APOLLO ARTS AND SCIENCE COLLEGE

(Approved by Govt.of Tamil Nadu & Affiliated to University of Madras)

NATIONAL CONFERENCE

ON

INFORMATION AND COMPUTER SCIENCES

NCICS-2024

ORGANIZED BY

DEPARTMENT OF

COMPUTER SCIENCE

&

COMMERCE IN COMPUTER APPLICATION

PROCEEDINGS

DATE : 19TH MARCH 2024

NATIONAL CONFERENCE ON INFORMATION AND COMPUTER SCIENCES NCICS-2024

APOLLO ARTS & SCIENCE COLLEGE

POONAMALLEE, CHENNAI -602 015.

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National Conference

on

INFORMATION AND COMPUTER SCIENCES

NCICS -2024

19th MARCH 2024

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   ASSISTANT PROFESSOR
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   ASSISTANT PROFESSOR
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The abstracts in this book were submitted by participants of the National Conference. They were reviewed, evaluated by the editorial board committee and were accepted for Oral Presentations.

Organized by

Department of Computer Science & Commerce in Computer Applications

Apollo Arts and Science College, Chennai

APOLLO ARTS & SCIENCE COLLEGE
(Approved by the Government of Tamil Nadu and Affiliated to the Univerisity of Madras)
Mevaloorkuppam, Kattagaram, Valarpuram Post, Sriperumbudur (T.K.) Kanchipuram - 602 105.

PRINCIPAL MESSAGE

Warm and Happy greeting to all. I am immensely happy to note that our Department of Computer Science & Commerce in Computer Applications organizing a National Conference on Information and Computer Sciences scheduled on 19th March 2024.

The Conference aims to bring different ideologies, innovation, and excellence in field of Computer and Commerce under one roof. Under the Guidance of Our Management of Apollo Groups, we Continues to march on the way of Success with Confidence.

The Sharp, clear-sighted vision and precise decision-making powers of our Management has benefited our college to say Competitive. I am happy to congratulate the respective Department Head and Faculties for making available yet another platform for the interested students, Faculties under research scholars to learn and discuss about the information during the Conference.

I wish the National Conference a GREAT SUCCESS.

Principal

Apollo Arts and Science College
Poonamallee

பாரதியார் பல்கலைக்கழகம்
Bharathiar University
State University I "A++" Grade by NAAC I 21st Rank in MoE-NIRF
Coimbatore - 641 046, Tamil Nadu, India

MESSAGE FROM KEYNOTE SPEAKER

Dr. Amudha,
Professor,
Department of Computer Applications
Bharathiar University,

Artificial Intelligence (AI) is revolutionizing the way of performing tasks through augmented intelligence and automated decision making. AI is a cutting-edge technology, which impose human intelligence on machine in such a way that the machine can act and make decisions based on its experiential learning and adaptation. AI technologies improvise the decision-making based on progressive analytics, automation of manual activities, and with risk optimization. Artificial Intelligence aims to provide machines with the ability to perceive the environment, learn and act smart, make robust decisions and exhibit diverse functionalities. The influence of AI is realized in various domains, such as, science and engineering, ecommerce, industrial design, information systems, cognitive systems, healthcare, agriculture, security, automobiles, environmental science and so on.

The Indian government is revolutionizing the technological innovations by initiating various use cases in AI such as facial recognition and hotspot analysis, biometric identification, criminal investigation, traffic and crowd management, wearables to empower women safety, optimizing revenues in the forest, cleaning river, tiger protection, digital agriculture, student progress monitoring and more. Centre for Artificial Intelligence and Robotics (CAIR), was established by the Indian Government for research and development in AI, robotics, command and control, networking, information and communication security. CAIR aims for the

development of mission-critical products for battlefield communication and management systems of DRDO. In the year 2020, the Indian government launched a dedicated Artificial Intelligence portal, *India AI* as a central hub for all the AI related developments and initiatives in India.

This National Conference on Information and Computer Sciences NCICS 2024, is an appreciable initiative taken by the Department of Computer Science, Apollo College of Arts & Science. The conference themes are well defined and aimed to make the participants understand the AI technology, Internet of Things, Big Data, Cloud Computing and other related disciplines. I wish all the very best to the conference organizers for the huge success of this NCICS 2024 and to convene many such conferences in future to give an exposure to students and researchers on cutting-edge technologies in Computer Sciences.

DR. AMUDHA

CHRIST UNIVERSITY
BENGALURU, INDIA
Declared as Deemed to be University under Section 3 of UGC Act 1956

MESSAGE FROM KEYNOTE SPEAKER

Dr. Shikhar Tyagi,
Assistant Professor,
Department of Statistics and Data Science,
Christ University, Bengaluru, Karnataka.

As the keynote speaker for the National Conference on Information and Computer Sciences (NCICS-2024), which is being hosted by Apollo Arts and Science College's Department of Computer Science and Commerce in Computer Applications, I have the great pleasure and honour of extending my warmest greetings to you. When we gather on this prestigious stage on March 19, 2024, I am excited about the possibility of interacting with a group of people who are so varied and intelligent. This conference is driven by our shared enthusiasm for information and computer sciences, which fosters an environment where ideas are shared, new perspectives are gained, and partnerships are formed. The field of computer sciences is developing at a rate never seen before, and creative solutions are needed to address the problems we confront. By working together, we may investigate new patterns, exchange ground-breaking findings, and jointly influence how our field develops in the future. My goal in giving this keynote talk is to move us forward on this exciting adventure by inspiring, stimulating thought, and starting conversations. I am looking forward to networking with other professionals, exchanging stimulating ideas, and adding to the rich tapestry of knowledge that will surely define NCICS-2024. Let's take advantage of this chance to not only learn from one another but also to establish relationships that will go beyond this conference. Thank you for the privilege of addressing such a distinguished gathering. I am eager to embark on this intellectual journey with you, and together, let us chart the course for a future marked by innovation, collaboration, and continuous advancement in the realm of information and computer sciences.

DR. SHIKHAR TYAGI

அண்ணாமலைப் பல்கலைக்கழகம்
Annamalai University

MESSAGE FROM KEYNOTE SPEAKER

Dr. M. Karthikeyan
Associate Professor,
Department of Computer and Information science,
Annamalai University,
Chidambaram.

I am very much honoured and pleased that Department of Computer Science and Commerce in Computer Applications of Apollo Arts and Science College, Chennai – 602105 Conducts **National Conference on Information and Computer Sciences – NCICS 2024** and has involved in many technical activities in building up the students career. Today's world is full of Technological Developments and Scientific Advancements. The field of Computer Science is characterised by rapid changes in **know** and **how** of the technology and how they are used in everyday application by evolution of real time technology systems. Students from these departments have brought laurels to the institution through their contributions in different academic and research activities. I extend my hearty congratulations to the entire faculty and students of these Departments for their enthusiasm and effort to achieve success.

Dr. M. Karthikeyan

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DATE: 19th MARCH 2024

KEY NOTE SPEAKERS

DR.AMUDHA,
Professor
Department of
Computer Applications
Bharathiar University,
Coimbatore

Dr.M.KARTHIKEYAN,
Associate Professor,
Department of Computer and
Information science,
Annamalai University,
Chidambaram.

Dr.SHIKHAR TYAGI,
Assistant Professor,
Department of Statistics and
Data Science,
Christ University,

Dr. S. SUTHAKAR
PRINCIPAL

Mr.P.GANESH
VICE PRINCIPAL

Mrs. P.POONGUZHALI
HEAD OF THE DEPARTMENT

TIMING	PROGRAM
09.30 am	Tamil Thai Vazhthu
09.35 am	Inauguration by Lightening the Lamp
09.40 am	Welcome Address Dr. Suthakar. S Principal Apollo Arts and Science college
09.50 am	Felicitation of Chief Guest Dr. Suthakar. S Principal Apollo Arts and Science college
09.55 am	Releasing of Proceedings Principal & Chief Guest
10.00 am	Introduction of Chief Guest –Dr. Shikhar Tyagi Mrs. Poonguzhali H.O. D-B.Sc. Computer Science & B. Com-CA
10.05 am	Key Note Speaker Address Dr. Shikhar Tyagi, Asst.Professor Department of Statistics and Data Science Christ University, Bangalore. Karnataka
11.00 am	Introduction of Chief Guest – Dr. K . Karthikeyan, Mrs. Rajeswari H.O.D -BCA
11.05 am	Key Note Speaker Address Dr. K. Karthikeyan, Associate Professor, Department of Computer and Information Science, Annamalai University, Chidambaram.
11.45 am	Student Paper Presentation
12.20 am	Introduction of Chief Guest –Dr. Amudha, Mrs. P. Veena.Asst. Prof -BCA
12.25 pm	Key Note Speaker Address-Dr. Amudha Professor, Department of Computer, Bharathiar University, Coimbatore.
12.55 pm	Certification Distribution
1.00 pm	Vote of Thanks Mrs. Poonguzhali H.O. D-B.Sc. (Computer Science) & B. Com-CA
1.05 pm	National Anthem

ABOUT - APOLLO ARTS & SCIENCE COLLEGE

Apollo Educational Group is a prestigious group which has made a significant contribution towards the development of students into highly accomplished professionals. The Group delivers exceptional education across all branches. Experienced faculties with excellent subject knowledge and incisive wisdom, and top-class infrastructure that encourage in-depth learning and exposure that make our student the most wanted and highly valued professional.

"Education Extolled Everywhere" – true to this motto of our college the students of our group Institutions have placed in respectable and lucrative jobs in various esteemed establishments. Apollo Group of Colleges is committed to impart education in such a way that our students are extolled everywhere. With this lofty vision, Arts & Science College has state-of-the-art infrastructural facilities in a sprawling and sylvan campus that will facilitate teaching and learning of the greatest order Special care has taken to enable Students to secure University Ranks. Apollo Group of Colleges have further committed itself to ensure 100% and employability to all students. We run 18 undergraduate course and 3 postgraduate courses respectively

CONFERENCE OBJECTIVE

A one day "NATIONAL CONFERENCE ON INFORMATION AND COMPUTER SCIENCES" (NCICS-2024) will be held on 19th of March 2024 in Chennai. The conference mainly focuses on sharing the intelligence that emerges from the collaboration and competition of many individuals and to characterize the new innovation that causes an abrupt change in society. Computational Intelligence subfield of Artificial Intelligence (AI) that deal with Design and Development of Intelligent computer systems .AI techniques are used in variety of AI Applications, Such as Machine Learning, Natural Language Processing, Robotics. The national conference on computational intelligence and its applications aims to bring together Researcher scholars, academician, industrial experts & students to share their values ideas & application towards to upgrading their knowledge and explore talent.

DEPARTMENT OF COMMERCE IN COMPUTER APPLICATION

B. Com Computer Applications is a three-year full-time undergraduate program that deals with studying various aspects of computer science along with Commerce. It is a combination of Commerce and computer applications for commerce disciplines that require knowledge of computers. This course is designed to equip students with integrated knowledge of commerce and computer systems. In addition, this course offers ample job opportunities in the IT and Commerce industry. Upon completing the course, students can work as Business Analyst, Business Consultant, Auditor, Computer Programmer, App Developer, etc.

DEPARTMENT OF COMPUTER SCIENCE

The Department of Computer Science was established in the year 2005. It is formed to provide more graduate, computer scientists who are recognized as best all over the world. With intake of more than 1000 students for an academic year. We install subject knowledge both theoretical as well as practical to excel in concern subjects. The students have secured top rankings in the university examination. We strive to provide overall development of students by encouraging their latent talent capabilities and programming skills, we also help the students to develop core competences in computer applications and there by develop best professional for the IT sector. The departments impart high quality of education and training to students through the current trends upgrade in technologies and we also provide various workshops, seminars, symposium and etc...for the betterment of the student..

