



ISSN: 2633-4828

Vol. 5 No. S6, (Oct - Dec 2023)

*International Journal of Applied Engineering & Technology***PREDICTION DISEASE USING DIFFERENT SUPERVISED MACHINE LEARNING ALGORITHMS**¹T. Vinoth Kumar and ²Dr. R. Latha¹Ph.D. Research Scholar and ²Professor & Head, Department of Computer Science, St. Peter's Institute of Higher Education & Research, Chennai, Tamil Nadu, India**ABSTRACT**

Background: Supervised machine learning algorithms have been a dominant method in the data mining field. Disease prediction using health data has recently shown a potential application area for these methods. This study aims to identify the key trends among different types of supervised machine learning algorithms, and their performance and usage for disease risk prediction.

Methods: In this study, extensive research efforts were made to identify those studies that applied more than one supervised machine learning algorithm on single disease prediction. Two databases (i.e., Scopus and PubMed) were searched for different types of search items. Thus, we selected 48 articles in total for the comparison among variants supervised machine learning algorithms for disease prediction.

Results: We found that the Support Vector Machine (SVM) algorithm is applied most frequently (in 29 studies) followed by the Naïve Bayes algorithm (in 23 studies). However, the Random Forest (RF) algorithm showed superior accuracy comparatively. Of the 17 studies where it was applied, RF showed the highest accuracy in 9 of them, i.e., 53%. This was followed by SVM which topped in 41% of the studies it was considered.

Conclusion: This study provides a wide overview of the relative performance of different variants of supervised machine learning algorithms for disease prediction. This important information of relative performance can be used to aid researchers in the selection of an appropriate supervised machine learning algorithm for their studies.

Keywords: Machine learning, Supervised machine learning algorithm, Medical data, Disease prediction

Indian Journal of Science and TechnologyDOI: [10.17485/IJST/v17i20.1231](https://doi.org/10.17485/IJST/v17i20.1231)

Year: 2024, Volume: 17, Issue: 20, Pages: 2088-2100

Original Article**Brain Tumor Prediction and Segmentation with Morphological Region-based Active Contour Model and Refinement using Boltzmann Monte Carlo Method in MRI Images**K R Srivaishnavi^{1*}, T Pramananda Perumal¹, P Anishiya²¹Presidency College, Chennai, 600 005, Tamil Nadu, India²Anna University, CEG Campus, Chennai, 600 025, Tamil Nadu, India***Corresponding Author**Email: srivaishnavisuresh2023@gmail.com

Received Date: 15 April 2024, Accepted Date: 15 May 2024, Published Date: 18 May 2024

Journal of Foundational Research, ISSN: 2395-5635 Volume XXXI, No. 2 (F) : July – Dec

EXPLORING MANAGEMENT ERRORS AND THEIR RAMIFICATION ON ORGANIZATIONAL DYNAMICS

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Abstract

to learn from past managerial blunders perpetuates their existence in present management decision-making. The paper is a collaborative effort of comprehending and transcending these errors to navigate the intricate landscape of Globalization (LPG). This paper meticulously scrutinizes two pivotal facets: the errors exemplified by Ford's Edsel production, Kodak's digital camera misjudgement, and Xerox, and the profound ramifications these blunders wrought upon their respective organizations. The paper emphasizes on proffering viable solutions and security measures to counteract universal managerial mistakes; Management mistakes; Management decisions; Management security; Perception; Innovation

[Home](#) > [Computer Software](#) > [System Software](#) > [Computer Science](#) > [Operating Systems](#) > [Android](#)

Conference Paper

S-ROID, An Efficient Methodology to Extract Deleted Data from Android

December 2023

DOI:[10.1109/SMART59791.2023.10428248](https://doi.org/10.1109/SMART59791.2023.10428248)

Conference: 2023 12th International Conference on System Modeling & Advancement in Research Trends (SMART)

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To read the full-text of this research, you can request a copy directly from the authors.



