



## MANAV RACHNA UNIVERSITY, FARIDABAD

Sector 43, Aravalli Hills, Manav Rachna Campus Rd, Faridabad, Haryana 121004

### Dr. Jyoti Pruthi

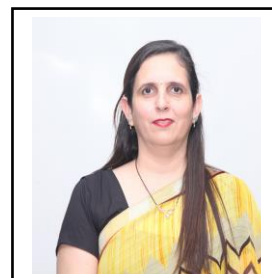
**Designation:** Professor & Associate-Head

**Qualifications :** Ph.D, M.Tech, M.Phil

**Email :** jyoti@mru.edu.in

**Experience:** 16 Years

[Google Scholar Profile](#)



**Research Interest :** SEO & VSEO, Spamming & Anti-Spamming Techniques, Hidden Web, Web Crawler, Sentiment Analysis and Predictive Analysis

#### + Journal Publication Details:

Paper titled, "Machine learning based aspect level sentiment analysis for Amazon products", published in Spatial Information Research", Volume-5 Issue-28, Oct,2020. [WoS]

Paper titled, "Aspect Based Sentiment Analysis Approaches with Mining of Reviews: A Comparative Study", published in International Journal of Recent Technology and Engineering", Volume-7 Issue-6, March 2019.

Paper titled, "LB-ALSA: A Lexicon based Aspect level sentiment analysis model for product reviews" has been published in journal "JARDCS", Vol. 10-14 Special issue, Nov 2018. [Scopus]

Paper titled," A Proposed Model for Predicting High Risk Pregnancy Using Support Vector Machine" has been published in journal "JARDCS", Vol. 10-14 Special issue, Nov 2018. [Scopus]

Paper titled, "Evolution of Mobile Communication Network: from 1G to 5G" International Journal of Innovative Research in Computer and Communication, Vol. 4,Special Issue 4, ISBN: 2320-9801, 2017.

Paper titled "Design of Category-Wise Focused Web Crawler"" has been published in International Journal "International Journal of Advance Research in Science and Engineering, Vol. No.4, Special Issue (01), ISSN-2319-8354(E) "on 15<sup>th</sup> Mar, 2015.

Paper titled "DATA SET SELECTION IN ANTI-SPAMMING ALGORITHM - LARGE OR SMALL", has been published in the International Journal "IJCET Volume 3, Issue 2, July, 2012" ISSN (online version): 0976 – 6375.

Paper titled "SEO to SEM – A Lead to Change the Market Trends", has been published in the International Journal "IJM Volume 3, Issue 2, July, 2012" ISSN (online version): 0976 – 6502.

Paper titled "Anti-Trust Rank-Fighting Web Spam", has been published in the International Journal "IJCSI Volume 8, Issue 1, January 2011" ISSN (online version): 1694-0814.

Paper titled "Spam & Anti-Spam Measures - A Look at Impacts", has been published in the International Journal "INTERNATIONAL JOURNAL ON COMPUTER ENGINEERING AND INFORMATION TECHNOLOGY" ISSN No ISSN 0974-2304.

**+ Conference Publications:**

Paper titled, "Expert Systems for Diagnosis of High Risk Pregnancy: A Retrospective", 13th INDIACom: 6th International Conference on Computing for Sustainable Global Development, Organized by BVICAM, New Delhi, Feb 2019. [Scopus]

Paper titled, "Bipolar Words Extraction using Sentiment Analysis: A Study", 13th INDIACom: 6th International Conference on Computing for Sustainable Global Development, Organized by BVICAM, New Delhi, Feb 2019. [Scopus]

Paper titled, "Skip Gram Model based entropy reduction using vision based page segmentation for web mining", 13th INDIACom: 6th International Conference on Computing for Sustainable Global Development, Organized by BVICAM, New Delhi, Feb 2019. [Scopus]

Paper titled, "A walkthrough of Prediction for Pregnancy Complications Using MACHINE Learning: A Retrospective", G B Pant Govt Engineering College Okhla, 4th International Conference on Computers and Management (ICCM) 2018 sponsored by ELSEVIER-SSRN Digital Library Scopus IAASSE, held on 22nd - 23rd December 2018. [Scopus]

Paper titled, "A review on Sentiment Analysis", in Souvenir National Seminar on Psychological perspectives of Digital Evolution and Revolution, sponsored by Directorate of Higher Education Haryana, organised by Department of Psychology Vaish College Bhiwani, Page no. 12, 16 Feb 2017.

Paper titled "Selection of Query - Utilize Trust-Based Algorithms to Propagate Trust" has been presented in International Conference "INDIACOM'16, 3rd 2016 International Conference on "Computing for Sustainable Global Development" on 16 - 18 Mar, 2016 at Bharati Vidyapeeth's Institute of Computer Applications and Management. [Scopus]

Paper titled "Implementation of Category-Wise Focused Web Crawler"" has been presented in International Conference "CSI-2015: 50<sup>th</sup> Golden Jubilee Annual Convention on 2- 5 Dec", 2015 at Bharati Vidyapeeth's Institute of Computer Applications and Management.

