Machine Learning for Identifying Copy Move Forgery in Digital Video Forensics

Dr. Ravindra Gupta Research Scholar, INDIA



www.sjmars.com || Vol. 3 No. 3 (2024): June Issue

Date of Submission: 26-06-2024

Date of Acceptance: 29-06-2024

Date of Publication: 06-07-2024

ABSTRACT

One of the most important tasks in digital forensics to find instances of modified content is the detection of copy-move forgery (CMF) in videos. Copy-move forgery includes taking a section of a video, pasting it into another movie, and then hiding or changing that section. As a consequence of advancements in network technology, low-cost multimedia devices, intelligent image or video editing software, and broad adoption of digital multimedia coding standards, the number of applications for digital multimedia has significantly risen in recent years. Establishing if a video is legitimate or not is one of the trickiest areas of video forensics. This may be a crucial responsibility when recordings are used as primary evidence to influence decisions, such as in a court of law. Therefore, we provide a novel machine learning-based copy-move forgery detection technique in this research. Weiner filter is first used to gather and pre- process video data. The pre-processed video data are then segmented using a threshold-based technique to image segmentation. Finally, we suggest a novel integrated stochastic random neighbouring approach (ISRNA) for categorizing videos. Our suggested technique is compared and contrasted with traditional ways to demonstrate the efficacy of the suggested method. Results from experiments show that our suggested strategy performs better than traditional ways.

Keywords- Copy-Move forgery (CMF), weiner filter (WF), threshold based image segmentation (TbIS), integrated stochastic random neighbouring approach (ISRNA).

I. INTRODUCTION

A specific kind of image tampering called CMF involves copying a portion of the image and placing it someplace else in the image to hide a significant visual characteristic. Consequently, the objective of Copy-Move Forgery Detection (CMFD) is to detect image fields that are identical or highly comparable. A CMF, a section of the original image is copied, then pasted in another location on the same image to conceal important objects or add more information that was not originally included in the image [1]. The statistical method involves breaking the image up into patches and using two different ways to match the patches together. One is a strong match, while the other is an exact match. However, when no action is carried out across the duplicated area, this strategy performs well. The process of video forgeries involves altering or eliminating certain things from the video sequence. Splicing and copy-move are two kinds of extant forging methods. The gaps among the video frames are used in intra-frame forgery detection to find any forgeries. These techniques include splicing and CMF. This method is used to change the image frames in videos [2]. Splicing is a kind of image manipulation that includes replacing a predetermined number of image blocks or parts from the test-target digitalimage with new ones. A standard approach is used to look for discrepancies between the test and target images' characteristics, values, or attributes. Although it is important to have appropriate algorithms for both of these associated paradigms [3]. Digital visual forgery is the fabrication of images using altered original data from images. One of the many image-manipulation techniques that may be used to create a fake image is copy motion counterfeiting. Cutting out a portion of a photo, duplicating it, and pasting it into another position or location within the same photograph constitutes CMF [4]. The conversion of RGB to grayscale, HSV, YCbCr, local binary patterns, and principal component evaluation, are often used CMFD pre-processing methods that decrease the dimensionality of the image and hence speed up processing or improve detection accuracy. The

Stallion Journal for Multidisciplinary Associated Research Studies ISSN (Online): 2583-3340 Volume-3 Issue-3 || June 2024 || PP. 74-91

https://doi.org/10.55544/sjmars.3.3.10

ability of the whole detection relies on the features collected, making this the most important phase in CMFD. The image's interesting details are captured. Matching involves comparing recognized traits to find commonalities [5]. One of the most effective methods for enabling people to currently obtain large amounts of information is still the digital image. It is stated that an image is worth a thousand words, which explains howmuch information an image has. The amount of digital images has considerably increased with the introduction of new cameras, smartphones, and tablets. Such propagation has been further aided by social media platforms like Facebook, Instagram, and Twitter. Additionally, software for digitally altering these photographs has been steadily improved, and programs like Photoshop, Gimp, and mobileapps like Snapseed and Pixlr make it relatively simple for users to transform images [6]. Another common approach used nowadays for image forgeries is the copy-move technique, in which one portion of an image is utilized to conceal another section from the same image. Two identical sections are unusual in natural photographs, therefore this attribute may be utilized to spot these kinds of alterations. There will be two quite identical portions in the altered image, even after using various postprocessing techniques, such as edge smoothing, blurring, and adding noise to remove obvious signs of tampering [7]. The rapid development and use of image and video editing programs similar to Adobe Premiere, Photoshop, and Final Cut Pro make it simpler to manipulate digital visual material without leaving clear signs of tampering. Malicious tampering, however, might result in significant societal and legal issues. For instance, altered photos or videos mightbe used as fake testimony in court or to deceive the public about the veracity of news stories [8]. Hence, for efficient detection of copymove forgery (CMF) in videos, we proposed integrated stochastic random neighbouring approach (ISRNA) modeling.

