11 - 13th March, 2015 , Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi (INDIA) pp 3.70-3.75, ISSN 0973-7529; ISBN 978-93-80544-14-4
6. "Optical Fiber Based Broadband High Speed Network" , Proceedings of International Conference on Computer Science and Information Technology: Trends, challenges and Issues (CSIT-TCI 2015), 30-31st January, 2015, Rukmini Devi Institute of Advanced Studies, affiliated to GGSIPU, pp- 203-210, ISBN - 978-93-84869-12-0 2
7. “Knowledge Management – A Banking Perspective” paper presented at 4th Renvoi Case Study Competition in Management, Amity Business School, Amity University, September 28-29, 2007.
8. “IT enabled CRM: Creating Customer Life time Value through Effective CRM in Banking Services Industry” – Proceedings of International Conference on Issues and challenges in Supply Chain Management , Banaras Hindu University, Varanasi, 28-30 March, 2008
9. “IT Finishing School – An Exploratory Study in Indian Context” Paper presented at International Conference on Biodiversity, Environment and Sustainability Challenges for future held at School of Environmental Science, University of Delhi, September 4-6 , 2008
10. “Technology Up gradation in public and Private Sector Bank – A CRM perspective’ paper presented at BIT National Management Conclave 2010, AT Birla Institute of Technology , Mesra Ranchi, Noida Campus , February 12-13, 2010.
11. "Consumer Perceptions and Markets objectives in buying and marketing of green product” at BIT International Conclave, 2013 on Innovation in Engineering and Management

Paper Presented at Conference

1. Delineation of Optical Burst Switching Network Model”, Proceedings of the 12 th INDIACom; INDIACom-2018; IEEE Conference ID: 42835, 2018 5th International Conference on “Computing for Sustainable Global Development”, 14 th - 16 th March, 2018, Bharati Vidyapeeths Institute of Computer Applications and Management (BVICAM), New Delhi (INDIA)

2. "Content Credibility Check on Twitter" at International Conference on Applications of Computing and Communications Technologies, ICACCT-2018, Shyama Prasad Mukherjee College for Women, University of Delhi, March 9, 2018
3. "Recommender System based on Fuzzy c-means" at NGCT 2017, UPES-Dehradun, October 30-31, 2017
4. "A Sustainable Path To A Pollution-Free Future" at 6th National Conference on Biodiversity and Climate Change, Maharaja Agrasen College, University of Delhi, February 8-10, 2018
5. "Conversational User Interface: A Paradigm Shift in Human Computer Interaction" at 5th International Conference on Business Analytics and Intelligence organized by Business Analytics and Intelligence(BAI) , IIM Bangalore, December 11-13, 2017
6. "Recommender System based on Fuzzy c-means" at 3rd International Conference on Next Generation Computing Technologies, NGCT-2017, UPES, Dehradun, October 30-31, 2017
7. Reversible Data Hiding Technique Using Histogram Shifting", Proceedings of the 9th INDIACom; INDIACom-2015; IEEE Conference ID: 35071 2015 2nd International Conference on "Computing for Sustainable Global Development", 11 - 13th March, 2015 , Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi (INDIA)
8. Reversible Data Hiding using Interpolation Technique", UGC sponsored National Conference on Emerging Trends in Computer Science and Information System (NCETCSIS-2015), 13-14th March, 2015, Maharaja Agrasen College, University of Delhi
9. Optical Fiber Based Broadband High Speed Network" , Proceedings of International Conference on Computer Science and Information Technology: Trends, challenges and Issues (CSIT-TCI 2015), 30-31st January, 2015, Rukmini Devi Institute of Advanced Studies, affiliated to GGSIPU
10. "IT enabled CRM: Creating Customer Life time Value through Effective CRM in Banking Services Industry" International Conference on Issues and challenges in Supply Chain Management , Banaras Hindu University, Varanasi, 28-30 March, 2008.

Invited Talks

1. "Network Theory" 114th Orientation Programme organised by UGC-Human Resource Development Centre, Jawaharlal Nehru University, July 29, 2019
2. "Formulation and Implementation of Digital Strategy", Human Capital Club, Bharati Vidyapeeth's Institute of Management Studies & Research, Navi Mumbai, 12th September, 2020
3. "Unfolding the Dimensions of Artificial Intelligence and Machine Learning", Shaheed Rajguru College of Applied Sciences for Women, University of Delhi, Delhi, 25th January, 2021
4. "Formulation and implementation of Digital Strategy in Context to Entrepreneurial Ecosystem" at Two Weeks Refresher Course on Entrepreneurship Development organized by The Business School in collaboration with UGC- HRDC and Bhadenruah Campus University of Jammu, February 24, 2021.
5. "Business Analytics – Data Science Perspective" AICTE sponsored one week online STTP on "Data Science and its applications organized by Noida Institute of Engineering & Technology (NIET), March 4, 2021

Committees / Societies Served, Workshop, FDPs, Seminar and Conferences Attended / organized

1. Two Weeks Refresher Course on DATA ANALYSIS WITH STATISTICAL METHODS (Sharpening Skills in Statistical Analysis through MS-Excel, SPSS, MATLAB and R), 21 December, 2020 - 3rd January, 2021
2. DATA ANALYSIS WITH STATISTICAL METHODS FDP on "Research Methodology: A Learning Journey from Bivariate Techniques to Multivariate Techniques" organised by Teaching Learning Centre, Ramanujan College, University of Delhi, under theegis of MHRD Pt. Madan Mohan Malviya National Mission on Teachers and Teaching, 10 – 23 Dec, 2020.