Paper titled "Comparative Analysis of VSEO: You Tube & Daily Motion" has been presented in International Conference "3<sup>rd</sup> International Conference on "Skill Development and Technological Innovations for Economic Growth (ICST-2015)" on 28<sup>th</sup> Nov, 2015 at IMS Gaziabad.

Paper titled "Security measures to ensure productivity in e-business" has been presented in International Conference "3<sup>rd</sup> International Conference on "Skill Development and Technological Innovations for Economic Growth (ICST-2015)" on 28<sup>th</sup> Nov, 2015 at IMS Gaziabad.

Paper titled "Focused Web Crawler: Proposed Architecture" has been published in International Conference "International Conference on Emerging Trends in Computer Science and Information Technology "on 25<sup>th</sup> Jan, 2015.

Paper titled "Improving Search Engine Reliability" has been selected for the International Conference "International Conference on Methods and Models in Science and Technology", Jaipur, Rajasthan and the papers will also be published by American Institute of Physics, New York, USA (online). The e-book will have Volume number, ISBN, ISSN, and will be registered with International "The Library of Congress".

Presented a paper titled "Telemedicine- Medicine & Communication" at the National Seminar on "Emerging Trends in Tele-Academics", organized by Ganpati Institute of Technology & Management, Bilaspur-Jagadhri, and Distt. Yamuna Nagar on 28<sup>th</sup> - 29<sup>th</sup> March, 2008 and the Paper have also been selected for publication.

Papers Presented in International Conferences at GJIMT, Mohali (Chandigarh) on "E-Commerce Challenges to Management".

Paper titled "Role of E-Governance in Development" was published, in the compendium of 11<sup>th</sup> National Conference on E-Governance, organized by, Department of E-Governance, Government of India, on February 7<sup>th</sup> & 8<sup>th</sup>, 2008.

Presented a paper titled " Software Reliability" at the National seminar on " Emerging Trends in Software Engineering" organized by N.C. College of Engineering, Israna, Panipat in collaboration with AICTE on 5<sup>th</sup> & 6<sup>th</sup> September 2008 and the paper has also been selected for publication.

**+ Research Supervised(PhD):**

Neha Nandal on "Pattern Recognition and Machine Learning" Year - 2016 (Completed)

Hanu Bhardwaj on "Data Warehouse Requirement Engineering" Year - 2016 (Ongoing)

Meena Chaudhary on "Hidden Web - VIPS" Year - 2016 (Ongoing)

Deepanshi Gupta on "EarlyPrediction using Machine Learning" Year - 2017 (Ongoing)

Gurmeet Kaur on "Software Prediction Model" Year - 2019 (Ongoing)

Purshotam on "Predictive Analysis by Using Deep Learning Techniques" Year - 2020 (Ongoing)

**+ Book/Chapter Publications:**

Book Chapter - "Challenges for Agile Autonomous Team in Business Organization", Book - Internet of Things in Business", Publisher-Scrivener Publishing LLC Wiley ( SCOPUS INDEXED), DOI: <https://doi.org/10.1002/9781119711148.ch12> (2021)

Book Chapter - "Data Visualization Techniques: Traditional Data to Big Data", Book - Data Visualization - Trends & Challenges Towards Multidisciplinary Perception, Publisher Springer Singapore, ISSN: 978-981-15-2282-6 DOI: [https://doi.org/10.1007/978-981-15-2282-6\\_4](https://doi.org/10.1007/978-981-15-2282-6_4) (2020)

Book Chapter - "Challenges in the Field of Aspect Level Sentiment Analysis", Book - SMART TRENDS IN INFORMATION TECHNOLOGY AND COMPUTER COMMUNICATION, Pg 56-62, Publisher Springer Singapore, ISSN: 978-981-10-3433-6 (2018)

**+ Administrative Responsibilities:**

Associate-Head, Department of Computer Science & Technology, Manav Rachna University

Central Admission Coordinator - Manav Rachna University

**+ Professional Affiliation:**

Member of IEEE

**+ Event Organized(Conference/Seminar/FDP/Workshops**

Co-Organizing Chair in International Conference on Computational Intelligence in Analytics and Information Systems (CIAIS- 2021), 2-3rd April 2021

Organized various Trainings/Sessions/Workshops with Industry Experts on current industry needs & deemens, for students and faculty members of the University

Conducted FDPs on Python Programming for School Teachers of Delhi/NCR schools at Manav Rachna University.

**+ Patent**

Patent Filled : Title -"A DATA MINING SYSTEM FOR DEMONSTRATION AND DETERMINATION OF MIXING VARIOUS CHEMICAL COMPOSITION ", Application No: 202111015819, Status : Awaiting Request for Examination

**+ Awards**

Selected among 200 participants out of 1500 applicants across India for AICTE UKIERI Leadership Program, conducted by Dudley College UK.