



Dr. VSK Reddy - Brief Profile

Dr. Vustikayala Sivakumar Reddy (Dr.VSK Reddy)

B.Tech, M.Tech, Ph.D. (IIT-KGP), FIETE, MIEEE, MISTE, MCSI, MHEM (UK-2009)

Vice Chancellor

Malla Reddy University, Hyderabad, India

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Education and Academics

- **Ph.D. : Indian Institute of Technology (IIT) Kharagpur, India.**
(Thesis: Video Coding over TCP/IP Networks)
- **M.Tech.: JNT University, Hyderabad, India**
(Digital Systems and Computer Electronics)
- **B.Tech.: ECE, S.V.University, India**
- Member of Higher Education Inward Mission-2009, United Kingdom (UK)
- Diplomatic Club, Delegate Member, BRICS
- 29 Years of Teaching, Research and Administrative Experience
- Vice Chancellor from 2020 to till date (2nd Term)
- 150 Publications in Reputed Journals and Proceedings
- 14 Ph.D. Scholars guided
- Expert in NAAC, NBA, NIRF etc., Assessment and Data Analytics
- University Rankings and Accreditations Exposure
- Fellow of IETE / Member of IEEE / CSI / ISTE

Dr. VSK Reddy

Work Experience

Total of 29 years experience at various levels of Academic and Administrative Positions:

- Presently Vice Chancellor, Malla Reddy University, Maisammaguda, Dhulapally, Hyderabad from 18.05.2020 to till date (Right from inception of the university: 5 Years-2nd Term)
- Principal and Professor in Malla Reddy College of Engineering and Technology, Maisammaguda, Dhulapally, Secunderabad from 17.08.2009 to 17.05.2020.
- Professor in Sreenidhi Institute of Science and Technology, Yamnampet, Ghatkesar, Hyderabad from 26.03.2009 to 16.08.2009.
- Associate Professor in Sreenidhi Institute of Science and Technology, Yamnampet, Ghatkesar, Hyderabad from 29.12.2000 to 26.03.2009.
- Assistant Professor in Sreenidhi Institute of Science and Technology, Yamnampet, Ghatkesar, Hyderabad from 24.06.1999 to 29.12.2000.
- Academic Associate, JNT College of Engineering, Hyderabad, 11.11.1997 to 18.05.1999.
- Quality Assurance Engineer, GR Cables Limited, Hyderabad, 05.04.1994 to 02.06.1995
- Design Engineer, Microcon Instruments and Systems, Bangalore, 02.03.1993 to 04.04.1994

Profile

Dr.VSK Reddy, Vice Chancellor, Malla Reddy University has an experience of more than 29 years in Teaching and Industry put together. He is an alumnus of Indian Institute of Technology (IIT), obtained his Ph.D. His expertise spans multidisciplinary specializations in Signal Processing & Communications and Computer Science Engineering. Dr. Reddy's laurels include more than 150 Publications in reputed International and National Journals and conference Proceedings around 600 Google Scholar citations. He is an editor for more than 15 Scopus indexed Springer Proceedings. He is a fellow of IETE, Life Member of ISTE, Member of IEEE and member of CSI. He was awarded as "Best Teacher" for three consecutive Academic years with citation and cash award. He is the recipient of "India Jewel Award" and "Global intellectual Award" for outstanding contribution to research and academics in the field of Engineering and Technology. He has served as a member of the Board of Studies for JNT University, Hyderabad, India. He is the Education Fellowship Awardee from British Council, UK to visit England, Scotland, Wales and Ireland Countries for analyzing the education system in UK as a visiting professor to various Universities in UK and Malaysia. He is an accomplished academician and a renowned speaker who emphasized the importance of technology adoption in higher education institutions, promoting digital transformation and online learning.