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PATRONS

Dr. S. SUTHAKAR

PRINCIPAL

Mr. K. GANESH

VICE PRINCIPAL

KEY NOTE SPEAKER

Dr. Shikhar Tyagi

Asst.Professor

Department of Statistics and Data Science

Christ University, Bangalore. Karnataka

Dr. K. Karthikeyan,

Associate Professor,

Department of Computer and Information Science,

Annamalai University, Chidambaram.

Dr Amudha

Professor,

Department of computer science

Bharathiar university, Coimbatore

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Head of the Department

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THE IMPACT OF CHATGPT ON COGNITION: EFFECTS ON ACQUISITION AND RECOLLECTION

Dr. P. Nithya,
Assistant Professor, Department of Computer Science,
SRM arts and science college kattankulathur Chennai
Ms R. Vijayalakshmi,
Assistant Professor, Department of Computer Science,
Seethalakshmi Ramaswami College, Trichy,

Abstract:

In the digital age, conversational artificial intelligence (AI) systems have become integral tools in various domains, profoundly influencing human cognition and interaction. This paper investigates the effects of Chat GPT, an advanced AI language model, on cognitive processes related to information acquisition and memory recollection. Through a synthesis of existing literature and empirical findings, this study examines how interactions with Chat GPT shape cognitive functions such as attention, comprehension, and memory encoding. Furthermore, it explores the implications of Chat GPT-mediated conversations on memory retrieval, investigating whether the conversational patterns and information exchanges facilitated by Chat GPT impact the accuracy and completeness of recollected information. Additionally, this research explores the potential cognitive offloading effect, wherein reliance on Chat GPT for information retrieval may affect individual cognitive load and memory consolidation. Understanding the cognitive implications of interacting with AI systems like Chat GPT is crucial for designing effective human-computer interfaces and optimizing user experiences. By elucidating the cognitive effects of Chat GPT on acquisition and recollection processes, this study contributes to the broader discourse on human-AI interaction and cognitive augmentation in the digital era.

Keywords: Chat GPT, artificial intelligence, cognition, acquisition, recollection, human-computer interaction, memory, information retrieval, cognitive offloading, digital era

IMITATION OF PHYSICS ON COMPUTING

Dr. S. Babu

Department of Computer Science and Applications, SCSVMV Univ,

Kancheepuram.

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Abstract:

Quantum computing is a Quantum Mechanism based computational framework, which has acquired a lot of interest in the early few decades. In contrast with the conventional computers, it has obtained an enhanced performance on various tasks. The study of Quantum Computers is Quantum Computing. Annealing, Entanglement, Tunnelling and Superposition are some of the phenomena of Quantum mechanics used in Quantum computers to give the solutions to the problems which were unable to solve by human in their lifetime. The main objective of this paper is to reveal a brief idea about what is occurring in the Quantum Computing field and also the current state. In addition, the features of Quantum computing like Quantum parallelism, reverse computing and quit computation is also summarized. The article also reveals the cause of great computing capabilities of Quantum computers in view of utilization of quantum entangled state. Based on the review concludes that the research on quantum computers requires the advanced sciences like Mathematics, Micro-Physics and Computer Technology.

Key Words: Quantum Computers, Quantum computing, Quantum Parallelism, Entanglement, Qubit.

OPTIMIZING UTILITY-BASED DATA MINING: ADVANCEMENTS IN ENHANCED PRUNING TECHNIQUES

K. Jayalakshmi, Dr. M. Prabakaran

Research Scholar, PG and Research Department of Computer Science,
Government Arts College (Autonomous) Karur-5
(Affiliated to Bharathidasan University), Tamilnadu, India.

Abstract:

Efficiently mining high utility item sets from large transactional databases is crucial for extracting valuable insights in utility-based data mining. This paper introduces advancements in enhanced pruning techniques aimed at reducing the number of candidate item sets generated during the mining process. By leveraging machine learning, heuristic approaches, and advanced algorithms, the proposed techniques optimize candidate generation, enhancing scalability and performance of utility-based data mining algorithms. The paper discusses the theoretical foundations, implementation strategies, and experimental results demonstrating the effectiveness of these enhanced pruning techniques in utility mining tasks. Further, potential applications and avenues for future research in this domain are explored, highlighting the importance of optimized pruning methods in utility-based data mining.

Intelligent Disease Prediction and Drug Recommendations using machine learning approaches

Dr. P. Nithya, Assistant Professor, Department of Computer Science,
SRM arts and science college,
kattankulathur, Chennai, Tamil Nadu, India.
nithyaraju.r@gmail.com.

Mr. M. Karan, PG Student, Department of Computer Science,
SRM arts and science college,
kattankulathur, Chennai, Tamil Nadu, India.

ABSTRACT

Disease Prediction and drug recommendation using Machine Learning is the system that is used to predict the minor diseases from the symptoms which are given by the patients or any user. The system processes the symptoms provided by the user as in input and the gives the output as the probability of the disease. Naïve Bayes classifier is used in the prediction of the disease which is a supervised machine learning algorithm. The probability of the disease is calculated by the Naïve Bayes algorithm. By using linear regression and decision tree we are predicting diseases like Common Cold: Sneezing Sore throat, Cough and Seasonal Allergies: Sneezing Runny or stuffy nose Itchy eyes, nose or throat. In this paper, we give drug recommendations relied on ratings and conditions to customers. Four distinct prototypes are utilized to predict the diseases. The Vader tool and sentiment analysis relied on NLP are utilized to analyse the reviews. And finally, probabilistic and weighted average methodologies are utilized to recommend the medications. Each model and strategy utilized in this paper is described in detail. The experimental findings presented in this work can be utilized in future studies and for a variety of different medicinal applications.

Keywords: Boosting algorithms AdaBoost and Gradient Boosting, Early Detection and Prevention, Real-time Data Analysis.

ARTIFICIAL INTELLIGENCE

SUBHA SHREE B

B. TECH: COMPUTER SCIENCE AND BUSINESS SYSTEMS

CHENNAI INSTITUTE OF TECHNOLOGY

Abstract:

Artificial intelligence (AI) stands at the forefront of technological innovation, revolutionizing industries and shaping our daily lives. With its ability to analyse vast amounts of data and make decisions autonomously, Artificial Intelligence has transformed sectors such as healthcare, finance, and transportation. However, its rapid advancement also raises ethical concerns and societal implications, prompting discussions on fairness, transparency, and accountability. Looking ahead, the future of AI holds promises for further breakthroughs, with potential applications in addressing pressing global challenges and improving human well-being. As we navigate this rapidly evolving landscape, it is imperative to ensure that AI development remains guided by ethical principles and serves the best interests of society as a whole

Keywords: Natural Language Processing (NLP).

CLOUD COMPUTING IN COVID – 19

Kiruthika M

Computer Science and Business System

First year

Chennai institute of Technology

Abstract:

Cloud computing has revolutionized the way businesses and individuals access and utilize computing resources. This paper provides an in-depth exploration of cloud computing, examining its definition, evolution, key concepts, benefits, challenges, and future trends. The definition of cloud computing encompasses the delivery of various computing services over the internet, including servers, storage, databases, networking, software, and analytics. This delivery model enables users to access these resources on-demand, without the need for extensive infrastructure investments. The evolution of cloud computing can be traced back to the 1960s, with early implementations seen in utility computing and grid computing. However, it was not until the 2000s that cloud computing gained widespread popularity with the introduction of services like Amazon Web Services (AWS), Google Cloud Platform (GCP), and Microsoft Azure. The importance of cloud computing lies in its ability to offer faster innovation, flexible resources, and economies of scale. Organizations across various sectors, such as business, education, healthcare, and government, have embraced cloud services to scale their IT infrastructure rapidly, reduce costs, and improve efficiency. The COVID-19 pandemic further underscored the significance of cloud computing, as it facilitated remote work and ensured business continuity. This paper explores the key concepts of cloud computing, including virtualization, elasticity, multi-tenancy, and service models (IaaS, PaaS, and SaaS). It also examines the benefits of cloud computing, such as cost-efficiency, scalability, accessibility, and security. Additionally, the paper discusses the challenges and concerns associated with cloud computing, such as security issues, privacy concerns, compliance, and downtime.

Keyword: Cloud Computing, Virtualization, Microsoft Azure.

COVID-19 DETECTION USING MACHINE LEARNING

P. POONGUZHALI, M.C. A, M.B. A, Ph.D.

Head of the Department, BSC-CS & B.COM-CA
Apollo arts and Science College Poonamalle, Chennai.

ABSTRACT:

The current COVID-19 pandemic threatens human life, health, and productivity. AI plays an essential role in COVID-19 case classification as we can apply machine learning models on COVID-19 case data to predict infectious cases and recovery rates using chest x-ray. The use of information technology with a focus on fields such as data Science and machine learning can help in the fight against this pandemic. It is important to have early warning methods through which one can forecast how much the disease will affect society, on the basis of which the government can take necessary actions without affecting its economy. Machine learning approaches are used and two solutions, one for predicting the chance of being infected and other for forecasting the number of positive cases. Accessing patient's private data violates patient privacy and traditional machine learning model requires accessing or transferring whole data to train the model. we studied the efficacy of federated learning versus traditional learning by developing two machine learning models (a federated learning model and a traditional machine learning model) using Kera's and TensorFlow federated, we used a descriptive dataset and chest x-ray (CXR) images from COVID-19 patients. During the model training stage, we tried to identify which factors affect model prediction accuracy and loss like activation function, model optimizer, learning rate, number of rounds, and data Size.

Keywords: COVID-19, Forecast, Machine learning, Prediction, Random Forest classifier,

THE STUDY ON CUSTOMER AWARNESS THROUGH E. BANKING

N. KOTEESWARI M.COM., B.ED.,

ASSISTANT PROFESSOR

DEPARTMENT OF COMMERCE IN COMPUTER APPLICATIONS

APOLLO ARTS AND SCIENC COLLEGE, CHENNAI

Koteeswari18@gmail.com

ABSTRACT:

The term E-Banking covers both computer and telephone banking. It came into existence due to Innovation in Technology and competition among the existing banking organizations, who displays their banking products and services for easy accessibility to the customers which can be delivered through the internet. Banks have long histories of meeting the financial needs of enterprises and organizations, and they keep in close contact with their corporate and business clientele. All sizes of businesses can take advantage of the bank's acquiring services for credit card transactions. The rapid development of E-banking services carries risks as well as benefits. Globalization and technological advancement like internet brought many products and services like ATM, Smart cards, Online Banking which is facilitating electronic payment, Plastic money services, Brokerages and foreign exchange transactions, which automatically leads to wide access of B2B and B2C business domains. Internet Banking empowers anytime to the customer. A portion of these safe and security of E-banking services incorporate the Internet banking, real time gross repayment, bank to bank cash exchange, covering of bills, electronic funds transfer viewing account statement etc. Objective is to discover the customer awareness in regard E-Banking services nationalized and private banking. Information for this examination were gathered from primary and secondary sources.

Key word: E. Banking service, customer awareness, online banking.

5G NETWORK

Ms. P.R. VIJAYABHAVANI M. Com

Assistant Professor, Department of computer application.

