

SOUVENIR

INTERNATIONAL CONFERENCE

On

Application of Artificial Intelligence and Internet of Things on Management, Science and Technology

Date: 9th December 2022

Organised By



Indian Academicians and Researchers Association (IARA)

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ABOUT IARA

Indian Academicians and Researchers Association (IARA) is an educational and scientific research organization of Academicians, Research Scholars and practitioners responsible for sharing information about research activities, projects, and conferences to its members. IARA offers an excellent opportunity for networking with other members and exchange knowledge. It also takes immense pride in its services offerings to undergraduate and graduate students. Students are provided opportunities to develop and clarify their research interests and skills as part of their preparation to become faculty members and researcher. Visit our website www.iaraedu.com for more details.

ABOUT THE CONFERENCE

Artificial intelligence (AI) is the ability of a machine to display human-like capabilities such as reasoning, learning, planning and creativity. AI enables technical systems to perceive their environment, deal with what they perceive, solve problems and act to achieve a specific goal. It perform human-like cognitive tasks, including the automation of physical processes such as manipulating and moving objects, sensing, perceiving, problem solving, decision making and innovation.

Artificial intelligence (AI) is typically defined as the ability of machines to perform human-like cognitive tasks, including the automation of physical processes such as manipulating and moving objects, sensing, perceiving, problem solving, decision making and innovation. AI is currently viewed as the most important disruptive new technology. Artificial Intelligence expands the livelihood of every human with ease. It mainly helps the people who are visually impaired, deaf & dumb, and old age people. It is been widely used with the Internet of Things and making all the works much simpler and creating smart environments. The ability to learn the convolutional methods of Artificial Intelligence brought many benefits to the Internet of Things (IoT). A new wave of IoT devices will bridge the gap between the physical and digital world to improve the quality and productivity of human life, society, and industries.

The potential of AI and IoT is impacting all the sectors from making smart homes to launching a rocket. Research in this area is basically focused on the ability to develop intelligent systems capable of interacting with the devices among themselves without human intervention. A recent survey mentions that “IoT smart objects are expected to reach 314 billion entities deployed globally by the end of 2022”.

AI provides businesses with unprecedented opportunities for designing intelligent products, devising novel service offerings, and inventing new business models and organizational forms. Technologies involving AI provide inestimable possibilities for enhancing people’s lives in a variety of areas including their homes, healthcare, education, employment, entertainment, safety and transportation. AI is not confined to one or a few applications, but rather is a pervasive economic, societal and organizational phenomenon. Similarly, AI provides businesses with unprecedented opportunities for designing intelligent products, devising novel service offerings and inventing new business models and organizational forms. But AI is not a technological panacea. Research in this area is basically focused on the ability to develop intelligent systems capable of interacting with the devices among themselves without human intervention.

This International Conference on “**Application of Artificial Intelligence and Internet of Things on Management, Science and Technology**” aims to bring together leading Academicians, Scientists, Researchers and Scholars to exchange and share their experiences, research results on all aspects of Internet of Things and AI. Researchers will present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered in artificial intelligence for IoT. This conference is to encourage and assist the professionals engaged in the above fields to maintain the integrity and competence of the profession, foster a sense of partnership amongst the International professionals.

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AN OUTLOOK OF CURRENT ENERGY SCENARIO, POLICIES, INVESTMENT CLIMATE, AND DEVELOPMENT PRACTICES IN NEPAL

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ABSTRACT

Nepal is a Himalayan country having a high possibility of renewable energy. Despite the possibility of renewable energy, the development pace of the country tends to be slow and which has affected the socio-economic development. Particularly, the development of the energy projects in the country has been affected by the current policies and practices of the government of the country. In this paper, the current energy outlook of Nepal has been summarized along with its related recent policies issued by the government for the development of the energy sectors in the country and forwarded the suggestions regarding the current issues inherent in the energy sectors development in Nepal. To solve the current issues of the country, Nepal needs to consider electricity demand management and transmission line distribution issues soon and review the existing policies and institutional arrangements for the promotion of the private sector investment. Moreover, access to finance for investment and people's awareness regarding the use of clean energy is the key barriers to the development of the energy sectors in the country.

Keywords: Energy policies, Investment climate, Development practices,



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INTERRELATION BETWEEN SERVICE QUALITY ATTRIBUTES CUSTOMER SATISFACTION ON WOMEN COOPERATIVE BANKS

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ABSTRACT

Chhattisgarh is witness of the progress of the women's citizen Cooperative bank established 20 years ago. To review features of the banks as experienced by customers to explore interrelationship between service quality characteristics and customer satisfaction this research is used to identify crucial attributes in the women cooperative banking sector.

The objective of this research is to illustrate this service quality dimension adopting a modified SERVQUAL model which can be used to identify customer satisfaction and impact of overall satisfaction in women cooperative bank. Instead of five in the inceptive model, SERVQUAL Model extracted four substances in the new model. Substances are tangibility, reliability, assurance and fourth sub-scales cooperativeness (responsiveness and empathy).

This study illustrate that overall satisfaction directly get effect by service quality attributes in customer women cooperative banks in Chattisgarh. The reliability is the one which give the major positive effect to the overall satisfaction in comparison of other dimensions. Through SPSS to modulate service quality attribute and overall customer satisfaction, correlation and regression analysis were used as statistical tools for conclusion.

Keywords: women cooperative Bank , Service quality, Customer satisfaction,

JEL Classification G00G2G21J16

ABSTRACT

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THE CHANGING NATURE OF NEWS PRODUCTION & CONSUMPTION- A STUDY ON SOCIAL MEDIA AS FIFTH ESTATE IN INDIA

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ABSTRACT

The fifth estate comprise of individuals that are constantly connected to each other. Social media enabled the individuals in society to source, consume and distribute information, this has enabled individuals to become interlinked and not be dependent on the fourth estate i.e., the media. From a theoretical perspective, the paper aims to understand the influence social media has on the media and whether it undermine the role of media as fourth estate in an Indian democratic society. Past survey reports were analysed and interviews with journalists were conducted to understand how the usage of social media by the fourth estate (i.e, media) has strengthen the news production. The paper concludes with fourth and fifth estate working in synergy and bringing a change in production and consumption of news.

Keywords: social media, Fifth Estate, Media, News, Fourth Estate



ABSTRACT

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TRUST OPTIMIZATION TECHNIQUES FOR SOCIAL INTERNET OF THINGS (SIoT)

Harmanpreet Kaur and Dr. Sonia Vatta

ABSTRACT

Social IoT is a new paradigm applied to IoT for facilitating the communication process to improve connection between the devices and the users. The main objective of SIoT is to create relationship between objects and human beings based on the principal set by their owners. In this social network, users act as the service demander as well as service provider. In this work we have discussed about various trust optimization techniques such as Genetic algorithm, Particle Swarm Optimization, Ant Colony Optimization, Cuckoo Search, Eigen Trust, Tidal Trust, Discriminative- Aware Trust Management etc. This work proposes a technique to optimize the trust.

Keywords: Internet of Things, Social Internet of Things, PSO, Genetic algorithm, Cuckoo Search, service, Artificial Bee Colony.



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THE NEED AND IMPORTANCE OF USE OF MASS MEDIA IN HEALTH COMMUNICATION

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ABSTRACT

Communication processes are central to broader empowerment practices through which people are able to arrive at their own understanding of issues, to consider and discuss ideas, to negotiate, and to engage in public debates at community and national levels (Communication for Development, 2011). It is crucial to adopt effective communication strategies to encourage healthy behaviours; it inevitably leads to improving the health status of people. It is pertinent that audience centred approaches are developed in order to reach the maximum population. Public officials must identify mass media channels such as television, radio, and newspaper to promote public awareness, increase public knowledge, and lead them to adopt healthy behaviours. This paper will critically look at some of the research studies on government schemes, their implementation and outcome and the use of mass media by the government in the same.

Keywords: Government Schemes, Mass Media, Communication, Strategy, Beneficiaries



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LEGAL SAFEGAURDS AGAINST FEMALE FOETICIDE IN INDIA: A CRITIQUE

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ABSTRACT

A women shape the destiny of civilization but in India Female foeticide is very most violent crime to the contemporary human progress. Foeticide is the process of aborting girl child when a person finds out that the unborn child is female child. In other words, Female foeticide is killing and aborting of a child. Female foeticide is normal for many people who has mental set or stereotype that growing female child is so tough than growing male child. Hindu methodology regarded a girl as the form of goddess Lakshmi, Durga, Saraswati, etc. but it is very unfortunate that female foeticide is happening today. The paramount aim of this Article to highlight the issues of Female foeticide and legal safeguards available against the female foeticide.

Keywords- Female Foeticide, Legal Safeguards



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ASSESSMENT OF NODAL PRICING IN RESTRUCTURED POWER SYSTEM USING AC-DC OPF-BASED METHODOLOGY

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ABSTRACT

In the restructured competitive electricity market, electricity nodal pricing, also known as Locational Marginal Pricing or Spot pricing, is useful for the market traders to make effective investment decisions for generation-transmission bidding. It also helps to relieve congestions in the lines. Strong and competitive transmission rates are further ensured through strategically planned generation addition, transmission, and demand response systems, as well as expanded access to energy from less priced generators. A useful power nodal pricing model based on AC-DC Optimal Power Flow is presented in this study. Investigations on the variations in Location based Nodal Price value under transmission limitation scenarios were also conducted. The 400kV, and 765kV MSETCL systems are simulated using AC- Dc OPF based methodology for a real MSETCL and the results are presented.

