

# NCCMCS 2024

Proceedings of the First National Conference on Commerce, Management and  
Computer Science for Interdisciplinary Insights

TERF's Campus  
10th February 2024



**TERF'S ACADEMY**  
COLLEGE OF ARTS AND SCIENCE

(Affiliated to Bharathiar University, Coimbatore-46 & 2f, 12B Status Accredited by UGC, Delhi.)

Kovilpalayampudur, Avinashipalayam(po), Tirupur-638660

Cell: 9443387755, 8056916660



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# COMMERCE

## RETAILING THROUGH DIGITAL MARKETING - TRENDS IN INDIA

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A year is a long time in the parlance of online world. Another action packed year where the digital marketing efforts went all guns blazing across industries. Digital footprint expanded exponentially in India and the evidence is there for all of us to see. From the old time shopkeepers coming up with a website to the street smart businessmen selling stuff on whatsapp, we saw the roots of digital marketing going deeper and stronger. 2014 was a year where we saw digital marketing take a coaster ride. It was a game changing year with facebook stamping its foot down as a major advertising player. Retargeting, Location Specific Ads, Real Time Bidding, Display, Video Ads – everything saw their share of changes compared to 2013 and triggered anticipation for changes expected in 2016. Here is a quick recap for you of high impact changes in digital marketing for the year 2014 specific to India and its influence on businesses.

## THE IMPACT OF E-COMMERCE ON CONSUMER BEHAVIOUR

\* **Mr.S.Ganesan**, Assistant Professor in Commerce, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore.

\*\* **Dr.P.Pavithra**, Associate Professor in Commerce, TERF's Academy College of Arts & Science, Tirupur

The primary goal of the paper is to obtain quantitative outcome describing the actuality, development and impact of internet shopping on customer behaviour in India. The paper is built on the relevant literature and at the same time examines consumer behaviour by questionnaires. Furthermore, the paper also deals with the future development of internet shopping and shows deep comparison of consumer behaviour in different countries. This paper supports the research that including recent trends and various issues in internet shopping, and principle factors for consumer behaviour. The result of the study shows that internet consumer's trust and perceived risk have strong impacts on their purchasing decisions. Consumer's trust, privacy concerns, security concerns are the major factors for using internet shopping.



## **CONSUMER BEHAVIOUR IN THE E-COMMERCE ERA**

\* Dr.S.Yasmin, Assistant Professor in Commerce, St. Joseph's College for Women, Tirupur

E-commerce refers to selling of goods and services through internet and any other electronic media. Today e-commerce has become very big and booming industry and is generating huge business through e-trading. The rapid growth of E-commerce sector has a huge impact on market. The success of e-commerce totally depends on the responses of consumers and their buying behaviour. Reduced middle level of business, competitive pricing and door step delivery are the keys of success. The adoption of technology in consumer's life can change their expectations as life progresses. Hence inventions in e-commerce and its business style can be responsible for change in the buying behaviour of consumer.

## **THE IMPACT OF E BUSINESS ON ORGANIZED RETAIL SECTOR**

\* Mrs.K.Vimala, Assistant Professor in Commerce, St. Joseph's College for Women, Tirupur

Retail Segment is one of the most important business sectors for any country from its economic strength perspective. Based on various definition of the term Business the basic concept behind business may be summarized as an economic system or business organization in which either services or goods or both are exchanged for some consideration which may be the product of business or service of business or for money. E-commerce is the activity of buying or selling of products on online services or over the Internet."According to Techtarget.com 'E-commerce is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. The word "Retail" has been derived from the French word "Retailer" which means to 'To break bulk' or 'Cut a piece off'. The ultimate sale to end user is treated as retail - in shop by person, by email, by telephonic calling, through vending machine or using internet, the sale to last actual consumer of the product is treated as retail sale.

## **ECONOMIC EFFECTS OF THE COVID 19 PANDEMIC**

\* Ms.M.Revitha, I B.Com CA, TERF's Academy College of Arts & Science, Tirupur

The COVID-19 viral pandemic is an unprecedented global phenomenon that is also a highly personal experience with wide-ranging effects. On September 20, 2021, U.S. viral deaths surpassed the 675,446 total from the 1918 Spanish flu, the previously worst U.S. pandemic related death total on record. The pandemic has disrupted lives across all countries and communities and negatively affected global economic growth in 2020 beyond anything experienced in nearly a century. It created a wide spread global shock creating a severe economic slowdown. There has been a slowdown in all economic sectors worldwide and more than one third of global population was placed under lock-down. In this paper, we analyse the economic data from each sector or industry. My research will give readers a clear understanding of the effect of external macroeconomic shocks on the global economy.

## **A STUDY OF MARKETING IN THE AGE OF SOCIAL MEDIA IN RURAL AREAS OF COIMBATORE.**

\* Mr.Mohan.R, Student, P.T.A. Government Arts and Science College, Palladam.

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Marketing in the age of social media involves creating engaging content, building relationships with your audience, and utilizing platforms like Instagram, Facebook, and Twitter to reach your target demographic. It's crucial to understand the algorithms, leverage influencers, and encourage user-generated content to enhance your brand presence. Monitoring analytics helps refine strategies for optimal impact. In this study, the influence and utilization of social media marketing with the rural areas of Coimbatore was observed. The current sample of 25 rural area peoples of Coimbatore was studied. The study revealed that most rural customers know about marketing on social media. But the unwanted preferences and compelling marketing are making them disappointed.



## **REVOLUTIONIZING FINANCE: FINTECH VISTAS AND THE NEXT WAVE OF BANKING MODELS**

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- \*\* Ms. Shanjaya I, III B. Com, P.T.A. Government Arts and Science College, Palladam.

