RESUME

Dr. Vustikayala Sivakumar Reddy
B.Tech, M.Tech, Ph.D (IIT-KGP), MIEEE, FIETE, MISTE, MCSI
Vice Chancellor,
Malla Reddy University,
Maisammaguda, Hyderabad, India.
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Education:

- **Ph.D:** IIT, Kharagpur, India.

- **M.Tech:** Digital Systems: JNT University, Hyderabad, India.

- **B.Tech:** S.V. University, Tirupathi, India.

Research Interests:

Computer Networks and Communications, Video Processing, Multimedia System Design, Operating Systems, TCP/IP Networks & Protocols, System Architecture and Advanced Microprocessors.

Experience:

Total of 25 years experience at various levels of Academic and Administrative Positions

- Working as a Principal & Professor in Malla Reddy College of Engineering and Technology, Maisammaguda, Dhulapally, Secunderabad since 2009.

  Working as a Vice Chancellor in Malla Reddy University since 2020.

- Worked as an Professor in Sreenidhi Institute of Science and Technology, Yamnampet, Ghatkesar, Hyderabad from 26.03.2009 to 16.08.2009.

- Worked as an Associate Professor in Sreenidhi Institute of Science and Technology, Yamnampet, Ghatkesar, Hyderabad from 29.12.2000 to 26.03.2009.

- Worked as an Assistant Professor in Sreenidhi Institute of Science and Technology, Yamnampet, Ghatkesar, Hyderabad from 24.06.1999 to 29.12.2000.

- Worked as an Academic Associate, JNT College of Engineering, Hyderabad, 11.11.1997 to 18.05.1999.

Subjects Taught:
UG (B.Tech):
- Computer Networks
- Microprocessors & Microcontrollers
- Image Processing
- Digital Signal Processing
- Switching Theory & Logic Design
- Electronic Circuits
- IC applications
- Operating Systems

PG (M. Tech):
- DSP Processors and Architectures
- Advanced Computer Architecture
- Image Processing
- Computer Networks
- TCP/IP Networks
- VHDL Programming
- Multimedia System Design (MPEG & H.26x)

Honors and Awards:

- Best Teacher in the college and received cash award for three consecutive years (2006 to 2009)
- National Merit Scholarship received from Govt. of Andhra Pradesh, India.
- Secured Second Rank at the school level in the SSC examination conducted by Govt. of Andhra Pradesh, 1983
- Jewel India Award, ISC, Govt. of India Registered, India. (Outstanding Contributions in the Field of Specialization and Higher Education Inward Mission to the Global World), 2010
- Senior General Knowledge Test Certificate received from United Schools Organization, India, 1983

Reviewer:

- Reviewer for the Journal of "IEEE Communication Letters".
- Reviewer for the Journal of "IEEE Transactions on Broadcasting".
- Reviewer for the Journal of "IEEE Transactions on Circuits and Systems for Video Technology".
- Editorial Member for International Conference on Soft Computing and Signal Processing published in AISC, Springer Publication.
- Editorial Member for International Conference on Signal Processing Communication and System Design published in Scopus Indexed Journal.

Professional Bodies:
- Fellow of IETE
- Member of IEEE
- Member of ISTE
- Member of CSI
- Member of Higher Education Inward Mission, UK

International/National Conferences Organized:

S.No.	Title of the Conference
1	5th International Conference on Communications, signal processing, computing and information technologies (ICCSPCIT – 2016)
2	4th International Conference on Communications, signal processing, computing and information technologies (ICCSPCIT – 2015)
3	3rd International Conference on Communications, signal processing, computing and information technologies (ICCSPCIT – 2014)
4	2nd International Conference on Computing, Communication, Systems and Applications (ICCCSA – 2013)
5	1st International Conference on Computing, Communication, Systems and Applications (ICCSPCIT – 2012)
6	2nd National Conference on Signal Processing & Communications
7	1st National Conference on Signal Processing & Communications
8	National Conference on Recent Trends on Embedded Systems
9	National Conference on "Signal Processing & Communications"
10	International Conference on "Industry Perspective Aviation Education In India"
11	International Conference on "Opportunities and Challenges Facing Aviation Industry in Indian subcontinent"
12	National Conference on "Advances in Communication Technologies"
12	National Conference on "Signal Processing & Communications"
13	National Conference on "Data Mining & Data Warehousing"
14	National Conference on "Aerospace Engineering"
15	National Conference on "Business Strategies in Economic Turbulence"

