

# Dr. Raheela Asif

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## Objective

To work in a dynamic and challenging environment which offer growth to my professional appetite.

## Experience

### **August 2002 – July 2006**

I.T. Manager (Jr. Scale) in Directorate of Finance, NEDUET

### **July 2006 – January 2010**

Lecturer in Department of Computer Science & Information Technology, NEDUET

### **January 2010 – February 2018**

Assistant Professor in Department of Computer Science & Software Engineering, NEDUET

### **March 2018- To date**

Associate Professor in Department of Software Engineering, NEDUET

## Education

- Ph.D. (Computer Science), NED University of Engineering& Technology, Karachi.
- M.S (Software Engineering), Sir Syed University of Engineering& Technology, Karachi.
- Masters in Computer Science & Information Technology (M.C.I.T), NED University of Engineering& Technology, Karachi.
- B.E. (Computer & Information Systems), NED University of Engineering& Technology, Karachi.

## Professional Membership

Life time Member of Pakistan Engineering Council. Registration No: COMP/1831

## Publications:

### Journal Publications:

- **Asif, R.**, Merceron, A. Ali, S. A., Haider, N., “Understanding Students’ Performance at Degree Level”, Computers & Education Journal, Volume 113, October 2017, Pages 177-194

- Hina, S., **Asif, R.**, Mushtaq, S., “Business Intelligence Solution for Food Industry”, **Journal of Basic and Applied Sciences**. Vol. 13, 2017.
- Ahmed, F., **Asif, R.**, Hina, S, Muzammil, M., “Financial Market Prediction using Google Trends”, *International Journal of Advanced Computer Science and Applications (IJACSA)*, Vol. 8, No. 7, July, 2017.
- **Asif, R.**, Hina, S, Haque, S. I. “Predicting Student Academic Performance using Data Mining Methods”, *International Journal of Computer Science and Network Security (IJCSNS)*, Vol. 17, No. 5, May 2017 .
- Hina, S, **Asif, R.**, Wahab, A., Noman, U., Ahmed, W., “Secure Information Exchange of Patient’s Health Records Using Anonymization Techniques”, *International Journal of Computer Science and Network Security (IJCSNS)*, Vol. 17, No. 5, May 2017 .
- Itrat, M., Ali, S. A., **Asif, R.**, Khanzada, K., Rathi, M.K., "Automatic Language Identification for Languages of Pakistan”, *International Journal of Computer Science and Network Security (IJCSNS)*, Vol. 17, No. 2, February, 2017.
- **Asif, R.**, Haque, S. I., Zaheer, M. T., Hasan, M. A., “Football (Soccer) Analytics: A Case Study on the Availability and Limitations of Data for Football Analytics Research”, *International Journal of Computer Science and Information Security (IJCSIS)*, Vol. 14, No. 11, November, 2016.
- **Asif, R.**, Haider, N., Ali, S. A.” Prediction of Undergraduate Student’s Performance Using Data Mining Methods”, *International Journal of Computer Science and Information Security (IJCSIS)*, Vol. 14, No. 5, May, 2016.
- Ali, S. A., Andleeb, M., **Asif, R.**, Rehman, D., “Performance Evaluation of Loss Functions for Margin Based Robust Speech Recognition”, *International Journal of Advanced Computer Science and Applications (IJACSA)*, Vol. 7, No. 2, February, 2016.
- **Asif, R.**, Merceron, A. & Pathan, M. “Predicting student academic performance at degree level: a case study” *International Journal of Intelligent Systems and Applications (IJISA)*, Vol. 7, No. 1, 2015, 49-61. DOI: 10.5815/ijisa.2015.01.05.
- Hina, S., **Asif, R.**, Ali, S. A.”Anonymisation framework for securing protected health information (PHI) in a complex dataset of medical narratives”, Accepted in **Mehran University Research Journal of Engineering & Technology**.
- Ali, S. A., **Asif, R.**, Hina, S., Fatima, Z., “Cloud Based Remote Lab Platform: An Application of Internet of things (IoT)”, Accepted in **Mehran University Research Journal of Engineering & Technology**.

### **Peer Reviewed Conference Publications:**

- **Asif, R.**, Merceron, A. & Pathan, M. “Investigating Performance of Students: a Longitudinal Study”, *Proceedings of the Fifth International Conference on Learning Analytics and Knowledge, Poughkeepsie, NY, USA, March 16 - 20, 2015, 108-112. DOI: 10.1145/2723576.2723579.*
- **Asif, R.**, Merceron, A. & Pathan, M. “Mining Student’s Admission Data And Predicting Student’s Performance Using Decision Trees”, *Proceedings of ICERI2012 Conference, Madrid, Spain, November 19-21, 2012 , 5121-5129, ISBN: 978-84-616-0763-1*
- **Mustafa, R.** “Characterization of Internal Learning Parameters in Artificial Neural Networks”, *Proceedings of 2009 International Association of Computer Science and Information Technology - Spring Conference, Singapore, April 17-20, 2009. DOI: 10.1109/IACSIT-SC.2009.92*

### **Workshop Publication:**

- **Asif, R.**, Merceron, A. & Pathan, M. “Investigating Performances’ Progress of Students”, Proceedings of the Workshop Learning Analytics, 12th e-Learning Conference of the German Computer Society (DeLFI 2014), Freiburg, Germany, September 15, 2014, 116-123.

## **References**

1. **Prof. Dr. Agathe Merceron**, Beuth University of Applied Sciences, Berlin, Germany.  
Email: [merceron@beuth-hochschule.de](mailto:merceron@beuth-hochschule.de)
2. **Dr. Najeed Ahmad Khan**, Associate Professor, Department of Computer Science & Software Engineering, NEDUET.  
Email: [najeed@neduet.edu.pk](mailto:najeed@neduet.edu.pk)