

**Name** : Mrs. V. Jayashree  
**Designation** : Assistant Professor  
**Department** : Commerce with Computer Applications  
**Qualification** : M.C.A., M. Phil., (Ph. D.)  
**Experience** : Teaching: 7.10 Years Industry: 1Year  
**Area of Specialization(s)** : Data Mining  
**Email (Official ID)** : jayashree@drngpasc.ac.in



#### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Computer Science	S.N.R. Sons College	Pursuing
M. Phil.	Computer Science	S.N.R. Sons College	2013
M.C.A.	Computer Applications	S.N.R. Sons College	2012
B. Sc.	Computer Science	Sankara College of Science and Commerce	2009

#### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Advanced Diploma Client Server Technology	Computer Science	S.N.R. Sons College, Coimbatore	2012
NPTEL	Data Mining	Indian Institute of Technology, Kharagpur	2018
Introduction to Computers	Computer Science	IIT Bombay	2021

#### Research Publications (Indexed)

##### International

- V.Jayashree, R.Ajay, C.M.Rahul “**Social Media Trends in Marketing**”, EPRA International Journal of Research and Development (IJRD), Volume 8, Issue:4 ,April 2023, ISSN: 2455-7838.(Indexed in UGC)
- Dr.C.Eahambaram,Ms.S.Snekabarathi,Dr.T.Sumathi,Mr.R.Karthikeyan, Mrs.V.Jayashree, “**A Study on Higher Studies Students Awareness Towards Social Media Usage With Special Reference to Coimbatore City**”, EPRA International Journal of Research and Development (IJRD), Volume 8, Issue:4 , April 2023, ISSN: 2455-7838. (Indexed in UGC).
- R.Poongodi, S.Vaishnavi, Dr.M.Prakash, V.Jayashree, “**A Study on Importance of Rural Entrepreneurship in India**”, EPRA International Journal of Research and Development (IJRD), Volume 8, Issue:3,March 2023, ISSN: 2455-7838. (Indexed in UGC)

- V. Jayashree, Dr.N.Sumathi, “**Different Types Of Online Health Care Perspectives From The Use Of Social Media**”, Design Engineering, Issue 8, Oct 2021, ISSN: 0011-9342.(Scopus)
- V. Jayashree, K. Kalaivani, V. Abinaya, **Text Analysis on Twitter Dataset using Neural Network and Bayesian Classifier**, International Journal of Creative Research Thoughts UGC, Volume 6, Issue2, April 2018 | ISSN: 2320-2882. (Indexed in UGC).
- V. Jayashree, Dr. N. Sumathi, **Survey on Web Contents, Web Mining and Page Ranking**, International Journal of Advanced Research in Science and Engineering, Vol No. 6, Special Issue No.2, pp. 815-819,December 2017, ISSN :2319 – 8354. (Indexed in UGC).

### **National**

- V. Jayashree, K. Kalaivani, Dr. M. Prakash, **GST and Economic Growth**, Journal of Management and Science, Special Issue.No.1, pp. 174 – 179, September 2017, ISSN: 2249-1260, E- ISSN: 2250-1819. (Indexed in UGC).

### **Other Publications: International / National Journals**

- V. Jayashree, **Information Technology Services**, Bonfiring International Journal of Industrial Engineering and Management Science, Special Issue on Repositioning India, Vol. 6, Special Issue 3, April 2016, ISSN: 2250 - 1096.
- V. Jayashree, Dr. Balasubramanian, **Web Search Recommendation System using Concept based Mining Techniques**, International Journal of Advanced Research in Computer Science and Software Engineering, Vol. 4, Issue. 7, July 2014, ISSN: 2277-128X.

### **Presentations in Conference**

- **Artificial Intelligence in Modern Business**, 7<sup>th</sup> International Conference on Inspiring 7G’S in Business Growth & Sustainability CRYSTAL 2023, Hindusthan College of Arts & Science, Coimbatore 31-Mar-2023.
- **A Study On Recent Developments In Mobile Computing and Its Advanced Technology**, International Conference on Intelligent Computing and Technology ICICT-2022, Sri Ramakrishna College of Arts & Science, Coimbatore 9-Mar-2022.
- **Role of ICT in Sustainable Growth**, International Conference on Information and Communication Technology for Business Turnaround: Sustainability, Growth and Innovation, Vivekanandha College of Arts and Science for Women, Tiruchengode, 01 & 02-Feb-18.
- **Survey on Web Contents, Web Mining and Page Ranking**, International Conference on Intelligent Computing and Technology, Department of Information Technology, S.N.R.