Work-shops/Refresher Courses Organized:

S.No.	Title of the Short-term Course
1	Two day workshop on Image Processing
2	Two-week Short-Term course on "Microprocessors & Interfacing"
3	One week Short-Term course on Embedded Systems
4	One week Short-Term course on DSP Processors
5	TCP/IP Networks & Protocols
6	Relevance of Computer Usage in Teaching

7	Image & Video Processing
8	Advanced Microprocessors and Embedded Systems
9	Computer Communication Networks & Protocols

Refresher Courses Attended:

S.No	Title of the Program	Organization
1	Introduction to Design of Algorithms Organized IIT-KGP	Malla Reddy College of Engg. and Tech.
2	CMOS, Mixed Signal and Radio Frequency VLSI Design Organized IIT-KGP	Malla Reddy College of Engg. and Tech.
3	Employability Confluence 2014 - Rising Employer Expectations.	NSDC, Chennai
4	AICTE - Cloud Computing	Malla Reddy College of Engg. and Tech.
5	ISTE - Signals & Systems (IIT - Kharagpur)	Malla Reddy College of Engg. and Tech.
6	ISTE - Analog Electronics (IIT - Kharagpur)	Malla Reddy College of Engg. and Tech.
7	ISTE – Workshop on e- education & Learning (IIT - Bombay)	Malla Reddy College of Engg. and Tech.
8	AICTE-ISTE Inter networking	JNTUCE
9	VLSI TECHNOLOGY	Sreenidhi Institute of Science & Technology
10	DSP Processors & Applications	OUCE, Hyderabad
11	Advances in Microprocessors	CVR COLLEGE OF ENGINEERING
12	Effective Teaching Methodology	Sreenidhi Institute of Science & Technology
13	Two Week Short Term Course on Microprocessors & Interfacing	Sreenidhi Institute of Science & Technology
14	One Week Short Term course on DSP	Sreenidhi Institute of Science

	Processors	& Technology
15	One Week Short Term course on Embedded Systems	Sreenidhi Institute of Science & Technology
16	Workshop on Image Processing	Sreenidhi Institute of Science & Technology
17	TCP/IP NETWORKS & PROTOCOLS	Sreenidhi Institute of Science & Technology
18	Relevance of Computer Usage in Teaching	Sreenidhi Institute of Science & Technology
19	Image & Video Processing	Sreenidhi Institute of Science & Technology
20	Advanced Microprocessors and Embedded Systems	Sreenidhi Institute of Science & Technology
21	Computer Communication Networks & Protocols	Sreenidhi Institute of Science & Technology
22	Management and System capacity building programme	ISB Executive Education

Invited Lectures:

S.No.	Topic	Organization
1	Micro Processors & Micro controllers	Lakireddy Balreddy College of Engg., Vijayawada, India
2	DSP Processors	GNITS, Hyderabad
3	DSP Processors	NBKRIST, Vidyanagar, Nellore, India
4	Loss-less image compression	Adams Engg. College, Paloncha, India
5	FPGA Based Video Coding	Karshak Engineering College, HYD
6	Data Communications	Karshak Engineering College, Hyderabad.
7	Lossy / Loss-less Image Compression	UGC Academic Staff College, JNTU, Hyderabad
8	Embedded Systems	UGC Academic Staff College, JNTU, Hyderabad
9	TCP/IP Protocols	Lakireddy Balreddy College of Engg., Vijayawada, India
10	DSP Processors	OU College of Engineering,

