

List of Publications

JOURNAL PAPERS

- [1] Gupta, R., Muttoo, S. K., & Pal, S. K. (2019-20). Regional E-Governance Development Index for Developing Nations. *Digital Government: Research and Practice*, Accepted but yet to be published, **ACM**
- [2] Gupta, R., Muttoo, S. K., & Pal, S. K. (2019-20). Meta-heuristic algorithms for improving Fuzzy C-Means and K-Means clustering for Location Allocation of Tele-centers under E-Governance in Developing Nations. *International Journal of Fuzzy Logic and Intelligent Systems*, 19(4), pp. 290-298. [<http://doi.org/10.5391/IJFIS.2019.19.4.290>]
- [3] Gupta, R., Muttoo, S. K., & Pal, S. K. (2019). A Comprehensive Review of approaches used for solving Tele-center location allocation problem in geographical plane. *International Journal of Operational Research*, Article in Press, **INDERSCIENCE**. [DOI: 10.1504/IJOR.2020.10024403]
- [4] Gupta, R., Muttoo, S. K., & Pal, S. K. (2017). Fuzzy C-Means Clustering and Particle Swarm Optimization-based Scheme for Common Service Center Location Allocation. *Applied Intelligence*, 47(3), pp. 624-643. [DOI: 10.1007/s10489-017-0917-0] **SPRINGER**
- [5] Gupta, R., & Pal, S. K. (2017). Converting Apprehensive Customers to Willing Customers: Building Trust in Online Shopping Arena. *IIMS Journal of Management Science*, 8(2), pp. 198-220.
- [6] Gupta, R., & Pal, S. K. (2017). A Study on Cause Related Marketing: Antecedents and Consequents in relation to Purchase Intention of Consumers in Delhi, India. *Ansal University Business Review (AUBR)*, ISSN 2320-0502, 5(1), pp. 132-164.
- [7] Gupta, R. & Muttoo, S. K. (2016). Internet Traffic Surveillance & Network Monitoring in India: Case Study of NETRA. *Network Protocols and Algorithms*, 8(4), pp. 1-28. [DOI: 10.5296/npa.v8i4.10179]
- [8] Gupta, R., Muttoo, S. K., & Pal, S. K. (2016). Binary Division Fuzzy C-Means Clustering and Particle Swarm Optimization based Efficient Intrusion Detection for E-Governance Systems. *International Review on Computers and Software (IRECOS)*, 11(8), pp. 672-681. [DOI: 10.15866/irecos.v11i8.9546]
- [9] Gupta, R., Muttoo, S. K., & Pal, S. K. (2016). Implementation & Analysis of Integrated Utility System in Developing Nation like India. *International Journal of Recent Contributions from Engineering, Science & IT (iJES)*, 4(2), pp. 11-17. [DOI: 10.3991/ijes.v4i2.5757]
- [10] Gupta, R., Muttoo, S. K., & Pal, S. K. (2016). BAT Algorithm for Improving Fuzzy C-Means Clustering for Location Allocation of Rural Kiosks in Developing Countries under E-Governance. *Egyptian Computer Society Journal*, 40(2), pp. 77-86.
- [11] Gupta, R., Chaudhary, N., Garg, A., & Pal, S. K. (2014). Efficient and Secured Video Encryption Scheme for Lightweight Devices. *INROADS- An International Journal of Jaipur National University*, 3(1s2), pp. 346-351. [DOI: <http://www.indianjournals.com/ijor.aspx?target=ijor:inroads&volume=3&issue=1s2&article=015>]
- [12] Gupta, R., Pal, S. K., & Chaudhary, N. (2014) A Novel Lightweight Encryption Scheme for Multimedia Data. *International Journal of Enhanced Research in Science Technology & Engineering*, 3(1), pp. 91-96.
- [13] Gupta, R. (2014). Study and Proposal of Wearable Computer Applications. *Research Journal of Science and IT Management*, 3(4), pp. 87-95.
- [14] Sharma, M., Singh, G., & Gupta, R. (2014). Application of wavelet—an advanced approach of transformation. *Advanced Research in Electrical and Electronic Engineering*, 1(1), 28-34.