II. RELATED WORK

The research [9] employed several convolutional layer stages and multi-scale input to create a deep-learning CNN model. CMF, being a member of the worst forgery attacks, is a significant source of information in the form of images. Its goal is to keep private information out of the image. The article [10] produced altered images by hiding undesirable things or duplicating appealing objects in the same image. Digital images have become pervasive and are capable of being created and altered by a broad range of hardware and software technologies. CMF is a technique for altering images that involves concealing undesired elements or replicating appealing ones inside the same image. The study [11] determined to iterative localization technique uses the resilience characteristics of each key point and its color data to find the forged area. Employing scale clustering, overlapping grey scale clustering, and group matching modules, a unique multi- scale matching approach is created. The internet has been more widely used, production it easier to broadcast and buy digital information. The widespread use shows that the vulnerability of multimedia to alteration has risen as a result of counterfeiting. The article [12] continued a digital video forensics investigation into the consequences of hacking and video manipulation methods, and it emerged as a remedy for the issue of digital media's lack of credibility. One of the most frequent assaults is copy-move manipulation, which also includes versions for deleting and duplicating objects in films. The attack has been the subject of several video forensics studies using various methodologies. The research [13] provided a unique method for identifying frame copy-move forgeries while taking into account the three conditions. Based on optical flow (OF) and stable parameters, a coarse-to-fine detection approach is developed. To locate potentially manipulated locations, coarse detection evaluates OF sum consistency. The research [14] presented a brand-new technique for detecting copy-move forgeries is put forward. The widespread use of inexpensive image-altering software, fake photographs have developed into serious societal issues with very negative consequences. When copying and pasting portions of an image addicted to alternative area of the same image, the CMF method is often employed to manipulate images. The study [15] determined a collection of 250 original movies that have been altered mostly through the forging methods of insertion and deletion. One technique of alteration is covertly inserting transparent objects into the original footage. The collection also contains examples of forgeries where items from the original film have been removed without the viewers' knowledge. The work [16] described a technique for image authentication. The suggested technique uses the discrete cosine transform to identify copy-move modifications inside an image. We may create transfer vectors, which are clustered together, using the properties we learn from these coefficients. A tolerance threshold may be used to assess if any areas of the analysed image have been copied and pasted. The article [17] employed SIFT, invariant moments analysis, and the region expanding the technique to find the copy-move forgeries areas. The essential elements of an image are first gathered using SIFT-based key points. Then, all potential pair blocks of the copy-move areas are identified by looking at pairs of key points with closed scales. Third, the orientations are changed to be the same for each pair of matching key points. The paper [18] provided accessibility of image editing technologies have significantly reduced the costs, expenses, and skills required to profit from and sustain compelling visual tampering. Modifiedphotographs are disseminated all over the globe with the help of reliable internet platforms like Facebook, Twitter, and Instagram. Operators of internet stages may be ignorant of the presence and dissemination of fake photographs. The research [19] described a passive blind method for detecting frame and region duplication fraud in movies. The method combines two separate methods. The three different types of video frame duplication forgery copying a run of consecutive video frames at a long continue position, copying many of these runs of varying lengths at various locations, and copying from other videos with changed and identical dimensions can cause serious issues in real-world settings.

III. METHODS

An essential challenge in digital forensics and multimedia analysis is the identification of Copy-Move Forgery (CMF) in videos. A certain area of an image is copied and pasted onto another position within the same image in a process known as CMF. Data from the video is initially gathered and pre-processed using the Weiner filter. A threshold-based approach to image segmentation is used to segment the pre-processed video data after that. We propose an innovative Integrated Stochastic Random Neighbouring Approach (ISRNA) technique for classifying films. The suggested block diagram is shown in Figure 1.

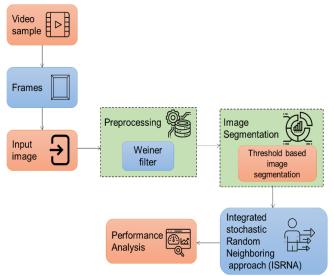


Fig.1. Block diagram of proposed

3.1. Data collection

There is a broad variation in the parameters, rotational angle, and scaling factor that have been employed. This collection only contains a very small number of images, which may not be sufficient to accurately assess a copy- move technique's performance. The size of the images, the absence of post-processing attacks, the significant variation in the dimension of the copy-move zone, and the inconsistent degrees of rotation and scaling attacks are only a few of the drawbacks this dataset (20). The dataset's contents are shown in Table 1 of the document.