		Hyd.
11	Image Processing	Mahaveer College of Engineering, Hyderabad
12	Embedded Networking	NFC, Hyderabad, India
13	VLSI Architectures for Video Processing	RVR & JC College of Engineering, Guntur, India
14	Image/Video/Communication Standards	Aditya Engg. College, Tekkali, AP
15	Image Processing	Academic Staff College, JNTU, Hyd.
16	Microcontrollers: An overview	Institution of Engineers (India), Hyderabad
17	DSP Processors & Applications	Malla Reddy College of Engineering & Technology, Hyd.
18	Outcome Based Engineering Education	SNIST, Hyderabad
19	Image/Video Coding	Academic Staff College, JNTU, Hyderabad
20	Video Communication	JNTU College of Engineering, Anantapur.
21	Video Communication & Protocols	JBIT Engineering College, Hyderabad
22	Transform Techniques for Image/Video Processing	LBRCE, Vijayawada.
23	Image/Video Coding	MRCET, Hyderabad
24	Computer Networks	MRIET, Hyderabad.
25	Image Processing	SNIST, Hyderabad
26	Video Communication & Protocols (Key note address)	National Symposium on Broadcasting, Hyd.
27	Wireless communication	CMR Institute of Technology, Hyderabad
28	Image & Video Processing	JNTU Academic Staff College, Hyderabad
29	Video Processing	JNTU Academic Staff College, Hyderabad
30	Communication Protocols	VNR VJIET, Hyderabad.
31	Computer Networks	Anubose Engg., College, Khammam, India

32	Embedded Systems	NBKRIST, Nellore, India
33	Multimedia Coding and Communications	MRIET, Hyderabad.
34	Rough Sets and Applications	MRCET, Hyderabad
35	Video Coding	BITS, Hyderabad
36	Image/Video Communication	IETE, Hyderabad
37	Video Coding	AICTE Workshop – MRECW
38	Wireless Sensor Networks	AICTE Workshop – SNIST

National /International Conferences - Session Chair / Key Note Address:

S.No	National /International	Name of the Event	place
1	National	Computer Vision & Image Processing	JB Institute of Engg. & Technology
2	National	SPESA-2011	CMR College of Engg. & Tech.
3	National	Multimedia Communication Protocols	CMR Institute of Technology
4	National	Multimedia Signal Processing	Anu Bose Institute of Technology
5	National	Microprocessors and its Applications	Vaishnavi Institute of Technology
6	International	International Conference on Computing, Communications, Systems and Aeronautics (ICCCSA-12)	Malla Reddy College of Engineering and Technology
7	National	SPCOM-2010	Malla Reddy College of Engineering and Technology
8	National	SPCOM-2009	Malla Reddy College of Engineering and Technology
9	National	TCP/IP Protocols and Networks	Aditya Institute of Technology and Management

R&D and Consultancy Projects:

S.No	Scheme	Name of the coordinator	Amt sanctioned in Rs.	Area of Research	Funding Organization	Sanctioned Letter Date
1	RPS	Dr. VSK Reddy	18,00,000	Remote Sensing	AICTE, New Delhi	6/2/2012
2	RPS	Dr. VSK Reddy	5,00,000	Bio-Medical Signal Processing	AICTE, New Delhi	24/1/2012
3	RPS	Dr. VSK Reddy	11,05,000	Multimedia Based Agro Advisory Information System	AICTE, New Delhi	6/3/2013
4	R&D	Dr. VSK Reddy	5,00,000	Video Coding - ARM Processor	Shastra Micro Systems, Hyderabad	20/11/2012
5	R&D	Dr. VSK Reddy	6,16,000	Improvised explosive device disposal robot	MSME, Govt. of India	02/02/2016
6	R&D	Dr. VSK Reddy	6,16,000	Clauditis-Smart door lock	MSME, Govt. of India	08/04/2016

Academic Consultancy: NFC/BARC Trainee Engineers:

S.No.	Topic	Period	Organization
1	Embedded Systems	Feb / March 2007	Nuclear Fuel Complex (NFC), Hyderabad, India
2	Computer Hardware	May 2007	Nuclear Fuel Complex (NFC), Hyderabad, India
3	Real Time Operating Systems	Jan 2006-Jul 2006	JNTU College of Engineering, Hyderabad
4	Embedded Systems	Feb 2008	Nuclear Fuel Complex (NFC), Hyderabad, India
5	Advanced Microprocessors	Jan/Feb 2009	Nuclear Fuel Complex (NFC), Hyderabad, India

Contributions for the growth of the Departments (ECE & CSE), College and University:

- Member of Board of Studies, Electronics & Communication Engineering and Electronics & Telematics Engineering, JNT University, Hyderabad.