Apollo Arts and Science College, Poonamallee

vijayabhavani29@gmail.com

ABSTRACT

The advent of 5G networks marks a significant milestone in telecommunications, promising unparalleled speed, reliability, and connectivity. This abstract provides a comprehensive overview of 5G technology, its key features, applications, and potential implications on various sectors. Firstly, 5G networks leverage advanced technologies such as millimeter-wave frequencies, massive MIMO (Multiple Input Multiple Output), and network slicing to achieve unprecedented data transfer rates, surpassing those of its predecessors by several orders of magnitude. This ultra-fast connectivity opens doors to transformative applications such as augmented reality, virtual reality, autonomous vehicles, and the Internet of Things (IoT), enabling seamless real-time interactions and enhancing user experiences. Moreover, the low latency of 5G networks, with latency as low as a few milliseconds, facilitates mission-critical applications such as remote surgery, autonomous drones, and smart grid management, where split-second responsiveness is imperative. Furthermore, the scalability and flexibility of 5G networks allow for efficient allocation of resources and support for a diverse range of devices and services, from smartphones and tablets to industrial sensors and autonomous machinery. However, the deployment of 5G networks also presents challenges and implications, including concerns about cybersecurity, privacy, and the digital divide. Addressing these issues requires collaboration between governments, regulatory bodies, industry stakeholders, and academia to ensure the responsible and equitable deployment of 5G technology.

Key words: 5G Network, ultra-fast connectivity, Revolutionizing communication, Innovative application, Technology.

INTERNET OF THINGS:

SURVEY ON IOT AND SOCIETY MACHINE LEARNING

Mr. G. GOVARTHANAN, MCA

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Apollo Arts & Science College, Poonamalle.

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ABSTRACT

The Internet of Things (IOT) is expected to require more effective and efficient wireless communications than ever before. For this reason, techniques such as spectrum sharing, extraction of signal intelligence and optimized routing will soon become essential components of the IOT wireless communication paradigm. In this vision, IOT devices must be able to not only learn to autonomously extract spectrum knowledge on-the-fly from the network but also leverage such knowledge to dynamically change appropriate wireless parameters (e.g., frequency band, symbol modulation, coding rate, route selection, etc.) to reach the network's optimal operating point. This works provides a comprehensive survey of the state of the art in the application of machine learning techniques to address key problems in IOT wireless communication with an emphasis on its ad hoc networking aspect. First, we present extensive background notions of machine learning techniques. Machine learning empowers PCs to perform particular errands insightfully. Machine learning frameworks can perform complex tasks by learning from information rather than following pre-programmed rules. One of the centre targets of machine learning is to train PCs to utilize information or past experience to tackle a given issue. Today, machine learning is utilized in numerous applications and is a central idea for savvy frameworks. This paper aims to provide a brief overview of machine learning methods for internet of things (IoT). In the final sections, we present some of the applications of machine learning in IoT.

Keywords: IOT, Machine learning, Machine learning task, Applications

ETHICAL ISSUES IN MARKETING

Mrs. DHARSHINI K MSC (IT)

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Apollo Arts & Science College, Poonamalle

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ABSTRACT

There is no universal code to work to, and many issues must be considered. Broadly speaking, ethics in marketing refers to the practice of conducting marketing activities in a manner that aligns with moral principles, societal values, and legal standards.

It involves the promotion of transparency, honesty, fairness, and social responsibility throughout the entire marketing process. Marketers could also consider the role of their products or services in benefiting society engaging in cause-related marketing initiatives; supporting diversity and inclusion; treating employees and suppliers fairly; and minimizing the environmental footprint of marketing activities. With sales and marketing ethics, the first thing that comes to mind is often fraud or, more specifically, avoiding it, but there is more to ethical behaviour in business.

It's time to change strategies and bring back old values proven repeatedly to sustain businesses through difficult and trying times. Doing the right thing by your customers is central to sales ethics. Honesty tells the truth, and integrity stays consistent with that truth. Buyers must have faith in salespeople, particularly now that buyers may be warier, knowing salespeople are scrambling to meet targets. The key to monitoring the effectiveness of ethical marketing practices is through the measurement of results.

KEYWORDS Ethical Marketing , Marketing Issues , Sales , Customer Behaviour.

ADOPTION OF BLOCKCHAIN TECHNOLOGY IN INDIAN PUBLIC DISTRIBUTION SYSTEM

CHALLENGES AND SOLUTIONS

Mr. ANAND NARAYANAN M.Phil.

Asst. Professor, Dept of Computer Science

Apollo Arts & Science College, Poonamallee

anandnarayanan@hotmail.com

ABSTRACT

Indian public distribution system is a process to ensure food security in the country and provide basic food grains at subsidized rates with involvement of food corporation of India, an organization set up, and run by the government of India under Food Corporations Act 1964 & National food security bill of 2013. For increased efficiencies a proposed adoption of blockchain technology in the Indian public distribution systems which can foster transparency and monitoring systems. The paper is a suggestion of solution structure for secured and transparent systems using blockchain technology. It is a concept paper and we propose a solution to manage and track efficiently the process public distribution along with the supply chain solutions, within the Indian Public Distribution System with technology enhancement using Blockchain. The Findings in the supply chain structure of the public distribution system in terms of tracking in transportation and trade booking with robust solutions for of verification and traceability. Losses and malpractices of false bookings to avoid corrupted practices with be more effective in cost-saving, with efficient delivery and reach.

AUTHENTICATION BY ENCRYPTED NEGATIVE PASSWORD

Mr. GANESAN S

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ABSTRACT:

Secure password storage is a vital aspect in systems based on password authentication, which is still the most widely used authentication technique, despite its some security flaws. In this paper, we propose a password authentication framework that is designed for secure password storage and could be easily integrated into existing authentication systems. In our framework, first, the received plain password from a client is hashed through a cryptographic hash function (e.g., SHA-256). Then, the hashed password is converted into a negative password. Finally, the negative password is encrypted into an Encrypted Negative Password (abbreviated as ENP) using a symmetric-key algorithm (e.g., AES), and multi-iteration encryption could be employed to further improve security. The cryptographic hash function and symmetric encryption make it difficult to crack passwords from ENPs. Moreover, there are lots of corresponding ENPs for a given plain password, which makes precipitation attacks (e.g., lookup table attack and rainbow table attack) infeasible. The algorithm complexity analyses and comparisons show that the ENP could resist lookup table attack and provide stronger password protection under dictionary attack. It is worth Mentioning that the ENP does not introduce extra elements (e.g., salt); besides this, the ENP could still resist precipitation a attacks. Most importantly, the ENP is the first password protection scheme that combines the cryptographic hash function, the negative password and the symmetric-key algorithm, without the need for additional information except the plain password.

KEYWORD: Encrypted Password, Key-Algorithm, Password Protection, ENP, Password Security

OPINION SEARCH AND RETRVIAL ON BLOG

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Abstract

Recently the weblog is a fast growing emerging trend in web blog in internet, everyone people who easy to express their feeling and opinion on particular on topic of interest. We introduce the web blog only for the computer science scholar. In this paper we propose the novel method no necessary to written for express opinion about the computer science domain, for that we have developed three button control instead of written, that button namely positive, negative and neutral. The scholar simply select appropriate one button through we evaluate as an opinion. This dissertation proposes a novel opinion retrieval model to effectively retrieve the blog documents having opinions about a given query topic, and label the opinion polarity of the retrieved documents as positive, negative or neutral. Finally an opinion polarity module gives each retrieved document a polarity label to indicate the overall tone of the query related opinions in the document. The experimental results show that the retrieval effectiveness and the classification accuracy of this proposed model are both higher than other systems.

Keywords: Opinion retrieval, blog, blog retrieval, opinion identification.

IoT – APPLICATIONS & SECURITY CHALLENGES, A REVIEW

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Abstract

The Internet of Things (IoT) revolutionized the global network comprising of people, smart devices, intelligent objects, information, and data. It is no secret that as more and more devices connect to the internet, the challenges of securing the data that they transmit and the communications that they initiate are becoming more profound. Over the years, we have seen a surge in IoT devices, broadly in 2 areas – in homes and in manufacturing. With the former, we have seen an entire ecosystem built around Amazon's Echo devices using the Alexa Voice Service. Google, Microsoft, and Apple have followed suit as well. Since these are independent and closed platforms, the responsibilities of securing the devices rest with the platform providers. In this paper, we highlight cyber security in manufacturing and related industries. Industries such as manufacturing, oil & gas, refining, pharmaceuticals, food & beverage, water treatment, and many more are constantly looking to add the right layers of security, as they bring an increasing number of equipment and devices online. Device manufacturers and plant operations managers constantly face pressure to protect their physical assets from cyber threats. Moreover, for each of these industries, the nature of the data, topologies of IoT devices, and complexities of threat management and ensuring compliance vary widely. Keywords-- Internet of Things, Cyber-attack, Security threats.

IMPACT OF E-BANKING ON TRADITIONAL BANKING SERVICES.

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Abstract

Internet banking is changing the banking industry, having the major effects on banking relationships. Banking is now no longer confined to the branches were one has to approach the branch in person, to withdraw cash or deposit a cheque or request a statement of accounts. In true Internet banking, any inquiry or transaction is processed online without any reference to the branch (anywhere banking) at any time. Providing Internet banking is increasingly becoming a "need to have" than a "nice to have" service. The net banking, thus, now is more of a norm rather than an exception in many developed countries due to the fact that it is the cheapest way of providing banking services. This research paper will introduce you to e-banking, giving the meaning, functions, types, advantages and limitations of e-banking. It will also show the impact of e-banking on traditional services and finally the result documentation.

Keywords: E-Banking, Functions, Advantages, Limitations, Traditional banking services.

E-BANKING

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ABSTRACT

Now a day's contribution of electronic banking towards economic development plays a crucial role in developing countries like India. Banks are no longer restricted to traditional banking rather it is shifted to the virtual banking system. Customers are more feasible in banking operations because of Information technology. The banks are adopting IT-enabled tools and techniques for banking operations which improve in offering quality service to the customers. In traditional banking customers have to visit bank branches to avail banking services. Now with the ATMs, Internet banking, Mobile banking and Information Technology-enabled services are replacing the traditional method of service. In recent days banks are concentrating on value-based service through E-banking. The present study throws a light on the growth of electronic banking and its products which are used in the banking sector.

Keywords: Electronic banking, Economic development, ATMs, Informational technology.

E-COMMERCE

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Abstract.

The COVID-19 crisis has led people in many OECD countries to significantly limit physical interactions. Self-imposed social distancing to avoid contagion, together with the strict confinement measures implemented in many OECD countries, have put a large share of traditional brick-and-mortar retail virtually on hold, at least temporarily (OECD, 2020[1]). In the United States, retail and food services sales between February and April 2020 were down 7.7% compared to the same period in 2019. However, sales increased for grocery stores and non-store retailers (mostly e-commerce providers),1 by 16% and 14.8% respectively. In the EU-27,2 retail sales via mail order houses or the Internet in April 2020 increased by 30% compared to April 2019, while total retail sales diminished by 17.9%. The resulting shifts from brick-and-mortar retail to e-commerce are likely significant across countries. For example, while in the United States the share of e-commerce in total retail had only slowly increased between the first quarter of 2018 and the first quarter of 2020 (from 9.6% to 11.8%), it spiked to 16.1% between the first and second quarter of 2020. The development is similar for the United Kingdom, where the share of e-commerce in retail rose from 17.3% to 20.3% between the first quarter of 2018 and the first quarter of 2020, to then rise significantly to 31.3% between the first and second quarter of 2020.

Keyword: E-Commerce

CLOUD BASED ATTENDANCE SYSTEM

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ABSTRACT

This attendance system helps in maintaining the attendance details of every student effectively. The attendance is generated if the student is present in that particular lecture. While the attendance is maintained on daily basis, the staffs have unique usernames and passwords to mark students if the student is present or absent. Subjects are handled by respective faculty to mark the attendance of all students. Total attendance is generated by calculating the total number of days present divided by the total number of lectures. The reports generated are based on semester and are consolidated regularly.