Subset	Attack	Overview	Number of images
CMHP1	Plain	A simpleexample where the duplicated region wassimply shifted aftercopied.	29.8
CMHp2	Rotation	Images with the replicated region rotated (angles between -90 degrees and 180 degrees)	24.6
CMHP3	Scaling	Images having the copied arearesized (scaling factors ranging from 80 percent to 154 percent)	25.9
CMHP4	Combined	Images thatcombine scaling androtation	33.7
Total			108

Table 1. The dataset for the Copy-Move Hard (CMH)operation

3.2. Pre-processing of the Wiener filter

Enhancing the quality of an image by eliminating pointless distortions Pre-processing's goal is to improve specific aspects so that the image can be examined properly. The pre-processing comprises brightness modification, image scaling, conversion, and filtering. The two stages used for pre-processing the input images, which are initially started, are noise elimination and image resizing.

$E_n = E_1, E_2, E_3, \dots E_N$ (1)

Where E_n is the requested number of input images. The

Wiener Filter (WF) is then used to eliminate the noise during the noise mitigation procedure. The WF analogizes the received signal and the predicted noise-removal signals

and murky valleys, making it difficult to determine anappropriate value for T.

1, *if* f(x, y) > T

to reduce the noise. Both the noise-damaged frequency components and the parts of the traditional WF that can be $g(x, y) = f(x) = \{0, if f(x, y) \le T\}$

(6)

restored by the filters cannot be recovered. To overcome the aforementioned problems, The Borel Transform (BT) is used in the WF instead of the Fourier transform. The mitigation noise image $E_{n(NR)}$ is described as

 $E_n(NR) = WF(E_n). RS(E_n)$ (2)

Where the data that was received is identified $asRS(E_n)$. The input image was processed using the Wiener filter $WF(E_n)$ is interpreted as

An object point in an image is any point (x, y)

where f(x, y) > T; alternatively, the area serves as a scenic background, the segmented image g(x, y). When the intensity distributions of the foreground and background pixels in the images are sufficiently different, it is feasible to employ a single (global) threshold that applies to the whole image. Global thresholding is an acceptable choice, but in most applications, there is sufficient variance between images that an algorithm that can predict the threshold value for each image is required. The following

$$WF(E) = \frac{BT''(E\underline{n})}{E}$$

(3)

are the key stages of the iterative process that the global

 $n = |BT(E)|^2 + \Delta_{\mathcal{S}}(E_n)$

 $\Delta N(En)$

where BT(.) is used to denote the BT. The inverse of the point spread function The power spectrum of the signal process is denoted as Δ_s , while the power spectrum of the

noise process is denoted as ΔN . BT is represented as BT(.).

threshold employs.

1. Choosing a starting point for the internationalthreshold, T.

2. Segmenting the image using g(x, y) = f(x) =

1, *if* f(x, y) > T

The BT is represented by,

{

 $0, if f(x, y) \leq T$

this will result in two sets of

 $BT(E) = \int_{0}^{\infty} T(u)e^{-Enu} du$

(4)

pixels: G1, which includes all pixels with intensity n = 0

where *T* represents the complex function obtained by using the complex parameters. The noise-removed images $E_{n(NR)}$ are then downsized to 512×512, which is then supplied as,

values> T, and G2, which includes all pixels with quantities $\leq T$.

3. Calculating the pixels in G1 and G2's mean intensity values, m1 and m2, $resizeto512 \times 512$

4. Make a new threshold calculation: 1 $T = {}_{2}(m_{1} + E_{n(NR)})$ $\rightarrow E_{n(512 \times 512)}$ (5)

 m_2)Steps 2-4 should be repeated until the mean

Where the label for the enlarged image states $E_{n(512 \times 512)}$.

3.3. Segmentation of Threshold-based image segmentation

Threshold is a common method for dividing up images into distinct parts. It is a handy tool for setting the scene's background and forefront apart. By adjusting the amount of the threshold T, the grayscale image could be converted to a binary one. All relevant information on the whereabouts and appearance of the target objects needs to be encoded in the binary image. When starting with a binary image, recognition, and categorization are accelerated due to the reduced complexity of the data. The most common method for converting a grayscale image to a binary one is to use a single

threshold value. Every grayscale value below this threshold will be labeled as zero (0), while those over will be labelled as one. Consequently, values remain the same after many repetitions.

This approach performs well when the histogram's modes corresponding to objects and background are separated by a relatively distinct valley.