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BOOKS & REPORTS

[1] Muttoo, S. K., Gupta, R. & Pal, S. K. (2019). E-Governance in India – Progress Status. Palgrave Macmillan, **SPRINGER**. ISBN: 978-981-13-8851-4
[<https://www.palgrave.com/gp/book/9789811388514>]

[2] Gupta, R., Muttoo, S. K., & Pal, S. K. (2016). E-Governance in Emerging Economy. *Scholars World, Daya Publishing House (Astral International Pvt. Ltd.)*, Thomson Press India Limited. ISBN: 978-93-5130-979-6 [<http://astralint.com/bookdetails.aspx?isbn=9789351309796>]

[3] Gupta, R. (2019). Exam Preparation Guide for 'Certified Analytics Professional' (CAP) and 'Associate Certified Analytics Professional' (aCAP) Certifications. *KDP Publishers, Amazon*. ISBN: 9781099250507,
[https://www.amazon.com/gp/product/1099250501/ref=dbs_a_def_rwt_bibl_vppi_i3]

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BOOK CHAPTERS

[1] Gupta, R., Pal, S. K., & Muttoo, S. K. (2019). Data Analytics for better Branding of E-Governance and E-Business Systems. *Leveraging Digital Innovation for Governance, Public Administration, and Citizen Services*, Chapter 3, **IGI Global**, pp 51-79. [DOI: <https://www.igi-global.com/gateway/chapter/238950>]

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[3] Gupta, R., Pal, S. K. & Muttoo, S. K. (2017). Citizen relationship management by the Government of India through social media channels. *Contemporary Issues in Social Media Marketing*, **Routledge**, pp. 1-30. [DOI: <https://www.routledge.com/Contemporary-Issues-in-Social-Media-Marketing/Rishi-Bandyopadhyay/p/book/9781138679184>]

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- [6] Gupta, R. & Pal, S. K. (2016). Impact of Make-In-India Campaign on Foreign Investors towards FDI in India. *Perspective of Business and Finance: CSR & Make-in-India*, **BHU**, pp. 129-140. [ISBN: 978-93-81247-86-0]
- [7] Gupta, R., & Pal, S. K. (2012). Branding Strategies for Real Estate companies in Delhi-NCR. *India's Emergence in Global Scenario* (pp. 31-39), UDH Publishers, Delhi. [ISBN: 978-81-85044-71-6]
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- [1] Gupta, R., & Pal, S. K. (2019). Click-Through Rate Estimation Using CHAID Classification Tree Model. In *Advances in Analytics and Applications* (pp. 45-58). Springer, Singapore. (Conference Proceeding Book of "5th IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence", Indian Institute of Management Ahmedabad)
- [2] Gupta, R., Yadav, S., Prasad, A. & Pal, S. K. (2018). Measuring Data Quality across Open Government Datasets. *Facets of Business Excellence (FOBE) in IT – IMT Ghaziabad, 1(1)*, pp. 442-451. **Bloomsbury Publication** (ISBN-9789388630061).
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- [8] Gupta, R., Pal, S. K., & Muttoo, S. K. (2016). Network Monitoring and Internet Traffic Surveillance System: Issues and Challenges in India. In *Intelligent Systems Technologies and Applications* (pp. 57-65). **SPRINGER** International Publishing.
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- [24] Gupta, R., Pal, S. K., & Gupta, P. (2011). An Efficient and Secure Chaotic Encryption Scheme for Multimedia. In *International Conference on Advances in Modeling, Optimization and Computing – AMOC 2011* (pp. 990-999), Indian Institute of Technology (IIT), Roorkee.
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DOCTORAL COLLOQUIUM

- [1] Gupta, R., Muttou, S. K., & Pal, S. K. (2019). Data Analytics based Techniques for Improvement of E-Governance in Developing Nations, PhD Symposium, 1st International Conference on Machine Learning, Image Processing, Network Security and Data Sciences (MIND-2019), 2 - 4th March 2019, **NIT Kurukshetra, INDIA**
- [2] Gupta, R. & Pal, S. K. (2019). Impact of Social Media on E-Participation of Citizens towards E-Governance Services in Developing Nations like India, Doctoral Track, 7th Pan IIM-WMC, 12-14th Dec 2019, **IIM-Rohtak**
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WORKSHOP, FESTIVALS & POSTERS

- [1] Gupta, R., Muttou, S. K., & Pal, S. K. (2017). Proposed Framework for Information Systems Security for e-Governance in Developing Nations. In *10th International Conference on Theory and Practice of Electronic Governance (ICEGOV2017)* (pp. 1-2). **ACM, United Nations University & NEGD GOI**
- [2] Gupta, R., Muttou, S. K., & Pal, S. K. (2016, December). E-Participation Assessment in Indian states to track E-Governance Development. In *Young Scientist Conclave, India International Science Festival (IISF)-2016*. **Ministry of Science & Technology, Vijnana Bharati, ICAR, & CSIR-National Physics Lab.**
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- [5] Gupta, R., & Pal, S. K. (2016, December). Trans-jurisdictional Water Pollution Management in India. In *Young Scientist Conclave, India International Science Festival (IISF)-2016*. **Ministry**

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- [3] Management Exchange Article, 2012 - <https://www.managementexchange.com/story/web-20-changing-facet-of-education>