Keywords— Optimal Power Flow, Nodal Pricing, transmission pricing, Electricity market, Restructured power system.



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A COMPREHENSIVE STUDY ON IMAGE DEHAZING-A SURVEY

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ABSTRACT

In the recent years the processing of digital images participate a dominant role in the acquiring the information within the image. Even though images contain the information due to various hazards accusation of information standards are reduced. One of the main image hazards is haze that is captured along with the image. Haze diminishes the visual quality of the images which causes poor performance of image processing. To acquire the quality information from the image and upgrade the visual quality of image causes development of various dehazing mechanisms to remove the haze in the image. Due to various mechanisms available it becomes arduous to select a efficient strategy based on the application. In this work various recently developed strategies are studied. And detailed reviews of these mechanisms were accomplished along with challenges, utilization together with future scope of studied mechanism were also discussed in this work.

Keywords: Haze, Image dehazing, Digital Image Processing, Image Preprocessing.

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E-COMMERCE CUSTOMERS BUYING BEHAVIOR ANALYSIS USING PYTHON

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ABSTRACT

Any business have at least two components i.e. sellers and buyers. Sellers are the entity who are selling the products, services, etc. and buyers are the consumers who consume the products, services, etc. The buying behavior of the buyers are very dynamic in nature and very difficult to predict. Buyers may be classified as offline buyers and online buyers. Online buyers purchase the products/services using e-commerce websites and payment is also made using online mode. Know your customer (KYC) methods is used by the companies for digitally and accurately record of the on-line journey of each customer. Ecommerce companies use KYC to serve to customers in more efficiently and accurately. Statistical methods are also applied on this digitally recorded data to understand the customer behavior and change the business accordingly. Customer behavior is very broad in nature, which includes buying behavior, searching behavior, browsing behavior, payment behavior, writing feedback behavior, product liking and disliking behavior, etc.. Customer buying behavior is highly personal activity and depends on many factors/situation related to customer like gender, financial background, marital status, mental level, having kids or not, locality, age, etc.. Therefore, it is very difficult to predict the customer buying behavior generally. A dataset related to online buying is used to identify and analyze the customer behavior using the python.

Keywords: Sellers, Buyers, Behavior, E-commerce, KYC, Python.



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IMPORTANCE OF API AND ITS APPLICATIONS-A COMPREHENSIVE REVIEW

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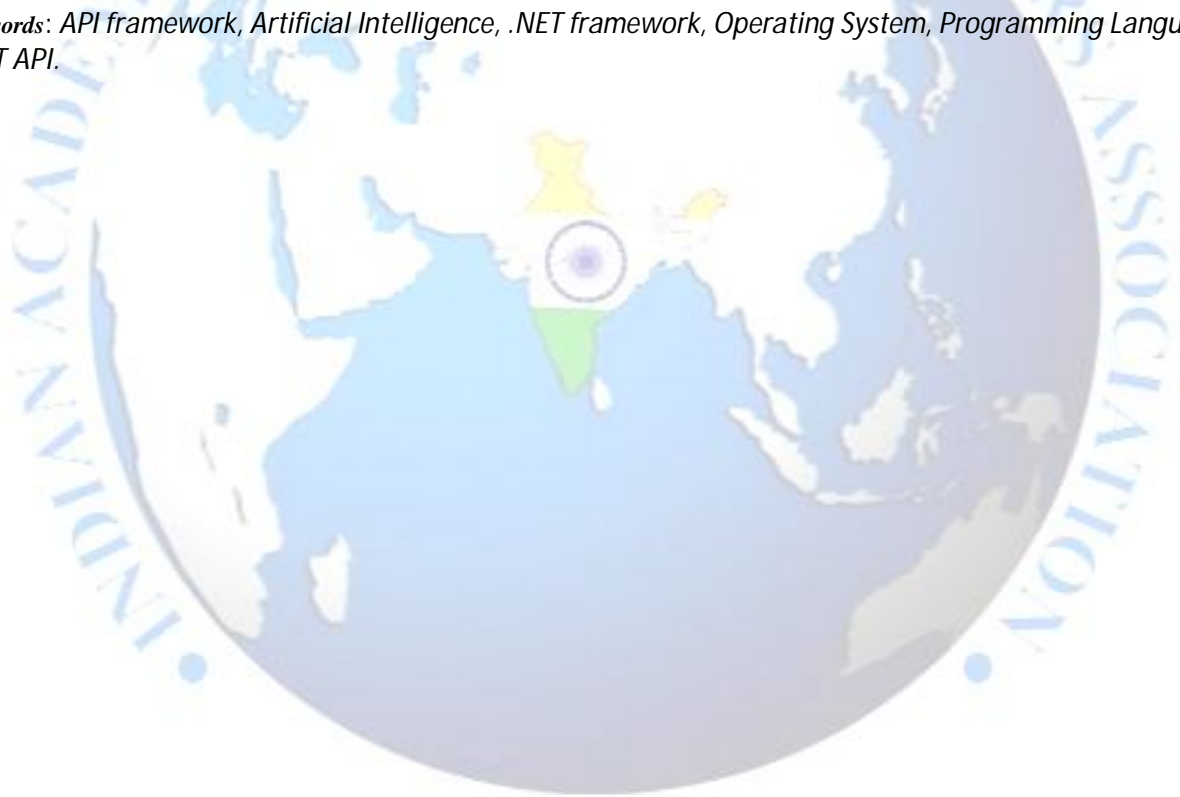
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ABSTRACT

API is a frame work activity acts as an interface between a language and OS. This frame work include many Number of library functions. Its construction differentiates from one language to another language Base on platform dependent and independent. .NET facilities construction of common API for different language being they are dependent (or) independent but reliability is not achieved. Now a day's artificial intelligence plays a key role in making decision in wide range of applications. Due to this development, it is essential to construct efficient API mechanism. Before implementing intelligent API, it is necessary to study basics of API. This paper concentrates on basic principles and comprehensive study of API frame works proposed by different researchers.

Keywords: API framework, Artificial Intelligence, .NET framework, Operating System, Programming Language, REST API.



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INDUSTRY 4.0 ON STRONG HOLDS OF LEAN MANUFACTURING

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ABSTRACT

Manufacturing industries have been in pursuit of driving value for their customers & keeping their businesses competitive by continuously reducing costs and improving quality. Lean has been popular paradigm since its emergence in Japan in 1980s. Industries all over the world have embraced it to reduce wastage in their processes. Three decades on, a new transformation paradigm has arrived by the name of Industry 4.0, which also promises to create business value but in different way by using nine new age technologies like Internet of things (IoT), Cloud, Big Data, 3D printing to name a few. While both these paradigms have same goals, they follow different paths with different tools. This generates queries like is one paradigm better than the other or are they competitors or unrelated concepts. Industry 4.0 being new and lean being old there are doubts whether is Industry 4.0 replacing lean. Also, it is known that Industry 4.0 has been embraced at Strong holds of Lean past few years, it generates curiosity on how that integration looks like. This position paper gives an overview of how Industry 4.0 technologies have impacted lean tools. It also highlights how lean helps adoption of Industry 4.0 technologies. Some real-world examples of how lean tools are changing with new age technologies will help researchers & practitioners visualize the changes. A brief perspective on factors of adoption for Industry 4.0 would help technology practitioners & researchers build practical approaches.

Keywords: Lean Manufacturing, Industry 4.0, Lean Tools, Cyber physical systems.

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A SURVEY ON DIFFERENT METHODS FOR MEDICINAL PLANTS IDENTIFICATION AND CLASSIFICATION SYSTEM

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ABSTRACT

Medicinal herbs are getting popular in the pharma industry because they have minimal side effects and become less expensive than contemporary pharmaceuticals. Several people have indicated a strong interest in the topic of automated medicinal plant identification as a result of these findings. There are numerous ways to make headway toward creating a robust classifier that can consistently identify therapeutic plants on an actual justification. This study discusses the efficacy and dependability of several machine learning methods that have been used in past few years to classify plants using images of their leaves. Additionally, analyses of their benefits and drawbacks are provided. The paper offers the image processing algorithms used to recognise leaves and recover important leaf properties for a few machine learning methods. These machine learning algorithms' efficiency in classifying leaf images based on common plant characteristics, such as form, vein, texture, and a combination of several other factors, is divided into three categories. The paper concludes with an overview of recent research and areas for future development in this area before looking at the publicly released leaf datasets for automated plant recognition.

Keywords: Medicinal herbs, Therapeutic plants, Image processing and Plant Images.



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RFM TECHNIQUE FOR CUSTOMER SEGMENTATION: REALIZING THROUGH PYTHON CODE

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1. ABSTRACT

Customer segmentation plays very vital role for taking the decisions of optimising the Return on Investment (RoI) of any business. On the basis of customer segmentation an e-commerce business company frames their strategy to make of the most profit according to those segments. Those customers who are recognized as a high-value and frequent purchasers can be targeted with loyalty programs or special discounts. RFM analysis-based customer segmentation is an inordinate way to targeting the marketing.