The ever-evolving landscape of technology, one innovation that has gained prominence in recent years is the advent of Chatbot. A portmanteau of "chat" and "robot," a Chatbot is a computer program designed to simulate human-like conversations with users, providing a dynamic and interactive interface. Operating within messaging applications, websites, or mobile apps, Chatbots utilize artificial intelligence (AI) and natural language processing (NLP) to understand user inputs and respond in a manner that mirrors human conversation. This introduction delves into the fundamental concepts of Chatbot technology, exploring its evolution, functionalities, and the transformative impact it has on user experiences. As we navigate this exploration, we will uncover the underlying mechanisms that empower Chatbots to comprehend user intent, provide relevant information, and contribute to the ever-growing realm of conversational interfaces.

## **MARKETING IN THE AGE OF SOCIAL MEDIA**

- \* Ms. M. Kiruthika, III B.Com, P.T.A. Government Arts and Science College, Palladam.
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In this world of exceedingly heavy technological advancement and rapid digitalization, everything has changed. The entire world has shifted gears, towards a world that is centred around certain technological innovation. Industries the world over have evolved and grown to religion with this global shift. The world of businesses is not immune. These days, businesses thrive on digital marketing innovations, and social media is a prime example of digitalization influencing marketing on an unprecedented scale. In fact, social media is now a leading modern marketing strategy. Aptly called social media marketing, this modern marketing. Evidently social media which started off as a platform for human interaction, now has been developed into a platform that can effectively be used for brand positioning, advertising and many others in the market management. This paper is an attempt at presenting one of the most relevant trends in the marketing.

## **CONSUMER BEHAVIOR IN E-COMMERCE**

\* Mr.SamuvelAbishek, II B.Com CA, TERF's Academy College of Arts & Science, Tirupur

While online marketing is rapidly evolving, it can be hard for same business to stand out from the competition. Online marketing is getting more and more challenging. Consumers are getting more and more aware that every brand is competing for their attention. Hence, they can be resistant at times. Understanding what consumer exactly need, want, and wish for can help you reach the exact right consumer in ecommerce. Current demand of consumer behaviour is 78% of online consumer are more likely to purchase from a brand that creates a more personalized experience for them. Consumers are more likely to trust businesses that prioritize their privacy and security and this trust can lead to increase brand loyalty. As we look to the future of consumer behaviour, we can expect to see significant changes and trends that will shape the way business interact with their customers. Consumer expectations frequently change, so it's essential to stay informed about their needs

## **EXPLORING THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON THE FINANCIAL PERFORMANCE OF LEADING CONSUMER FOOD INDUSTRIES IN INDIA**

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Corporate Social Responsibility (CSR) has become an integral part of business strategies for companies worldwide, aiming to address social, environmental, and economic concerns while enhancing stakeholder value. This project explores the significant improvements in profit maximization, consumer behaviour, reputation, and shareholder trust resulting from CSR activities in selected companies, namely Britannia, Jubilant Foods, Nestle, Adani Wilmar, and Godrej Agrovet. Through comprehensive analysis and case studies, this research examines the specific CSR initiatives undertaken by these companies and evaluates their impact on financial performance, consumer perception, brand reputation, and investor confidence. By examining the interconnectedness of CSR activities and business outcomes, this project contributes to the growing body of knowledge on the multifaceted benefits of corporate social responsibility in contemporary business environments.



## MARKETING IN THE AGES OF SOCIAL MEDIA

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Social media marketing (SMM) has become an essential tool for businesses of all sizes to reach prospects and customers. A sound strategy is crucial for effective SMM, as it involves creating and sharing content on social media platforms, engaging with followers, and running social media advertisements. This paper aims to provide a comprehensive guide to creating a social media marketing plan, including tips, ideas, and inspiration for developing a fool proof strategy. The literature review highlights the impact of SMM on brand awareness, customer engagement, and customer loyalty, as well as the challenges of measuring its effectiveness. The paper concludes with recommendations for future research on the impact of SMM on sales and revenue and the role of social media influencers in promoting brands and products.

## CONSUMER BEHAVIOUR IN E-COMMERCE ERA

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This paper examine the key consumer behaviour attribute and relation among them in E-commerce perspective. Most of the respondents are hesitant to purchase items over internet because of security concerns. With the advent of internet, it has created an integrally new experience for consumers regarding cluster of information, comparing the products with its price, quality, quantity and the possibility of purchasing through internet. Consumer behaviour on online shopping is different from physical market where he/she has access to see the products online shopping sites are fast replacing traditional or physical shops.

Key words: Consumer Behaviour, Internet, E-Commerce, Online.



## **A STUDY ON CONSUMER AWARENESS TOWARDS GREEN MARKETING AND GREEN PRODUCTS WITH REFERENCE TO TIRUPUR CITY**

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A Green product is a sustainable product designed to minimize its environmental impacts during its whole life-cycle and even after it's of no use. Green products are usually identified by having two basic goals – reducing waste and maximizing resource efficiency. With growing markets and increasing consumer volumes, the production, as well as consumption patterns are degrading the environment drastically. Today, the whole world is experiencing environmental problems such as climate changes, global warming and ozone depletion. To ensure smooth operations, businesses are starting to shift their business model favouring towards producing environmentally friendly products. Therefore, green marketing is recommended to be used as part of the strategy to guarantee green product purchases among customers. The study examined the awareness of consumers towards green marketing. A total number of 100 responses are analysed to find the acceptances of green marketing by using regression analysis. The result indicates that the green marketing has positive impact towards customer purchase intention.

**Key words:** Green Marketing, Environment, Awareness, eco-friendly

## **MARKETING IN THE AGE OF SOCIAL MEDIA**

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Marketing means it is the activities a company undertakes to promote the buying or selling of a product to satisfy the needs and wants of consumers. There are four p's. They are product, price, place and promotion. Social media marketing is the use of social media platforms to interact with customers to build brands, increase sales etc.... Social media is only a few years old. There are five stages in social media marketing. And are four steps in social media marketing. Set social media marketing goals that align to business objectives. Compared to traditional marketing, social media marketing is widely used now a day. Social media marketing (SMM) can be used 24/7 around the year with minimum manpower.

