

Name : Dr.M.Viveka

Designation : Assistant Professor

Department : Data Science

Qualification : MCA., M.Phil., Ph.D.,

Experience : Teaching - 11 Years

Research : 5 Years

Area of Specialization(s) : Data Mining

Email (Official ID) : m_viveka@psgrkcw.ac.in



Academic Qualifications

Degree	Branch	Institution/UniversityName	Year of Graduation
Ph.D.	Computer Science	Dr.SNS Rajalakshmi College of Arts and Science / Bharathiyar University	2026
M.Phil.	Computer Science	Kongunadu Arts and Science College / Bharathiyar University	2020
M.C.A	Computer Applications	Sri Ramakrishna Engineering College / Anna University	2012
B.C.A	Computer Applications	KG College of Arts and Science / Bharathiyar University	2009

Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution / University / Agency Name	Year
Certification	Programming for Everybody (Getting Started with Python)	Coursera	2020
Certification	Digital Marketing	Google	2023
Certification	IBM Design Thinking Practitioner	IBM	2022
Certification	Enterprise Design Thinking Co-creator	IBM	2022
Certification	Team Essentials for AI	IBM	2022

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
M.Phil.	Nil	

Research Publications (Indexed)

1. Paper Published in the title in UGC Care “A Multi-Phase Interpretable Deep Learning and Fuzzy Logic framework for Student Academic Performance Prediction”, Strad Research, June 2025, ISSN: 0039 – 2049, Volume 12, Issue 6, Page no: 25-33
2. An IEEE paper indexed in Scopus entitled “Hybrid Fuzzy Logic-Based Explainable Models for Assessing Student Academic Outcomes” presented and published in the International Conference on Visual Analytics and Data Visualization (ICVADV – 2025) on 04th to 6th March 2025 at Francis Xavier Engineering College, Tirunelveli.
3. An IEEE paper indexed in Scopus entitled “Hybrid CNN-XAI Model for Predicting Student Academic Performance” presented and published in the International Conference on Advanced computing Technologies (ICoACT – 2025) on 14 & 15th March 2025 at P.S.R Engineering College, Sivakasi.
4. Published a Scopus paper entitled “An Efficient Hybrid Deep Learning Framework for Predicting Student Academic Performance” in the Journal Salud, Ciencia y Tecnología - Serie de Conferencias, May 2024, ISSN No: 2953 - 4860, Volume 3, Page No: 759, doi: 10.56294/sctconf 2024759
5. A paper entitled “Feed Forward Neural Networks Based Students Behavioral Analysis” International Journal of Research and Analytical Reviews (IJRAR), Vol 6, Issue 2, June 2019, ISSN : 2349-5138
6. A paper entitled “Approaches of Data Mining in Network Intrusion Detection”, International Journal of Advances in Engineering and Scientific Research”, Sept 2014, ISSN:2349-3607
7. A Paper entitled, “Affective Computing” International Journal of Innovative Research in Technology, Volume 2 Issue 4 September 2015.

Other Publications: International / National

1. A paper entitled “Food Recognition And Nutrition Estimation Using Machine Learning and Deep Learning” Journal of Fundamental & Comparative Research, Shodhasamhita, Vol VIII, No.1(XXXIV) : June 2022 ISSN: 2277-7067
2. A paper entitled, “Steganography – An Art of Hiding Information”, presented at Karpagam College of Engineering, 10th March 2015.
3. Participated the National Conference on “Emergenation: Empowering Tomorrow’s Entrepreneurs (EETE – 23)” on 26th September 2023 at Dr. N.G.P. Arts and Science College. A
4. A paper entitled “Digital Marketing for Rural Products” presented and Published in the ICSSR - National level Seminar at Sankara College of Science and Commerce on 18th August 2022.