- Governing body Member, Anubose Engineering College, Paloncha, Khammam Dist., Andhra Pradesh
- Department was accredited by NBA of AICTE thrice during my tenure as NBA Committee Chair.
- Departmental In-charge for **World Bank Scheme Under TEQIP**
- New and Advanced Laboratories Development
- Preparation of laboratory manuals and course files
- Well versed with courses of both ECE and CSE at UG and PG level which are advantages to the institution.

Research Guidance:

Thesis Evaluated: Considerable number of thesis evaluated and appointed as examiner for M.Tech/Ph.D thesis in Universities in India and aboard.

Ph.D Guidance

List of PH.D Scholars: Completed

S.No	Name of the candidate	Topic/Title	University	Year of Completion
1	Mr.G.S. Naveen Kumar	High Performance and Low Computations Algorithm For Content Based Video Retrieval Using Multiple Features	Lincoln University College, Malaysia	2020
2	Mr.K.Mallikharjuna Lingam	An Efficient and Low cost Content Based Video Retrieval Algorithm using Correlated Parametric Analysis	Lincoln University College, Malaysia	2020
3	Mr. A.V. Paramkusam	Multi Layer Frame Reference Motion Estimation algorithm for Video Coding	JNTUH, Hyderabad	2015
4	Mr. Bikshalu	Nano Materials for CMOS applications	JNTUH, Hyderabad	2015
5	Syed Jalal Ahmad	Multimedia Transmission over Dynamic Ad-hoc Networks: QoS Requirements	JNTUH, Hyderabad	2015
6	Ms. K. Swaraja	Low Cost Video Watermarking	JNTUH, Hyderabad	2015
7	Mr. N. Dinesh Kumar	Improving the QOS using Priority Packet Scheduling Scheme for Multimedia Data in WSN	Sunrise University Alwar, Rajasthan	2015

List of PH.D Scholars: Pursuing

S.No	Name of the candidate	Topic/Title	University	Year of Regd.
1	Mr. A. Venkateshwarlu	Hybrid Image Watermarking Algorithm	Vignan University, Guntur, AP	2011
2	Mr. P. Anil Kumar	Networks Security	JNTUH, Hyderabad	2012
3	Ms. K. Vanisree	Routing Protocols for Multimedia Communications	JNTUH, Hyderabad	2010

Publications: 156 Publications in various reputed International/National Journals and Conferences.

International/National Reputed Journals and conferences.
International & National Journals:

[1] A.V.Paramkusam; V.S.K.Reddy, "Novel Two-layer Motion Estimation for video coding," Journal of Electronics (China), Springer publications, Vol.31 No.4, pp 354-365, August 2014.

[2] Adapa Venkata Paramkusam and V S K Reddy, "multi-layer reference frame motion estimation for video coding," Signal Image and Video Processing, Springer publications, Vol. 9, No.8, pp 1851-1860, November 2015.

[3] Adapa Venkata Paramkusam; V.S.K.Reddy, "An efficient multi-layer reference frame motion estimation for video coding," J Real-Time Image Proc., Springer publications, pp 1-17, June 2014, DOI 10.1007/s11554-014-0431-0.

[4] Paramkusam, A.V.; Reddy, V.S.K., "Two-layer motion estimation algorithm for video coding," IET-Electronics Letters , Vol.50, no.4, pp.276,278, February 2014.

[5] Adapa Venkata Paramkusam and V S K Reddy, "A Novel Fast Search Motion Estimation Boosted by Multilayer Concept," Multimedia Tools and Applications, Springer publications, pp 1-20, December 2014, DOI 10.1007/s11042-014-2400-9.

[6] M.Lavanya, D.Asha, and VSK Reddy, "Content Based Video Retrieval System using Multiple Features," International Journal of Engineering and Science Research (IJESR), e-ISSN 2277-2685; p-ISSN 2320–9763, Oct 2014.