In RFM analysis, a score for recency, frequency, and monetary value is assigned to each customer, and then a final RFM score is evaluated.

Most recent purchase is the criterion for Recency score, frequency score is based upon how many numbers of times the customers purchased. Higher score reflects the higher frequency.

Finally, an amount spent by a customer on the purchase is considered as a monetary and assigned a monetary score. Combining all these three scores, a final RFM score is calculated.

In this paper, analysis and customer segmentation are based upon a UK based e-commerce retailer companies' online transaction data from 01.12.2009 to 09.12.2011.

Keywords: RFM, Customer segmentation, k-means, Python, e-commerce

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EPITOMIZE OF ELECTRIC SPRING FOR IMPROVEMENT OF POWER QUALITY FOR DEMAND SIDE MANAGEMENT

Fiza Bano and Vibhuti Rehalia

Department of Electrical Engineering, ^{1,2}Sri Sai College of Engineering & Technology, Badhani, Pathankot, 145001

ABSTRACT

A susceptible renewable energy source powered system originally used Electric Spring (ES), a revolutionary smart grid technology, to provide voltage and power stability. Voltage and power control has been suggested as a demand side management strategy. The deployment of an electric spring in connection with non-critical building loads, such as electric heaters, freezers, and central air conditioning systems. In this paper, a review has been done for electric spring. The current characteristics of the electric spring of voltage and power stability, a control scheme would be able to provide power factor correction of the system, voltage support, and power balancing for the key loads, such as the building's security system.

Keywords: Electric spring, power quality, critical load, load demand



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A STUDY ON DIFFERENT APPROACHES OF WORD SENSE DISAMBIGUATION FOR DIFFERENT INDIAN AND FOREIGN LANGUAGES

Chingakham Ponykumar Singh and Dr. H. Mamata Devi

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ABSTRACT

A disambiguating method known as Word Sense Disambiguation (WSD) uses the words around the ambiguous word to determine which sense is most pertinent in the given context. The varied methods and tactics utilised to solve WSD problems in certain widely spoken Indian and foreign languages were covered in this paper. Depending on the types of the materials available and how well they fit with the language's nature, different strategies or approaches are used. Same approaches with different techniques and algorithms are also employed depending on the nature and the type of the languages. Because of differences in data size and language characteristics, it has been found that a single technique does not produce the same accuracy when employed on various groups of languages. Comparative studies among the different approaches used in Indian and foreign languages are also further discussed. Different evaluation metrics like precision, recall, F-score etc are used across different language as per the accuracy calculation is concerned. The uncertainty that exists in many kinds of Indian and foreign languages needs to be pleasantly resolved by selecting an acceptable approach with an effective method.

Keywords: Word Sense Disambiguation, Ambiguity, Natural Language Processing, WordNet



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KEDAIREKA'S MATCHING FUND PROGRAM BUILDS KALOLING VILLAGE INTO A DIGITAL VILLAGE

Arifuddin Mane¹, Firman Menne², Syarifuddin Syarifuddin³, Abdul Karim⁴, Herman Herman⁵, Rahmat Panyyiwi⁶, Amiruddin⁷ and Saddam Hi. Hasan⁸

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⁵STISIP Petta Baringen Soppeng

⁶STIKES Amanah Makassar

ABSTRACT

Kaloling Village is one of the most prominent villages in Bantaeng Regency. This village has twice represented South Sulawesi Province in winning the President of the Republic of Indonesia award in the industrial and food crop categories. However, currently Kaloling Village is still constrained by the internet network, thus hampering business development and marketing of the products of the Kaloling Village community. The Kedaireka Matching Fund program by the University of Bosowa, the Ministry of Education and Culture together with the Local Government of Kaloling Village aims to improve internet network access by using a network amplifier so that Kaloling Village becomes a Digital Village. The method used in this Kedaireka Matching Fund activity is to collaborate with universities as proposers in collaboration with the village government, industry and the community in Kaloling Village by installing ten signal amplifier units for all hamlets in Kaloling Village. The results of the activity show that the installation of these ten signal amplifier units provides great benefits for the people of Kaloling Village to access the internet, making it easier for communication and business development. With this program, Kaloling Village, which used to be known as a village with poor signal and isolation, has become a digital village that can access various information and the world. The weakness of this program is that it must be supported by network quotas and regular maintenance, thus requiring additional funds to ensure the sustainability of the program.

Keywords: digital village, signal booster, internet network.sustainability

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MEASURE SHORT RUN – LONG RUN AND CAUSAL RELATIONSHIP OF MACROECONOMIC VARIABLES AND INDIAN STOCK EXCHANGES (NSE)

Mr. Vivek Ayre

Teaching Assistant, B.V Patel Institute of Management, Uka Tarsadia University

Dr. Krupal Patel

Director of MBA Programme, SRIMCA, Uka Tarsadia University

ABSTRACT

The study this study is to examine the long run – short run and causal effects of selected macroeconomic variables on the stock market performance in India. Quarterly data collected for last 20 years (1st January 2001 to 1st October 2020) of respective variables and indices as Interest rate, exchange rate, inflation and NSE (Nifty). Analysis part was achieved using the VAR model approach by computing the impulse response functions and Variance Decomposition Analysis. The granger causality test probability value and F statistic value is higher than the critical value with all variables so there is no bidirectional and unidirectional relationship exist. The lowest value of the P value is for Exchange rate and NSE. Otherwise major variables are having higher group statistic (F stat) and P value. The variable CPI is creating negative impact for the short run duration and from the period of 7 it show the positive impact for the long run with NSE as per IRF. Overall CPI and exchange rate has long run impact on NSE.



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ADOPTION OF ARTIFICIAL INTELLIGENCE IN ONLINE SHOPPING WEBSITES AND ITS IMPACT ON CUSTOMER PURCHASE INTENTION: A CASE OF GENERATION Y CUSTOMERS

C H Gopikashree¹ and D. Goutam²

¹Research Scholar and ²Assistant Professor, Department of Business Administration, RCU, Belagavi

ABSTRACT

The field of Artificial Intelligence (AI) is boon to the world from when computers were invented in 1950's. AI and computer science which is mainly focused on the usage of data and algorithms which imitate similarly as humans, which focus on improving its accuracy. In the recent years AI has been a supporting managerial task and functions which includes strategic planning, marketing, customer support, retailing, digital marketing. AI is one of the key elements in consumer market, it has been adopted in many services where consumers are unaware of recognising it. It is research which is related to understand how customers make use of AI and take decisions has been explored more in recent studies. The core objective of this study is to understand the usage of artificial intelligence in online shopping and its impact on customer repurchase intention. We also considered the importance of Price, Need for the Uniqueness, Online Reviews and On Time Delivery in online shopping. After critical review of literature, it is found that, there are limited studies which focused on Generation-Y customer in emerging economy like India. Therefore, present study considers only Gen-Y customers as targeted respondents. We have developed proposed conceptual model and developed hypotheses as well. Further, authors have developed structured questionnaire and all the measurement scales were adapted from the existing literature. Author has used SPSS and SEM-Amos for the data analysis and interpretation. Study revealed that AI has significant impact on customer purchase intention (PI) and PI also has positive and significant impact on both trust and customer satisfaction. These results may help e-commerce players to understand the customer requirements and formulate the suitable marketing strategies. Current study outcome may also help policy makers to maintain security mechanism to maintain the confidential aspects of online shoppers. Author also discussed on all the formulated hypotheses and included theoretical and practical implications of the study. At the end we also mentioned about the study limitations and scope for the future study.

Key Words: Artificial Intelligence, Online Shopping, Online Delivery, Trust, Customer Satisfaction.

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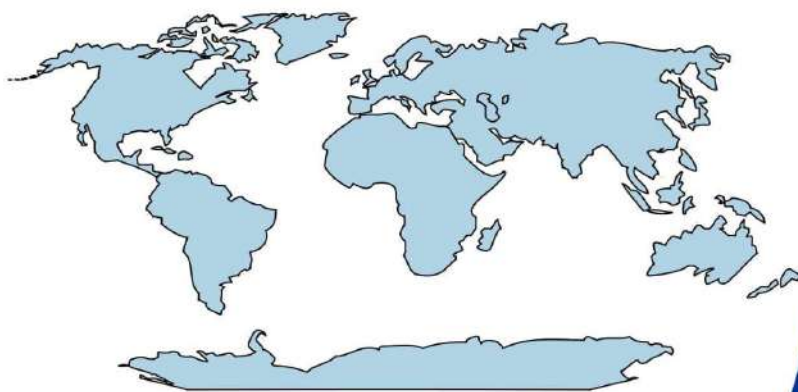
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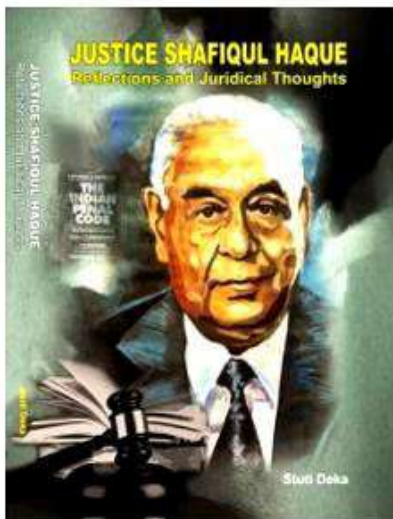


