

Annamacharya University

Dr. M. Subba Rao

Professor & Head of the Department (CSE) | Dean, Student Welfare

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EXECUTIVE PROFILE

A visionary Academician and Administrator with over **26 years of rich teaching experience** and **17 years of dedicated research impact** in Computer Science & Engineering. Proven track record of institutional leadership, serving as Head of the Department, Dean of Student Welfare, and Chair of the Board of Studies. Highly recognized for delivering exceptional student results, cultivating high-impact research in Machine Learning and AI architectures, and successfully securing institutional funding from premier government bodies like AICTE.

Core Competencies & Expertise

- **Research Leadership:** Advanced Machine Learning, Deep Learning models, Artificial Intelligence, Image Processing, and Pattern Recognition.
- **Institutional Governance:** Autonomous Curriculum Design (BoS Chair), NBA & NAAC Accreditation Steering, Student Welfare Governance, and Grievance Redressal systems.
- **Pedagogical Excellence:** Advanced Student Result Analytics, Strategic GATE Coaching, and ICT-Enabled Blended Learning Systems implementation.

ACADEMIC LEADERSHIP & PROFESSIONAL EXPERIENCE

Annamacharya Institute of Technology and Sciences (AITS), Rajampet, Kadapa, AP

Designation / Portfolio	Department & Core Responsibility	Tenure
Head of the Department & Dean	HoD of CSE, Coordinator for AIDS, AIML, CSE(AI), CSE(DS), Dean of Student Welfare, and In-charge Dean for Non-statutory & Professional Bodies.	July 2022 – Present
Professor & Dean	CSE & Dean of Student Welfare, In-charge for Non-statutory and Professional Bodies.	Jan 2022 – July 2022
Professor & Dean	CSE & Dean of Student Welfare.	Aug 2021 – Jan 2022

Designation / Portfolio	Department & Core Responsibility	Tenure
Professor & Dean	Artificial Intelligence and Data Science & Dean of Student Welfare.	July 2018 – July 2021
Professor & Coordinator	Information Technology & Coordinator for Student Welfare.	Dec 2016 – June 2018
Professor & Head	Information Technology Department (HoD Administration).	Dec 2011 – Dec 2016
Associate Professor & Head	Information Technology Department (HoD Administration).	Sept 2009 – Nov 2011
Associate Professor	Computer Science and Engineering.	Dec 2005 – Aug 2009
Assistant Professor	Computer Science and Engineering.	July 2003 – Dec 2005
Lecturer	Computer Science and Engineering.	July 2000 – July 2003

ACADEMIC QUALIFICATIONS

Degree	Specialization	Institution / University	Year of Pass	Result / %
Ph.D.	Computer Science and Engineering	JNTUA, Ananthapuramu	August 2021	Awarded
M. Tech.	Computer Science and Engineering	JNTUACEA, Ananthapuramu (JNTU Hyderabad)	October 2005	78.00%
B. Tech.	Computer Science and Engineering	N.B.K.R.I.S.T. Vidyanagar, Nellore (SV University)	May 2000	65.14%
Intermediate	M.P.C	Sri Naga Bhairava Junior College, Ongole (Board of Intermediate Ed.)	April 1996	91.00%

Degree	Specialization	Institution / University	Year of Pass	Result / %
S.S.C	General	A.P.R.S. Ganapavaram, Prakasam Dt. (Board of S.S.C)	April 1994	86.00%

RESEARCH, PATENTS & GRANTS

Sponsored Research & Seminar Grants

- **AICTE MODROBS Grant (2013-14):** Received an amount of **Rs. 4,50,000/-** as Grant-in-aid under the modernization of laboratories scheme.
- **AICTE Seminar Grant (2013-14):** Received an amount of **Rs. 2,00,000/-** as Grant-in-aid under the Seminar Grant scheme for hosting national knowledge forums.