3.4. Illumination

A dimensionality reduction technique called SN aims to duplicate the local structure of high-dimensional information in a low-dimensional environment. Since it is based on comparing distances across distributions, the SN technique is distinct from previous approaches since it employs a fundamentally smooth aim. SN creates an average pi(j)for each point i that gives it's near neighbors an increased chance given a collection of high-dimensional indications $\{x_1, \ldots, x_n\}$

., x_n : 2 p(j) a $exp \left\{-\frac{\|x_i - x_j\|}{\|x_i - x_j\|}\right\}$ (7)

i determining an appropriate threshold T value becomes the $2\sigma^2$ segmentation problem. One popular method for selecting Tis to examine the various image types that need to be segmented. In the ideal scenario, the information presented would only display two significant flows and a clear flat. In this case, the value of T is selected as the boundary between the two modes. The histograms produced by real- world applications are more complex, with several peaks.

The pattern of distribution is highly influenced by the length-scale σ^2 this is selected to reduce the amount of entropy of p_i to a particular amount supplied by the user σ^2 . In this manner, the values of p_i explain the high dimensional information of local neighborhood structure inan evolving manner.

A collection of values is given $\{Z_1, \ldots, Z_n\}$ according to efficient a comparable probability in a low-dimensional space $q_i(j) = exp \{ -||z_i - z_j| \}$ it explains how the embedded points are arranged in the closest distance.

By reducing the following aim, SN locates a strong local neighborhood structure that is similar to the initialinformation. $\sum_{i} KL(p_{i}||q_{i}) = -\sum_{i} \sum_{j} p_{i}(j)logq_{i}(j) + const.$

While other approaches of dimensionality reduction, such as multidimensional scaling, reward configurations that spread out points, SN rewards those that bring distant points closer together.

Multiple enhancements have been made to SN. Uni-SN changes the meaning of $q_i(j)$ by introducing a minor constant $q_i(j)$ a exp $\{-|z_i - z_j|\} + k$. SN now has access to more "effective space" in the low-dimensional space while the system is presently able to position distant,

points in any direction. t-SN redefines in a different way of

 $q_i(j)$ more dramatically, $toq_i(j) a (1 + ||z_i - z_j||)$,

However, tends to function even better owing to the Cauchy distribution's thicker tails. A group of machine learning or regression trees, each built from a random resampling of the initial data used for training, make up the Random Forests technique. A training set is indicated by

 $f = \{(x_i, y_i), i = 1, 2, ..., N\}$ using N as the total number of samples, x_i is the matrix of characteristics $y_i \in \{1, 2, ..., C\}$ is the nth sample used to teach a model. Tree learners and the idea of aggregating bootstraps or tree bagged before they go into the specifics of the Random Forest technique.

called feature bagging, which picks a random subset of the features for every potential split in the process of learning. It is common practice to use feature bagging to improve feature space exploration by decreasing tree-to-tree connection.

PERFORMANCE ANALYSIS IV.

In this part, the suggested system's effectiveness is evaluated. The performance indicators used for evaluation are accuracy, precision, F-measure, specificity, and sensitivity. The existing techniques utilized for comparison are Binary Discriminative Feature (BDF), Speeded Up Robust Feature (SURF), and Oriented FAST and rotated BRIEF (OFB).

4.1. Accuracy

The fraction of accurately recognized image pixels is referred to as accuracy. A further name for this involves absolute image accuracy. While providing the most basic performance indicator, if there is a class conflict, it can outcome in inaccurate image detection results. A grouping discrepancy exists when one recognized group operates better than another. In this instance, biased outcomes would result from the dominating class's higher accuracy outweighing the inferior accuracy of the opposing group. For assessing detection outcomes using images, the accuracy measure was suggested if there was no group disagreement. Figure 2 demonstrates the comparablevalues for the accuracy measures. In Table 2, the accuracy of the suggested method is contrasted with the existing methods. In comparison to existing methods, the suggested approach offers a high level of accuracy.

Stallion Journal for Multidisciplinary Associated Research Studies ISSN (Online): 2583-3340 Volume-3 Issue-3 || June 2024 || PP. 74-91

Accuracy is assessed using equation 10.

Bagging takes a training set L and continuously conforms trees to subsets of that set, where L is replaced with a random number.