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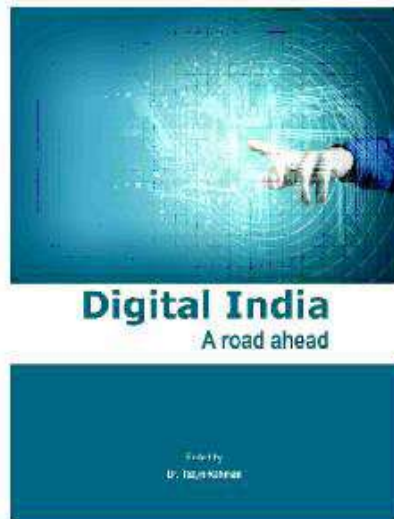
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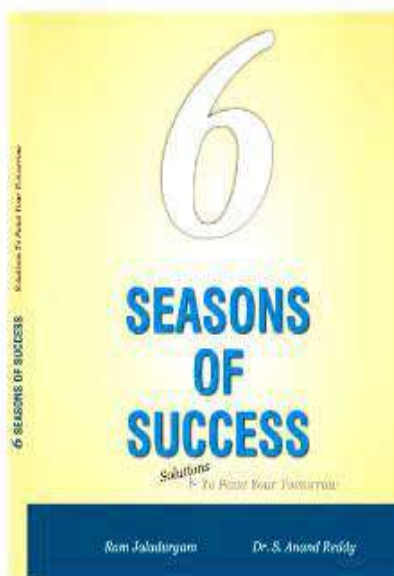
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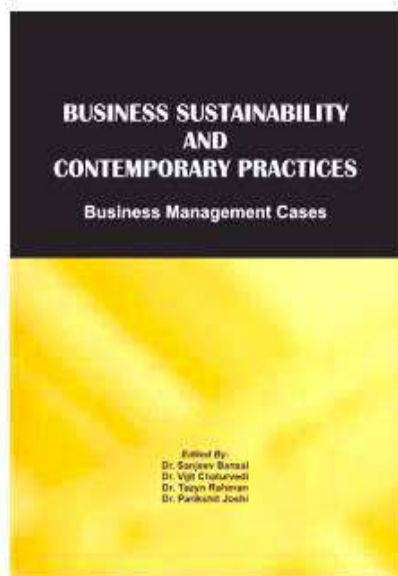
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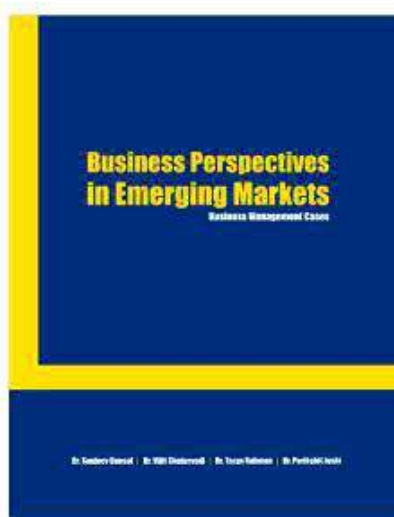
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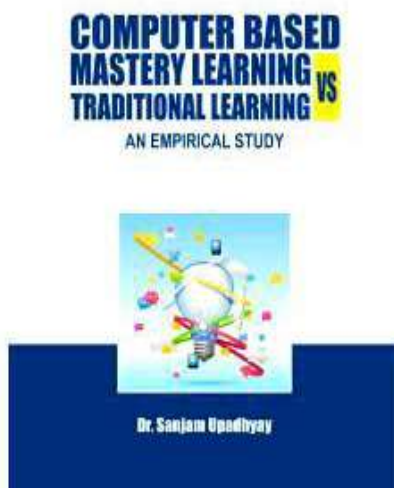
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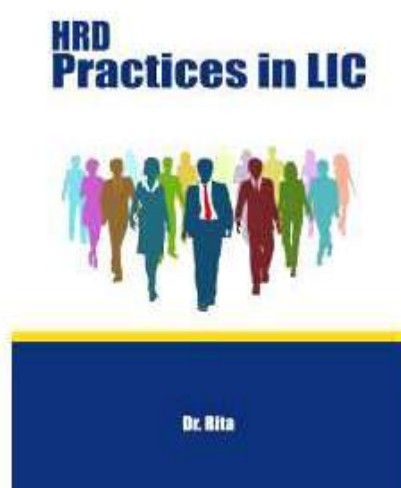
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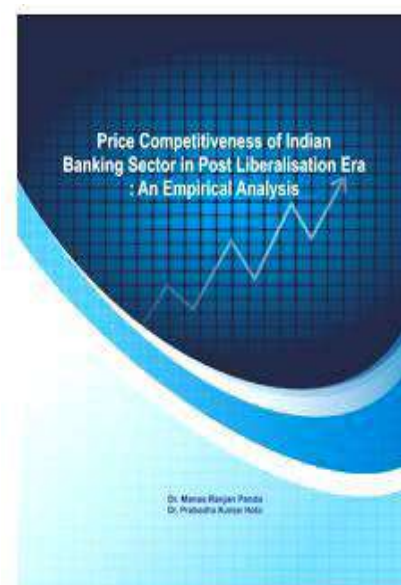
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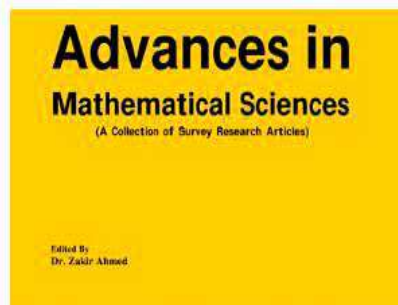
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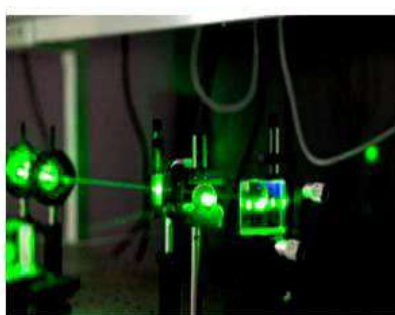