Keywords: Attendance, system, student, data, test

LEVERAGING AI AND ML FOR ENHANCED CLOUD SECURITY

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Abstract

Cloud computing offers unparalleled scalability and agility, but securing sensitive data and workloads in this dynamic environment remains a constant challenge. As cyberattacks become increasingly sophisticated, traditional security approaches struggle to keep pace. This research explores the transformative potential of Artificial Intelligence (AI) and Machine Learning (ML) in revolutionizing cloud security, ushering in a new era of proactive threat detection and mitigation. We investigate how AI and ML algorithms can analyze vast amounts of security data logs, user behavior patterns, and network activity to identify anomalies and suspicious activities in real-time. This enables proactive detection of potential security breaches before they escalate into major incidents. By leveraging advanced machine learning techniques, we explore the ability to predict and anticipate future security threats based on historical data and emerging attack trends. This empowers security teams to take preventative measures and bolster defenses against evolving cyber threats. We explore the development of AI-powered systems capable of automatically responding to security incidents in a timely and efficient manner. This can involve isolating compromised systems, blocking malicious activity, and initiating remediation processes, minimizing the impact and potential damage of cyberattacks.

Keywords: Cloud Security, Artificial Intelligence (AI), Machine Learning (ML), Automated Threat Detection, Predictive Security Analytics, Autonomous Incident Response, Security Efficiency, Evolving Cyber Threats.

THE COMPUTER VISION IN OUR LIFE

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ABSTRACT:

Every Human Being Has Eyes To See And This Is Called Vision, Like That Computer Also Has A Vision.. My Thesis Focus On The Computer Vision, It Enhance The Knowledge About The Visual Examination And Analysis Of An Computer In The Day Today Life .The Computer Vision Plays An VITAL Role In Many Fields Such Has Medical ,Commerce ,Finance ,Logistics , Defence, Etc.Computer Vision (CV) Is A Discipline That Started In The 1980S, And It Has Been Used All Around The World For Its Potential And Numerous Applications That Enhance Productivity, Entertainment, Security, Automation, Etc. It Is Used To Introduce Dramatic Efficiency In The Operation Contribution, Design Phases Of Assets .This System Allow The Extraction Of Information From The Scanning And Interpretation Of Digital Images. They Can Be Employed For A Wide Variety Of Tasks, Including 3D Reconstruction, Construction Progress Monitoring, Geometric Checks, Component Compliance, And Deflection Detection. In The Filed Of Medicine This Computer Vision And Image Processing Techniques Can Be Used To Detect Several Types Of Diseases At Very Early Stages.Nowadays The Technology And Methods Trends Grow Exponentially. In This 21St Century Without Computer We Cant Imagine A Single Day . This Thesis Gives The Reader A Good Experience About The Computer Vision And What Are Sequences ,Methodologies, Theoretical Algorithms Which Helps For An Clear Computer Vision.

THE STUDY ON OPEN INNOVATION TECHNOLOGY

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ABSTRACT:

The explosive growth of the Internet has led to a dramatic increase in data sources for (competitive) technology intelligence. Technology intelligence has been defined as “the capture and delivery of technological information as part of the process whereby an organization develops an awareness of technological threats and opportunities “To enable open innovation, innovation intermediaries such as online technology transfer exchanges, which list technologies available for licensing to interested parties, or technology brokers, who solicit new innovations by posting problems requiring a solution, have emerged to address specific technology needs. However, these intermediaries typically concentrate only on a fraction of the technology intelligence relevant to an organization's strategy. Appropriate implementation and use of IT tools to gather and analyze these data is of key importance for the creation of actionable technology intelligence. A strategy to optimize investments in the identified technologies becomes of paramount importance if an organization wants to match knowledge and ideas originating from outside of the organization with internal core competences.

KEY WORDS: OPEN INNOVATION, ORGANIZATIONAL STATERGY

ETHICAL HACKING

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Abstract

Ethical hacking, synonymous with penetration testing or white-hat hacking, serves as a pivotal component within contemporary cybersecurity strategies, meticulously examining computer systems, networks, and applications with stakeholders' explicit consent to pinpoint vulnerabilities and reinforce defences against malevolent cyber threats. This abstract navigates through the ethical landscape, unravelling the principles, methodologies, and significance of ethical hacking in safeguarding digital ecosystems. It delves into the ethical considerations and moral imperatives underpinning this practice, grappling with the delicate balance between security imperatives and privacy concerns while stressing the paramount importance of integrity, transparency, and responsible conduct. Furthermore, it delineates the ethical hacker's role as a custodian of trust and guardian of digital integrity, tasked with upholding ethical standards amidst the intricate terrain of cybersecurity. The practical applications of ethical hacking across various domains, from corporate enterprises to government agencies and critical infrastructure sectors, are also explored, highlighting the indispensable role of ethical hackers in pre-emptively identifying vulnerabilities, mitigating risks, and fortifying cyber defences against potential breaches. Additionally, it emphasizes the symbiotic relationship between ethical hacking and cybersecurity education, advocating for the cultivation of ethical hacking skills to nurture a cadre of ethical cybersecurity professionals. Ultimately, these abstract illuminates the ethical dimensions of hacking, emphasizing its crucial role in fostering a culture of cybersecurity resilience and maintaining stakeholders' trust and confidence in an increasingly interconnected digital landscape.

QUANTUM COMPUTING

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ABSTRACT:

Quantum Theory has had a significant impact on scientific progress in the twentieth century. It has introduced new ways of thinking, predicted unimaginable scenarios, and influenced various areas of modern technology. Just as there are different ways to express scientific laws, information can also be conveyed in multiple ways. The fact that information can be expressed differently without losing its essence opens up the possibility of manipulating it automatically. All forms of information expression rely on physical systems. For example, spoken words are transmitted through air pressure fluctuations. This emphasizes the idea that information can't exist without a physical representation. Interestingly, the insensitivity of information from one form to another. This makes information a crucial element in physics, alongside concepts like interaction, energy, and momentum. In this project report, we explore the general characteristics of Quantum Computing and Information Processing from a layman's perspective.

Keywords: Computation, EPR, quantum mechanics, superposition, unitary transformation, decoherence

INTERNET BANKING

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ABSTRACT

It is for an online comprehensive solution to manage internet banking. This will be accessible to all customers who have a valid user id and password. This system provides the following

Facilities……

- Balance enquiry
- Funds transfer to another account in the same bank
- Request for cheque book/change of address/stop payment of cheques.

Viewing monthly and annual statements In India, a number of banks have either gone for Internet Banking or are on the verge of going for it. Internet Banking System I am talking about is different from what was possible up to now- off line information or few limited services. I am talking about the type that enables the customer to transact business on line in real time. The Internet Banking System provides the facilities like Balance Enquiry, Funds transfer to another account in the same bank, Request for cheque book /change of address/stop payment of cheques and viewing monthly and annual statements. The Internet Banking System has developed a new security infrastructure for conducting commerce on the Internet. The initiative, called BankID, aims to become a national ID infrastructure supporting services such as authentication and digital signatures for the entire authentication population. Many researchers expect rapid growth in customers using online banking products and services.

THE STUDY OF BIG DATA

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ABSTRACT:

study of "Big Data" may have been around for some time now, but there is still quite a lot of confusion about what it actually means. In truth, the concept is continually evolving and being reconsidered, as it remains the driving force behind many ongoing waves of digital transformation, including artificial intelligence, data science and the Internet of Things. But what exactly is Big Data and how is it changing our world. It all starts with the explosion in the amount of data we have generated since the dawn of the digital age. This is largely due to the rise of computers, the Internet and technology capable of capturing data from the world we live in. Data in itself isn't a new invention. Going back even before computers and databases, we had paper transaction records, customer records and archive files – all of which are data. Computers, and particularly spreadsheets and databases, gave us a way to store and organise data on a large scale, in an easily accessible way. Suddenly, information was available at the click of a mouse . The term "Big Data" refers to the collection of all this data and our ability to use it to our advantage across a wide range of areas, including business. Big Data works on the principle that the more you know about anything or any situation, the more reliably you can gain new insights and make predictions about what will happen in the future. By comparing more data points, relationships begin to emerge that were previously hidden, and these relationships enable us to learn and make smarter decisions. This ever-growing stream of sensor information, photographs, text, voice and video data means we can now use data in ways that were not possible even a few years ago.

KEY WORDS: Big Data Volume, Big Data Velocity,Value.

INVESTMENT PLANNING AND MANAGEMENT OF SUSTINABLE SYSTEM FOR FINANCIAL PLANNING

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ABSTRACT:

Financial planning is the process of assessing the financial goals of an individual, its taking money that he owes, determine life goals, and then take necessary steps in order to achieve goals in the determining period. It is a technique of quantifying a person's requirements in terms of money. The Financial Planning is a dynamic and flexible concept which involves regular and systematic analysis, proper management, judgment, and actions. Financial planning is not just about investments. There are many ways to use a business plan for the duration of the economic period. You agree to manage your finances to relate them to your goals and what you want to achieve. Making an independent investment in a life insurance product doesn't mean anything if you don't know the amount of coverage needed, if the expired product is adequate, or if life coverage is required. Financial planning and investment of individuals are an integral part of any individual life, especially in this modern world, where the value of everything expressed in terms of money. An active working span of human life is short as compared to the life span. It means people will be spending approximately the same number of years after retirement what they have spent in their active working life.

KEY WORD: FINANCIAL PLANNING, INVESTMENT , SYSTEMATIC ANALYSIS

ETHICAL HACKING: SAFEGUARDING THE DIGITAL FRONTIER

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Abstract:

Ethical hacking, also known as penetration testing or white-hat hacking, has emerged as a crucial practice in fortifying digital security. This proactive approach involves authorized experts, known as ethical hackers, simulating cyberattacks to identify vulnerabilities within information systems. The primary objective is to discover and rectify weaknesses before malicious actors exploit them, thereby enhancing overall cybersecurity. Ethical hacking operates under a strict code of conduct and legal frameworks, ensuring that the actions taken are ethical, legal, and aligned with the organization's objectives. As technology evolves, so do the methods employed by malicious entities, making ethical hacking an indispensable tool in the ongoing battle against cyber threats. Key components of ethical hacking encompass thorough reconnaissance, vulnerability analysis, exploitation, post-exploitation analysis, and reporting. The process requires a deep understanding of the latest cyber threats, attack vectors, and mitigation strategies. Ethical hackers often collaborate with organizations to establish robust defence mechanisms, providing real-world insights into potential security gaps. The ethical hacking landscape continually evolves to address emerging challenges, such as cloud security, IoT vulnerabilities, and sophisticated malware. As businesses and governments increasingly rely on digital infrastructure, the role of ethical hacking becomes pivotal in safeguarding sensitive data, protecting intellectual property, and preserving the trust of individuals and institutions in the digital realm.

THE STUDY OF ETHICAL ISSUES IN MARKETING

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ABSTRACT:

The customer usually want to do business with a very responsible and honest that should be both websites socially active and environment friendly. But there are many ethical issues which in occurring in marketing. Ethical concerns and a part of a company social responsibility and that is highlighted in a company environmental and social plans. Here are few marketing issues false advertising happens when a company over states its products and services. When creating a message consider if row are targeting specific market are misusing customer data make sure that your data is safe from third parties a privacy expect to ensure that your customer data negative advertising competition is a part of business but you should never advertise of other companies try to win their business. Marketing ethics are the moral principles generally found in forms of formulas, songs, anecdotes, statement, or words that indicate direct or indirect lessons or guidelines that businessmen have to observe while dealing with various interested parties sales and marketing. The systematic examination of unethical practices in product distribution , including unfair pricing, misleading advertising and discriminatory practices, is known as ethical marketing. A comprehensive investigation to determine the morality of marketing decisions practices, and institution is strongly emphasized by marketing ethics.

KEY WORDS: Negative advertising, Transparency, Customer data protection, Sustainability, Human rights compliance, Customer value maximization.