There are *B* iterations of this procedure. At each step*b*, *N*

instances are randomly selected from L to form L_b , and the

 L_b is then used to train a regression tree f_b . By summing the forecasts of all the various regression models on x_t , we may predict the result of unknown instances x_t after training.

 t_{p+t_n} Accuracy =tp+tn+fp+fn (10) $\hat{f} = {1 \over \Sigma^B}$ $\hat{f}(X)$ *b*=1 *b* t В (9)

The bootstrapping method improves model performance by reducing variance without altering bias. Since B is a free parameter, we may determine its value using cross- validation or by measuring the out-of-bag error, or the average amount of incorrect predictions made by each training sample x_i when utilizing just the trees that do not involve x_i in their bootstrap sample. However, in practice, random forests employ an altered tree method of learning

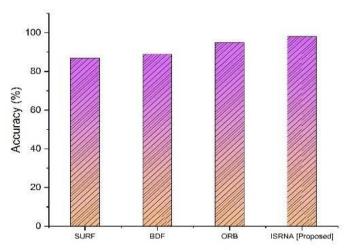


Fig.2. Accuracy comparisons between the suggested and current approaches Table 2. Comparison of Accuracy

Method	Accuracy (%)
SURF	87
BDF	89
ORB	95
ISRNA [Proposed]	98

4.2. Precision

The most crucial standard for accuracy is precision, it is clearly defined as the percentage of properly categorized cases in all instances of predictively positive data. Equation (11) is used to compute the precision. A common method of manipulating digital images is called CMF, which involves copying a portion of the image and pasting it in a different location inside the same image in an attempt to deceive users or change the content. Figure 3 demonstrates the comparable values for the precision measures. In Table 3, the precision of the suggested method is contrasted with the existing methods. Incomparison to existing methods, the suggested approach offers a high level of precision.

TP Precision =

TP+FP

4.3. F-measure

The performance of the suggested and existing techniques is assessed using the F-measure. A higher F-measure result

ISSN (Online): 2583-3340 Volume-3 Issue-3 || June 2024 || PP. 74-91

demonstrates its better ability to detect the CMF in digital images. Equation (12) describes the F-measure. Figure 4 demonstrates the comparable values for the F-measure. Table 4, the F-measure of the suggested method is contrasted with the existing methods. In comparison to existing methods, the suggested approach offers a highlevel of F-measure.

 $F - measure = 2 \times {^{Tp}}_{2 \times (Fp + Fn + Tp)}$ (12)(11)100 95 90 Precision (%) 85

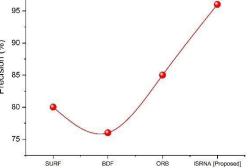


Fig.3. Precision comparisons between the suggested and current approaches

Table 3.	Com	parison	of	Precision
----------	-----	---------	----	-----------

Method	Precision (%)
SURF	80
BDF	76
ORB	85
ISRNA [Proposed]	96

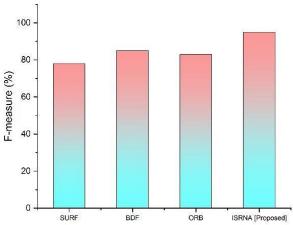


Fig.4. F-measure comparisons between the suggested and current approaches

Table 4.	Com	parison	of F	-measure

Method	F-measure (%)		
SURF	78		
BDF	85		
ORB	83		
ISRNA [Proposed]	95		

4.4. Specificity

Specificity in the context of copy-move fraud detection relates to a detection method's ability to accurately recognize areas in an image that are real and untouched. Based on all the places the detection system flagged as non-manipulated, it calculates the percentage of real negatives. Specificity is an important parameter since it shows how effectively a copy-move fraud detectionmethod can prevent false alarms or incorrectly mark valid portions of an image as modified. With a high specificity score, the approach is more likely to reliably detect unmodified areas and have a low number of false positives. A lesser number of false positives would be indicated by greater specificity. Figure 5 demonstrates the comparable values for the Specificity measures. Table 5, shows the specificity of the suggested method is contrasted with the existing methods. In comparison to existing methods, the suggested approach offers a high level of Specificity. Equation (13) describes the Specificity.

$$Specificity = \frac{TN}{TN} TN + FP$$
 (13)

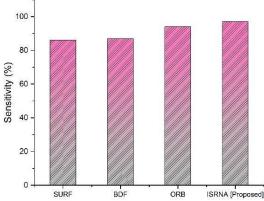


Fig.6. Sensitivity comparisons between the suggested and current approaches

Table 6. Comparison of Sensitivity

Method	Sensitivity (%)
SURF	86
BDF	87
ORB	94
ISRNA [Proposed]	97

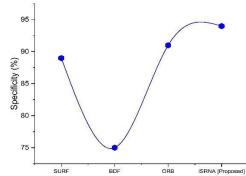


Fig.5. Specificity comparisons between the suggested and current approaches

Table 5. Comparison of Specificity

Method	Specificity (%)
SURF	89
BDF	75
ORB	91
ISRNA [Proposed]	94

4.5. Sensitivity

It was defined as the percentage of positives correctly identified by test out of the total number of positively significantly appraised positives. Sensitivity is a statistic employed to assess the effectiveness of CMFD algorithms. It assesses how well the system can recognize modified areas or genuine positives. Sensitivity is determined in the context of CMFD as the proportion of accurately recognized manipulated areas (true positives) to the overall number of real manipulated regions contained in an image or dataset. Figure 6 shows the comparable values for the sensitivity measures. In table 6, the Sensitivity of the suggested method is contrasted with the existing methods. In comparison to existing methods, the suggested approachoffers a high level of Sensitivity. Equation (14) describes the Sensitivity