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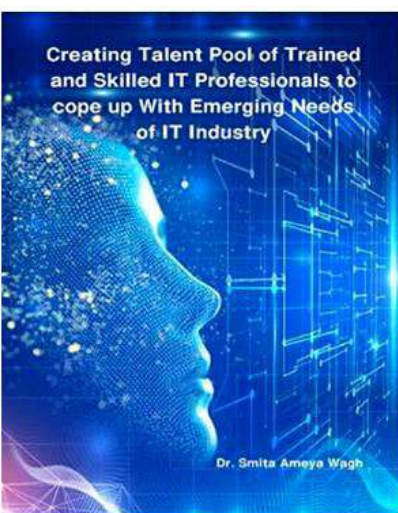
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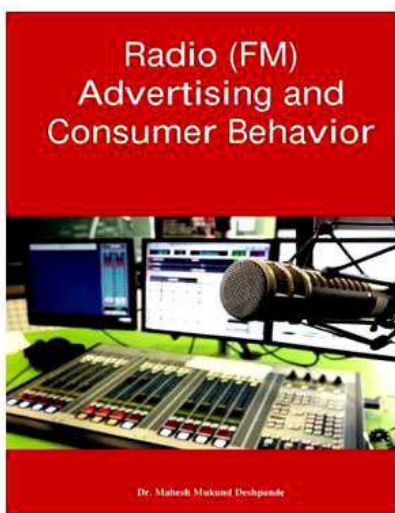
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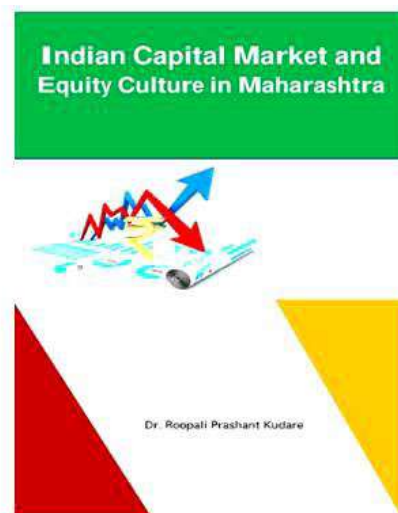
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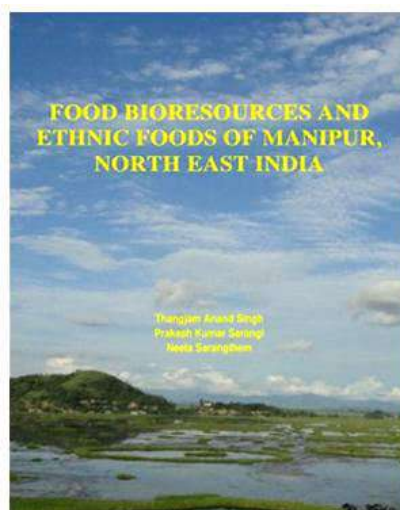
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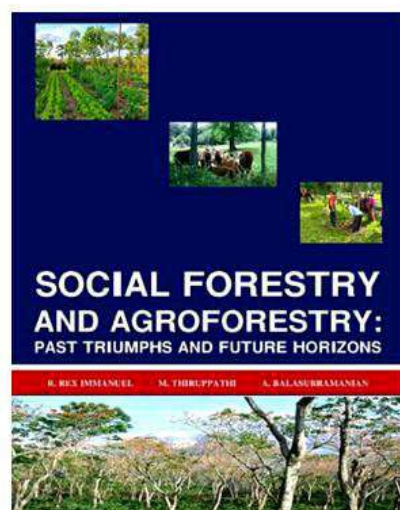
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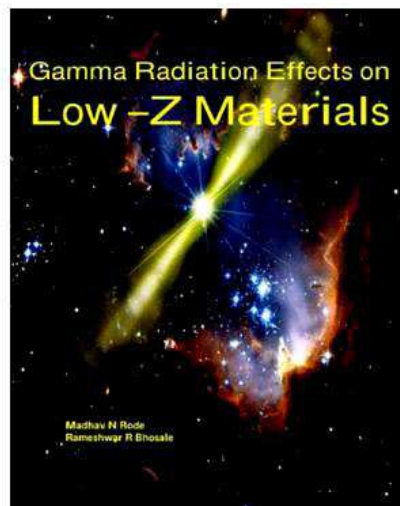
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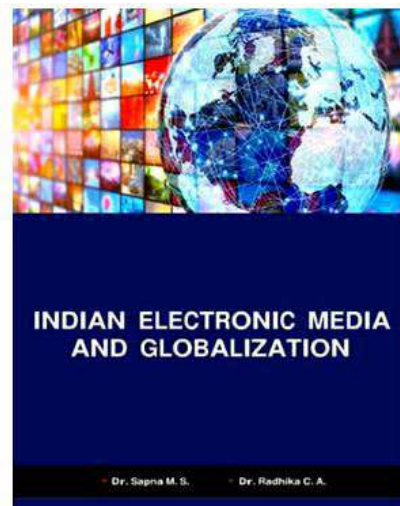
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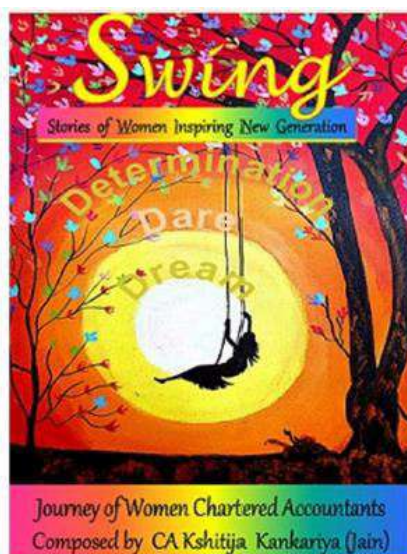
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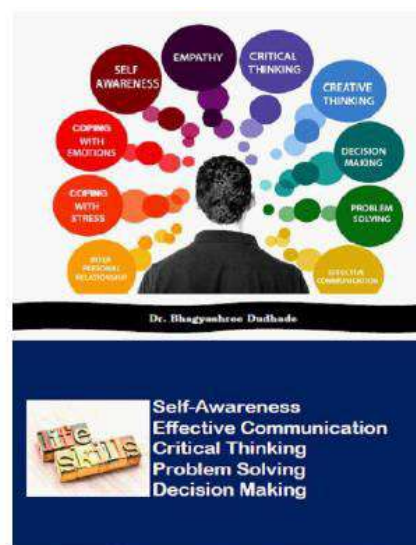
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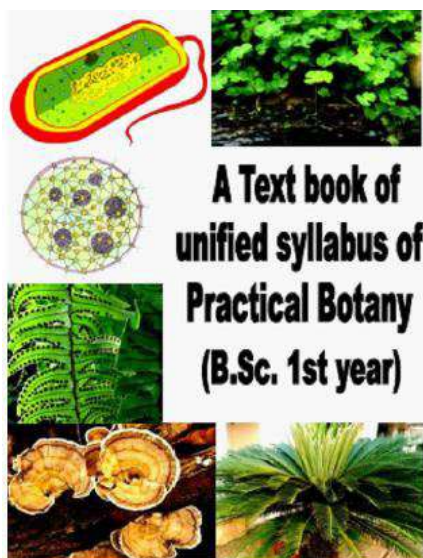
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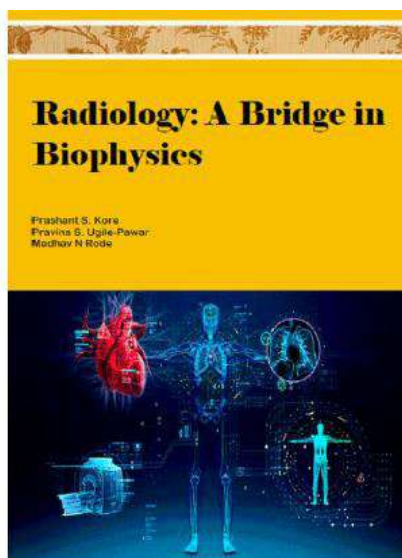


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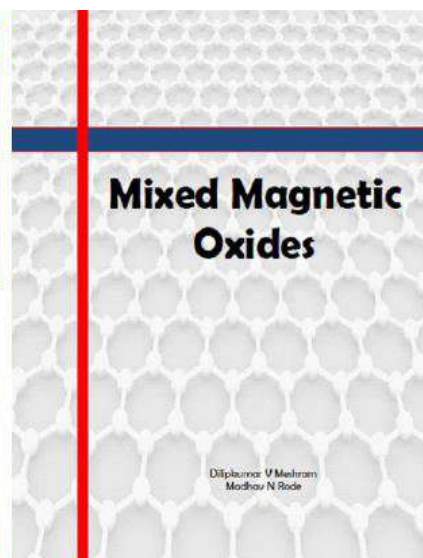
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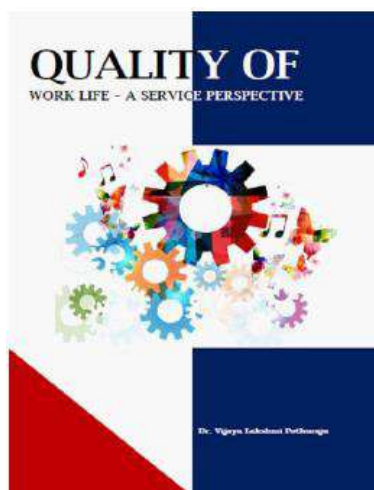
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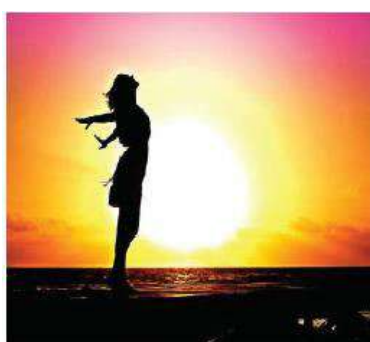
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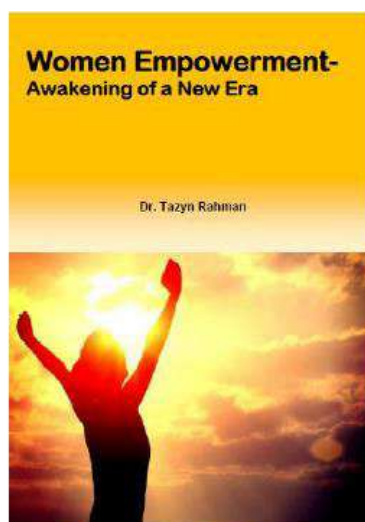
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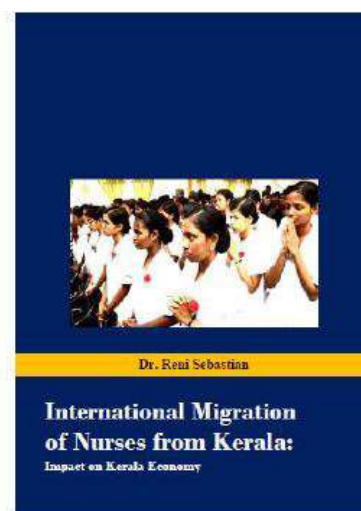
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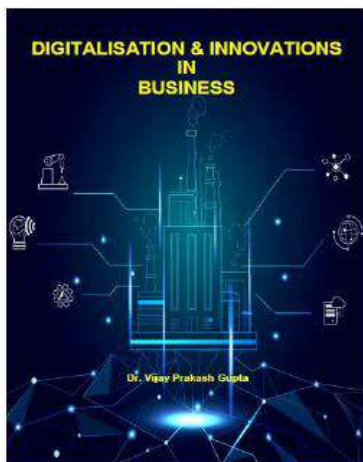
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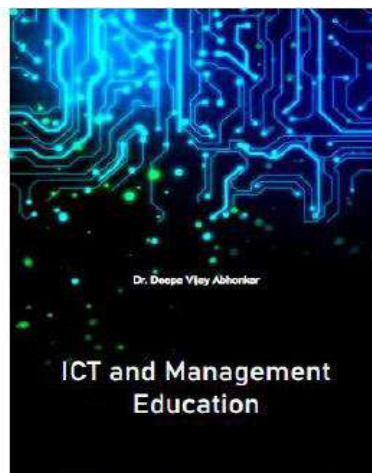