THE STUDY OF BIG DATA ANALYTICS

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ABSTRACT:

Big data is important to drive the world's economic and societal changes. The world's data collection is reaching a tipping point for major technological changes that can bring new ways of decision-making making, managing our health, cities, finance, and education. While the data complexities are increasing including data's volume, variety, velocity, and veracity, the real impact hinges on our ability to uncover the `value' in the data through Big Data Analytics technologies. Big data is a complex and voluminous set of information comprising structured, unstructured, and semi-structured datasets.it is challenging to manage using traditional data processing tools. it requires additional infrastructure to manage and analyze. The data collecting vast amounts of data sources gathered from a given company, its customers, its channel partners, and suppliers, as well as external data sources. It has large amounts data like size of data like petabytes and exabytes in even more data is collected each year. In the year 2000 from the traditional databases mentioned above. The amount of data we're creating continues to increase rapidly. Data is predicted to go from around five zettabytes today to 50 zettabytes by 2020. Big data is used to analyze data involving artificial intelligence and machine learning and tools like Apache Hadoop, Apache Spark, NoSQL, Hive, Sqoop, etc… to process messy data. They process the data generated from various mediums like your social media activities, search engines, sensors, etc., and extract insights from it, which helps in making decisions and predictions for various big data applications like Facebook, google, etc.

ETHICAL ISSUES IN MARKETING

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ABSTRACT:

The massive growth of online marketing has been extensively beneficial for marketers for the past years. With the continuous rapid development of this sector consumers are becoming increasingly exposed to promotional activities. One of the marketing methods that marketers use is in the recent years is online permission marketing which means that consumers agree to be involved in marketing activities. However, this practice could result in particular ethical issues that directly affect consumers without them being actually aware. Therefore, the purpose of this paper is to investigate the degree of consumer awareness of consent in e-permission marketing and explore how consumer attitude and behaviour is affected once consumers are knowledgeable about the existence and core nature of ethical issues in this field of marketing. This was investigated by performing an exploratory study with a ductile approach and online quantitative survey as a tool. Data was analysed through the analytics tool SPSS. Findings from the analysis showed that there is a lack of consumer awareness when giving consent, and there is focus only on perceived value. However, once aware of ethical implications and consequences, especially involving data collection practices which invade privacy, consumer behaviour and attitude changes.

THE STUDY OF E-COMMERCE

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ABSTRACT:

Electronic commerce is process of doing through business through computer networks. A person sitting on his chair can access all the facilities of the internet to buy or sell products. Unlike traditional commerce that is carried out physically with effort of person to go and get, products e-commerce has made it easier for human to reduce physical work and to save time. E-commerce which was started in early 1990's has taken up great leap in the world of computers, but the fact that has hindered the growth of e-commerce is security. Security is the challenge facing e-commerce today and there is still a lot of advancement made in the field of security. The main advantage of e-commerce over traditional commerce is the user can browse online shop, compare price and order merchandise sitting at home on their PC. For increasing the use of e-commerce in developing countries b2b e-commerce is implemented for improving access to global markets for firms in developing country. The research strategy shows the importance of e-commerce in developing countries for business applications. E-commerce has many types that helps all the business organization to achieve all the monthly targets and daily targets.

A STUDY ON DIGITAL MARKETING AND IT' S IMPACTS

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ABSTRACT:

The purpose of this review paper is to study the impact of digital marketing and how important it is for both consumers and marketers. This paper begins with an introduction of digital marketing and then it highlights the mediums of digital marketing, the difference between traditional and digital marketing, and the pros, cons, and importance of digital marketing in today's era. With the ever increasing development in technology, the use of digital marketing, social media marketing, search engine marketing is also increasing, digital marketing is used by the marketers to promote the goods and services to the marketplace. Digital marketing place an important role in increasing the sales of goods and services. The purpose of this research is to study the impact of digital marketing. How it's an important tool for both marketers and consumers. We have also studied the impact of digital marketing and it influence on consumer buying behaviour. This research was done on base of a structured questionnaire for primary data and the sample size is 100 respondents.

Keywords: digital marketing, promotion, buying behaviour, marketing communications, online advertising, internet marketing.

A STUDY ON E. BANKING THROUGH BLOCK CHAIN TECHNOLOGY

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ABSTRACT:

In today's modern world where everything is technology driven from voice assistants to unified payment interfaces, People are into adopting more and more new methodologies and new technologies so as to cope with the need of modernization growing rapidly day by day. Block chain manages and stores transactional records along with ensuring security, transparency, and decentralization. There is a digital signature on every transaction on a block chain, which demonstrates the genuineness of the block chain. Modernization has been characterized by a few but massive changes in the banking sector. Block chain technology if used effectively can restructure the upcoming future of the Banking System. With the increasing need for modernization in our day-to-day lives. People are open to accepting new technologies. From using a remote for controlling devices to using voice notes for giving commands, modern technology has made space in our regular lives. Block chain technology can be described a data structure that holds transactional records and while ensuing security, transparency, and decentralization, the chances of any fraudulent activity or duplication of transactions is eliminated without the need of a third-party. Banks are among the most seasoned and great monetary middle people in India. Since progression a few huge changes have happened in the working financial area. Banks in India have seen an extreme change from 'regular banking' to 'accommodation banking'. A study was conducted to identify the transparency of currency without third-party entering. It is the study about the block chain technology framework and banking Industry. The major role is played in banking sector and main challenges are included. Block chain technology is reshaping the future of Banking.

KEY WORDS: E.banking, block chain technology, ledger, transactional records

DIGITAL MARKETING: A FRAMEWORK REVIEW AND RESEARCH AGENDA

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Abstract:

Digital marketing is all about promoting products or services using digital channel like social media, search engine and email. It is a easy way to reach wider audience and increase brand visibility online. It involves strategies like content creation seo paid advertising and social media marketing. Using the framework it organise the developments and extant research around elements and touch points comprising the framework and review the research literature in the broadly defined digital marketing space. it outlines the evolving issue in and around the touch points and associated questions for future research. Digital marketing agenda focuses on exploring various expects of digital marketing to gain insights and improve strategies. It could include studying consumer behaviour online, analysing the effectiveness of different digital marketing channel understanding the impact and exploring new trends and innovation in this field. research in this area helps business to understand more about trend and to understand what exactly the customer wants. it also helps to promote the products all over the world.

A STUDY ON IMPACT OF CRYPTO CURRENCY ON INVESTORS AND INDIAN ECONOMY

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APOLLO ARTS AND SCIENCE COLLEGE- CHENNAI

ABSTRACT:

A crypto currency is a digital or virtual currency protected by cryptography which makes counterfeiting or double spending almost impossible. Most crypto currencies are decentralized, block chain-based network a public database operated by a dispersed computing network. One distinguishing characteristic of crypto currencies is that they are usually not distributed by any central agency, rendering them potentially resistant to intervention or abuse by the government. The crypto currency hype has traveled from the west and reached India, attracting investors with its high value. Be it, seasoned investors or novice enthusiasts, everyone wants to partake in a conversion about crypto currencies and give opinions. While many NRIs have good knowledge about the growing crypto currency market, Indians need to update themselves with the market new. After the recent market dip brought by China's crypto ban, the low crypto coin prices have caught the interest of Indian investors and skeptics. People, who were once against risking money in such a volatile market due to high prices, are now ready to make their first, albeit small crypto currency investment. Since the launch of Bit coin in 2009, the crypto currency market has significantly evolved and is beginning to introduce itself into global financial institutions. A major factor causing the development and growth of crypto currencies is due to an increase in public awareness and adoption, which led to crypto currencies challenging global commodity currencies and being a preferred payment instrument.

THE STUDY OF E – ACCOUNTING

N.KOTEESWARI

ASSISTANT PROFESSOR

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VETRI MANI. M

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ABSTRACT:

E-accounting encompasses various aspects of digital accounting processes. Here are some key details: E-accounting relies on specialized accounting software packages or cloud based platforms that enable businesses to perform accounting tasks electronically. These software solutions automate processes such as recording transactions, generating financial statements, and managing payroll. Instead of manual entry, e-accounting systems allow users to input financial data electronically. This data is stored securely in digital databases, making it easier to organize, retrieve, and analyze. E-accounting software often includes features for automating repetitive tasks like invoicing, expense tracking, and bank reconciliations. This reduces the need for manual intervention and minimizes the risk of errors. One of the advantages of e-accounting is that it enables access to financial data from anywhere with an internet connection. This facilitates remote work and collaboration among team members, accountants, and stakeholders.Reports can be generated instantly, providing insights into cash flow, profitability, and other key metrics. Many e-accounting systems offer integration with other business software applications such as CRM (Customer Relationship Management) or ERP (Enterprise Resource Planning) systems, streamlining data flow and improving overall efficiency. KEY WORDS: Electronic Document Management, Automated Data Entry, Electronic Invoicing (E-invoicing), Online Banking Integration, Security and Data Protection, Mobile Accounting Apps

CLOUD COMPUTING

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Priya.R, Thenmozhi. M, Yasmin. R.

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ABSTRACT:

Cloud computing is used in the IT infrastructure that are provided the services to the customer through the internet. Cloud computing delivered by a third party provider. It gives the low cost environment for the end user. It is a storage device to stored and maintain the data and application . We can get the any of the information through the internet and take backup. Cloud computing has the model of service and deployment those are provide the services to customer with low cost. User friendly and it is easy to access the data and application. The service model of the cloud computing is Software as a service (SAAS), Platform as a service (PAAS), and Infrastructure as a serice (IAAS). These various services gives the different performance to access and maintain the data and application. It is appropriate the stored the data or information via internet. Keywords: Software as a services (SAAS), platform as a service (PAAS), and infrastructure as a service (IAAS), appropriate, virtualization, apparent

ETHICAL HACKING

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ABSTRACT:

Ethical hacking, often termed penetration testing or white-hat hacking, has emerged as a critical component in fortifying digital infrastructures against cyber threats. This abstract delves into the concept of ethical hacking, its methodologies, ethical considerations, and its indispensable role in enhancing cybersecurity. Firstly, the abstract delineates the essence of ethical hacking as a proactive approach to identifying vulnerabilities and weaknesses within systems, networks, and applications. It emphasizes the distinction between ethical hackers and malicious attackers, highlighting the ethical imperative of obtaining explicit consent and adhering to strict guidelines during the assessment process. Furthermore, the abstract elucidates the diverse methodologies employed by ethical hackers to assess the security posture of target systems. It discusses techniques such as reconnaissance, vulnerability scanning, exploitation, and post-exploitation analysis, all aimed at uncovering potential avenues of compromise before adversaries can exploit them. Moreover, the abstract addresses the ethical considerations inherent in ethical hacking engagements, emphasizing the principles of legality, integrity, and confidentiality. It underscores the importance of obtaining proper authorization, maintaining transparency with stakeholders, and safeguarding sensitive information discovered during assessments. In conclusion, the abstract underscores the invaluable contribution of ethical hacking in mitigating cyber risks and fostering a culture of security resilience. By harnessing the expertise of ethical hackers, organizations can identify and remediate vulnerabilities before they are exploited by malicious actors, thereby safeguarding digital assets and preserving trust in an increasingly interconnected world.

Keywords: Ethical Hacking, White Hat hacker, Cyber Security.

CYBER SECURITY

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ABSTRACT:

As societies, governments, corporations, and individuals become more dependent on the digital environment, so they also become increasingly vulnerable to misuse of that environment. A considerable industry has developed to provide the means with which to make cyberspace more secure, stable, and predictable. Cybersecurity is concerned with the identification, avoidance, management, and mitigation of risk in, or from, cyberspace—the risk of harm and damage that might occur as the result of everything from individual carelessness to organized criminality, to industrial and national security espionage, and, at the extreme end of the scale, to disabling attacks against a country's critical national infrastructure. But this represents a rather narrow understanding of security and there is much more to cyberspace than vulnerability, risk, and threat. As well as security from financial loss, physical damage, etc., cybersecurity must also be for the maximization of benefit. The Oxford Handbook of Cybersecurity takes a comprehensive and rounded approach to the still evolving topic of cybersecurity: the security of cyberspace is as much technological as it is commercial and strategic; as much international as regional, national, and personal; and as much a matter of hazard and vulnerability as an opportunity for social, economic, and cultural growth.

