



JSS MAHAVIDYAPEETHA

JSS ACADEMY OF TECHNICAL EDUCATION

JSSATE Campus, Uttarahalli – Kengeri Main Road, Bangalore – 560 060

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Updated on: 24-07-2019

1. **NAME** : P ANITHA
2. **Date of Birth** : 12-07-1981
3. **Father's Name** : N. Palakshappa
4. **Date of Joining JSSATE** : 27-02-2006
5. **Present Designation** : ASSISTANT PROFESSOR
6. **Gender/ Sex** : Female
7. **Nationality** : Indian
8. **Contact No.** : +91 9591297454
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10. **Address**

a. **Correspondence** : #3, 6th cross, 2nd main, Bahubalinagar, Jalahalli, bangalore

b. **Permanent Address** : #3, 6th cross, 2nd main, Bahubalinagar, Jalahalli, bangalore

c. **Employment Type** : Permanent

11. **Educational Qualifications:** (In reverse Chronological Order)

Sl. No.	Degree	Branch / Faculty	Specialization	Year of passing	University
1	Ph.D.	CSE	Big Data analytics	Pursuing	VTU
2	M.Tech.,	CNE	Computer Network Engineering	2012	VTU
3	B.E.,	CSE	CSE	2003	VTU

12. **Service Details** (In reverse Chronological Order):

a. **Teaching Experience:**

Sl. No.	From (dd/mm/yy)	To (dd/mm/yy)	No. of Years	Degree or Diploma Institution	Designation	Name of the Institute
1	27-02-2006	Till date	13	Degree	Lecturer	JSSATE
Total						

13. **Field of Expertise / Interest** : Data Mining, Data Analytics

14. Details of Publications: Last Five Years

- Publon Link** : Web of Science ResearcherID: S-3390-2018
- Researcher Id** : <http://www.researcherid.com/rid/S-3390-2018>
- ORCID** : <https://orcid.org/0000-0002-9904-8762>
- Scopus Link** : <http://www.scopus.com/authid/detail.url?authorId=57213153788>
- Google scholar link** : <https://scholar.google.co.in/citations?user=Ic5nATYAAAAJ&hl=en>

As on Date:

Sl. No.	Citation Indices	All	Since 2016
1	Citation	49	49
2	h-index	2	2
3	i10-index	2	2

a. Journals: (Web of Science only) [Reverse chronological order]

Sl. No	Name/s of Author/s	Title of Paper & doi	Journal & Publisher	Publication Details	Impact factor
1.	P.Anitha, Malini M Patil	RFM model for customer purchase behavior using K-Means algorithm	Journal of King Saud University - Computer and Information Sciences	DOI: 10.1016/j.jksuci.2019.12.011 EID: 2-s2.0-85077576773 Part of ISBN: 2213 1248 13191578	

b. Journals: (Scopus only)

Sl. No	Name/s of Author/s	Title of Paper & doi	Journal & Publisher	Publication Details	Impact factor
1	P.Anitha, Malini M Patil	RFM model for customer purchase behavior using K-Means algorithm	Journal of King Saud University - Computer and Information Sciences	DOI: 10.1016/j.jksuci.2019.12.011 EID: 2-s2.0-85077576773 Part of ISBN: 2213 1248 13191578	

c. Journals & Conferences (Others):

Sl. No	Name/s of Author/s	Title of Paper & doi	Journal & Publisher	Publication Details	Impact factor
1	Anitha P Dr. Malini M. Patil	A Review on Data Analytics for Supply Chain Management: A Case study DOI: 10.5815/ijieeb.2018.05.05	Modern Education and computer science PRESS	Vol. No.10 Issue No.05 pp: 30-39 Year:2018	

15. Membership to Professional bodies:

Sl. No	Name of Organisation	Annual membership /Life Member	Number of the Membership	Date of Membership
1	ISTE	Life Member		