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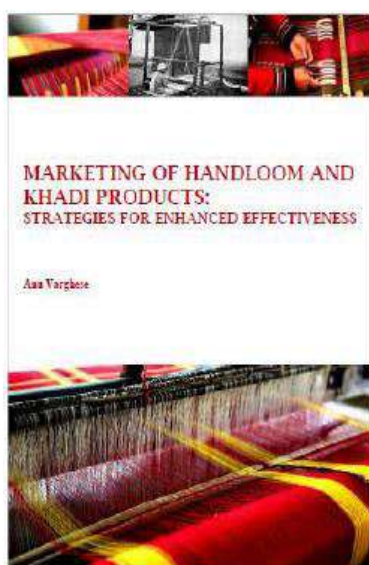
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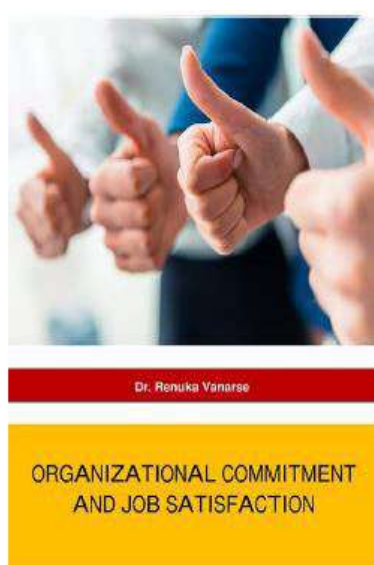
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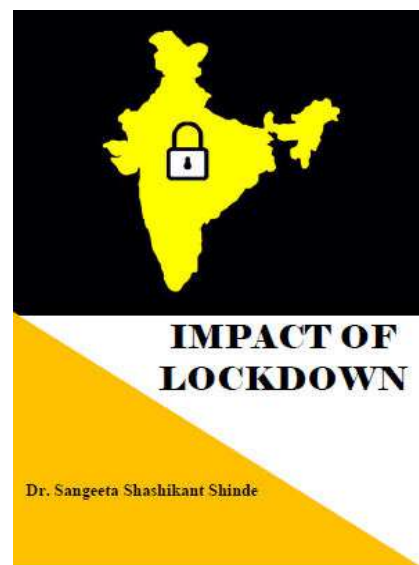
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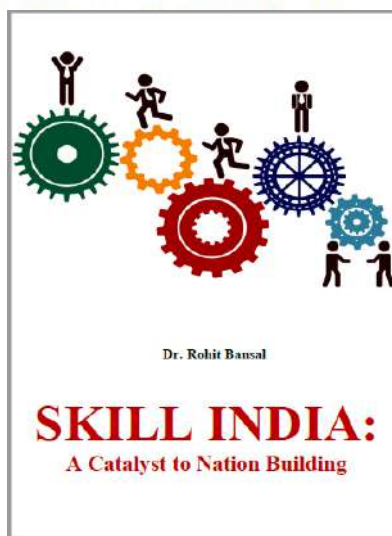
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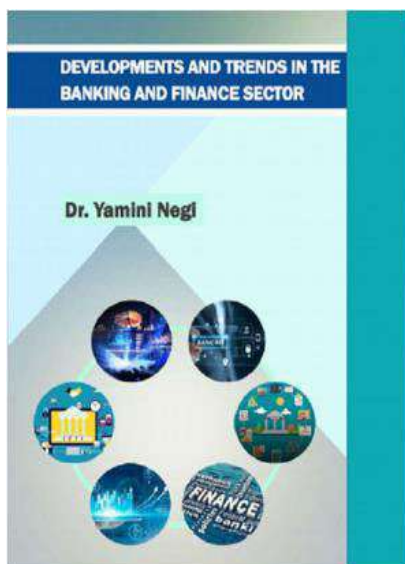
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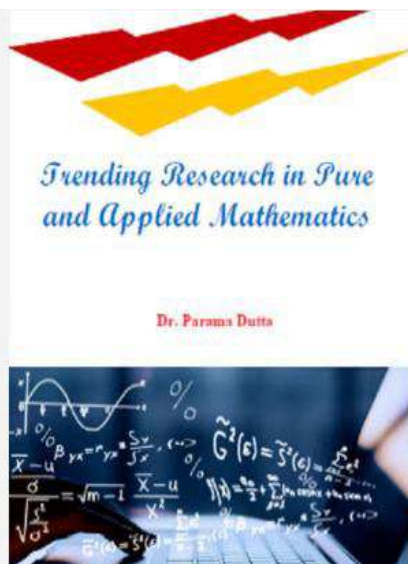


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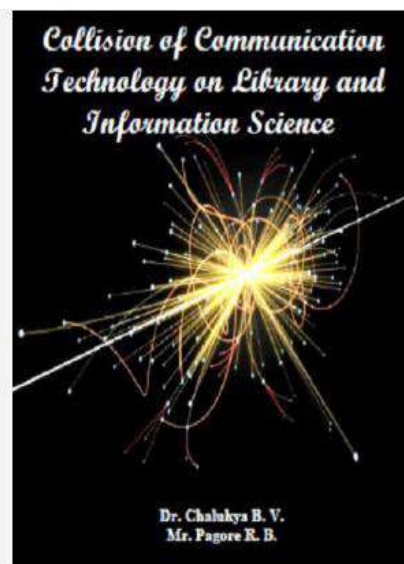
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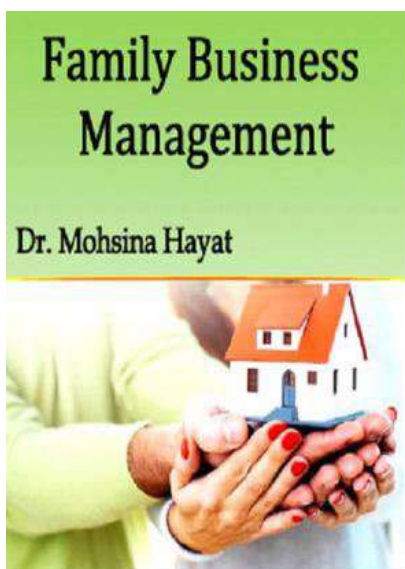
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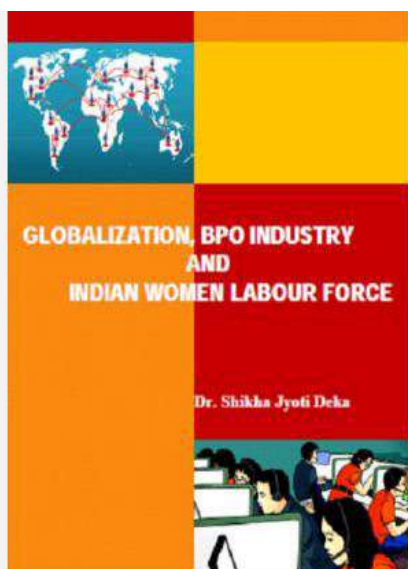
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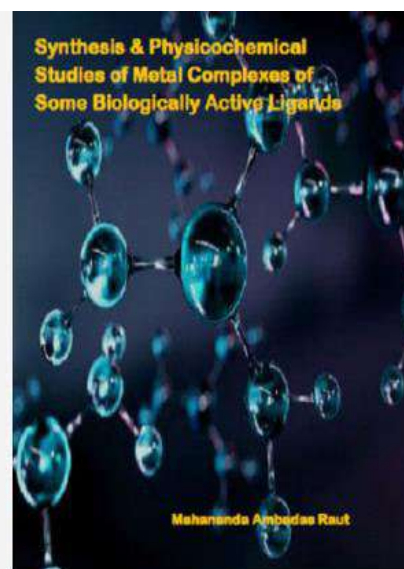
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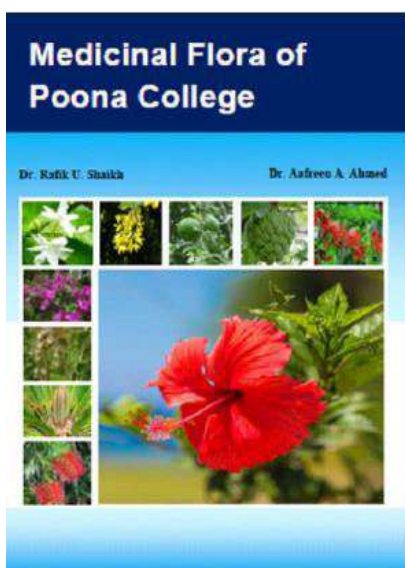
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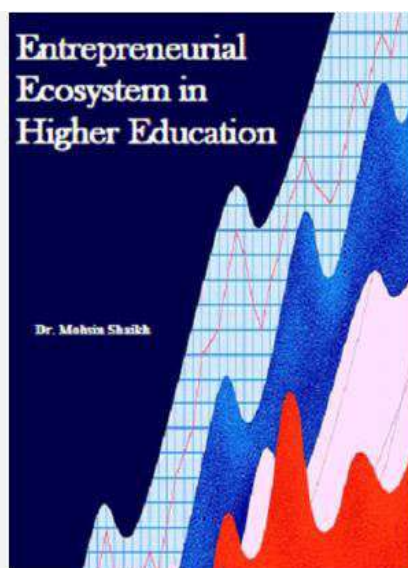