Intellectual Property (Patents Granted)

1. **Indian Patent No. 202241025473:** "Method for simultaneous scheduling in multi machine flexible manufacturing system to minimize make span". Filed: 30/04/2022, Granted: 16/12/2023.
2. **Indian Patent No. 202241055275:** "Machine Learning based Medical device quality checking system". Filed: 01/09/2022, Granted: 27/09/2022.

Authored Reference Books

- Hybrid Feature Selection based Machine Learning approaches for Texture Classification, Dreambook Publishing, ISBN: 978-81-19171-82-8.
- Foundations of Deep Learning: Theory and Applications, Indo-Continental Academic Publishers, ISBN: 978-81-965203-0-4.
- Foundations of Artificial Intelligence: Theory and its Applications, Libro International Publishers, ISBN: 978-81-971392-4-6.

SELECTED RESEARCH PUBLICATIONS

Dr. M. Subba Rao has shared substantial contributions to SCI, Scopus, and Web of Science indexed journals:

- **[SCI Indexed]** M. Subba Rao, B. Eswara Reddy, "Texture Classification using Minkowski Distance Measure based Clustering for Feature Selection", Journal of Electronic Imaging, Vol. 31, Issue 4, 041204 (2022).
- **[Scopus Indexed]** Dr. M. Subba Rao, S. Swathi, "Deep Learning Technique for automatically classifying Images", Mathematical Statistician Engineering Applications, Vol. 71, Issue 4, 2362-2370 (2022).

- **[Web of Science]** Dr. M. Subba Rao, Pola Nimagna, "Improvement of Noise Removal and Quality of Underwater Images using Super Resolution Method", Telematique, Vol. 21, Issue 1, 4884-4900 (2022).
- **[Springer Nature Chapter]** M. Subba Rao, B. Eswara Reddy, "Parametric Analysis of Texture Classification using Modified Weighted Probabilistic Neural Network (MWPNN)", Studies in Computational Intelligence, Volume 956, Chapter 37 (2021).

ACADEMIC MENTORSHIP & PROJECTS GUIDED

- **B. Tech Level:** 53 Projects Guided
- **M. Tech Level:** 17 Projects Guided

Ph.D. Landmark Research Focus: Devised a pioneering classification paradigm using a Modified Weighted Probabilistic Neural Network (MWPNN) coupled with novel Fuzzy Inclusion and Fuzzy Entropy feature extraction steps. Proven to drastically outperform legacy architectures like SVM, KNN, and Naïve Bayes regarding computational lightness and edge feature resolution.

INSTITUTIONAL GOVERNANCE & ACADEMIC ACTIVITIES

- **Board of Studies (BoS) Chairman:** Appointed Chairman for the departments of CSE and Information Technology across multiple autonomous cycles to update, restructure, and design modern curriculum architectures.
- **Accreditation Executive Steering Lead:** Formulated strategic blueprints, compiled exhaustive technical documentation files, and led executive presentations resulting in successful institutional accreditations for **NBA, NAAC**, and optimal annual positioning inside NIRF frameworks.
- **University Events Convener:** Chief Convener for prime university flagships including TechFest-2024 organized by Annamacharya University, CGR Talent Meet (2023, 2024), and the widely acclaimed World Space Week Celebrations alongside ISRO-SHAR.
- **Professional Memberships:** Active Life Member of Computer Society of India (CSI - F8004689), Indian Society for Technical Education (ISTE - LM 61834), IACSIT, IAENG, and SDIWC.

AWARDS & RECOGNITIONS

- **Bhisma Acharya Award (2025)**
- **Academic Excellence Award** – Dr. S. Radhakrishna Excellence Awards (2025)
- **Best Professor Award** – Sciro Academic Excellence Awards (2025)
- **Swami Vivekananda National Spirit Award (2025)**
- **Excellence Service Award (2025):** Bestowed on the historic Silver Jubilee celebrations of AITS for honoring more than 25 years of exceptional educational commitment.

- **Excellence Milestone Award (2022):** Honored on National Engineers Day for 20+ years of high-caliber engineering educational contribution.
- **Best Paper Award (2024):** Conferred at the International Conference on Advanced Emerging Trends and Applications in Management, Science, and Technology.