Patent

S.No	Title of the Invention	Application No.	Date of Filing	Publication Date
1.	Blockchain-Based Secure AI Model for Digital Identity Verification	202541126554	14.12.2025	06.02.2026
2.	AI Based Chemical Analysis Device	469253-001	-	10.08.2025
3.	Analysis of Integrated Marketing Programs of Digital Channels	202421015516 A	01.03.2024	22.03.2024
4.	IoT Based Inlet and Outlet Flue Gas Monitoring System	202341016934 A	14.03.2023	24.03.2023

Book Published

S.No	Book Title	ISBN No	Publisher	Year
1.	The Digital Twin	978-81-977671-9-7	Anichsam publication	2024
2.	Data Visualization	978-81-984469-1-6	Anichsam publication	2024
3.	Block Chain and Distributive Ledger	978-81-969117-3-7	Anali pathipagam	2023
4.	Cloud Computing Principles	978 -81-19419-41-8	Multi Spectrum Publications	2023
5.	Cyber Security - Principles and Concepts	978-81-969117-4-4	Anali pathipagam	2023
6.	Introduction to Artificial Intelligence	978-81-970487-2-2	Anali pathipagam	2023
7.	Introduction to C	978-81-19419-51-7	Multi Spectrum Publications	2023
8.	Introduction to Information Technology	978-81-19419-48-7	Multi Spectrum Publications	2023
9.	Networking	978-81-19419-95-1	Multi Spectrum Publications	2023
10.	Object Oriented Programming with C++	978-81-19419-24-1	Multi Spectrum Publications	2023
11.	Object Oriented Programming with Java	978-81-970487-4-6	Anali pathipagam	2023
12.	Python Programming - An Introduction	978-81-969628-5-2	Anali pathipagam	2023
13.	Relational Database Management Systems	978-81-19419-56-2	Multi Spectrum Publications	2023
14.	The Technology in Banking	978-93-89105-70-4	Coimbatore Institute of Information Technology	2023
15.	Introduction to Computer Graphics	978-81-971019-1-5	Anichsam publication	2022
16.	Data Mining Principles	978-81-970348-7-9	Anichsam publication	2022

Book Chapter Published

1. Book entitled - Role of Digitalization Sector in Rural Economy, in the chapter “Digital Marketing for Rural Products”, ISBN: 978-93-5636-057-0, Publisher - Sankara College of Science and Commerce, 2022
2. Book entitled - Recent Trends in Multidisciplinary Research and Practices (ICRTMRP – 2023), in the chapter “Students Behaviour and Performance Analysis Using Deep Learning Methods”, ISBN: 978-93-8910-571-1, Publisher - Dr.SNS Rajalakshmi College of Arts and Science, 2023
3. Book entitled - A Contemporary Outlook on Multidisciplinary Research Practices, in the chapter “Hybrid Deep Learning Frameworks: Architectures, Methodologies, and Applications”, ISBN: 978-93-8910-571-1, Publisher - Merimax International Publication, 2025

Paper Presentations in Conference**International**

1. An IEEE paper indexed in Scopus entitled “**Hybrid Fuzzy Logic-Based Explainable Models for Assessing Student Academic Outcomes**” presented and published in the **International Conference on Visual Analytics and Data Visualization (ICVADV – 2025)** on 04th to 6th March 2025 at Francis Xavier Engineering College, Tirunelveli.
2. An IEEE paper indexed in Scopus entitled “**Hybrid CNN-XAI Model for Predicting Student Academic Performance**” presented and published in the **International Conference on Advanced computing Technologies (ICoACT – 2025)** on 14 & 15th March 2025 at P.S.R Engineering College, Sivakasi.

National

1. Participated the National Conference on “**Emergenation: Empowering Tomorrow’s Entrepreneurs (EETE – 23)**” on 26th September 2023 at Dr. N.G.P. Arts and Science College.
2. A paper entitled, “**Steganography – An Art of Hiding Information**”, presented at Karpagam College of Engineering, 10th March 2015.