## **A COMPARATIVE ANALYSIS ON NON-PERFORMING ASSETS OF PUBLIC SECTOR AND PRIVATE SECTOR BANKS WITH SPECIAL REFERNECE TO SBI AND HDFC BANK**

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Indian banking industry plays a vital role in the socio-economic development of the country. This role is played by banks by extending credit to various deficit sectors for their growth and development. This credit creation Process leads to credit risk which will lead to non-performing asset. While the primary function of banks is to lend funds as loans to various sectors such as agriculture, industry, personal loans, housing loans etc., in recent times the banks have become very cautious in extending loans. Non-performing Asset is an important Parameter in the analysis of financial performance of a bank as it results in decreasing margin and higher Provisioning requirements for doubtful debts. NPA is a virus affecting banking sector. It affects liquidity and Profitability, in addition posing threat on quality of asset and survival of banks. The motive of present study is to study the comparative analysis of Non-performing assets in selected Banks.

## **AN EMPRICAL STUDY ON BRAND PREFERENCE OF MOBILE PHONES IN TIRUPUR CITY**

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Branding has always been an important aspect of marketing. Brand is a powerful differentiator in a highly competitive market place. It provides the company the power to deflect competitive moves. A strong brand rings trust, confidence, comfort and reliability in the customer's mind. Brands live in the minds of consumers and are much more than just a tag for their recognition and identification. The promise of brand is consistent with reliable quality, service and overall psychological satisfaction. Brand preference is the selective demand for a company's brand rather than a product; the degree to which consumers prefer one brand over another. Brand preference can be achieved by creating the positive brand image in customer's mind. Brand image is the consumer's impression about the brand's physical characteristics, its performance, the functional benefits, the kind of people who use the product, the emotions and associations it develops, and the imagery or symbolic meanings it generates.



## **A STUDY ON IMPACT OF INFLUENCER MARKETING IN RECENTSDAYS FROM PUBLIC PRESPECTIVE**

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Influencer marketing is a powerful and effective tactic that makes use of the reputationpopularity of people who have a sizable social media following. Influencers and brands worktogether to promote brands' goods and services by taking advantage of the influencers'existing connections with their audience. The field of influencer marketing has experiencedsignificant changes recently, which is having a long-term impact on how the public engageswith influencers. The main objectives of the study, the researcher could understand. Thestudy concludes by presenting a nuanced picture of the public's connection with influencersand highlighting the complex interaction between doubt, influence, and the long-lastingeffects on consumer behaviour.

## **EMPLOYEE BENEFITS OF SALESPERSON IN TEXTILE INDUSTRY**

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This study conducts a comprehensive examination of employee benefits for sales professionalsoperating within the textile industry. First, the analysis encompasses the intricate web ofcompensation structures, dissecting the components of base salary, commissions, and bonuses. Additionally, a detailed exploration of health and wellness benefits sheds light on the supportmechanisms provided to sales employees, contributing to their overall well-being. Work-lifebalance emerges as a pivotal aspect, with an in-depth analysis of policies designed to fosterequilibrium in the demanding realm of textile sales. The study scrutinizes how these policiesimpact the daily lives and job satisfaction of sales professionals. In response to the evolvinglandscape of workforce expectations, the research underscores the importance of aligningemployee benefits with contemporary trends. By understanding and adapting to theseexpectations, organizations in the textile sector can cultivate a positive work environment thatenhances job satisfaction and productivity. Ultimately, this study seeks to provide actionableinsights into optimizing employee benefits, thereby fostering a resilient and high-performingsales team in the dynamic context of the textile industry.



## **CONSUMER'S BEHAVIOUR ON PRODUCT PURCHASE THROUGH EFFECTIVE ADVERTISEMENTS IN TIRUPUR CITY**

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This study investigates the consumer buying behaviour of products through effective advertisements in Tirupur City. The research takes a thorough approach, combining quantitative and qualitative methodologies, with the goal of comprehending how advertising affects buying behaviours. The study intends to clarify the complexities of consumers' decision-making processes in response to advertisements using surveys, and the data was analyzed by the descriptive statistics tools. The study provides insightful information on the dynamics of consumer behaviour in Tirupur's distinct market environment. The research intends to offer useful suggestions for companies looking to improve their marketing strategy by evaluating the efficacy of advertising techniques. The results of this study contribute to our understanding of consumer behaviour and may be used as a useful manual for companies that want to customize their advertising campaigns for the unique environment of Tirupur City.

## **A STUDY ON CONSUMER AWARENESS TOWARDS GREEN MARKETING AND GREEN PRODUCTS WITH REFERENCE TO TIRUPUR CITY**

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A Green product is a sustainable product designed to minimize its environmental impacts during its whole life-cycle and even after its use. Green products are usually identified by having two basic goals – reducing waste and maximizing resource efficiency. With growing markets and increasing consumer volumes, the production, as well as consumption patterns are degrading the environment drastically. Today, the whole world is experiencing environmental problems such as climate changes, global warming and ozone depletion. To ensure smooth operations, businesses are starting to shift their business model favouring towards producing environmentally friendly products. Therefore, green marketing is recommended to be used as part of the strategy to guarantee green product purchases among customers. The study examined the awareness of consumers towards green marketing. The result indicates that the green marketing has positive impact towards customer purchase intention.

## **ARTIFICIAL INTELLIGENCE IN HEALTHCARE MANAGEMENT**

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Artificial intelligence (AI) in the healthcare sector is receiving attention from researchers and health professionals. Few previous studies have investigated this topic from a multi-disciplinary perspective, including accounting, business and management, decision sciences and health professions. The investigation showed that the literature in this field is emerging. It focuses on health services management, predictive medicine, patient data and diagnostics, and clinical decision-making. The United States, China, and the United Kingdom contributed the highest number of studies. Keyword analysis revealed that AI can support physicians in making a diagnosis, predicting the spread of diseases and customizing treatment paths. For instance, AI projects require skills and data quality awareness for data-intensive analysis and knowledge-based management. Insights can help researchers and health professionals understand and address future research on AI in the healthcare field.