V. CONCLUSION AND FUTURE WORK

In conclusion, the CMFD in videos is a complex and evolving field. While various techniques and algorithms have been developed, further advancements are necessary to enhance accuracy, robustness, and efficiency. Continuous research and collaboration among experts in digital forensics and multimedia analysis are important to staying ahead of emerging CMF threats and ensuring the integrity of video content. In the area of artificial intelligence or related disciplines, the phrase ISRNA does not seem to be a commonly accepted or established idea. The effectiveness of the recommended strategy is shown through comparison and contrast with more conventional approaches. As a result, we introduced an integrated stochastic random neighbouring approach (ISRNA) for categorizing videos. Performance metrics like accuracy, precision, F-measure, Specificity, and sensitivity are evaluated and compared with existing technologies like the Binary Discriminative Feature (BDF), Speeded Up Robust Feature (SURF), and Oriented FAST and rotated BRIEF (OFB). The ISRNA technique combines the benefits of stochastic modelling with random Neighbor sampling in an effective and flexible approach and more effectively

$Sensitivity = -\frac{TP}{TP + FN} (14)$

convergence, flexibility, resource efficiency, tolerance to noise, and scalability are just a few of its benefits. It also has a better exploration-exploitation balance. These characteristics make it a useful tool for several applications that call for optimization, simulation, or data analysis. To improve performance, even more creative approaches might be applied to the suggested system in further studies.

REFERENCES

[1] Chalamalasetty, S. P., & Giduturi, S. R. (2021). Research perception towards copy-move image forgery detection: challenges and future directions. International Journal of Image and Graphics, 21(04), 2150054.

[2] Jaiswal, A. K., & Srivastava, R. (2022). Detection of copy-move forgery in digital image using multi-scale, multi-stage deep learning model. Neural Processing Letters, 54(1), 75-100.

[3] Suresh, G., & Rao, C. S. (2020). Copy move forgery detection through differential excitation component- based texture features. International Journal of DigitalCrime and Forensics (IJDCF), 12(3), 27-44.

[4] Gajjar, P., Saxena, A., Shah, H., Kikani, N., Lakhani, K., Shah, P., & Limbachiya, K. (2022, August). Copy Move Forgery Detection: The Current Implications and Contemporary Practices. In Journal of Physics: Conference Series (Vol. 2325, No. 1, p. 012050). IOPPublishing.

[5] Raskar, P. S., & Shah, S. K. (2022). VFDHSOG:Copy-Move Video Forgery Detection Using Histogram of Second Order Gradients. Wireless Personal Communications, 122(2), 1617-1654.

[6] Gayathri, K. S., & Deepthi, P. S. AN OVERVIEWOF COPY MOVE FORGERY DETECTION APPROACHES.

[7] Vyas, A. ., & Sharma, D. A. . (2020). Deep Learning- Based Mango Leaf Detection by Pre-Processing and Segmentation Techniques. Research Journal of Computer Systems and Engineering, 1(1), 11–16. Retrieved from

[8] https://technicaljournals.org/RJCSE/index.php/journa l/article/view/18

[9] Vijayakumar, P., Ahamed, S. B., Anitha, N., Yuvaraj, R., Gulati, K., & Kshirsagar, P. R. (2022, May). Machine learning algorithm for improving the efficiency of forgery detection. In AIP Conference Proceedings (Vol. 2393, No. 1). AIP Publishing.

[10] Prathyusha Nama, Manoj Bhoyar, & Swetha Chinta. (2024). AI-Powered Edge Computing in Cloud Ecosystems: Enhancing Latency Reduction and Real-Time Decision-Making in Distributed Networks. Well Testing Journal, 33(S2), 354–379. Retrieved from https://welltestingjournal.com/index.php/WT/article/view/109.