Honors and Awards

- FWA EXEMPLARY AWARD - Visionary Leadership in Creating Academic Excellence in Higher Education, Nov 2024
- National Teaching Excellence Award 2024-Honorary Fellowship for Pioneering Contributions to Transformative Education
- Education Leaders Award 2024 by 7th Education Leaders Awards – Observe now Education
- Outstanding Tech Visionary Vice Chancellor of the Year-2023 – Economic Times
- Excellent Administrator in Education Award, World Leadership Academy, 2023
- Rotary Club Excellence Award 2023-24 - Recognition of Outstanding and Exemplary services rendered in the field of Education and Science
- Global Educational Institutional Award 2021 from Rifacimento International
- Outstanding Researcher Award from Lincoln University College, Malaysia, 2021
- Global Intellectual Award 2021 - Outstanding and dedicated service to the cause of education by Rifacimento International
- Member of Higher Education Inward Mission, UK
- Wizard of Excellence Award, School of Business Management, MRCET, 2020
- Best Researcher Award form Lincoln University College, Malaysia, 2018
- Best Teacher in the college and received cash award for three consecutive years
- National Merit Scholarship received from Govt. of Andhra Pradesh, India
- Certificate of appreciation - Cyber Security awareness in rural India, Ministry of Electronics and Information Technology, Govt. of India
- Jewel India Award, ISC, Govt. of India Registered (Outstanding Contribution-Education)
- AICTE approved as a Margadarshak for NBA mentoring
- Senior General Knowledge Test Certificate United Schools Organization, India, 1983
- National Merit Scholarship Govt. of Andhra Pradesh, 1983
- Google Scholar Citation: 563
- Education Excellence award 2023 by Hybiz TV

Research Interests

TCP/IP Protocols and Communication Networks, Artificial Intelligence, Data Analytics, Video Coding, Multimedia System Design, Operating Systems and Embedded Systems

Research & Development and Insulation

150 Publications in various reputed International/National Journals and Conference Proceedings

R&D and Consultancy Projects: Rs. 300 Lakhs in various Government, Public Sector R&D Laboratories and Private Organizations

Ph.D. Scholars Guided : 14

- Mr. A.V. Paramkusam : Multi-Layer Frame Reference Motion Estimation algorithm for Video Coding, JNTUH, Hyderabad
- Mr. Bikshalu : Nano Materials for CMOS applications, JNTUH, Hyderabad
- Mr. Syed Jalal Ahmad: Multimedia Transmission over Dynamic Ad-hoc Networks: QoS Requirements, JNTUH, Hyderabad
- Ms. K. Swaraja : Low Cost Video Watermarking, JNTUH, Hyderabad
- Mr. N. Dinesh Kumar : Improving the QOS using Priority Packet Scheduling Scheme for Multimedia Data in WSN, Sunrise University, Alwar, Rajasthan
- Mr. G. S. Naveen Kumar : High Performance and Low Computations Algorithm For Content Based Video Retrieval Using Multiple Features, Lincoln University College, Malaysia
- Ms. M. Sunitha : A Navel Image Retrieval Algorithm, Rayalaseema University, Andhra Pradesh
- Mr. K. Mallikarjuna Lingam : An Efficient and Low cost Content Based Video Retrieval Algorithm using Correlated Parametric Analysis, Lincoln University College, Malaysia
- Ms. K. Vanisree : Routing Protocols for Multimedia Communications, JNTUH, Hyderabad
- Ms. P. Lavanya : Wireless Communications, JNTUK, Kakinada
- Ms. Komala : Image Processing Techniques, SSS University, Bhopal, Indore
- Ms. Shafee Vnnisa Sayyad : Adaptive Video Coding and Routing for Video transmission over Wireless networks, Rayalaseema University, Andhra Pradesh
- Ms. S. Sujana : A Multi-modal Biometric System for Secure user Recognition using Hybrid level Fusion and Deep Learning, JNTUH, Hyderabad
- Ms. G. Komal A Yadav, Effective and Efficient Video Retrival System, ShriJagdishprasad Jhabarmal Tibrewala University, Rajasthan

Personal Profile

Father's Name : Vustikayala Obul Reddy
Date of Birth : 01.06.1967
Nationality / Religion : Indian / Hindu

Address for Correspondence :

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Pragathinagar, Kukatpally,
Hyderabad – 500090, Telangana, India.

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