## **MARKETING IN THE AGE OF SOCIAL MEDIA**

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Social marketing is a technology that can be developed in a fast and flexing manner, where internet connections are transformed into interactive platforms. By leveraging the power of social media platforms, business can reach a vast audience, build brand awareness, foster customer engagement, and drive growth.

In today's digitally allied words, social media has emerged as a powerful force, transforming the way business approach marketing .with billions as active users across various platforms, social media has become an integral part of people's lives, presenting vast opportunities for businesses to engage with their target audience. In this blog, we at ingogenx will explore the significance of social media in digital marketing and discuss effective strategies for harnessing its power to drive business growth and success.



## **A COMPARATIVE ANALYSIS ON AUTOMOBILE INDUSTRY (WITH SPECIAL REFERENCE TO MARUTI SUZUKI AND TATA MOTORS)**

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Financial ratio analysis is the process of reviewing the financial position of the company. Ratio analysis is extensively used by firms as a technique to forecast the financial soundness of the company to build future growth. This study aims at analyzing the financial performance of Tata Motors and Maruti Suzuki by calculating financial ratios. The primary objective of this study is to evaluate the performance of Tata Motors and Maruti Suzuki during the last 5 years. The reference period taken for study is 5 years starting from 2019 to 2023. Ratios like Current ratio, liquid ratio debt equity ratio, interest coverage ratio and gross profit ratio were calculated to serve the purpose of assessing the financial performance of the company. Further trend analysis and comparative income statement were also analyzed. Secondary data was collected from annual reports of Tata Motors and Maruti Suzuki to derive relevant information. The results reveal that the company has performed reasonably well during the reference period. The company has shown a good potential by earning returns for their shareholders.

### **MARKETING IN THE AGE OF SOCIAL MEDIA**

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Social media marketing offers businesses an array of benefits. Firstly, it provides unparalleled reach and visibility, enabling businesses to connect with a vast number of potential customers. Secondly, social media platforms offer targeted advertising options, allowing businesses to reach specific demographics based on location, interests, and behaviour. Thirdly, social media offers an opportunity for businesses to build and nurture relationships with their audience through engagement and interaction. Lastly, social media marketing provides valuable insights and analytics that help businesses refine their strategies and measure the effectiveness of their campaigns.



## **E-COMMERCE LOGISTICS AND LAST-MILE DELIVERY**

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E-commerce logistics and last-mile delivery are integral components of online retail operations, crucial for ensuring efficient order fulfilment and customer satisfaction. This paper examines the complexities, challenges, and innovations in e-commerce logistics with a specific focus on last-mile delivery the final leg of the supply chain process. It explores the unique demands and constraints associated with delivering goods directly to consumers' doorsteps, including urban congestion, rural accessibility, and time-sensitive delivery expectations. Additionally, the paper discusses the impact of factors such as fluctuating demand patterns, seasonal peaks, and the rise of same-day and next-day delivery services on last-mile logistics operations. Furthermore, it analyses the strategies employed by e-commerce companies, logistics providers, and technology firms to optimize last-mile delivery efficiency, including route optimization algorithms, dynamic delivery scheduling, and the utilization of alternative delivery methods such as autonomous vehicles and drones.

## **MARKETING IN THE AGE OF SOCIAL MEDIA**

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In this ever-evolving landscape, understanding how best to leverage social media channels requires staying up-to-date on emerging trends while maintaining a keen focus on delivering engaging, high-value experiences tailored specifically for each platform. From crafting compelling stories through visually stunning imagery to fostering vibrant communities around shared interests, there is no shortage of creative strategies waiting to be explored by savvy marketers eager to make their mark online. However, navigating this vast terrain successfully also means recognizing potential pitfalls along the way—such as managing privacy concerns, combatting misinformation, or adapting quickly enough to keep up with rapid changes in user behavior. With all these factors considered, embarking upon a journey into marketing within the context of modern social networks promises both challenges and opportunities.

## **INTERNATIONAL TRADE & ITS ECONOMIC IMPACTS**

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International trade, a linchpin of global economic dynamics, yields multifaceted impacts. Acting as an engine for economic growth, it cultivates specialization, amplifying efficiency through comparative advantage. This, in turn, begets heightened productivity and consumer affordability. Beyond economic expansion, international trade catalyses innovation and knowledge diffusion, fostering a cross-pollination of ideas. Job creation burgeons, contributing significantly to poverty alleviation by affording nations access to expansive global markets. Yet, challenges loom, including trade imbalances and industry-specific job displacements, warranting nuanced management. In essence, international trade, if navigated judiciously, emerges as a potent force, not just propelling economic development but also knitting together nations in collaborative pursuit.

## **ECONOMIC EFFECT ON THE COVID'19 PANDEMIC IN E-COMMERCE**

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The COVID-19 pandemic has unleashed unprecedented challenges across the global economy, with far-reaching consequences for various industries. Among these, the e-commerce sector stands as a notable case study, experiencing both significant disruptions and transformative shifts. As governments implemented lockdowns, social distancing measures, and restrictions on physical retail operations to curb the spread of the virus, consumers increasingly turned to online channels for their shopping needs. This sudden surge in demand for e-commerce services has reshaped the economic landscape, presenting both opportunities and challenges for businesses operating in this space. We will delve into the economic effects of the COVID-19 pandemic on the e-commerce sector. We will examine how consumer behavior, supply chain dynamics, small businesses, labour markets, digital payment systems, and long-term trends have been impacted by the crisis.