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Education and Society (शिक्षण आणि समाज)
(UGC Care Journal)

ISSN: 2278-6864

Vol-46, Issue-3, No.23, April-June : 2023

MAXIMIZING THE IMPACT OF SOCIAL MEDIA MARKETING: STRATEGIES FOR BUSINESS TO REACH AND ENGAGE CUSTOMERS

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ABSTRACT

Recognizing the significance of consumers, business has acknowledged the need to connect with and fulfill their requirements. The advancement of science and technology has facilitated rapid communication between companies, their associates, and customers. The internet has seamlessly integrated into human life, and social media has become an essential tool for companies to comprehend their consumer base, increase brand awareness, and influencing the decision-making process for a majority consumers. Simultaneously, social media is widely utilized for entertainment and leisure, serving as a platform for building virtual communities, groups and fostering interactions and conversations. This study was prompted by the extensive use of information technology in business development, coupled with the significant rise in social media's role in promoting businesses. A review of existing literature on social media has been conducted, focusing on the objectives of this study, in order to shed light on the impact of social media platforms on customer's purchasing decisions.

Keywords: Consumer, Online, Marketing

INTRODUCTION:

UNDERSTANDING CONSUMER BEHAVIOR IN THE TWO-WHEELER INDUSTRY: IMPLICATIONS FOR MARKETERS AND CUSTOMER RELATIONSHIPS WITH REFERENCE TO CHENNAI REGION

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Abstract

The study explores consumer behavior in the two-wheeler industry, a field that emerged after World War II due to the shift from a seller's to a buyer's market. Understanding consumer preferences and needs became crucial for manufacturers, leading to the development of consumer behavior as an independent discipline within marketing. This shift enabled businesses to tailor their products and marketing efforts to meet consumer demands and build lasting relationships. The study focuses on buyer motives, which are the underlying reasons driving purchase decisions. It categorizes these motives into product and patronage motives. By understanding these motives, marketers can design effective strategies and enhance customer satisfaction and loyalty. The study also presents an analysis of factors influencing consumer behavior in the two-wheeler industry using ANOVA, helping businesses target different consumer segments effectively. Overall, the study highlights the importance of understanding consumer behavior to succeed in the competitive two-wheeler market.

Tuijin Jishu/Journal of Propulsion Technology
ISSN: 1001-4055
Vol. 44 No. 3 (2023)

Security Issues And Challenges In Cloud Computing

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Abstract: Data is a very essential source for all organizations in today's world. In the past years data was stored in a server which was physically placed inside the organizations. As the amount of data is been increasing, it is a great challenge for the Database Administrator to manage the database. The entire data was in the control of the Database Administrator. To overcome this challenge arose the concept of Cloud computing. It is a technique that describes software and services that run through the internet rather than private servers and hard drives. In cloud computing the consumers does not own the infrastructure needed to support the programs or any applications they use. The data is owned by a third party and the end users pay for the services provided to them. This paper discusses about the basics of cloud computing management and its types. Cloud provides various advantages to its users and at the same time the major concern is towards the security of data. The data is stored in the cloud and it can be accessed through internet only. Internet is playing a major role in everyone's life. The world has become too small and it is placed in the palm of a human. This is because of the technology that is ruling the world. To secure the data in cloud is a major and the most important task that should be looked into. This paper focusses mainly the security issues and challenges in cloud.

Keywords: Cloud Computing, Security Issues and Challenges, Community Cloud

Vol. 17 No. 02 (2023)

AN ENCIPHERMENT ALGORITHM FOR ENCRYPTION AND DECRYPTION IN CLOUD ENVIRONMENT

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Tuijin Jishu/Journal of Propulsion Technology

ISSN: 1001-4055

Vol. 44 No. 5 (2023)

Encipherment Framework For Secured Communication In Cloud Environment

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Abstract: Cloud computing has emerged as a transformative technology, offering unparalleled scalability, flexibility, and accessibility. However, the widespread adoption of cloud services has brought forth a myriad of security challenges that demand careful consideration. Symmetric encryption, a fundamental pillar of secure communication, relies on the use of a shared secret key for both encryption and decryption processes. While symmetric encryption algorithms have proven effective, numerous security challenges persist. This abstract provides an overview of a new encryption algorithm Encipherment, where it provides more efficiency when compared to some of the existing algorithms. This algorithm uses a common procedure to encrypt and decrypt the data.

