Faculty Profile

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Area of Interest/Specialization: Machine Learning, Data Science, Computer

Vision, Deep Learning

Experience   : 18 years

Key Publications

1. S. Gupta, V. Rohilla, S. Mathur, and S. Patil, "Prediction of Spanish energy pricing and consumption based on hybrid deep learning model", Multidiscip. Sci. J., vol. 7, no. 10, p. 2025476, Apr. 2025.

2. Vinita Rohilla, Sudeshna Chakraborty, Mandeep Kaur, "Artificial Intelligence and Metaheuristic-Based Location-Based Advertising", Scientific Programming, vol. 2022, Article ID 7518823, 10 pages, 2022.https://doi.org/10.1155/2022/7518823.
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3. V. Rohilla, M. Kaur, and S. Chakraborty, "An Empirical Framework for Recommendation-based Location Services Using Deep Learning", *Eng. Technol. Appl. Sci. Res.*, vol. 12, no. 5, pp. 9186–9191, Oct. 2022.
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4. Rohilla, V., Chakraborty, S. & Kumar, R. Deep learning based feature extraction and a bidirectional hybrid optimized model for location based advertising. Multimed Tools Appl 81, 16067–16095 (2022). https://doi.org/10.1007/s11042-022-12457-3.

4. Dwivedi R. and Rohilla V., Soni A.K(2016). Empowering agile method-Feature Driven Development by extending it in RUP shell. (2016). *In proceedings of International Springer and indexed in Spriconference on computer communication and computational sciences, IC4S, published by Springer digital library 12th- 13th August, Aryabhatta College of Engineering, Ajmer, Jaipur, INDIA.*
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5. Vinita Rohilla and Rajiv Kumar, "Access frequency based hierarchical K-Means clustering for location based advertising", Journal of Advanced Research in Dynamical and Control Systems, Vol. 9. Sp– 17, pp 930-946, 2017.
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Papers presented in Conferences

1. V. Rohilla, M. Kaur and S. Chakraborty, "A Novel Hybrid Recommendation System for Riyadh Restaurants: Integrating Content-Based and Context-Aware Techniques," *2024 4th International Conference on Advancement in Electronics & Communication Engineering (AECE)*, GHAZIABAD, India, 2024, pp. 642-652, doi: 10.1109/AECE62803.2024.10911284.

2. V. Rohilla, S. Mathur and B. Sharma, "Comparative Analysis of Machine Learning and Deep Learning Techniques for Social Media-Based Stress Detection," 2024 First International Conference on Pioneering Developments in Computer Science & Digital Technologies (IC2SDT), Delhi, India, 2024, pp. 332-337, doi: 10.1109/IC2SDT62152.2024.10696669.

3. Vinita Rohilla and Rajiv Kumar, "Location Based Advertising with Geo-fencing", In Proceedings of the 12th INDIACom; INDIACom-2018; IEEE Conference ID: 42835 5th International Conference on "Computing for Sustainable Global Development", 14th - 16th March, 2018 Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi.
http://bvicam.in/INDIACom/news/INDIACom%202018%20Proceedings/Main/papers/1392.pdf.

4. Vinita Rohilla and Rajiv Kumar, "Survey on Location based Advertising", In Proceedings of the 13th INDIACom; INDIACom-2019; IEEE Conference ID: 46181 6th International Conference on "Computing for Sustainable Global Development", 13th - 15th March, 2019,Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), NewDelhi.
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7. Vinita Rohilla, Saksham Arora, Priyansh Singh, Vaibhav Purohit,"Recommendation System Using Location Based Services", International Conference on Innovative Computing and communication(ICICC), at Shaheed Sukhdev College of Business Studies, University of Delhi on 20-21 February, 2021.
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3833939

Memberships of Professional bodies : ISTE Member (LM 108184)

Other Contributions: Suraj Sujan Magazine related data (Aug-2019 till date)