## IN THE AGE OF SOCIAL MEDIA MARKETING

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In recent years, social media has become ubiquitous and most important for social networking, content sharing and online accessing. Due to its reliability, consistency and instantaneous features, social media opens a wide place for business such as online marketing. Marketing which occurs via social media is known as social media marketing. Social media marketing has made possible for companies to reach targeted consumers easily, effectively and instantly. Besides that, social media marketing also faces several challenges in the field. This article argues on social media marketing's advantages and disadvantages in present era. Social media marketing is a new trend and rapidly growing way in which business are reaching out to targeted customers easily. Social media marketing can be simply defined as the use of social media channels to promote a company and its products. This kind of marketing can be thought of as a subset of online marketing activities that complete traditional Web-based promotion strategies, such as e-mail newsletters and online advertising campaigns



# MANAGEMENT

## **HUMAN RESOURCE CHALLENGES IN DIGITAL ERA**

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The global economic situation and need to be better prepared for competitive challenges put pressure on modern companies to shift toward automation and digitalization. As a consequence of rapid technological development and the speed of change and therefore forced transformation of business models and work design, organizations are faced with a need for a massive change of features and an extended role of HR management processes. To be able to drive future organizational performance, HR leader sand professionals are required to make changes in the skills and competencies they have and to acquire and possess new ones. The purpose of this paper is to explore and elaborate on the contemporary position and the changing function of HRM in light of digital trans formation.

## **ANALYSIS ON THE LEVEL OF STRESS AND STRESS**

### **MANAGEMENT PRACTICES OF EMPLOYEES AT GREEN TOURISM**

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Stress is a natural reaction to specific demands and events, but ongoing stress can affect a person's health and wellbeing. Tips for managing stress include exercise, setting priorities, counselling, and more. These demands can come from work, relationships, financial pressures, and other situations, but anything that poses a real or perceived challenge or there at to a person's well-being can cause stress. This study attempts to analyze the level of stress, the causes of stress, the consequences of stress and the initiatives taken by organizations in trying to help their employees in managing stress. This study is limited to tourism professionals and is descriptive in nature. The study has been undertaken with the help of a questionnaire and has brought out meaningful insights.



## **A STUDY ON THE IMPACT OF CHANGES IN SERVICE SECTOR IN INDIA IN SHAPING THE FUTURE OF BUSINESS & SOCIETY**

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Service sector has emerged as the most extensive and fastest-growing sector in India. It has become the lifeline for a country's socioeconomic growth as it contributes significantly to GDP growth, employment, trade, and investment. The services sector holds the second position after agriculture to generate employment both in several states and in the national economy. This present paper attempts to evaluate the services sector's performance & contribution to the Indian economy using secondary data sources. The secondary data were collected from various published sources like journals, books, reports, websites, etc. The objectives of the study are to examine the significant relationship between different sectors and their growth performance in India. Further, the study also discusses the impact of changes in service sector in the India in shaping the future of business and society. The study will also make an attempt to discuss issues relating to the performance of the service sector and also address the weakness by means of some valid and practical remedial measures.

### **STRATEGIC MANAGEMENT IN UNCERTAIN ENVIRONMENT**

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This paper investigates how the process of strategic planning operates in an environment that is uncertain and changing very rapidly. Business environments are never constant, but they could be slowly changing or moving rapidly. The issue is how to streamline the strategic planning process so that it is adaptable in uncertain environments and so that it becomes flexible and responsive as new environments operate. The objective of the literature review is to assimilate the literature required to develop insight into how the strategic planning process can evolve and develop to cope with uncertainty in the business environment.

## **Savings, Spending, And Investment Behavior Of Salaried People Post Pandemic**

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The COVID-19 disease continues to cause incomparable disruption to life and the economy world over. The crisis has disrupted our whole living pattern. This COVID-19 has brought about the huge damage it has done to our lives in terms of loss of livelihood, mental health, restricting mobility and more. But, interestingly, the Covid-19 has bought us time to re-think the way we live our lives, and not take things for granted. This re-thinking has made people observant of their consumer behaviour, more importantly, their spending habits and kindles their minds to invest most on savings during the chaotic situation. A large number of consumers have specified decline in household savings during the Covid-19 pandemic due to job loss, salary cuts or delays in payments. After analyzing the data, conclusions have been drawn with respect to various aspects of impact of post Covid-19 on their behavior.

## **A STUDY ON WELFARE MEASURES PROVIDING FOR TEACHING STAFF**

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Human resource management is a function in organizations designed to maximize employee performance in service of their employer's strategic objectives. HR is primarily concerned with how people are managed within organizations, focusing on policies and systems. In the current global work environment, most companies focus on lowering employee turnover and retaining the talent and knowledge held by their workforce. Every employer shall provide hostel and residential facilities both for married and unmarried working women nearest to their place of work and cheap, safe and quick transport facilities of such working women. Welfare measures improves staff morale and motivation, which has a good effect on the institution's level of efficiency. They also raise goodwill for the institution. These welfare measures are taken to ensure the staff ' overall health as well as their physical efficiency and Mental Health.



## **IMPACT OF WORKPLACE STRESS ON THE PHYSICAL AND PSYCHOLOGICAL WELLBEING OF MERCHANDISERS IN THE KNITWEAR INDUSTRY IN TIRUPPUR – AN EMPIRICAL STUDY**

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This research work has explored the impact of stress on the physical and psychological wellbeing among merchandisers in the knitwear industry in Tirupur district. The fragmented value chain activity is the feature of the knitwear industry and the production units for completion of their orders are dependent upon raw material delivery from suppliers. If the companies in the backward end of the value chain cause any delay in delivery of fabrics it affects the production unit and late delivery of raw materials puts the merchandisers under stress to complete the order on time. Pressure exerted on merchandisers due extension of working hours, target completion and conforming to quality standards affect the physical and psychological wellbeing.

