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| ACADEMIC<br>YEAR | NO OF BOOKS CHAPTERS AUTHORED |
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| 1    | Mr.Murali           | Marketing of scale with AI                | Marketing of scale with AI                                     | 978-93-92045-43-7              | 720 Degree Research Private limited |
| 2    | Mrs.C.Shalini       | Innovations in data analysis (ICIDA 2023) | Epilepsy Disease Detection using the proposed CNN-FCM Approach | 978-981-97-4927-0              | Springer nature ,Singapore          |

  
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## MARKETING AT SCALE WITH AI

**Dr.SUSAN JAYASEELI MANUEL**

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**Introduction:** Marketing is all about creativity, empathy, and understanding human behavior. Successful marketing needs originality and a creative spark only humans can possess. AI marketing is able to conduct tactical data analysis faster than its human counterparts and use machine learning to come fast conclusions based on campaigns and customer context. This gives team members time to focus on strategic initiatives that can then inform AI-enabled campaigns. *AI marketing* helps in transforming business growth with tools, predictive analytics, and personalized content strategies. The emergence of ChatGPT and other generative AI Tools indicates how artificial intelligence will impact marketing in the future. Marketers will keep implementing new technology in 2024 to support teams in increasing revenue and accelerating the launch of plans.

- **Trends spotting and data analysis:** A research says that 30% of employees are using artificial intelligence (AI) for data analysis and twice as many (62%) desire to do so. The work Innovation lab with the aid of AI driven data models, algorithms and machine learning, marketers may gain a deeper understanding of the target market. Which enable to:
  - Optimize spending and marketing efforts with smarter, more targeted advertisements.
  - Make better plans with accurate trend spotting and predictions.
  - Get a better understanding of buyer behavior.
  - Increase customer retention and loyalty by serving targeted content to the right people.
- **What is The Work Innovation Lab?**

The Work Innovation Lab is a think tank by Asana that develops human-centered, cutting-edge research to help businesses evolve today to meet the growing changes and challenges of work.
- **Streamlining day-to-day marketing tasks :** The ability of AI to expedite everyday tasks for marketers is one of its greatest task. 25% of employees use AI for administrative activities. According to the work Innovation lab marketers are excited to leverage new AI technologies so they can



Lecture Notes in Networks and Systems 1005

Abhishek Bhattacharya  
Soumi Dutta  
Paramartha Dutta  
Debabrata Samanta *Editors*

# Innovations in Data Analytics

Selected Papers of ICIDA 2023, Volume 2

  
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# Epilepsy Disease Detection Using the Proposed CNN-FCM Approach



R. Srinath, R. Gayathri, C. Shalini, and P. Maragathavalli

**Abstract** The electroencephalogram (EEG) signals are categorized using fuzzy C-means (FCM)-based deep learning classification method. The internal structure of this conventional CNN architecture is in sequential order, whereas the interior structure of the projected CNN architecture is in parallel order. The signals are initial data augmented of EEG samples in both cases are decomposed using empirical mode decomposition (EMD) transformation model in the existing methodology. The decomposed samples are given into the feature extraction process, where decomposed samples are trained. These computed IMF subbands and the intrinsic features are fed into the proposed CNN-FCM model to produce the trained sequences for the training phase of the network. In the testing model of the proposed system, the data augmentation process is applied to the test EEG signal, and then, EMD transformation model is applied to the data-augmented EEG samples to obtain the IMF subbands. The same architecture proposed in this work is also used for diagnosing the severity of focal EEG signals.

**Keywords** CNN · EEG · EMD · Features · FCM

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| 2    | Dr.M.Sathya Priya   | A Processing Method, a System and a Data Storage Medium Focused on liver cancer                     | Research Trends in Medical Sciences (Volume-18)".   | 978-93-5570-176-3              | AkiNik                |

  
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# Experimental Study and Examination of Coated, Uncoated, and Cryogenically Treated HSS Cutting Tools

M. Prakash <sup>a++\*</sup>, P. Raja <sup>b#</sup> and M. Sakthivel <sup>c#</sup>

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## ABSTRACT

High-speed steel (HSS) tools are the most commonly used tools in small and medium-scale industry. This study report presents findings from an experimental evaluation of tungsten carbide-coated, shallowly cryogenically treated, thoroughly cryogenically treated, and untreated HSS tools. High-speed steel is utilized because it is more affordable than other cutting tools while yet providing good reliability and quality. To ensure the tool's dependability, it is crucial to further enhance its capabilities. The best course of action is to make something harder. Various heat treatment and cold treatment procedures are employed to increase high hardness and good wear resistance. Cryogenic treatment is one such widely utilized and efficient treatment method. For high-speed steel, it gives significantly greater wear resistance and hardness. To determine the hardness and corrosion resistance, experiments were run. To determine the specimen's microstructure, microstructure analysis is carried out. The machining time was calculated once turning was completed. Calculations were made for tool life, MRR, and wear volume. Tools that have been tungsten carbide coated, subjected to shallow cryogenic treatment, deep cryogenic treatment, and left untreated are compared.

**Keywords:** *HSS Tool; hardness; microstructure; corrosion resistance; machining time; tool life; MRR; volume of wear.*

## 1. INTRODUCTION

Metal cutting is the foundation of the engineering industry and is involved in the production of practically every product in our modern civilization, either directly or indirectly. The cutting tool is a crucial component in maximizing the potential of any metal cutting operation. Metal cutting generates a significant amount of heat. The resultant high temperatures around the cutting tool edges has a direct

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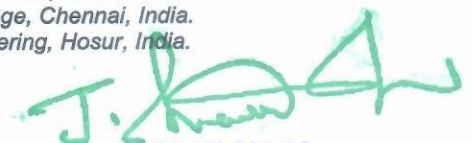
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**Biography of author(s)**



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**Special Award:** He has received Best paper Award in International Conference on Technologies For Practical Engineering Applications organised by IIRDEM at 2016.