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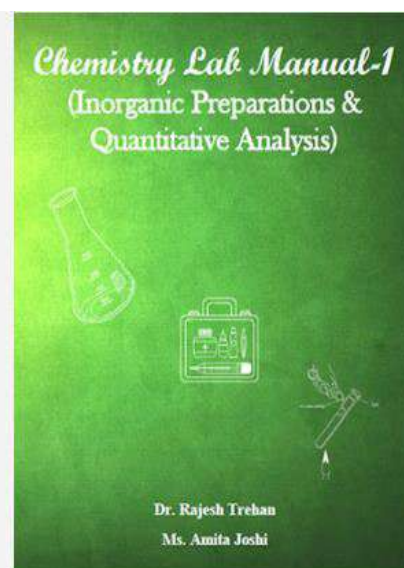
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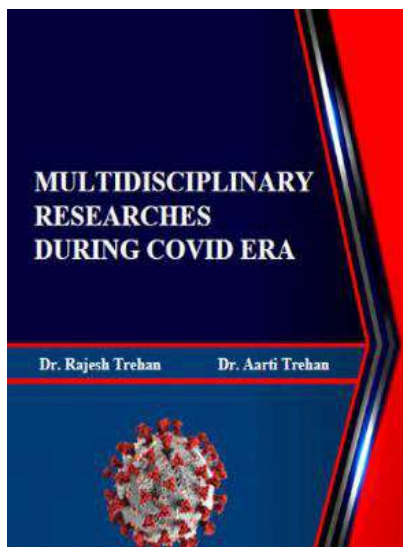
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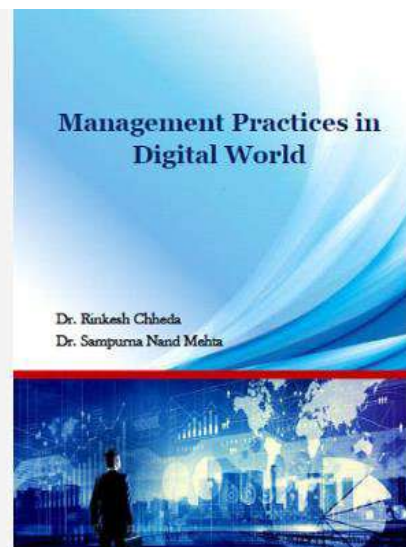
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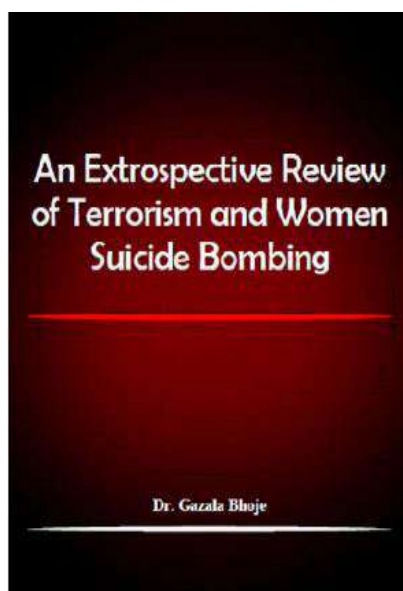
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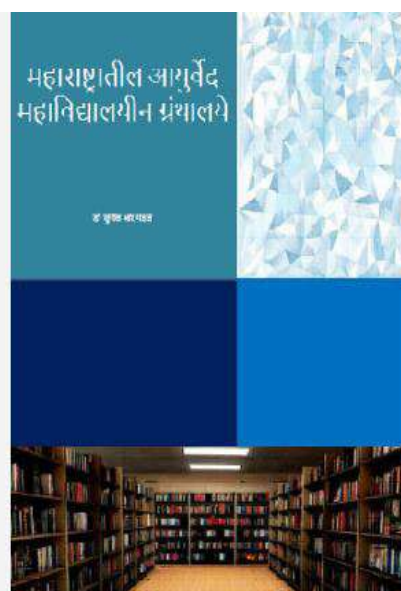
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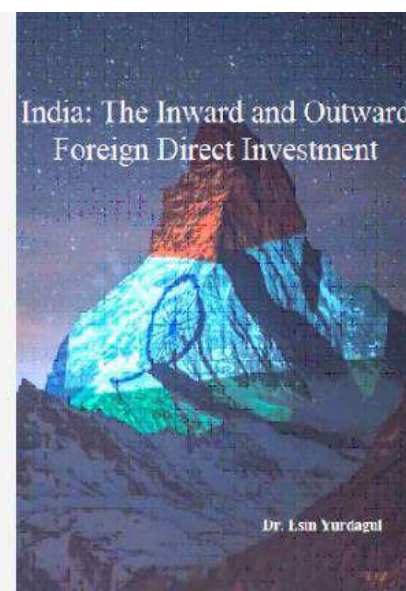
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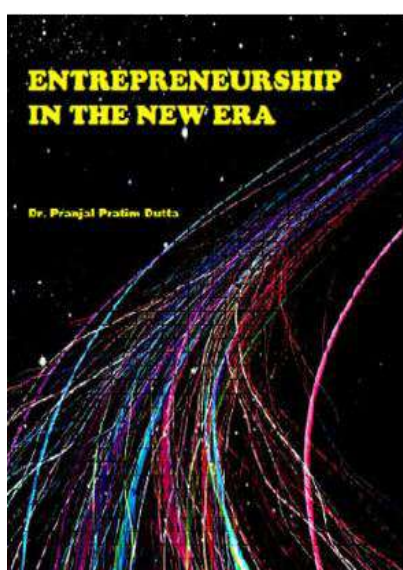
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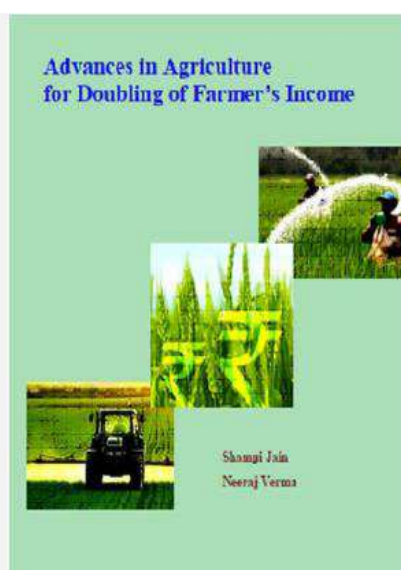