## **COMPREHENSIVE STUDY OF ANALYSING LEADERSHIP APPROACHES TO CHANGE MANAGEMENT IN THE 21ST CENTURY**

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This research looks at how modern organizations handle big changes. It is looking at how leaders deal with these changes and how technologies are used. This study goal is to get a deep understanding of what works best when organizations need to switch things up. This study investigates the impact of digital transformation, the implementation of agile methodologies, leadership style, and the influence of global events on the characteristics of change management. We are checking out how technology, especially the digital stuff, is changing the way organizations manage changes. This study further investigates the application of agile methodologies, known for their speed and adaptability, to assess their effectiveness in managing rapid and dynamic changes. Leadership plays a significant role as well. The leaders may need to change how they do things based on what's going on around them. Global events like pandemics and economic shifts can shake things up.

## **THE IMPACT OF HUMAN RESOURCE PRACTICES ON EMPLOYEE RETENTION IN THE EDUCATION SECTOR**

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This study examines the human resource (HR) practices that promote employee retention. Effective HR practices can reduce employee turnover and increase retention within an organization. Key employees are the instrument for overall growth and development of an organization. This study focuses on Education sector of India. The most important HR practices have been identified with the help of literature. The study seek to identify the best human resource practices of education sector in Indian scenario and also drafted the pros and cons of human resource practices in this conglomerate. It is a form of service which rendered to students, good will and reputation created by society to teacher from this service. In Indian educational arena retention of employees is a challenge in this century because of pay and perks, family benefit services, incentives and other activities which inculcate the employee loyalty towards the institution.

## **DIGITAL TECHNOLOGY IS RESHAPING THE ONLINE FOOD DELIVERY APPLICATION INDUSTRIES**

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Development of technology has provided a new pathway for marketing through various mobile applications. Present marketing strategies are based on online marketing which satisfy the customer demand. Online food delivery is a service in which a store or restaurant delivers food to a customer through the restaurant's website. It is proposed here with simplifies the food ordering process. Online food ordering system is software used to easy the customer's life. This system is designed to have various food items in a single area at valuable price. 96% of the respondents who are participated in the survey are ordering food through online. Swiggy is the most popular food app which is highly preferred by customers as 58% of respondents prefer Swiggy.



# COMPUTER SCIENCE

## **PREDICTION OF MACHINE LEARNING ALGORITHMS FOR HEALTH CARE INDUSTRY**

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When there is a huge data set on which we would like to perform predictive analysis or pattern recognition, machine learning is the way to go. Machine Learning (ML) is the fastest increasing area in computer science, and strength informatics is of severe challenge. The aim of Machine Learning is to increase algorithms which can discover and evolution over time and can be used for predictions. Machine learning practices are generally used in various fields and primarily health care industry has been benefitted a lot through machine learning prediction techniques. It offers a variety of alert and risk management decision support tools, targeted at improving patients; safety and healthcare quality. With the need to reduce healthcare costs and the movement towards modified healthcare, the healthcare industry faces challenges in the essential areas like, electronic record management, data integration, and computer aided diagnoses and disease predictions.

## **IMPLEMENTATION OF NATURAL LANGUAGE PROCESSING IN CUSTOMER SERVICE**

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The use of artificial intelligence and natural language processing (NLP) in customer service is growing quickly. Technology is being used to interact with users and answer their questions. Using NLP in customer services is in the form of artificial intelligence applications that allow users to communicate with models using different languages through text or speech, and the model will provide answers to the users. The main goal of this systematic review is to locate and analyse the existing articles and studies on the use of NLP technology in customer service in terms of research domain, applications, datasets used, and evaluation methods. To create the final review article, relevant papers were sorted and filtered based on inclusion exclusion standards and quality assessment



## **CYBERSECURITY THREATS AND COUNTERMEASURES**

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Cyber security has become a paramount concern in our technology-driven era, with an escalating number of cyber threats targeting individuals, corporations, and governments. This research paper aims to provide a comprehensive understanding of cyber security threats, their potential impacts, and effective countermeasures. Exploring various threat types, including hacking, malware, phishing, and social engineering, the paper delves into their evolution and the current state of global cyber security. The study incorporates a discussion on counter measures, encompassing technical solutions, policies, regulations, and employee training. Recommendations are provided to enhance cyber security posture and remain vigilant against emerging threats.

## **CYBERSECURITY THREATS AND COUNTERMEASURES**

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Cyber Security encompasses a broad range of practices, tools and concepts related closely to those of Information and Operational Technology (OT) Security. The most commonly referenced types of Cyber Security, Application Security, Cloud Security, Critical Infrastructure Security, Data Security, End Point Security, Mobile Security, Network Security etc., This paper clearly discussed about the Mobile Security. The Mobile Security is the strategy, Infrastructure and Software used to protect any device that travels with users include Smart Phones, Tablets and Laptops. Cyber Security for mobile devices includes Protecting Data on the local device and the device connected end points and networking equipment's.

## **CYBERSECURITY THREATS AND COUNTERMEASURES**

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Cyber security is the practice of protecting systems, networks, and programs from digital attacks. These cyber attacks are usually aimed at accessing, changing, or destroying sensitive information; extorting money from users via ransom ware; or interrupting normal business processes. Cybercrime is one of major problem that people face now a days and it effects the individual, organizations and even the Government. Cybercrime is basically a crime in which an offence is committed against an individual or group of people and it harms their emails, websites and mobile phones.

## **BIG DATA ANALYTICS FOR NBUSINESS INTELLIGENCE**

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Business Intelligence (BI) is a set of technology-driven processes and technologies that convert raw data into useful information to drive profitable business actions. Big data analytics involves storing, processing, and visualizing a combination of structured, semi-structured, and unstructured data collected by companies to extract meaningful information and insights. Big data analytics analyse and process large and diverse datasets from different sources and sizes. The main goal of Big Data analytics and Business Intelligence is to summarize the data results so that businesses can uncover real insights and trends, thereby helping them make informed decisions.