[11] Prathyusha Nama, Manoj Bhoyar, & Swetha Chinta. (2024). Autonomous Test Oracles: Integrating AI for Intelligent Decision-Making in Automated Software Testing. Well Testing Journal, 33(S2), 326–353. Retrieved from https://welltestingjournal.com/index.php/WT/article/view/108

[12] Nama, P. (2024). Integrating AI in testing automation: Enhancing test coverage and predictive analysis for improved software quality. World Journal of Advanced Engineering Technology and Sciences, 13(01), 769–782. https://doi.org/10.30574/wjaets.2024.13.1.0486

ISSN (Online): 2583-3340

Volume-3 Issue-3 || June 2024 || PP. 74-91

[13] Nama, P. (2024). Integrating AI in testing automation: Enhancing test coverage and predictive analysis for improved software quality. World Journal of Advanced Engineering Technology and Sciences, 13(01), 769–782. https://doi.org/10.30574/wjaets.2024.13.1.0486

[14] Khare, A., Khare, S., Goel, O., & Goel, P. (2024). Strategies for successful organizational change management in large digital transformation. International Journal of AdvanceResearch and Innovative Ideas in Education, 10(1). ISSN(O)-2395-4396.

[15] Cherukuri, H., Singh, S. P., & Vashishtha, S. (2020). Proactive issue resolution with advanced analytics in financial
services. The International Journal of Engineering Research, 7(8), a1-
a13.https://tijer.org/tijer/viewpaperforall.php?paper=TIJER2008001

[16] Cherukuri, H., Goel, E. L., & Kushwaha, G. S. (2021). Monetizing financial data analytics: Best practice. International Journal of Computer Science and Publication (IJCSPub), 11(1), 76-87.

[17] Cherukuri, H., Gupta, V., & Khan, S. (2024). Predictive maintenance in financial services using AI. International Journal of Creative Research Thoughts (IJCRT), 12(2), 2320-2882.

[18] Chaturvedi, R., Sharma, S., & Narne, S. (2023). Advanced Big Data Mining Techniques for Early Detection of Heart Attacks in Clinical Data. Journal for Research in Applied Sciences and Biotechnology, 2(3), 305–316. https://doi.org/10.55544/jrasb.2.3.38

[19] Chaturvedi, R., Sharma, S., & Narne, S. (2023). Advanced Big Data Mining Techniques for Early Detection of Heart Attacks in Clinical Data. Journal for Research in Applied Sciences and Biotechnology, 2(3), 305–316. https://doi.org/10.55544/jrasb.2.3.38

[20] Chaturvedi, R., Sharma, S., & Narne, S. (2023). Harnessing Data Mining for Early Detection and Prognosis of Cancer: Techniques and Challenges. Journal for Research in Applied Sciences and Biotechnology, 2(1), 282–293. https://doi.org/10.55544/jrasb.2.1.42

[21] Mehra, A. (2023). Strategies for scaling EdTech startups in emerging markets. International Journal of Communication Networks and Information Security, 15(1), 259-274. Available online at https://ijcnis.org

[22] Mehra, A. (2021). The impact of public-private partnerships on global educational platforms. Journal of Informatics Education and Research, 1(3), 9-28. Retrieved from http://jier.org

[23] Ankur Mehra. (2019). Driving Growth in the Creator Economy through Strategic Content Partnerships. International Journal for Research Publication and Seminar, 10(2), 118–135. https://doi.org/10.36676/jrps.v10.i2.1519

[24] Ankur Mehra. (2023). Web3 and EdTech startups' Market Expansion in APAC. International Journal of Research Radicals in Multidisciplinary Fields, ISSN: 2960-043X, 2(2), 94–118. Retrieved from https://www.researchradicals.com/index.php/rr/article/view/117

[25] Mehra, A. (2023). Leveraging Data-Driven Insights to Enhance Market Share in the Media Industry. Journal for Research in Applied Sciences and Biotechnology, 2(3), 291–304. https://doi.org/10.55544/jrasb.2.3.37

[26] Ankur Mehra. (2022). Effective Team Management Strategies in Global Organizations. Universal Research Reports, 9(4), 409–425. https://doi.org/10.36676/urr.v9.i4.1363

[27] Ankur Mehra. (2024). The Digital Content Distribution Trends in Emerging Market. International Journal of Multidisciplinary Innovation and Research Methodology, ISSN: 2960-2068, 3(3), 221–238. Retrieved from https://ijmirm.com/index.php/ijmirm/article/view/130

[28] Mehra, A. (2023). Innovation in brand collaborations for digital media platforms. IJFANS: International Journal of Food and Nutritional Sciences, 12(6), 231–250.

[29] Ankur Mehra. (2022). The Role of Strategic Alliances in the Growth of the Creator Economy. European Economic Letters (EEL), 12(1). Retrieved from https://www.eelet.org.uk/index.php/journal/article/view/1925

[30] Ankur Mehra, Sachin Bhatt, Ashwini Shivarudra, Swethasri Kavuri, Balachandar Paulraj. (2024). Leveraging Machine Learning and Data Engineering for Enhanced Decision-Making in Enterprise Solutions. International Journal of Communication Networks and Information Security (IJCNIS), 16(2), 135–150. Retrieved from https://www.ijcnis.org/index.php/ijcnis/article/view/6989

[31] Bhatt, S., Shivarudra, A., Kavuri, S., Mehra, A., & Paulraj, B. (2024). Building scalable and secure data ecosystems for multi-cloud architectures. Letters in High Energy Physics, 2024(212).

