



**Shikha Gupta**  
B.Tech.(CSE), M.Tech. (CSE)  
Assistant Professor  
Department of Computer Engineering  
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## PERSONAL DETAILS

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Name : Shikha Gupta  
Date of Birth : 9<sup>th</sup> September 1990  
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## PROFESSIONAL QUALIFICATIONS

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- i) **Enrolled in Ph.D.** in Computer Engineering.
- ii) **M.Tech.** in Computer Engineering from Maharshi Dayanand University (2014).
- iii) **B.Tech.** in Computer Engineering from Maharshi Dayanand University (2012).
- iv) NET and GATE (thrice) qualified.

## EXPERIENCE

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**9 Years** of Teaching & Research experience in the field of Intelligent system, Object oriented programming.

- i) Presently working as Assistant Professor (from 06.03.2017) in the Department of Computer Engineering, J. C. Bose University of Science and Technology, YMCA, Faridabad.
- ii) Worked as Assistant Professor from 11.08.2014 to 03.03.2017 in the AITM college.

## THRUST AREAS

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- Big Data
- Online Marketing

❑ Recommendation Engine

## STUDENTS GUIDED

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i) **M. Tech.** : 4 (Completed)

## PUBLICATIONS:

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<b>Total Number of Publications</b>	<b>:</b>	<b>20</b>
a) Research Papers in International Journals	:	16
b) Research papers in International conferences	:	04

## LIST OF PUBLICATIONS

1. Gupta, S., & Mishra, A. (2021). Evolution of Online Marketing Tools, Approaches, and Strategies with Associated Challenges: A Survey. *International Journal of Technology Diffusion (IJTD)*, 12(3), 61-82. <http://doi.org/10.4018/IJTD.2021070104>.
2. Gupta, S., & Mishra, A. Publisher side profit optimization using adaptive keyword weighted sponsored search technique. *Journal of web engineering* Vol. 21 5, 1449–1470, 2022. (SCIE)
3. Revenue-maximizing ranking algorithm for advertisers in sponsored search advertising using novel adaptive keyword-weighted approach, <https://doi.org/10.1007/s11042-022-13747-6>, 2022. Multimedia tools and applications. (SCIE)
4. Gupta, Shikha & Mishra, Atul. (2020). A novel approach for improving Real Time Bidding Strategy. *IOP Conference Series: Materials Science and Engineering*. 804. 012043. 10.1088/1757-899X/804/1/012043. (SCOPUS)
5. Gupta, Shikha, and Mishra, Atul, *Big Data Analytics: Approaches and Applications in Online Marketing* (July 12, 2021). Available at SSRN: <https://ssrn.com/abstract=3884656> or <http://dx.doi.org/10.2139/ssrn.3884656> (Elsevier).
6. Gupta, Shikha, and Mishra, Atul. (2022). Recommendation Engine: Challenges and Scope. 3rd international conference on emerging technologies in data mining and information security (IEMIS 2022). (23-25 Feb 2022). (Springer) (Scopus)
7. Goutam Datta, Shikha Gupta, Deepti Sharma, “Big Data Analytics: Image Enhancement Based Approach”, *International Journal of Advanced Research in Computer Science and Software Engineering*, Volume 6, Issue 5, May 2016, ISSN: 2277 128X, p 570-573.
8. Shikha Gupta, Vinod Jain, Pawan Bhadana, “New Combined Page Ranking Scheme in Information Retrieval System”, *International Journal of Scientific and Research Publications*, Volume 4, Issue 4, April 2014, ISSN 2250-3153, p 1-5.