## **AN OUTLOOK ON INTRUSION DETECTION SYSTEM USING MACHINE LEARNING AND DEEP LEARNING APPORACHES**

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The intrusion detection is the one of the interesting activities for providing the security in the computer. The nature of intrusion detection is to give alert to the user before the attack happens. There are different types of attacks that are encountered nowadays. With the advent of IOT many attacks are occurred and much management have lost the money. So, these problems can be solved by using the best intrusion detection techniques and the attacks signatures have to be maintained. The machine learning techniques are the one which helps to detect the intrusions. Different machine learning techniques can be applied in intrusion detection. The data sets available today should be updated to maintain their effectiveness

### **MACHINE LEARNING FOR PREDICTIVE ANALYTICS**

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Machine learning is an area of computer science in which computers discover patterns and trends in data sets. Machine learning is an adaptive technique, where the system is designed to adapt and learn as and when new data is fed into the system. Predictive analytics uses the data, statistical algorithms and machine learning techniques to identify the probability of future outcomes based on historical data. Predictive analysis is used in various fields like: Online Retail, Healthcare, Education, Cyber Security, Government Sector etc.

This paper discussed healthcare. Healthcare prediction has been a significant factor in saving lives in recent years. In the domain of health care, there is a rapid development of intelligent systems for analysing complicated data relationships and transforming them into real information for use in the prediction process.

## **HUMAN COMPUTER INTERACTION WITH USER EXPERIENCE.**

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Human-Computer Interaction (HCI), has risen to prominence as a cutting-edge research area in recent years. Human-computer interaction has made significant contributions to the development of hazard recognition over the last 20 years, as well as spawned a slew of new research topics, including multimodal data analysis in hazard recognition experiments, the development of efficient devices and sensors, and the human-computer interaction safety management platform based on big data. The basic concepts and terminology, existing technologies, and recent breakthroughs in the field of HCI are all included in this research paper's overview. The ability to respond and sense efficiently and appropriately in response to user affective feedback, as well as to detect and comprehend the affective states displayed by the user, is the first step toward developing an intelligent HCI.

This paper also looks at several methods for HCI design. In addition, this paper includes a thorough list of references for each HCI idea, method, and application. In addition to being user centric, we design with both usability and business goals in mind. Rather than focusing solely on the application's functional objectives, our design will need to address the entire customer experience

## **DATA PRIVACY AND SECURITY IN CLOUD COMPUTING**

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Data privacy and security in cloud computing involves protecting of data and computations from unauthorized access it also ensures the confidentiality and integrity of data cloud security also known as cloud computing security is a collection of security measures designed to protect cloud-based infrastructure, applications and data.

Cloud computing is the delivery of different services through the internet, including data storage, servers, databases, networking and software. Cloud storage has grown increasingly popular among individuals who need larger storage space and for businesses seeking an efficient off-site data back-up solution.



## **EDGE COMPUTING IN IOT ENVIRONMENT**

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In this paper, we propose a novel edge computing architecture for IoT environments. The proposed architecture aims to enhance the efficiency, security, and reliability of IoT systems by leveraging the computational power of edge devices. The architecture consists of three main components: edge devices, edge servers, and a cloud server. The edge devices collect and process data locally, while the edge servers aggregate and analyse the data from multiple edge devices. The cloud server stores the aggregated data and provides access to it for further analysis and decision-making. The proposed architecture also includes a security mechanism to protect the system from potential threats. The paper presents the design, implementation, and evaluation of the proposed architecture in a real-world IoT environment. The results show that the proposed architecture significantly improves the performance, security, and reliability of IoT systems.

## **ARTIFICIAL INTELLIGENCE IN HEALTHCARE MANAGEMENT**

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Integrating artificial intelligence (AI) into healthcare has revolutionized diagnostics, treatment, and patient monitoring. AI enhances healthcare research, providing accurate diagnoses and personalized treatments. Its ability to swiftly analyse vast clinical data aids in identifying disease markers and trends. Applications range from early detection through radiological image analysis to outcome predictions from electronic health records. Implementing AI in hospitals and clinics enhances efficiency, making healthcare systems smarter and faster. IBM Watson pioneered healthcare AI in 2011, focusing on natural language processing. Today, tech giants like Apple, Microsoft, and Amazon are investing in AI for healthcare. The potential implications are vast, transforming data processing, disease diagnosis, treatment development, and prevention. AI enables informed decisions, saving time, reducing costs, and improving medical record management

## **PREDICTING CARDIOVASCULAR DISEASE FROM ECG DATASETS USING ARTIFICIAL INTELLIGENCE TECHNIQUES**

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Cardiovascular disease (CVD) is a severe public health issue that negatively impacts the heart and blood vessels. Early prediction of CVDs can significantly reduce death rates and risk stratification-based prediction algorithms can identify patients with high CVD risk. The Electrocardiogram (ECG) is a widely used clinical signal for detecting and diagnosing coronary artery disease (CAD), as it records bioelectrical activities of the cardiac system which can be altered in cases of high risk CVD. However, the interpretation of ECG records by humans is time-consuming and challenging, making it challenging for cardiologists to detect and diagnose cardiac problems. Artificial Intelligence (AI) models such as Machine Learning (ML) and Deep Learning (DL) models have been recently used in early CVD prediction for better clinical-decision making and potentially reducing the risk of cardiovascular fatality. These models improve the diagnostic abilities of echo cardiography by identifying pathological conditions, extracting anatomically significant data, measuring cardio-motion and calculating echo image quality making it an alternate tool for accurate CVD diagnosis and treatment.

## **ADVANCED IMAGE COMPRESSION TECHNIQUE USING HYBRID QUANTUM ALGORITHM**

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Image compression is an essential technique which is used to reduce the costs of image transmission and storage. It is a process applied to a graphics file to minimize its size in bytes without degrading image quality below an acceptable threshold. Traditional image codec's, such as JPEG, BPG, and VVC, adopt a hybrid coding framework consisting of prediction, transformation, quantization, and entropy coding. However, traditional image codec's are limited by handcrafted prediction modes and lack adaptability. Owing to significant progress in artificial neural networks, some works have attempted to utilize CNN to replace the part of traditional codec's, which is still limited to the handcrafted architecture. Meanwhile, learned image compression methods have also been proposed based on transformation coding with an automatic end-to-end optimization. A colour image compression is the most challenging task in the field of multimedia.