Presentations in Seminar

1. A paper entitled “**Digital Marketing for Rural Products**” presented and Published in the ICSSR - National level Seminar at Sankara College of Science and Commerce on 18th August 2022.

Participation in Seminar

1. Participated on ICSSR Sponsored Two days National Seminar on “**NEP 2020 Aspects of Implementation on Higher Education Institutions**” Organized by Sri Ramakrishna College of Arts and Science on 10 & 11 February 2022.

Participation in Workshop

Participated 5 days International Online workshop on “**General Paper on Teaching and Research Aptitude**” organized by Global Institute of Statistical Solutions (GISS) from 15th April 2023 to 19th April 2023.

1. Attended 5 days workshop on “**Invisible Skills**” by Rathinam College of Arts and Science from 12.09.2022 – 16.09.2022.
2. National Level Online Workshop on “**SMART Research 2020**”, Organized by Government First Grade College, Kanakapura, May 2020.
3. Attended a 2-days workshop on “**BIG-DATA**” Organized by IIT Mumbai at S.N.R. Sons College, December 2015.

Participation in Faculty Development Programme

1. Completed 7 days Online Short term Training Programme on **Power BI** from the School of computer Science, Kongunadu arts and Science College, from 23rd September to 30th September 2024.
2. Participated 5 days National Online FDP on **Teaching and Learning Methods in Arts and Science** organized by Council for Science and Development, BPT Publications at Dr.SNS Rajalakshmi College of Arts and science from 25th January 2024 to 29th January 2024.
3. Participated 12 days Virtual FDP on “**Developing Human Potentials in Emerging Technologies in Computer Science**” organized by Kongunadu College of Arts and Science from 04.09.2023 to 16.09.2023.
4. Attended 5 days FDP on “**Research Trends and Research Issues in IT**” organized by E.S Arts and science College, Villupuram from 29.05.2023 to 02.06.2023.
5. Attended 5 days International Virtual FDP on “**Advance in Emerging Trends and Technologies**” organized by St.Joseph college of Arts and Science, from 06.02.2023 to 10.02.2023.

6. Participated one week FDP on “**Amazon Web Services**” organized by R.V Institute of technology and Management, Bangalore from 22.08.2022 to 27.08.2022.
7. Online FDP on “**Industry 4.0 Technologies for Non-Computing Disciplines**”, by Bharathiar University, July 2020.
8. Attended 2 days FDP on “**Introduction to Mobile App Development**” at CMS College of Engineering and Technology, June 2018.
9. Attended a one-day FDP on “**Datamining Using R-Tool**” at Sri Venkateshwara Institutions, August 2014.

Participation in Webinar

1. Webinar on “**Importance of Japanese Language**”, Rathinam College of Arts and Science, July 2020.
2. Webinar on “**Artificial Intelligence & Data Science**”, Universal College of Engineering, July 2020.
3. One day International Webinar on “**Exploring Python Libraries for Exploratory Data Analysis and Data Preprocessing**”, Thassim Beevi Abdul Kader College for Women, June 2020.
4. One day International Webinar on “**Data Analytics and Applications**”, Bishop Heber College, June 2020.
5. Webinar on “**Data Visualization on Tableau**”, Brainswig Edutech PVT Ltd, April 2020.

Conference/Seminar/Workshop Organized

1. Organized a National Level Workshop on “**Introduction to Mobile APPS and Security – NLWAS’18**”, September 2018.

Awards/Honors

Awards/Honors	Agency/Institute	Year of Award
Golden Gurus	GRT Jewellers	2025
Pinnacle Performer of the Year	SNS Institutions	2022

Indexing and Citations

7 citations and 1 h-index

Contribution

- Acted as an Assistant Head for the department
- Department Association In-charge and BOS member
- Acted as a Coordinator for Placement since 2021 onwards
- Acted as a Coordinator for Alumni since 2021 onwards
- Acted as a Member for Audit Committee