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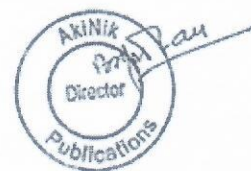
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To,

Dear Dr. R. Ganesan, Dr. Nynalasetti Kondala Kameswara Rao, V.T. Krishnaprasath, Dr. T. Rajesh Kumar, Dr. S. Finney Daniel Shadrach and Dr. M. Sathya Priya

The book chapter titled "A Processing Method, a System and a Data Storage Medium Focused on Liver Cancer" is very well written and has been accepted for publication in edited book titled "Research Trends in Medical Sciences (Volume - 18)".

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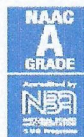




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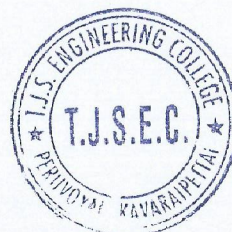
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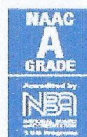




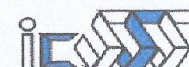
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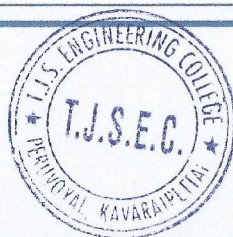
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| 2    | S. Satheesh         | AIP Conference Proceedings  | A study on shortest distance measurement<br>RSSI localization in mathematical software of cooperative game theory with Floyd's algorithm | AIP<br>2112,020073(2019)                | AIP Publishing        |

  
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## Application of Information Science and Technology in Academic Libraries: An Overview

*Intelligent Systems Reference Library, Vol. 172, pp. 75-83, Springer, Cham, 2020*

Posted: 1 Jun 2020

Dr. S. Velmurugan (https://papers.ssrn.com/sol3/cf\_dev/AbsByAuth.cfm?per\_id=3560658)

T.J.S. Engineering College

Date Written: November 20, 2019

### Abstract

Informational is imperative in support of person evolution since air is most needful for staying alive of all surviving things on the earth, includes humans. The slight change made by new info techniques has a key factor of people live span, working, and playing worldwide. The Information Science and Technology (IST) take part in an important function in the evolution of academic library services in proactive to the challenging task of the informational services. The paper aims to deal with the rapid evolution of IST and implementation of its services in the academic libraries. Presently all academic libraries are established to provide IST based digital library. IST includes services such as Electronic Sources to enhance the info required as per the needs of user's effective manner.

**Keywords:** Information Science and Technology (IST), Library of Electronic Academics, Libraries of Digital Academics, E-Sources

**JEL Classification:** 03

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# A study on shortest distance measurement RSSI localization in mathematical software of cooperative game theory with Floyd's algorithm

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# A Study on Shortest Distance Measurement RSSI Localization in Mathematical Software of Cooperative Game Theory with Floyd's Algorithm

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**Abstract:** In this paper, we introduced some new concepts of the distance measurement based on RSSI localization of cooperative game theory technique in Mathematical software. Investigating some of their properties, we show that the detachment sandwiched between node  $i$  and node  $j$  is  $G_{ij}$ , which is defined as the smallest path in RSSI localization of cooperative game theory technique in Mathematical software  $d_i$  and  $d_j$  i.e we find the shortest path between all the pair of nodes in Mathematical software is termed as all pair shortest path using Floyd's algorithm.

## INTRODUCTION

We introduced the concept of the shortest path is an imprecise problem in this field of engineering, social science, economics, medical science, and the environment. This is applied for several directions such as smoothness of function, game theory, operation research, probability, and measurement theory. In recent times, a number of research studies contributed into fuzzification of the fuzzy graph. In 1975, Rosenfeld introduced the concept of fuzzy graph theory. The distance measurement based on RSSI localization of cooperative game theory technique in Mathematical software.

## FORMULATION OF COOPERATIVE GAME THEORY ON RSSI

**Definition 1:** Existence of Nash Equilibrium for Cooperative Game Theory

In this section, we refer to the Nash Existence Theorem and apply this proposition we show the Nash Equilibrium (NE) for our modeled by cooperative game theory power game.

**Definition 2:** Nash Existence theorem for Cooperative Game Theory

A premeditated game  $G = \{N, A, R\}$  has at least one NE if  $6iCN$  the following complaint embraces.

The set  $A_i$  of movements is a non-empty, condensed and turned in subset of a Euclidean interplanetary. The relationships from set theory rummage-sale in this theorem are in a word well-defined by prearranged lower than.

## ALGORITHM TO FIND THE SHORTEST PATH OF DIRECTED GRAPH

Floyd's algorithm is used to solve the problem. The Floyd's algorithm represents an  $n$ -node network as a square matrix with " $n$ " rows and " $n$ " columns. The idea of Floyd's algorithm is straightforward. Given " $3$ " nodes  $i, j$  and  $k$ , with connecting distance as shown below

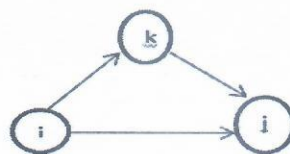


Figure 1.

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