## **A LITERATURE REVIEW ON ARTIFICIAL INTELLIGENCE IN HEALTHCARE MANAGEMENT**

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The rapid integration of artificial intelligence (AI) is bringing about substantial transformations within the administrative and clinical workflows of healthcare organizations. This evolution emphasizes the notable influence of AI on various tasks, particularly in health procedures related to early detection and diagnosis. Previous research indicates that AI holds the potential to enhance the overall quality of healthcare services. There are indications that AI-based technology can simplify, secure, and optimize human life. This study presents a comprehensive examination of prior scholarly research on the application of AI in the health sector through a literature review. Drawing from various academic publications from scholarly sources, the review seeks to propose a classification framework. The overview encompasses the advantages and challenges posed by AI capabilities for individuals, healthcare professionals, organizations, and the health industry. Additionally, the research delves into the social and ethical implications of AI concerning value-added medical services, decision-making processes in healthcare, privacy and security measures for patient data, and health monitoring capabilities.

### **ARTIFICIAL INTELLIGENCE IN HEALTHCARE MANAGEMENT**

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Artificial Intelligence is the replication of human intelligence practices by machines, principally computer system. It is a software think intelligently, in the comparable manner the intelligent human's reflect. AI is going to play a main role to improve the treatment process more self-sufficiently and with better results in terms of disease diagnosis and medical care assistance. The use of artificial intelligence in healthcare is an emerging scientific area that aims to produce healthcare intelligence by analysing health data.

**Keywords:** Artificial Intelligence, Healthcare.

## **AN OPTIMIZED BIDIRECTIONAL CONVOLUTIONAL RECURRENT NEURAL NETWORK ARCHITECTURE WITH GROUP-WISE ENHANCEMENT MECHANISM OF SENTIMENTS FOR THE PERSPECTIVE OF CUSTOMER REVIEW SUMMARIZATION**

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Customer reviews play a pivotal role in shaping consumers' purchasing decisions, but the sheer volume of text data can be overwhelming. In existing system, while ensemble methods can enhance performance, the associated computational complexity and resource intensiveness should be carefully considered, and appropriate measures should be taken to address these challenges in the context of Customer Review Summarization. This study introduces a Particle Swarm Optimization (PSO) based optimized architecture for a Bidirectional Convolutional Recurrent Neural Network (BiCRNN) with a group-wise enhancement mechanism tailored for Customer Review Summarization and named as OBiCRNN. This model is designed for the perspective of customer review summarization, aiming to effectively capture sentiments and generate concise summaries. The integration of PSO optimizes the network parameters, enhancing the learning process.

## **ARTIFICIAL INTELLIGENCE IN HEALTH CARE MANAGEMENT**

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Artificial intelligence is the simulation of human intelligence processes by machines, especially computer systems. Specific applications of AI include expert systems, natural language processing, speech recognition and machine vision. As the hype around AI has accelerated, vendors have been scrambling to promote how their products and services use it. Often, what they refer to as AI is simply a component of the technology, such as machine learning. AI requires a foundation of specialized hardware and software for writing and training machine learning algorithms. No single programming language is synonymous with AI, but Python, R, Java, C++ and Julia have features popular with AI developers. In general, AI systems work by ingesting large amounts of labelled training data, analysing the data for correlations and patterns, and using these patterns to make predictions about future states.



## **DATA PRIVACY AND SECURITY IN CLOUD COMPUTING**

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Data security has consistently been a major issue in information technology. In the cloud computing environment, it becomes particularly serious because the data is located in different places even in all the globe. Data security and privacy protection are the two main factors of user's concerns about the cloud technology. Though many techniques on the topics in cloud computing have been investigated in both academics and industries, data security and privacy protection are becoming more important for the future development of cloud computing technology in government, industry, and business. Data security and privacy protection issues are relevant to both hardware and software in the cloud architecture. This study is to review different security techniques and challenges from both software and hardware aspects for protecting data in the cloud and aims at enhancing the data security and privacy protection for the trustworthy cloud environment.

## **HUMAN-COMPUTER INTERACTION AND USER EXPERIENCE**

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Human-computer interaction (HCI) is the field of study that focuses on optimizing how users and computers interact by designing interactive computer interfaces that satisfy users' needs. It is a multidisciplinary subject covering computer science, behavioural sciences, cognitive science, ergonomics, psychology, and design principles. HCI is crucial in designing intuitive interfaces that people with different abilities and expertise usually access. Most importantly, human-computer interaction is helpful for communities lacking knowledge and formal training on interacting with specific computing systems. With efficient HCI designs, users need not consider the intricacies and complexities of using the computing system. User-friendly interfaces ensure that user interactions are clear, precise, and natural.

## **CROP YIELD PREDICTION USING PREDICTIVE ANALYTIC TECHNIQUES**

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Data Mining is emerging research field in Agriculture especially in crop yield analysis and prediction. As early into the growing season as possible, a farmer is focused in perceptive how much yield they about to expect. As with many other sectors the amount of agriculture data are increasing on a daily source. In our proposed work, collected agriculture dataset will be used to get crop yield prediction model using various regression techniques. Regression analysis was tested for the effective prediction or forecast of the agriculture yield for various crops in Tamilnadu state particularly in North Western zone of Tamilnadu. North western zone of tamilnadu state data consist four districts. The North western zone of Tamilnadu districts are Dharmapuri, Salem, Namakkal, Krishnagiri. By the analysis depends on the results of predictor model, in the north western zone, under the area having more cultivated crops are Tapiaco, Sugar cane, Ragi, Maize, Groundnut. This paper dealt with various regression techniques for agriculture crop yield prediction. Our proposed work mainly focused on to get predictor model by using regression techniques.