Keywords: Digital Environment, Cyberspace, The Oxford of Handbook, Hazard and Vulnerability.

COMPUTER VISION

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ABSTRACT:

Computer vision, an interdisciplinary field encompassing image processing, machine learning, and artificial intelligence, has witnessed remarkable advancements in recent years. This paper provides a comprehensive review of the latest trends, methodologies, and applications in computer vision. Key topics covered include deep learning-based approaches, convolutional neural networks (CNNs), generative adversarial networks (GANs), and recurrent neural networks (RNNs). Additionally, emerging techniques such as transformer architectures, and self-supervised learning are explored. Furthermore, the paper discusses the application domains benefiting from these advancements, including object detection, semantic segmentation, and autonomous navigation. Challenges and future directions in computer vision research are also addressed, highlighting the need for robustness, interpretability, and ethical considerations in the development of intelligent visual systems. This review aims to provide researchers ,and enthusiasts with a comprehensive overview of the state-of-the-art in computer vision and inspire further exploration and innovation in this rapidly evolving field.

CRYPTO CURRENCY

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Abstract:

Cryptocurrency has emerged as a disruptive force in the global financial landscape, challenging traditional notions of currency and revolutionizing the way transactions are conducted. This abstract seeks to provide a comprehensive overview of the key aspects and dynamics of cryptocurrency. Firstly, the concept of cryptocurrency is elucidated, highlighting its decentralized nature, cryptographic security, and underlying blockchain technology. The genesis of Bitcoin, the pioneering cryptocurrency, is explored, along with its impact on the proliferation of alternative cryptocurrencies, known as altcoins. Secondly, the abstract delves into the mechanics of cryptocurrency transactions, emphasizing the role of blockchain technology in ensuring transparency, immutability, and decentralization. It discusses the process of mining, consensus mechanisms, and the significance of digital wallets in facilitating secure storage and transfer of cryptocurrencies. IN conclusion, this abstract serves as a primer for understanding the multifaceted dynamics of cryptocurrency, encompassing its technological foundations, socio-economic ramifications, regulatory challenges, and future trajectories. As cryptocurrency continues to reshape the financial landscape, critical analysis and informed discourse are essential to harness its potential for positive societal impact while addressing its inherent challenges.

Keywords: Crypto currency, Digital currency, Digital wallet, Metaverse

ARTIFICIAL INTELLIGENCE

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ABSTRACT:

This project investigates the integration of artificial intelligence (AI) in healthcare diagnostics to enhance accuracy and efficiency. The objective is to analyze the impact of AI algorithms on the interpretation of medical imaging, specifically in the early detection of diseases. The methods involve training deep learning models on diverse datasets and evaluating their performance against traditional diagnostic approaches. Results demonstrate a significant improvement in diagnostic accuracy and speed, showcasing the potential of AI in revolutionizing healthcare practices. The project's findings emphasize the importance of AI advancements in providing timely and precise medical diagnoses, thereby contributing to improved patient outcomes and healthcare efficacy.

Keywords: AI in healthcare diagnostics, medical imaging, deep learning models, diagnostic accuracy, traditional approaches, healthcare practices, patient outcomes, healthcare efficacy.

CRYPTO CURRENCY

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Ms. S. Madhubala

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ABSTRACT:

This exploration navigates the labyrinthine realm of cryptocurrencies, unravelling the intricate threads that weave through decentralized finance. From the inception of Bitcoin to the proliferation of diverse altcoins, this study dissects the cryptographic underpinnings and consensus mechanisms that form the backbone of these digital currencies. Beyond financial implications, it investigates the transformative potential of blockchain technology in reshaping trust, privacy, and ownership paradigms. As we scrutinize the exhilarating highs and daunting challenges, this abstract encapsulates the dynamic narrative of cryptocurrencies as they redefine the contours of the modern financial landscape.

Keywords: Cryptocurrency is digital currency-Bitcoin (BTC), Ethereum (ETH), Tether (USDT).

DIGITAL MARKETING

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ABSTRACT:

In this exploration of digital marketing, we unravel a tapestry of innovative strategies that transcend conventional paradigms. Through a synthesis of cutting-edge technologies, consumer behaviour insights, and creative content, this study unveils a roadmap for businesses to navigate and thrive in the digital realm. By fostering a dynamic synergy between data analytics, social media, and immersive experiences, marketers can unlock unprecedented opportunities to engage audiences authentically and propel their brands into the forefront of the digital landscape.

Keywords: Digital Marketing, Innovative Strategies, Conventional Paradigms, Cutting-edge Technologies, Consumer Behaviour Insights, Creative Content

COMPUTER VISION

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Abstract:

Computer vision is an essential field of artificial intelligence (AI). Under the scope of this field, the software is made to perceive the data through cameras, pictures, and videos. Although computers do not have a biological vision of their own, they are still very capable of processing an image by themselves. Under the scope of computer vision, numeric values are used as features to train machine learning models that can make actual predictions about an image and its contents, Scientists often use a combination of machine learning models and PaaS solutions, such as cognitive services offered by Microsoft Azure, to bridge the gap between what a person sees and what a computer can do with it. The beginning of the chapter gives an overview of Azure Cognitive Services and why you should use them. In this section, you will learn about Azure cognitive Services such as speech, language, vision, decision, and the OpenAI service. Following that, you will learn about computer vision and its key components, such as image classification and object detection. Following that, you will learn about the various computer vision applications and services that Azure supports, such as computer vision, custom vision, and face and form recognizers.

Keywords: Computer Vision, Image Processing, Deep Learning.

IOT APPLICATION

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Abstract:

The advent of the Internet of Things (IoT) has catalysed a paradigm shift in various domains, including waste management, towards more efficient and sustainable practices. This paper presents an innovative IoT application designed to revolutionize waste management systems, thereby contributing to environmental sustainability. Traditional waste management methods often lack real-time monitoring and optimization capabilities, leading to inefficiencies, environmental degradation, and increased operational costs. However, by integrating IoT technology into waste management infrastructure, municipalities and organizations can achieve unprecedented levels of efficiency, cost-effectiveness, and environmental stewardship.

Keywords: IOT Applications, Agriculture IOT, Industrial IOT

ETHICAL HACKING

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ABSTRACT:

This study delves into the realm of ethical hacking, an indispensable practice in modern cybersecurity. Investigating the ethical considerations and methodologies inherent in ethical hacking, the paper explores how these digital defenders identify vulnerabilities to fortify organizational security. The abstract discusses the evolving role of ethical hackers, ethical dilemmas, legal frameworks, and the dynamic landscape of cybersecurity. As ethical hacking emerges as a proactive and essential strategy, the abstract concludes by emphasizing its significance in safeguarding digital assets and preserving the integrity of cyberspace.

Keywords: Ethical Hacking, Cybersecurity, Digital Defenders, Vulnerability Identification, Organizational Security, Ethical Considerations

CYBER SECURITY

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ABSTARCT:

Cybersecurity has become a paramount concern in our interconnected digital age, where organizations and individuals are increasingly reliant on technology. This abstract explores the multifaceted landscape of cybersecurity, encompassing its fundamental principles, evolving challenges, and innovative strategies to mitigate risks. Firstly, the abstract delves into the foundational pillars of cybersecurity, emphasizing the importance of confidentiality, integrity, and availability in safeguarding digital assets. It highlights the critical role of encryption, access control mechanisms, and secure coding practices in fortifying systems against malicious actors. Moreover, the abstract elucidates the pivotal role of cybersecurity awareness and education in fostering a cyber-resilient culture within organizations and society at large. It emphasizes the necessity of continual training programs and simulated exercises to empower individuals with the knowledge and skills to recognize and respond effectively to cyber threats. In conclusion, the abstract underscores the imperative for a comprehensive and collaborative approach to cybersecurity, involving stakeholders from government, industry, academia, and the wider community. By staying abreast of evolving threats, leveraging innovative technologies, and fostering a culture of cyber vigilance, we can collectively bolster our defenses and navigate the complex cybersecurity landscape with greater resilience and confidence.

Keywords: Cyber Security, Cyber Threats, Cyber Crime.

ADVERTISING MANAGEMENT

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ABSTRACT:

In today's competitive world, the effective is advertisement management stands as a crucial determinant of business success. In advertising management offers a wide range of short, medium and longer project are designed to business success. It develops into the multifaceted aspects of advertisement management, encompassing market analysis, target audience identification, message crafting, channel selection, and campaign evaluation. They identifying the target audience allows for the development of response of messaging that speaks directly to their needs and desires. Strategic selection of advertising channels is paramount in reaching the intended audience effectively. Moreover, effective advertisement management necessitates agility and adaptability in response to evolving market dynamics and consumer preferences. The successful advertisement management is a multifaceted endeavor that demands strategic foresight, creativity, and analytical rigor.

Keywords: Target audience identification, Agility & Adaptability.

CLOUD COMPUTING

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ABSTRACT:

In this abstract, cloud computing is a new and innovative technique in the Internet and technology. It is basically an internet-based network made up of a large number of servers. Mostly based on open standards, it is modular and inexpensive. It provides computation, software applications, data access, data management, and storage resources. Mostly, root-level management is controlled by the vendor. Cloud computing will reshape information technology (IT) processes and the IT market. In a computer system using cloud computing, the running of applications is shifted from the local computer to the cloud.

KEYWORDS:

Cloud computing, data, risk, encryption, service, decryption, organization.

CYBERSECURITY

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ABSTRACT:

The abstract examines the dynamic realm of cybersecurity, delving into its pivotal role in safeguarding digital landscapes against a myriad of threats. Addressing the escalating sophistication of cyberattacks, the abstract explores key components such as threat detection, encryption, and incident response. It emphasizes the critical need for comprehensive cybersecurity strategies to fortify individuals, organizations, and societies in the face of an ever-evolving and interconnected technological landscape.

Keywords: Cybersecurity, Digital Landscapes, Threat Detection, Encryption, Incident Response, Cyberattacks, Sophistication, Comprehensive Strategies, Fortification, Technological Landscape.

ADVERTISING MANAGEMENT

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ABSTRACT:

The Art and Science of Advertising Management: Tactics to get success in Today's market explores an intricate between creativity and data-driven strategies in the advertising management. In today's dynamic market, where consumer behaviour and technological advancements constantly evolve advertisers face the challenge of reaching and engaging their target audiences. This project research about the fundamental principles, innovative techniques, and emerging trends that shape modern advertising practices. Hence this project provides a quick overview of the strategies and tactics essential for achieving success in today competitive market.

OUTSOURCED DECENTRALIZED MULTI-AUTHORITY ATTRIBUTE BASED SIGNATURE AND ITS APPLICATION IN IOT

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ABSTRACT:

IoT (Internet of things) devices often collect data and store the data in the cloud for sharing and further processing; this collection, sharing, and processing will inevitably encounter secure access and authentication issues. Attribute based signature (ABS), which utilizes the signer's attributes to generate private keys, plays a competent role in data authentication and identity privacy preservation. In ABS, there are multiple authorities that issue different private keys for signers based on their various attributes, and a central authority is usually established to manage all these attribute authorities. However, one security concern is that if the central authority is compromised, the whole system will be broken. In this paper, we present an outsourced decentralized multi-authority attribute-based signature (ODMAABS) scheme. The proposed ODMA-ABS achieves attribute privacy and stronger authority-corruption resistance than existing multi-authority attribute-based signature schemes can achieve. In addition, the overhead to generate a signature is further reduced by outsourcing expensive computation to a signing cloud server. We present extensive security analysis and experimental simulation of the proposed scheme. We also propose an access control scheme that is based on ODMA-ABS.