3. FDP on “Entrepreneurship, Incubation and Innovation” organised by Teaching Learning Centre, Ramanujan College, University of Delhi, under the egis of MHRD Pt. Madan Mohan Malviya National Mission on Teachers and Teaching, 23– 29 June 2020.
4. Organised Faculty Development programme (FDP): on "Covid -19 New Age Teaching Pedagogy: Innovative Tools, Techniques and Research, Methods for Efficient Business Management, Teaching in Digital Era” during 20th July - 31st July, 2020.
5. Attended Summer School on Dynamics of Complex System – A Social Science Perspective at ICTS – TIFR, Bangalore from May 14 – May 31, 2019
6. Chaired Session for Track “Next Generation Network” at 12th INDIACom; INDIACom-2018; IEEE Conference ID: 42835, 2018 5th International Conference on “Computing for Sustainable Global Development”, 14th - 16th March 2018, Bharati Vidyapeeth Institute of Computer Applications and Management (BVICAM), New Delhi (INDIA)
7. FDP on R Programming organized by ICT, Maharaja Agrasen College, University of Delhi, Feb 21 – 27, 2018
8. Attended workshop on Fuzzy and Rough Sets for Knowledge Discovery (WFRKD-2016) at School of Computer & Systems Sciences (SC&SS), JNU from Sep 5-9,2016
9. Attended workshop on Big Data Analytics – II (WBDA-2017) at School of Computer & Systems Sciences (SC&SS), JNU from March 17-18, 2017
10. Seminar on Teaching Techniques and Methodology conducted by Maharaja Surajmal Institute of technology (affiliated to GGSIPU) on 17 Jan 2004
11. Advance Developer Technologies – Workshop organized by Microsoft Corporation on 11 June 2009
12. FDP on Research Methodology and SPSS by BIT Mesra, Ranchi – Noida Campus on June 9-11, 2011
13. FDP on SPSS by SSCBS, University of Delhi on Dec 20-22, 2011
14. FDP on Research Paper Writing and Research Methodology by Guru Nanak Dev Institute of Management, affiliated to GGSIPU on January 6, 2012.
15. FDP on MS VISIO by SSCBS, University of Delhi on July 16, 2012
16. Academic Congress titled "Enabling the Young: Redefining Education" organized by the University of Delhi on 6-7 September 2012.
17. “Oracle Higher Education” seminar organized by Oracle India Ltd, on Nov 18, 2012
18. International Conference on “Big Data Analytics (BDA 2012)” organized by Department of Computer Science, University of Delhi on Dec 24-26, 2012
19. University Workshop on “Nation e-Governance Plan” organized by Delhi University Computer Centre and Department of Electronics and Information Technology on 13th March 2013
20. Keynote Speaker on Unfair Trade Practices (Banking Sector) in the 9th National Convention of Consumer Coordination Council, held at Agartala
21. Co- convener and the part of the editorial board of UGC Sponsored National Conference on Emerging Trends in Computer Science and Information Systems (NCETCSIS-2015)
22. Organized Research Symposium titled “Innovative Mind” Series I (March 2016) and “Innovative Minds” Series II (Nov 2016) and Innovative Minds – The Final Frontier (April 2017) for B.Tech (Computer Science) Students at the Department of Computer Science where students got the opportunity to present their research work related to the course at Maharaja Agrasen College, University of Delhi
23. Served for the ECA Committee, Sports Committee, Library Committee, and Annual Activity Committee, Examination Committee, Performed all my examination duties as per the University Norms at Maharaja Agrasen College, University of Delhi
24. Co-editor for Proceedings of UGC Sponsored National Conference on Corporate Social Responsibility: Sports, Olympism, and Global Peace (NCCSR 2016).
25. Team of Designing syllabus of new courses of semester system and FYUP System of BBS and BFIA Course (IT Part) of University of Delhi
26. Convener of the following societies Verve, Parishram, Dark Room, Kartavaya, Kriti, Fourth Wall, Renaissance- The Debating Society at Shaheed Sukhdev College of Business Studies, University of Delhi

27. Worked as a Lab in charge of Computer lab IV for BFIA and BBS at Shaheed Sukhdev College of Business Studies, University of Delhi

Projects undertaken:

1. Innovation in Payment Systems - Strategies to Convert Unbanked to Banked, 2015-16 - A Part of Delhi University Project Innovation Scheme funded by University of Delhi.
2. E-Mentoring in DU, 2013-14 A Part of Delhi University Project Innovation Scheme funded by University of Delhi.
3. Investor Sentiment in Indian Financial Market – An empirical Study, 2012-13, A Part of Delhi University Project Innovation Scheme funded by University of Delhi.
4. Comprehensive Accounting and Transaction System (CATS)
5. Railway Officers Deputation Information System (RODIS)
6. Employee Performance Monitoring System
7. E-Mail and Fax Directory System

Membership / Fellowships of Learned Bodies and Societies:

1. Lifetime Member of ISTD
2. Member of ACM
3. Member of Computer Society of India
4. Lifetime Member of Indian Commerce Association
5. Sr. Member of International Society for Research and Development
6. Member of Indraprastha Horticulture Society, Delhi

(Dr. Priya Gupta)