SONS College, Coimbatore, 8-Dec-17.

- **Wireless Sensor Network**, National Conference on Advanced Trends in Information Technology (NCATIT - 2016), Department of Information Technology, Dr. N.G.P. Arts

and Science College, Coimbatore, 24-Feb-16.

- **Information Technology Services**, International Conference on Repositioning India Emerging Dimensions, S.N.R. SONS College, Coimbatore, 16-Feb-16.
- **Cognitive Science - The Newest Science of the Artificial**, National Conference on Cognitive Science Research in Computer Science and Management, Coimbatore Institute of Management And Technology, Coimbatore, 16-Sep-16.
- **Teacher's and Student's Centric Learning Analytics**, National Conference on in Emerging Education Models for 21st Century Learner (NCEEM - 2015), Association of Principals of Colleges of Bharathiar University jointly with UGC Human Resource Development Centre of Bharathiar University, Coimbatore, Dr. N.G.P. Arts and Science College, Coimbatore, 1-Aug-15.
- **Web Search Recommendation System using Concept Based Mining & Click through Data Analysis**, National Seminar on Smart Approaches in Computing Technologies and its Applications – (NSSACTA), Dr. R.V.College of Arts & Science College, Coimbatore, 12-Sep-14.
- **Data Mining and its Approaches towards Higher Education Solution**, National Conference on Contemporary Issues in Social Science & Science Research (CISSSR 13), S.N.R. Sons College, Coimbatore, 28-Jan-13.

### Participation in Conference

#### National

- **Recent Trends in Information Technology**, S.N.R. Sons College, Coimbatore, 11-Oct-12.

### Participation in Seminars

#### National

- **National Seminar on Computing Platforms for Biological Big Data Analytics**, Department of Information technology and Microbiology, Dr. N.G.P. Arts and Science College, Coimbatore, 05<sup>th</sup> Jun2020.
- **National Seminar on Applications in Deep Learning & AI (NSDA)**, Department of Information Technology, Dr. N.G.P. Arts and Science College, Coimbatore, 25<sup>th</sup> Sep 2019.
- **Rejuvenation of Technical Education, National Convention**, Vivekananda Educational Institutionsfor Women, 15-Apr-18.
- **Career Development and Career Guidance**, Vivekananda College of Arts & Sciences for Women, Namakkal, 28-Dec-16.

## Participation in Workshop

- **Outcome Based Education (OBE)**, Dr. N.G.P. Arts and Science College, Coimbatore in association with IPSR solutions Limited on 4<sup>th</sup> March 2023.
- **Web Development Using PYTHON / MYSQL**, Aakkam Industrial Training And Research Institute, Coimbatore 30-Jun-2019.
- **Disaster Vulnerability and Preparedness with Special Reference to Women, Children and Elders**, Vivekananda College of Arts & Sciences for Women, Namakkal, 11-Mar-19 & 12- Mar-19.
- **Machine Learning with Python (MLP 2018)**, Sri Ramakrishna College of Arts and Science for Women, Coimbatore, 24-Feb-18.
- **J2EE**, S.N.R. Sons College in association with NIMIS Education India Pvt. Ltd., Coimbatore 14-Jul- 11.
- **Software Testing**, KGISL Institute of Information Management, Coimbatore, 25-Jan-11.
- **PHP & MySQL**, S.N.R. Sons College in association with NIMIS Education India Pvt. Ltd., Coimbatore 13-Oct-10.
- **Oracle & Software Testing Technologies**, Sankaram InfoTech Training Institute Pvt. Ltd., Coimbatore, 10-Jul-08.

## Participation in Orientation Programme / Short Term Courses

- **Internet of Things using Raspberry PI**, SNR Sons College in association with Pantech ProEd Pvt.Ltd., Coimbatore, 24 & 25-Feb-17.