Samdarshi

ISSN: 2581-3986

Vol 16 Issue 4 (September 2023)

A Study on Faculty Attitudes and Practices in Integrating AI Tools into Teaching: A Comprehensive Analysis

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This study investigates the attitudes and behaviors of faculty members concerning the integration of Artificial Intelligence (AI) tools into their teaching practices. With the rapid advancements in AI technology, its potential to enhance educational methodologies is increasingly recognized. However, the acceptance and utilization of these tools among educators remain variable. This research employs a mixed-methods approach, combining surveys and interviews conducted among a diverse group of faculty across multiple disciplines and educational institutions. The survey evaluates the current level of familiarity, perceptions, and utilization of AI tools among faculty members, while the interviews delve deeper into the underlying factors influencing their adoption or reluctance towards integrating AI in teaching. The study aims to identify prevalent attitudes, challenges, and opportunities encountered by educators in leveraging AI tools for pedagogical enhancement. Additionally, it explores the perceived impact of AI on teaching methodologies, student engagement, learning outcomes, and the overall educational landscape. The findings of this study contribute valuable insights into designing effective strategies to facilitate the successful implementation of AI technologies in educational settings, addressing concerns, and fostering a more comprehensive understanding of faculty behaviors towards the integration of AI tools in teaching.

Keywords: Artificial Intelligence (AI) tools, Attitudes and behaviors, Higher Education.



Journal of Survey in Fisheries Sciences

Home Archives Vol. 10 No. 35 (2023): Special Issue 3 Articles

Role of Artificial Intelligence (AI) in Marketing

Jenifer Angelan S, Dr. M. Mohamed Siddik

PDF

Keywords:
Marketing, Artificial intelligence, Bibliometric analysis, Intellectual structure

Abstract

Disruptive technologies along with the Internet of things, large facts analytics, blockchain, and synthetic intelligence have modified the methods agencies' function, all the disruptive technology, artificial intelligence (AI) is the modern-day technological disruptor and holds a large advertising transformation ability. Practitioners International is looking to figure out satisfactory suit AI solutions for its advertising capabilities. However, a scientific literature review can spotlight the importance of synthetic intelligence (AI) in advertising and chart destiny studies directions. Furthermore, co-quotation and co-incidence evaluation presented the conceptual and intellectual community. Data clustering using the Louvain set of rules helped me become aware of studies sub-issues and future studies guidelines to enlarge AI in marketing.

A STUDY OF INVESTMENT BEHAVIOUR OF MILLENIALS IN CHENNAI CITY

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Abstract

The millennial generation is crucial to the financial sector of the economy. Every millennial will inevitably disrupt, restructure, and reinvent the economy. Financial literacy, age, income, gender, rate of return, risk associated with investments, and investing goals are factors that affect millennials' decision to invest. In this study, the researcher looked at how millennials invest in Chennai City, the reasons that affect their choices, the typical patterns of investments, and any issues they encounter.

The results of the current investigation show that there is no correlation between age and Investment Avenue. The relationship between investment behaviour and income is only weakly negatively connected. Investment patterns tend to decline as income rises, albeit this relationship is quite modest.

**NAVIGATING VIRTUAL REALMS: A COMPARATIVE ANALYSIS OF METAVERSE AND MULTIVERSE**

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ABSTRACT

In the digital age, the concepts of Metaverse and Multiverse have gained significant traction, offering alternate realities and immersive experiences. While both terminologies hint at expansive virtual realms, they harbor distinct characteristics and implications. This article aims to elucidate the nuances between the Metaverse and Multiverse, delving into their definitions, functionalities, and potential impacts on society. Drawing upon existing literature and technological developments, this analysis seeks to provide a comprehensive understanding of these parallel dimensions and their relevance in contemporary discourse.

KEYWORDS: *Metaverse, Multiverse, Virtual Reality, Interconnected Realms, Digital Exploration*

INTRODUCTION

The advent of virtual reality (VR), augmented reality (AR), and other immersive technologies has spurred the emergence of novel concepts such as the Metaverse and Multiverse. Coined in science fiction literature and popularized by tech visionaries, these terms encapsulate the idea of interconnected digital universes where users can engage, interact, and create. However, discerning the disparities between the Metaverse and Multiverse is imperative for grasping their implications on various facets of human life, from entertainment to education and beyond.