KEYWORD: Attribute based Signature (ABS), IoT Privacy, ODMA-ABS.

BIG DATA ANALYTICS

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Abstract:

Big data is a new driver of the world economic and societal changes. The world's data collection is reaching a tipping point for major technological changes that can bring new ways in decision making, managing our health, cities, finance and education. While the data complexities are increasing including data's volume, variety, velocity and veracity, the real impact hinges on our ability to uncover the `value' in the data through Big Data Analytics technologies. Big Data Analytics poses a grand challenge on the design of highly scalable algorithms and systems to integrate the data and uncover large hidden values from datasets that are diverse, complex, and of a massive scale. Potential breakthroughs include new algorithms, methodologies, systems and applications in Big Data Analytics that discover useful and hidden knowledge from the Big Data efficiently and effectively. Big Data Analytics is relevant to Hong Kong as it moves towards a digital economy and society. Hong Kong is already among the best in the world in Big Data Analytics, taking up such leadership positions as chairs and editor in chiefs of important conferences and journals in Big Data related areas. But to maintain such leadership positions, Hong Kong universities, government and industry must act quickly in addressing a number of major challenges. These challenges includes "foundations," which concerns new algorithms, theory and methodologies in knowledge discovery from large amounts of data and "systems and applications," which concerns innovative applications and systems useful for supporting Big Data practices. Big data analytics must also be team effort cutting across academic institutions, government and society and industry, and by researchers from multiple disciplines including computer science and engineering, health, data science and social and policy areas.

DATA SCIENCE: THE IMPACT OF STATISTICS

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Ms Rithika.J, Ms Praseedha.S, Ms Preetha.V
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ABSTRACT:

In this paper, we substantiate our premise that statistics is one of the most important disciplines to provide tools and methods to find structure in and to give deeper insight into data, and the most important discipline to analyse and quantify uncertainty. We give an overview over different proposed structures of Data Science and address the impact of statistics on such steps as data acquisition and enrichment, data exploration, data analysis and modelling, validation and representation and reporting. Also, we indicate fallacies when neglecting statistical reasoning.

KEYWORDS: Big-Data, Data Validate, Data Exploration, Statistical Value

ARTIFICIAL INTELLIGENCE

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Abstract:

Artificial Intelligence (AI) has become an integral part of various fields, revolutionizing industries and shaping the future of technology. This paper provides a comprehensive overview of the recent advancements in AI, including machine learning, natural language processing, computer vision, and robotics. It explores the impact of AI on society, economy, and ethics, discussing both the opportunities and challenges it presents. Additionally, the paper examines current trends, future directions, and potential implications of AI, emphasizing the importance of responsible development and deployment to ensure a beneficial and equitable future for humanity.

BIG DATA PROCESSING IN PARALLEL AND DISTRIBUTED SYSTEMS

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Apollo Arts & Science College, Poonamallee

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ABSTRACT:

The Important Significance that distributed and parallel systems play in the field of big data processing is examined in this abstract. The need for scalable and effective processing solutions grows as data volume and complexity continue to soar. Together, distributed computing- which makes use of networked systems-and parallel computing-which involves carrying out tasks simultaneously across several processors-provide a strong foundation for addressing the difficulties presented by large datasets. The abstract explores the fundamental ideas of parallelism, with a focus on synchronization techniques, load balancing, and data partitioning. Additionally, it emphasizes how distributed systems work together to improved fault tolerance and scalability. The practical value of these systems in expediting data analytics, machine learning, and research is highlighted by real-world applications across many areas, including business, healthcare, finance, and research. In conclusion, this abstract provides a concise overview of big data processing in parallel and distributed systems, emphasizing their symbiotic relationship. These systems not only address the computational demands of immense datasets but also pave the way for transformative advancements in data driven fields, positioning them at the forefront of innovation in the era of big data.

KEYWORDS: Big data, Distributed systems, machine learning, data analysis.

THE STUDY OF INTERNET BANKING

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JEEVANA JYOTHI. E

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ABSTRACT:

It is for comprehensive solution to manage internet banking. This accessible to all customer who have a valid user id and password. This system provides the following facilities. In India, a number of banks have either gone for Internet Banking or are the verge of going for it. Internet Banking System I am talking about is different from what was possible up to now off line information or few limited services. I am talking about the type that enables the customer to transact business on line in real time. The Internet Banking System provides the facilities like Balance Enquiry, Fund transfer to another account in the same bank, .Request for cheque book /change of address/stop payment of cheques and viewing monthly and annual statement. The Internet Banking System has developed a new security infrastructure for conducting commerce on the Internet. The initiative, called Bank ID, aims to become a national ID infrastructure supporting services such as authentication and digital signature for the entire authentication population. Many researches expert rapid growth in customers using online banking products and services. The Internet Banking System allows customer contact through increased geographical reach and lower cost delivery channels. Customers can reach a given institution from literally any where in the world. Management must understand the risks associated with the Internet Banking System before they make a decision to develop a particular class of business.

KEY WORDS: Balance enquiry, Funds transfer to another account in the same bank, Request for cheque book change of address/stop payment of cheques, Viewing monthly and annual statements.

THE STUDY OF E-COMMERCE

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LIKITHA

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ABSTRACT:

Electronic commerce is process of doing through business through computer networks. A person sitting on his chair can access all the facilities of the internet to buy or sell products. Unlike traditional commerce that is carried out physically with effort of person to go and get, products e-commerce has made it easier for human to reduce physical work and to save time. E-commerce which was started in early 1990's has taken up great leap in the world of computers, but the fact that has hindered the growth of e-commerce is security. Security is the challenge facing e-commerce today and there is still a lot of advancement made in the field of security. The main advantage of e-commerce over traditional commerce is the user can browse online shop, compare price and order merchandise sitting at home on their PC. For increasing the use of e-commerce in developing countries b2b e-commerce is implemented for improving access to global markets for firms in developing country. The research strategy shows the importance of e-commerce in developing countries for business applications. E-commerce has many types that helps all the business organization to achieve all the monthly targets and daily targets.

BIO -INFORMATICS

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ABSTRACT:

In the intricate symphony of life, bioinformatics emerges as the conductor, orchestrating the analysis and interpretation of vast genomic datasets. This abstract navigates the diverse realms of bioinformatics, from unraveling the intricacies of DNA sequences to decoding the symmetrical dance of proteins. We explore how innovative algorithms, network biology, and artificial intelligence harmonize in orchestrating genomic symphonies, leading to profound revelations in disease diagnostics, drug discovery, and personalized medicine. The narrative unveils the synergy between computational prowess and biological understanding, showcasing the melody of discoveries that echo through the corridors of genomics. As bioinformatics continues to compose new chapters in the genomic saga, it not only deciphers the notes of life but also orchestrates a transformative crescendo in the realm of biological knowledge and innovation.

Keywords: Bioinformatics, Genomic datasets, DNA sequences, Proteins, Algorithms, Network biology, Artificial intelligence, Disease diagnostics, Drug discovery, Personalized medicine, Computational prowess, Biological understanding, Genomic symphonies, Discoveries, Transformative crescendo, Biological knowledge , Innovation

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THE STUDY OF E – ACCOUNTING

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ABSTRACT:

E-accounting encompasses various aspects of digital accounting processes. Here are some key details: E-accounting relies on specialized accounting software packages or cloudbased platforms that enable businesses to perform accounting tasks electronically. These software solutions automate processes such as recording transactions, generating financial statements, and managing payroll. Instead of manual entry, e-accounting systems allow users to input financial data electronically. This data is stored securely in digital databases, making it easier to organize, retrieve, and analyze. E-accounting software often includes features for automating repetitive tasks like invoicing, expense tracking, and bank reconciliations. This reduces the need for manual intervention and minimizes the risk of errors. One of the advantages of e-accounting is that it enables access to financial data from anywhere with an internet connection. This facilitates remote work and collaboration among team members, accountants, and stakeholders. Reports can be generated instantly, providing insights into cash flow, profitability, and other key metrics. Many e-accounting systems offer integration with other business software applications such as CRM (Customer Relationship Management) or ERP (Enterprise Resource Planning) systems, streamlining data flow and improving overall efficiency.

KEY WORDS: Electronic Document Management, Automated Data Entry, Electronic Invoicing (E-invoicing), Online Banking Integration, Security and Data Protection, Mobile Accounting Apps

THE COMPUTER VISION IN OUR LIFE

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APOLLO ARTS AND SCIENCE COLLEGE

ABSTRACT:

Every Human Being Has Eyes to See and This Is Called Vision, Like That Computer also has A Vision... My Thesis Focus on The Computer Vision, It Enhance The Knowledge About The Visual Examination And Analysis Of An Computer In The Day Today Life .The Computer Vision Plays An VITAL Role In Many Fields Such Has Medical ,Commerce ,Finance ,Logistics , Defence, Etc.Computer Vision (CV) Is A Discipline That Started In The 1980S, And It Has Been Used All Around The World For Its Potential And Numerous Applications That Enhance Productivity, Entertainment, Security, Automation, Etc.. Is Used to Introduce Dramatic Efficiency in the Operation, Contribution, Design Phases Of Assets .This System Allow The Extraction Of Information From The Scanning And Interpretation Of Digital Images. They Can Be Employed For A Wide Variety Of Tasks, Including 3D Reconstruction, Construction Progress Monitoring, Geometric Checks, Component Compliance, And Deflection Detection. In The Filled Of Medicine This Computer Vision And Image Processing Techniques Can Be Used To Detect Several Types Of Diseases At Very Early Stages.Nowadays The Ttechnology And Methods Trends Grow Exponentially. In This 21St Century Without Computer We Can Imagine A Single Day. This Thesis Gives The Reader A Good Experience About The Computer Vision And What Are Sequences Methodologies, Theoretical Algorithms Which Helps For A Clear Computer Vision.

OPEN INNOVATION TECHNOLOGY

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ABSTRACT:

In today's dynamic and interconnected world, open innovation technology serves as a catalyst for organizational growth and adaptability. This technology has emerged as a strategic approach for organization to leverage external ideas, resources and collaboration network to enhance their innovation processes. This paper provides an overview of open innovation principles, explores various open innovation technologies and platforms, and discusses their impact on organizational innovation capabilities and competitiveness. Through case studies and empirical evidence, it highlights the opportunities and challenges associated with implementing open innovation technology and offers insights for practitioners and researchers.

KEYWORD: Open innovation, collaboration, Technology, crowd sourcing, platforms, innovation management.

DIGITAL MARKETING

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ABSTRACT:

Digital Marketing is the marketing of products or services using digital technologies. Mainly on the internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing's development since the 1990s and 2000s has changed the way brands and business use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life ,and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient. This paper mainly focuses on conceptual understanding of digital marketing, how digital mainly focuses on conceptual understanding of digital marketing, how digital marketing helps today's business and some cases in the form of examples. This project will through a light on DIGITAL MARKETING, its trend in past and present and its future in the globalized world. As marketing has become a very important tool for every industry to reach the consumer it's become very complex as to decide what is the right medium for marketing.As the world has modernized dramatically in the last decade digital media has reached every home and hence become a very important vehicle for marketing. This project will cover digital marketing trends and its future, general problem faced and few suggestion to overcome it along with few cases

THE STUDY OF ETHICAL HACKING

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ABSTRACT:

Ethical hacking is the way to find out the weaknesses and vulnerabilities in the system or computer network. It is a way to describe the procedure of hacking in an ethical way for any network. The ethical hacker has the good purpose to do it. Actually it has become the general perception in our mind for hacker that he will be bad, fanatic, criminal and unethical. Basically some of the hacker has even done very badly with some organization like they have stolen very important information of their customers. In some of the government organizations they have damaged very confidential information like social security numbers and other sensitive information. That is the reason hackers are not having very good reputation. To avoid such conditions many organization have hired many ethical hackers to keep a track on their system and computer network. Ethical hackers are supposing to test and check vulnerabilities and weaknesses in the present system. There is one another face of the coin which tells that without hackers the vulnerabilities and holes of software would remain undiscovered. In this paper I have tried to explain the good and bad face of hackers also and what are the different impact on the different areas of our society. A study shoes that almost 90% attacks happen on the inside which shoes that easy it is to invade into the system or network for insiders. I have tried to explore the ethics behind the ethical hacking and the problems lie with this particular field of information technology where security is concerned. Though ethical hacking has become a very upcoming technology subject from the last few years, now the doubt remains the true intentions of the hackers. Hacker in this context have had a very measurable impact on society. There are several fields in computing where hackers made measurable impact on society.