[7] K. Bikshalu,V.S.K. Reddy, M.V.Manasa,K.V. Rao "Simulation Studies of Silica and High K Oxide contained MOS circuits (45nm, 32nm and 22nm) for Power Dissipation Reduction" International Journal of Engineering and Manufacturing, ISSN: 2306-5982.

[8] K. Bikshalu, V.S.K. Reddy, P.C.S. Reddy, K.V. Rao, "Synthesis of La2O3 nanoparticles by Pechini method for future CMOS applications" International Journal of Education and Applied Research, ISSN: 2348-0033.

[9] K. Bikshalu,V.S.K. Reddy, P.C.S. Reddy, , K.V. Rao "Electro deposition of nano la2o3 on p-type si wafer and electrical characterization for future CMOS applications" Association for advancement of modelling & simulation technique enterprises AMSE JOURNAL.

[10] M.V.Manasa, K.V. Rao, K. Bikshalu "Synthesis characterization of Nano lanthanum aluminate and simulation of nano metal oxide semiconductor", Advances in Sciences, Engineering and Medicine (American scientific publishers) Vol 6, pages 1–7, 2014.

[11] K. Bikshalu, V.S.K. Reddy, M.V.Manasa,K.V. Rao"Comparison of Band Diagrams and other parameters obtained by simulation analyses of the MOS devices" Journal of Advanced Research (Elsevier) under review.

[12] K. Bikshalu, V.S.K. Reddy, M.V.Manasa,K.V. Rao"Simulation of Band diagrams and Synthesis, Characterization of nano lanthana for MOS Capacitor Application" Super lattices and Microstructures (Elsevier)   under review.

[13] K. Bikshalu, V.S.K. Reddy, M.V. Manasa, K. Venkateswara Rao, "Simulation of current density of oxide layer materials & synthesis, characterization of nano lanthanum aluminate and its dielectric analysis" Journal of Nanotechnology and its Applications under review.

[14]. Adapa Venkata Paramkusam and V S K Reddy, "The efficient optimal and suboptimal motion estimation algorithms," Signal Image and Video Processing, Springer publications, Vol.9, No.6, pp 1265-1270 September 2015.

[15]. VSK Reddy and S. Sengupta, "A Fast and Efficient Predictive Block Matching Motion Estimation", International Journal of Computer Science and Network Security, VOL.7 No.12, December 2007. ISSN : 1738-7906

[16]. VSK Reddy and S. Sengupta, "A Fast Predictive Algorithm and Architecture for Block Matching Motion Estimation ", International Journal on Graphics, Vision and Image Processing January 2007. ISSN: 1687-398X Print, 1687-3998 Online & 1687-4005.

[17] Y.M. Latha, B.C. Jinaga and V.S.K.Reddy, "Content Based color Image Retrieval via Wavelet Transforms", International Journal of Computer science and Network Security.Volume7,No.12, December 2007. ISSN : 1738-7906

[18] VSK Reddy, S. Sengupta and Y.M. Latha, "New VLSI Architecture for Motion Estimation Algorithm", International Journal of Computer and Information Science and Engineering , volume 20, April 2007. ISSN : 1307-4164

[19] B.Jyothi, Dr. Y. Madhavee Latha, VSK Reddy,"Medical Image retrieval using multiple features" Advances in Computational Sciences and Technologies (ACST) , ISSN 0973-6107 volume-3, November 3 2010, pp 387-396.

[20] K. Swaraja, Dr. Y. Madhavee Latha, VSK Reddy, "The imperceptible video watermarking based on region of motion vectors in p-frames" Advances in Computational Sciences and Technologies (ACST) , ISSN 0973-6107 volume-3, November 3 2010, pp 335-348.