DEFINING THE METAVERSE

The Metaverse, a term popularized by Neal Stephenson's 1992 novel "Snow Crash," refers to a



ISSN 2319-829X Humanities and Social Science Studies, Vol. 13, Issue 2, No.8, July - December: 2024
**ROLE OF DIGITAL INFLUENCER MARKETING STRATEGY ON PURCHASE OF
PRIVATE LABEL BRANDS: MEDIATING EFFECT OF BRAND LOYALTY**

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Abstract

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The study explores the nexus between digital influencer marketing strategies, consumer choices regarding private label brands (PLBs), and the mediating role of brand loyalty among a sample of 498 consumers in Chennai. Employing purposive sampling, a questionnaire is utilized for primary data collection. Percentage analysis scrutinizes the demographic profile of consumers. Structural equation modeling is employed to dissect the causal links amongst research constructs. Additionally, Analysis of Variance assesses the impact of demographic profiles on research constructs. Results found that audience engagement, influencer proficiency, and brand compatibility emerge as key determinants significantly impacting the efficacy of digital influencer marketing strategies. It establishes the pivotal task of digital influencer marketing strategies in driving the purchase decisions of consumers within the PLB context. Additionally, brand loyalty is identified as a partial mediator, elucidating its impact amid digital influencer marketing strategy and the actual buying behavior. Demographic profiles such as, age, academic qualification, and monthly income showcasing significant influences on various aspects of

ISSN 2319-829X

Humanities and Social Science Studies, Vol. 13, Issue 2, No.8, July – December: 2024 **A STUDY ON IMPACT
OF E-LEARNING PLATFORM ON EDUCATION AMONG STUDENTS COMMUNITY**

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Abstract

The current scenario has seen the e-learning approach gaining prominence, particularly during the COVID-19 pandemic. Many educational institutions heavily relied on e-learning platforms such as EDX, Coursera, Udemy, Swayam, Webex, Zoom, Google Meet, and others to deliver instruction to their students. E-learning swiftly became a significant component of the education system, offering a vital solution to the challenges posed by the pandemic-related restrictions on in-person learning. These platforms facilitated remote teaching and learning, allowing educators to continue delivering educational content while ensuring the safety of students and staff. As a result, e-learning emerged as a pivotal tool in maintaining continuity in education amidst unprecedented circumstances. Thus, this study clearly exhibit to identify the demographic profile of the user's of E-Learning app and also the various factors which influence on adoption of e-learning platform in education.

Keywords: *E-learning Platforms, Learning, Educational Content, Educators and Safety*



ISSN 2319-829X

Humanities and Social Science Studies, Vol. 13, Issue 2, No.8, July – December: 2024 **EXAMINING PSYCHOLOGICAL RESILIENCE AMONG UNORGANISED SECTOR WORKERS DURING THE COVID-19 PANDEMIC: INSIGHTS AND INTERVENTIONS**

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ABSTRACT

In the wake of the Covid-19 pandemic, unorganised sector workers face unprecedented challenges, compounded by their marginalized status and lack of formal employment benefits. Despite these adversities, many demonstrate remarkable psychological resilience, navigating hardships with adaptability and perseverance. This study examines the interplay of demographic factors-age, educational qualification, marital status, and occupation-with psychological resilience among such workers in Chennai's Koyambedu vegetable market. Findings reveal nuanced associations, with age and occupation showing minimal impact on resilience, while educational attainment suggests a positive correlation, and marital status hints at a borderline association. Tailored interventions are essential to bolster resilience, encompassing support programs, social networks, education, family initiatives, and policy reforms. This research contributes valuable insights to guide effective strategies for supporting unorganised

ORGANISATIONAL CULTURE AND ITS IMPACT ON EMPLOYEE PERFORMANCE WITH REFERENCE TO IT SECTOR IN CHENNAI

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Abstract

Organizational culture is a complex phenomenon that can be formed in a variety of ways. It may start as a result of the challenges and obstacles that an organisation faces, or it may even be the deliberate creation of the management and staff who work there. The organisational culture may have a significant role in determining how well employees perform at work. This article's major goals are to examine the various organisational cultures and the connection between organisational performance and organisational culture. In this study, a descriptive research design was used. 110 IT employees in total were chosen to participate in this study by answering a questionnaire. The results of this study mainly pertain to Chennai-based IT workers.

Keywords : organizational culture, organizational performance, organization