



Jagan Institute of Management Studies jims

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Details of Publications in UGC Care-I Journals

Annexure IV-C





Publication in UGC CARE (Category-I) Journal for Academic session 2024-25								
S.No	Faculty Name	Journal	Topic of the Paper	H Index	Indexing	Weblink	ISSN No.	Year of publication
1	Dr. Deepshikha Aggarwal	IPE Journal of Management	Optimizing Educational Outcomes with AI Chatbot Personalization	9	UGC Care (Category-I)	Hard copy - Nov 24	2249-9040	01-07-2024
2	Dr. Archana Saxena	IPE Journal of Management	Optimizing Educational Outcomes with AI Chatbot Personalization	7	UGC Care (Category-I)	Hard copy - Nov 24	2249-9040	01-07-2024
3	Dr. Akanksha Upadhyaya	IITM Journal of Business Studies	DISCOVERING RELATIONSHIP BETWEEN SOCIAL MEDIA USAGE AND CYBERSECURITY AWARENESS: AN ASSOCIATION MINING ANALYSIS	6	UGC Care (Category-I)	http://journals.iitmi.ac.in/index.php/iitmi/article/view/30	2393-9451	11-07-2024
4	Dr. Manjot Kaur Bhatia	International Journal of Microsystem and IoT indexed in UGC Care	Development of a Secure Access System	7	UGC Care (Category-I)	file:///C:/Users/anjali/D/ownloads/IJMIT/20240225R1_226R2.pdf	2584-0495	01-07-2024
5	Dr. Deepthi Sharma	IPE Journal of Management	Optimizing Educational Outcomes with AI Chatbot Personalization	9	UGC Care (Category-I)	Hard copy - Nov 24	2249-9040	01-07-2024
6	Ms. Bhavna Galhotra	Arthshastra Indian Journal of Economics & Research	APPLICATIONS OF ARTIFICIAL INTELLIGENCE ON E COMMERCE"	7	UGC Care (Category-I)	Hard copy	ISSN: 2278-1811	2024-25
7	Dr. Sachin Sabharwal	Indian Journal of Psychology	TRANSFORMING RETAIL IN INDIA: THE ROLE OF ARTIFICIAL INTELLIGENCE TOWARDS A VIKSIT BHARAT @2047		UGC Care (Category-I)	Hard copy	ISSN: 0019-5553 (Print)	Oct - Dec 2024



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DISCOVERING RELATIONSHIP BETWEEN SOCIAL MEDIA USAGE AND CYBERSECURITY AWARENESS: AN ASSOCIATION MINING ANALYSIS

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TRANSFORMING RETAIL IN INDIA: THE ROLE OF ARTIFICIAL INTELLIGENCE TOWARDS A VIKSIT BHARAT @2047

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ABSTRACT

Every industry in the modern era is struggling to gain competitiveness and the main mantra for that is to be efficient in as many areas as you can. Using technology to complement the brain power of human beings is a great combination to gain competitiveness. In other words, human intelligence along with artificial intelligence can enhance the efficiency of any industry up to any limit. Using a set of algorithms and making the machine to learn from the environmental factors is the future of gaining efficiency in any industry. This paper studies the importance of using artificial intelligence in the retail sector in particular, how predictive analytics can help in determining what the buyer will buy in how much time, optimum utilization of resources, the emergence of 'new retailing'. In this paper, comparative analyses of the major outcomes are formulated in the form of a table and find out the direction of the research in this field.

KEYWORDS - artificial intelligence, machine learning, retail management, predictive analysis, new retailing, internet of things.

1. INTRODUCTION

A set of processes that can provide results on the basis intelligence demonstrated by machines and without any need to every time explicitly instructing the machines to do so. Over the time these machines learn to replicate the actions of human beings known as machine learning.

1.1 How Artificial Intelligence (AI) actually works?

For understanding this we have to gain knowledge about various sub-categories of AI and how it could be applied to the industry concerned. Sub-domains that we need to understand are:

Machine Learning: ML identifies patterns and analyses past data collected by the machine for drawing an inference in reaching the best possible conclusion without any need for human interference.

Deep Learning: It is a technique used by ML to help machine in processing inputs through layers. It classifies, infer and provide predictive outcome.

Neural Networks: Its working is similar to that of neural network present in our human body. These are a set of algorithms/ processes that captures the values in the variables and process that data as our human brain do.

Natural Language Processing: A technique that can read, understand and interpret a language through a machine and then give response accordingly.

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