[21] R. Ravichandra, VSK Reddy and T. Venugopal "Significance of Signal to Noise Ratio (SNR) in the context of GAGAN Application", communicated to Journal of HINDWAI Publications. ISSN/EISSN: 16877969 16877977

[22] VSK Reddy, B.C. Jinaga and YM Latha "A High Performance Content Based Image Retrieval using Colour and Texture Features", Technology Spectrum, Journal of Jawaharlal Nehru Technological University, Volume No. 3 pp. 58 - 67, November 2007, Hyderabad, India. ISSN: 0974-6854

[23] K.Vanisree, V.S.K.Reddy, MJC Prasad "Efficient Throughput Analysis of non-cooperative routing protocols in MANETs" International Journal of Electrical, Electronics and Computing Technology (IJEECT), Vol-2 . ISSUE-5., Sept-Dec, 2011 issue of the journal. FIP-P9P73 (paper Code). ISSN-2229-3027

[24] K.Vanisree, V.S.K.Reddy "Analysis of non-cooperative routing protocols in MANETS under random topology" International Journal of technology and Engineering system(IJTES)/IJCCIS/ IJCNS,Vol2. No.2, July- Dec 2010. ISSN: 0976–1345

[25]. K.Bikshalu,V.S.K.Reddy,K.Venkateshwara Rao,P.C. S. Reddy ,B.S.S.S.Babu,P.V. Rao,"Solution Combustion Synthesis of Nanocrystalline and   High-K Dielectric Lanthanum Oxide",International Journal of Nanoscience, nanoengineering&Applications ,Volume 1,Issue 3, December 2011,Page 1-7. ISSN: 2231 – 1777

[26].K.Vanisree,V.S.K.Reddy,"Transmission rate of Non Co-Operative rooting in Adhock network " International Journal of (IJCCIS),Jan-June-2011,Volume-2,No.1, ISSN 0976-1349.

[27].K.Vanisree, V.S.K.Reddy, "Analysis of modified Cooperative Transmission Routing Protocol in Manet" "International Journal of Computer Science (IJCS), March 2013, Volume-10,No.2, ISSN 1694-0784.

[28]. K.Vanisree, V.S.K.Reddy, "Analysis of Cooperative Transmission Routing Protocol in Manet" "International Journal of Computer Science (IJCS), October-December, 2012, Volume-2,No.4, pp.17-21, ISSN 2277-212X.

[29] Y.M. Latha, B.C. Jinaga and V.S.K.Reddy, "A Precise Content-based Color Image Retrieval: Lifting Scheme", International Journal of ICGST-GVIP, Volume.8, No.1, June 2008, ISSN: 1687-398X.

[30] B. Jyothi, Y.M. Latha, P.G. Krishna Mohan and V.S.K.Reddy, "Medical Image Retrieval using Moments", International Journal of Application or Innovation in Engineering & Management (IJAIEM), Volume.2, No.1, January 2013, ISSN: 2319-4847.

[31]. A. V.Paramkusam, V. S. K. Reddy, "An Optimal Fast Full Search Motion Estimation and Suboptimal Motion Estimation Algorithms" on International Journal of Computer Applications, Vol.57, Issue.3, November 2012, ISSN: ISSN 0978-8887.

[32]. A. V.Paramkusam, V. S. K. Reddy and K. Murali Krishna "An Efficient Fast Full Search Motion Estimation Algorithm for Multiple Reference Frames" on International Journal of Computing, Communications and Systems (IJCCS), Vol.1, Issue.1, March 2012, ISSN: ISSN.2277-6699.

[33]. A. V.Paramkusam, V. S. K. Reddy, "Two – Layer Motion Estimation Algorithm for Video Coding" on International Journal of Image and Vision Processing and Display Technology, Doc:{EL}ISSUE/50-4/Pagination/El20134023.3d.

[34]. GS Naveen Kumar, Dr. VSK Reddy, S. Srinivasa Kumar, Y. Madhavee Latha "Content Based Video Retrieval Based on Color Feature" on International Journal of Computing, Communications and Systems (IJCCS), Vol.1, Issue.1, March 2012, ISSN: ISSN.2277-6699.

[35]. K.Vanisree, Dr. VSK Reddy "Study of Non-Cooperative Routing Protocol in Manets" International Journal of Computing, Communications and Systems (IJCCS), Vol.1, Issue.1, March 2012, ISSN: ISSN.2277-6699.