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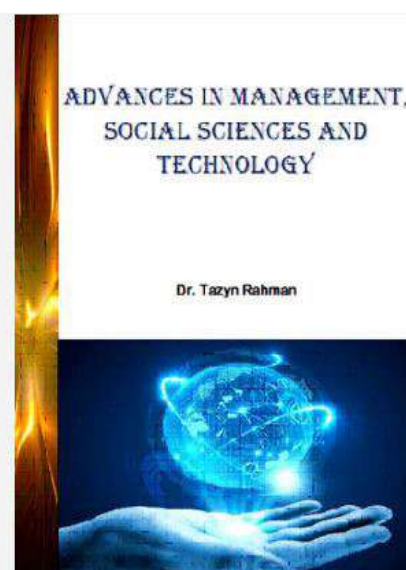
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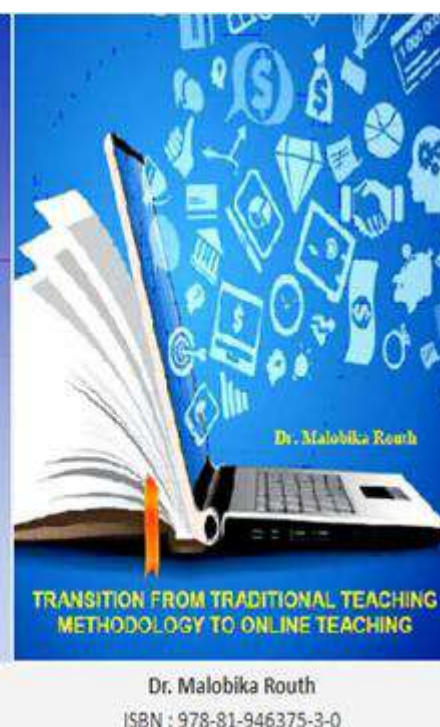
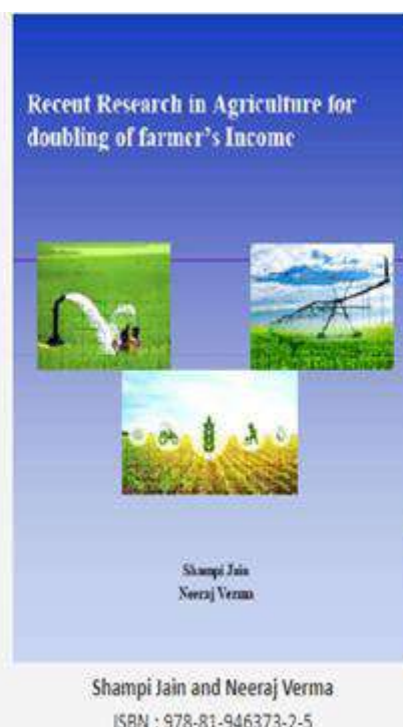
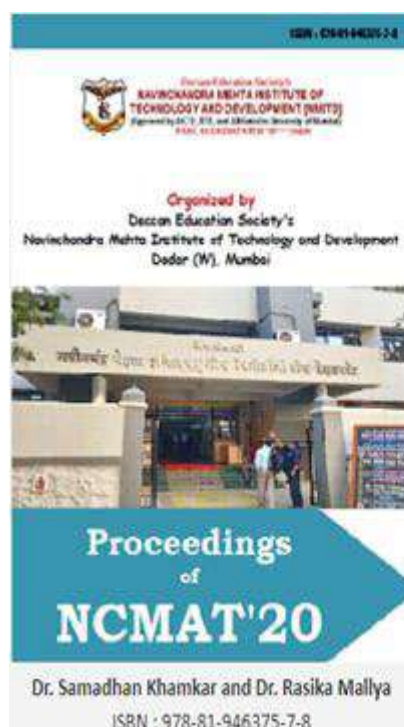
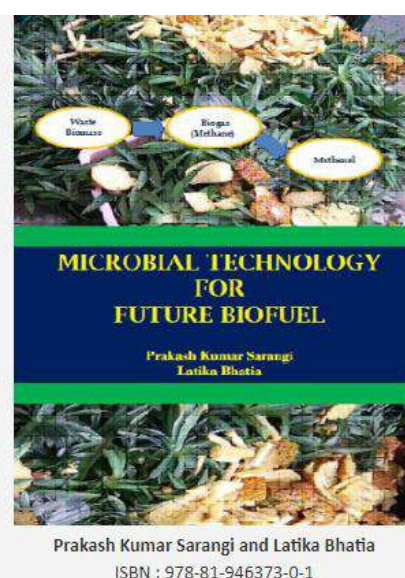
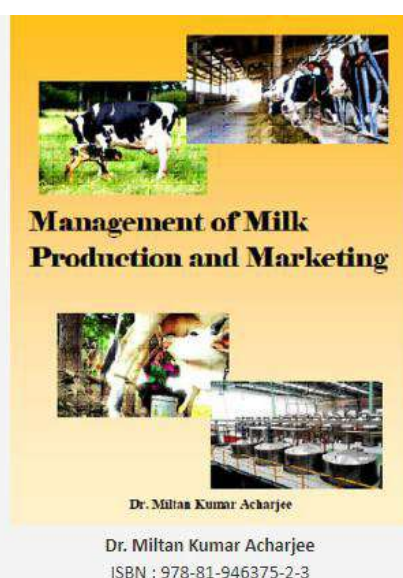
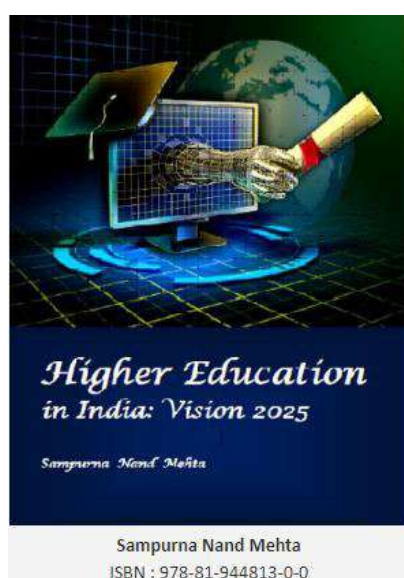
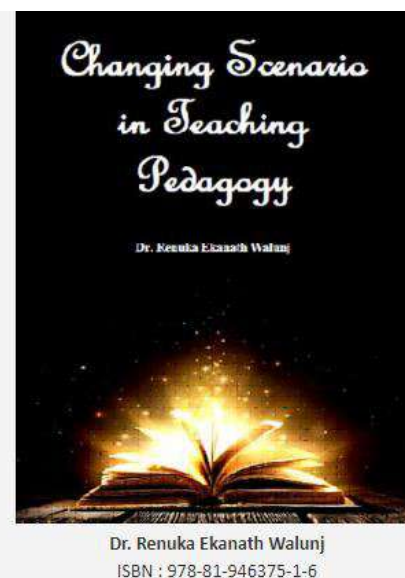
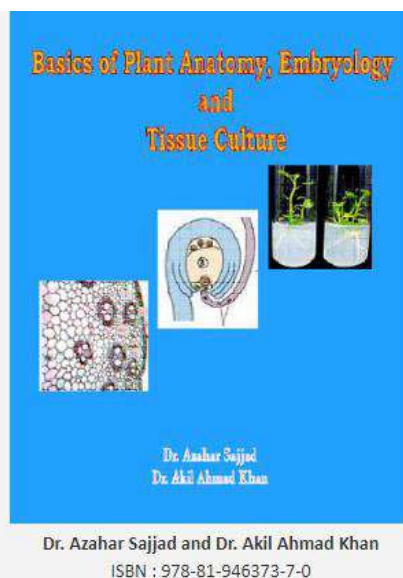
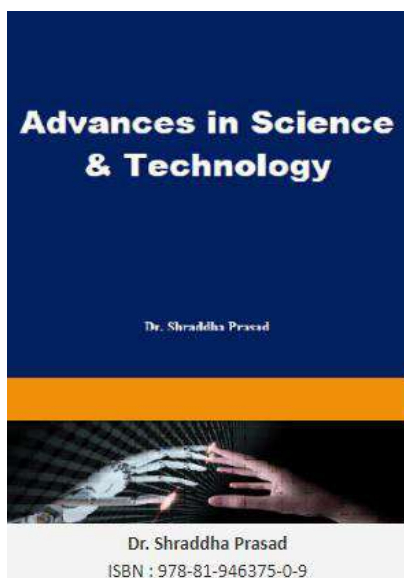
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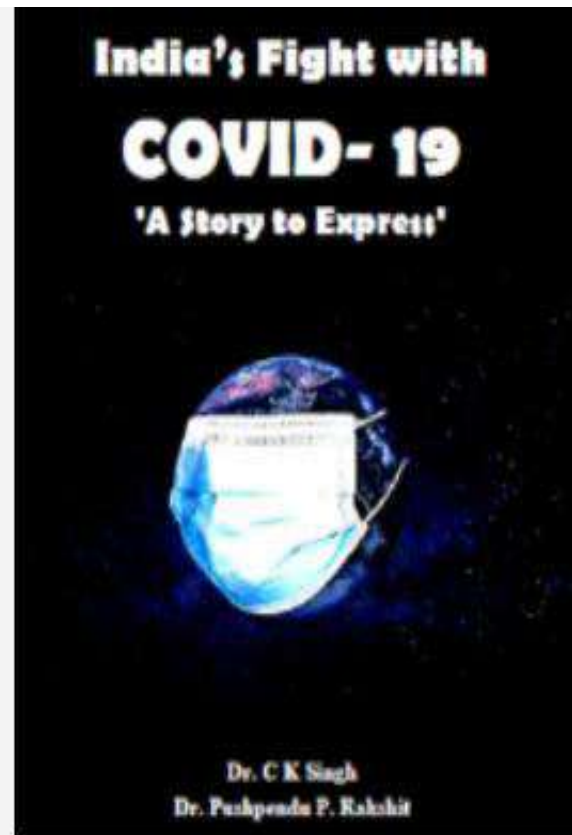
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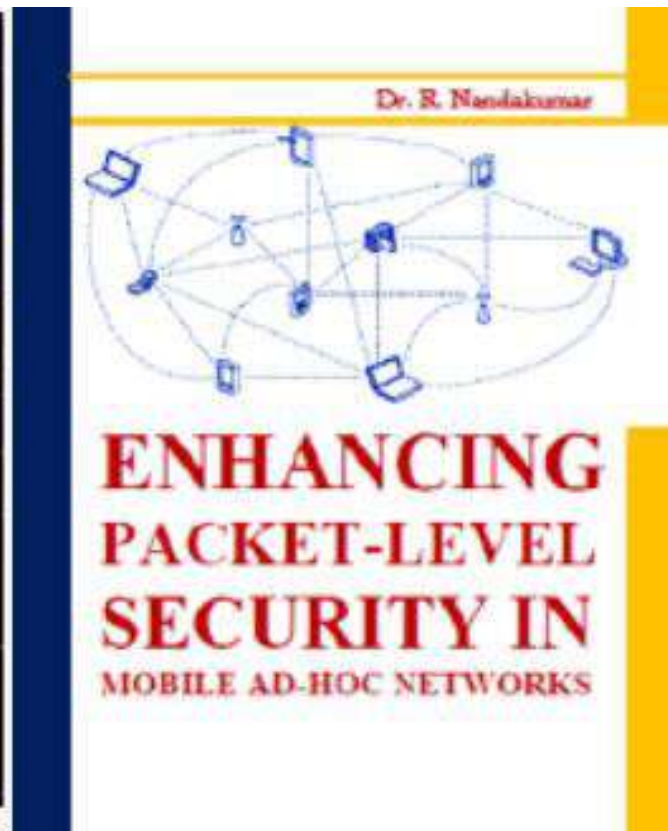
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