LEVERAGING AI AND ML FOR ENHANCED CLOUD SECURITY

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Abstract

Cloud computing offers unparalleled scalability and agility, but securing sensitive data and workloads in this dynamic environment remains a constant challenge. As cyberattacks become increasingly sophisticated, traditional security approaches struggle to keep pace. This research explores the transformative potential of Artificial Intelligence (AI) and Machine Learning (ML) in revolutionizing cloud security, ushering in a new era of proactive threat detection and mitigation.We investigate how AI and ML algorithms can analyze vast amounts of security data logs, user behavior patterns, and network activity to identify anomalies and suspicious activities in real-time.. This empowers security teams to take preventative measures and bolster defenses against evolving cyber threats.We explore the development of AI-powered systems capable of automatically responding to security incidents in a timely and efficient manner. This can involve isolating compromised systems, blocking malicious activity, and initiating remediation processes, minimizing the impact and potential damage of cyberattacks.This research holds significant implications for cloud security professionals and organizations by AI and ML offer a more comprehensive and data-driven approach to cloud security, surpassing the limitations of manual detection and rule-based systems.

Keywords: Cloud Security, Artificial Intelligence (AI), Machine Learning (ML), Automated Threat Detection, Predictive Security Analytics, Autonomous Incident Response, Security Efficiency, Evolving Cyber Threats.

ECOMMERCE

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ABSTRACT:

The ecommerce landscape continues to evolve rapidly,reshaping the way businesses operate and consumers shop. this abstract explores key strategies,challenges, and opportunities within the ecommerce sphere. it beginsby delineating the fundamental pillars of successful ecommerce ventures, emphasizing the importance of user experience, personalization, omnichannel integration, and data-driven decision-making. additionally, it delves into the challenges faced by ecommerce businesses, including security concerns, fierce competition, and logistical complexities, while also highlighting emerging trends such as voice commerce, augmented reality shopping experiences, and sustainable practices. furthermore, the abstract addresses the role of artificial intelligence and machine learning in revolutionizing ecommerce operations, from predictive analytics to chatbot-driven customer service. finally, it underscores the significance of agility and adaptability in navigating the ever-changing ecommerce landscape, urging businesses to embrace innovation and customer-center city to thrive in this dynamic ecosystem. Keywords: Ecommerce, online business

IOT APPLICATION IOT-BASED SMART HOME AUTOMATION: ENHANCING CONVENIENCE AND EFFICIENCY

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Abstract:

This provides an in-depth exploration of an IoT-based smart home automation system aimed at enhancing both convenience and energy efficiency. With the rapid evolution of IoT technology, there's a burgeoning opportunity to develop sophisticated systems capable of seamlessly integrating diverse home devices and appliances, enabling remote monitoring and control. Our proposed system comprises a network of IoT devices spread across the home, encompassing smart thermostats, lighting controls, security cameras, and environmental sensors monitoring temperature, humidity, and air quality. These devices connect to a central hub, serving as the system's control center. Through wireless protocols like Wi-Fi or Zigbee, users can access this hub via smartphones or connected devices, facilitating remote management of various home aspects such as thermostat settings, lighting, and security alerts. At its core, our system emphasizes automation and intelligent decision-making. By analyzing sensor data and user preferences, it dynamically adjusts settings to optimize energy consumption and user comfort—examples include adapting thermostat settings based on occupancy patterns or activating security measures upon detecting motion. Moreover, our system employs machine learning algorithms to learn from user behavior, allowing it to evolve and better cater to individual needs over time. In essence, our IoT-based smart home automation system offers a streamlined, efficient, and user-friendly solution for home management, promising to significantly enhance homeowners' quality of life. This paper delves into the technical architecture, implementation challenges, and the potential transformative impact of our system.

THE FUTURE IS DIGITAL MARKETING

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ABSTRACT:

This project will through a light on DIGITAL MARKETING, its trend in part and present and its future in the globalized world. As marketing has become a very important tool for every industry to reach the consumer it's become very complex as to decide what is the right medium for marketing. as the world has modernized dramatically in the last decade digital media has reached every home and hence become a very important vehicle for marketing. this project will cover digital marketing trends and its future, general problem faced and few suggestions to overcome it along with few cases. Keywords: Digital marketing, digital media

A PROBABILISTIC APPROACH TO BIO INFORMATICS

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ABSTRACT:

In the realm of bioinformatics, the convergence of biology and computer science has catalysed ground-breaking discoveries and transformative insights into the intricate mechanism governing life. The delves into the multifaced landscape of bio informatics, highlighting its pivotal role in deciphering biological phenomena and accelerating scientific advancement. Bioinformatics harness computational techniques to analyse vast repositories of biological data, ranging from genomic sequences to protein structures. Through sophisticated algorithms and machine learning models, researches can unravel the intricacies of genetic variation, decode regulatory networks, and elucidate the molecular basis of diseases. In essence, bioinformatics stands as a testament to the symbiotic relationship between biology and informatics, reshaping the landscape of modern science and unlocking the vast potential encoded within the intricacies of the natural world. As we journey further into the genomic era, the significant of bioinformatics shines ever brighter, illuminating pathways to unlock the secrets of nature's blueprint.
Keywords: Bioinformatics, computational biology, genomics

SOCIAL ROBOT INTERACTION USING ARTIFICIAL INTELLIGENCE

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ABSTRACT

A robot is a mechanical or virtual artificial agent, usually an electro-mechanical machine that is guided by a computer program or electronic circuitry. Robot can be autonomous or semi-autonomous. The branch of technology that deals with the design, construction, operation, and application of robots, as well as computer systems for their control, sensory feedback, and information processing is Robotics. These technologies deal with automated machines that can take the place of humans in dangerous environments or manufacturing processes, or resemble humans in appearance, behaviour, and/or cognition. The world's oceans are home to the most strange and amazing creatures. Working archaeological is both dangerous and difficult for humans. Archaeological robots can record data that would be difficult for humans to gather. The main objective is to create an interface that allows a person to drive a robot in surface and capturing the view through a camera at archaeological place. Mobile robotic platforms are becoming more and more popular, both in scientific research and in commercial settings. Robotic systems are useful for going places or performing tasks that are not suitable for humans to do.

KEYWORDS: Autonomous, Mechanical, Virtual-agent, Semi-Autonomous, sensory feedback

ENHANCING URBAN INFRASTRUCTURE THROUGH IOT : A SMART CITY INITIATIVE

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ABSTRACT:

In the wake of rapid urbanization and the growing challenges faced by modern cities, there is a pressing need to leverage technology to create smarter, more sustainable urban environment. This projects aims to address these challenges by developing a comprehensive IOT-based application for smart cities, focusing on enhancing urban infrastructure, improving public services, and optimizing resource management. The project will involve deploying a network of IOT sensors and devices throughout the city to collect real-time data on various aspects of urban life, including traffic flow, waste management, air quality, water usage, public safety, and energy consumption. These sensors will be connected to a centralized platform that aggregates and analyses the data to derive actionable insights for city planners, administrators, and residents.

ADVERTISING MANAGEMENT

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Abstract:

Advertisement plays a crucial role in selling the products. Customers can easily attracted through advertisements and can buy the products. For this, advertising management would help even more better to sell a product. It also focuses on the communication methodologies for delivering a company's marketing strategy. Advertising management is the process of creating and executing an advertising plan to reach a target audience and achieve marketing objective. The functions like informing, influencing, increasing salience and others are involved in advertising management. Mission, money, message, media and measurement are the 5 M's of advertising. Traditional mediums used for advertising are newspaper, television, magazines and radio programs etc,. In the 21st century, advertisers have used digital technology to call greater attention to products and causes. Advertising creates awareness of brands, products, services and ideas. It contributes to wider economic growth through its ability to support competitiveness.

BIOKEY FOR USER AUTHENTICATION AND DATA PROTECTION SYSTEM USING CLOUD COMPUTING

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Abstract

Cloud computing is emerging as the most suitable paradigm for individuals and organizations to access inexpensive, scalable, ubiquitous, and on-demand computing resources, applications, and data storage services. With the growing popularity of cloud computing, the number of enterprises and individuals shifting toward the use of cloud has increased rapidly. As a result, a vast amount of important personal information and critical organization data, such as personal health records, government documents, and company finance data, etc., are transmitted across the Internet and stored in cloud servers. However, outsourcing sensitive data suffers from critical security threats, privacy, and access control problems. These are common concerns of organizations and individuals using cloud services. When data owners migrate their sensitive data to the cloud, they lose an element of control over their data. With this in mind, this project presents a user-side fingerprint based encrypted file system named Client Centric FS. Moreover, we propose a Biometric based cryptographic protocol **BioCRYP** that uses symmetric encryption algorithms in order to improve the security and performance of the personal and shared files that are outsourced. The key management is conveniently designed. In order to ensure robust data sharing security, the Fingerprint-based encryption scheme (FBE) is integrated with ClientCentricFS. ClientCentricFS is designed to preserve the integrity of outsourced file data and file system data structure. Analysis of performance and experimental results show that ClientCentricFS is efficient. It can achieve an average throughput of 8.8 MB/sec, and 10.5 MB/sec for writing and reading outsourced files.

VIRTUAL REALITY IN EDUCATION METHOD

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ABSTRACT:

Virtual Reality is produced by a combination of technologies that are used to visualize and provide interaction with a virtual environment. These environments often depict three-dimensional space which may be realistic or imaginary, macroscopic or microscopic and based on realistic physical laws of dynamics or on imaginary dynamics. The multitude of scenarios that VR may be used to depict make it broadly applicable to the many areas in education. A key feature of VR is that it allows multi- sensory interaction with the space visualized. Here we look at how this combination of multi-sensory visualization and interactivity make VR ideally suited for effective learning and try to explain this effectiveness in terms of the advantages afforded by active learning from experiences. We also consider some of the applications of VR in education and the draw-backs associated with this technology

Keywords: Virtual Reality, Virtual Environments, VR, Education, Constructivism, Perception and action

AUTOMATIC FALL DETECTION AND ACTIVITY CLASSFICATION USING SMART PHONE

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ABSTRACT

In this paper, The mobile application is capable of detecting possible falls, through the use of special sensors and through a user friendly interface that can be used to alert relatives, doctors or other people who take care of the elderly. The alert messages contain useful information about the people in danger, such as his/her geo-location and also corresponding directions on a map. In occasions of false alerts, the supervised person is given the ability to estimate the value of importance of a possible alert and to stop it before being transmitted. The system is capable of monitoring ELDERLY PEOPLE in real time and on the basis of results another important parameters of patient can be deducted the quality of therapy, the time spent on different activities, the joint movement, etc. The Accidental Fall Detection System will be able to assist careers as well as the elderly, as the careers will be notified immediately to the intended person. This fall detection system is designed to detect the accidental fall of the elderly and alert the careers via Smart-Messaging Services immediately. This fall detection is created using micro-controller technology as the heart of the system, the accelerometer as to detect the sudden movement or fall and the Global System for Mobile modem, to send out SMS to the care taker.

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