## Participation in Faculty Development Programme

- International Faculty Development Programme on “**AI Applications and Its Impact on Business Practices**” Organized by the Department of MBA, Sri Ramakrishna College of Arts and Science, Coimbatore -06 held on 18th to 22nd April 2023.
- Online Faculty Development Programme on “**Teaching Pedagogy and Life Skill Management**” Hindusthan College of Arts and Science College, Coimbatore, 31<sup>st</sup> March 2023.
- Online Faculty Development Programme on “**Research Methodology and Pedagogy for Tertiary Education**” Dr. N.G.P. Arts and Science College, Coimbatore, 15<sup>th</sup> Jun to 21 Jun 2021.
- **Robotic Process Automation and IOT in Agriculture**, Sri Ramakrishna College of Arts and Science, Coimbatore, 06 Sep 2021 to 11 Sep 2021.
- **Statistical Tools for Research in Social Sciences**, Ayya Nadar Janaki Ammal College, Sivakasi, 21.Sep.2021 to 23 Sep 2021.
- “**ICT Integration in Teaching and Learning Process**”, Ballari Institute of Technology and Management, Ballari held from 16<sup>th</sup> September 2021 to 18<sup>th</sup> September 2021.

- **Digital Teaching Methods in Higher Education**, Hindusthan College of Arts and Science , Coimbatore,23 August 2021 to 28 August 2021.
- **Outcome Based Education**, Karpagam Academy of Higher Education, Coimbatore from 26.07.2021 to 01<sup>st</sup> August 2021.
- **Research Methodology and Pedagogy for Tertiary Education**, Dr. N.G.P. Arts and Science College,Coimbatore, 15 June 2021 to 21 June 2021.
- **Libre Office Suite Base**, Spoken Tutorial – IIT Bombay, Dr. N.G.P. Arts and Science College,Coimbatore, Jan-20.
- **Firefox**, Spoken Tutorial – IIT Bombay, Dr. N.G.P. Arts and Science College, Coimbatore, Jan-20.
- **NAAC Revised Accreditation Framework and OBE Assessment Methodology**, Dr.N.G.P. Arts and Science College, Coimbatore, 27-May-19 to 02-Jun-19.
- **Tux Typing**, Spoken Tutorial – IIT Bombay, Dr. N.G.P. Arts and Science College, Coimbatore,Jul19.
- **Quality Initiatives in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 03-Dec- 18 to 9-Dec-18.

### Participation in Webinar

#### National

- **“National Webinar on Emerging Trends of Internet of Things (IOT)”**, Department of Computer Applications, Hindusthan College of Arts and Science, Coimbatore on 9<sup>th</sup> January 2020.
- **“MACHINE LEARNING”**, Department of Computer Applications, Angappa College of Arts and Science held on 29th and 30th June 2020.

#### International

- **“High Tech Entrepreneurship and Startup 2.0”**, SNMV College of arts and Science, held on 13<sup>th</sup>September 2021.

### Conference / Seminar / Workshop Organized

- Organizing Member, International Conference on Artificial Intelligence in Modern Business ERA,Dr. N.G.P. Arts and Science College, Coimbatore, 17-Feb-2023.
- Organizing Member, National Conference on Modern Business Opportunities and Challenges,Dr. N.G.P. Arts and Science College, Coimbatore, 27-Feb-2020.
- Organizing Member, National Conference on Opportunities and Challenges of Business in

theDigitalized Era, Dr. N.G.P. Arts and Science College, Coimbatore, 27 & 28-Sep-18.

- Organizing Member, National Seminar on Impact of Goods and Services Tax, Dr. N.G.P. Arts and Science College, Coimbatore, 27-Sep-17.
- Organizing Member, National Seminar on Challenges and Opportunities in Rural Marketing and its impact on Rural Development, Dr. N.G.P. Arts and Science College, Coimbatore, 30-Sep-15.

#### **Awards/ Honors**

<b>Awards / Honors</b>	<b>Agency / Institute</b>	<b>Year of Award</b>
Appreciation for NAAC Work	Dr. N.G.P. Arts and Science College	2023
All India Tally Commerce Aptitude Test	Dr. N.G.P. Arts and Science College	2020