[36]. S.Jalal Ahmad, V.S.K.Reddy, A. Damodaram , P. Radha Krishna "Delay Optimization using Knapsack Algorithm for Multimedia Traffic in MANETs" Expert Systems with Applications vol.42 pp 6819-6827 (2015).www.elsevier.com/locate/eswa.

[37]. K.Bikshalu, M.V. Manasa, V.S.K.Reddy, PCS Reddy, K.Venkateshwara Rao", "Comparison of Atomic Level Simulation Studies of MOSFETs Containing Silica and Lantana Nanooxide Layers", International Journal Of Nano- And Electronic Physics, Vol. 5 No 4, 04058(3pp), 2013 Sumy State University, 2077-6772/2013/5(4)04058(3).

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JECE), e-ISSN: 2278-2834,p- ISSN: 2278-8735.Volume 9, Issue 6, Ver. V (Nov - Dec. 2014), PP 27-33, DOI: 10.9790/2834-09652733

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[43] K. Swaraja, Dr. Y. Madhavee Latha, VSK Reddy, "A Secure method of optimized low complexity video watermarking", ARPN Journal of Engineering and applied Sciences, Vol.10, No.4, March 2015, ISSN 1819-6608, pp. 1822-1827.

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[45] K. Swaraja, Dr. Y. Madhavee Latha, VSK Reddy, "Robust Video Watermarking by amalgamation of Image transforms and optimized Firefly Algorithm", International Journal of Applied Engineering Research (IJAER).

[46] S.Jalal Ahmad, V.S.K.Reddy, A. Damodaram , P. Radha Krishna "A Dynamic Priority Based Scheduling Scheme for Multimedia Streaming Over MANETs to Improve QoS" selected for presentation in 12th International Conference on Distributed computing and internet technology , Bhubaneswar Odessa India   jan 2016(publication LNCS Springer).

[47] GS Naveen Kumar, VSK Reddy, S. Srinivas Kumar "Image Retrieval using Roughset Theory and Support Vector Classifier", Research Journal of Engineering and Technology, June 2013, Volume 6, Issue 2/ pp9-12, ISSN 0974-2824

[48] GS Naveen Kumar, VSK Reddy, S. Srinivas Kumar "Video Shot Boundary Detection using SVM & DWT" ANU Journal of Engineering & Technology, Mar 2017, ISSN 0976-3414, PP 16-20

[49] Mallikarjuna LK, VSK Reddy, S. Srinivas Kumar "Content Based Video Retrieval Using Multiple Features" ANU Journal of Engineering & Technology, Mar 2017, ISSN 0976-3414, PP 61-66

International Conferences:

[1] VSK Reddy and S. Sengupta, "A New Predictive Full-Search Block Motion Estimation Algorithm", IEEE 17th International Conference on Pattern recognition, Vol.4, pp. 721-724, ICPR-2004, Cambridge, UK, August 2004. ISBN: 0-7695-2128-2

[2]. VSK Reddy and S. Sengupta, "Low-Computation and High-Performance Adaptive Full-Search Motion Estimation Algorithm", IEEE International Conference on Signal Processing and Communications, pp. 335-339, SPCOM-2004, Bangalore, India, December 2004. ISBN: 0-7803-8674-4/04. ISBN : 0-7803-8162-9

[3]. VSK Reddy and S. Sengupta, "A High-Level Pipelined FPGA Based DCT for Video Coding Applications", IEEE Asia Pacific Conference, Vol.2, pp. 561-565, TENCON- 2003, Bangalore, India, October 2003.

[4] VSK Reddy and S. Sengupta, "Fpga-Based Architecture for Block Matching Motion Estimation Algorithm", 11th World Multiconference on Systemics, Cybernetics and Informatics (WMSCI - 2007), Orlando, USA, July 8-11, 2007.
ISBN-10: 1-934272-15-9

[5] Y.M.Latha, B.C.Jinaga and VSK Reddy , "A Novel Content Based Image Retrieval System using Multiple Features", International Conference on Sensors, Signal Processing, Control and Instrumentation,SSPCCIN-2008, Pune, India, January 3-5, 2008.

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