[32] Balachandar Paulraj. (2024). Innovative Strategies for Optimizing Operational Efficiency in Tech-Driven Organizations. International Journal of Intelligent Systems and Applications in Engineering, 12(20s), 962 –. Retrieved from https://ijisae.org/index.php/IJISAE/article/view/6879

[33] Swethasri Kavuri. (2022). Optimizing Data Refresh Mechanisms for Large-Scale Data Warehouses. International Journal of Communication Networks and Information Security (IJCNIS), 14(2), 285–305. Retrieved from https://www.ijcnis.org/index.php/ijcnis/article/view/7413

[34] Swethasri Kavuri. (2024). The Advances in the Security of Cloud Services using Customer Master Encryption Keys (CMEK). International Journal of Communication Networks and Information Security (IJCNIS), 16(1), 375–394. Retrieved from https://ijcnis.org/index.php/ijcnis/article/view/7386

ISSN (Online): 2583-3340 Volume-3 Issue-3 || June 2024 || PP. 74-91

https://doi.org/10.55544/sjmars.3.3.10

[35] Swethasri Kavuri, Suman Narne, "Implementing Effective SLO Monitoring in High-Volume Data Processing Systems, IInternational Journal of Scientific Research in Computer Science, Engineering and Information Technology(IJSRCSEIT), ISSN : 2456-3307, Volume 6, Issue 2, pp.558-578, March-April-2020. Available at doi : https://doi.org/10.32628/CSEIT206479

[36] Sachin Bhatt. (2024). Best Practices for Designing Scalable REST APIs in Cloud Environments. Journal of Sustainable Solutions, 1(4), 48–71. https://doi.org/10.36676/j.sust.sol.v1.i4.26

[37] Swethasri Kavuri, Suman Narne, "Improving Performance of Data Extracts Using Window-Based Refresh Strategies, International Journal of Scientific Research in Science, Engineering and Technology(IJSRSET), Print ISSN : 2395-1990, Online ISSN : 2394-4099, Volume 8, Issue 5, pp.359-377, September-October-2021. Available at doi : https://doi.org/10.32628/IJSRSET2310631

[38] Swethasri Kavuri, "Automation in Distributed Shared Memory Testing for Multi-Processor Systems, International Journal of Scientific Research in Science, Engineering and Technology(IJSRSET), Print ISSN : 2395-1990, Online ISSN : 2394-4099, Volume 6, Issue 3, pp.508-521, May-June-2019. Available at doi : https://doi.org/10.32628/IJSRSET12411594
[39] Swethasri Kavuri, "Integrating Kubernetes Autoscaling for Cost Efficiency in Cloud Services", Int. J. Sci. Res. Comput. Sci. Eng. Inf. Technol, vol. 10, no. 5, pp. 480–502, Nov. 2024, doi: 10.32628/CSEIT241051038.

[40] Swethasri Kavuri. (2024). Leveraging Data Pipelines for Operational Insights in Enterprise Software. International Journal of Intelligent Systems and Applications in Engineering, 12(10s), 661–682. Retrieved from https://ijisae.org/index.php/IJISAE/article/view/6981

[41] Swethasri Kavuri, " Advanced Debugging Techniques for Multi-Processor Communication in 5G Systems, IInternational Journal of Scientific Research in Computer Science, Engineering and Information Technology(IJSRCSEIT), ISSN : 2456-3307, Volume 9, Issue 5, pp.360-384, September-October-2023. Available at doi : https://doi.org/10.32628/CSEIT239071

[42] Shivarudra, A. (2021). Enhancing automation testing strategies for core banking applications. International Journal of All Research Education and Scientific Methods (IJARESM), 9(12), 1. Available online at http://www.ijaresm.com

[43] Ashwini Shivarudra. (2023). Best Practices for Testing Payment Systems: A Focus on SWIFT, SEPA, and FED ISO Formats. International Journal of Communication Networks and Information Security (IJCNIS), 15(3), 330–344. Retrieved from https://www.ijcnis.org/index.php/ijcnis/article/view/7519

[44] Ashwini Shivarudra. (2024). Optimizing Test Data Management Strategies in Banking Domain Projects . Journal of Sustainable Solutions, 1(4), 87–100. https://doi.org/10.36676/j.sust.sol.v1.i4.37

[45] Shivarudra, A. (2024). Challenges and Solutions in Testing Mainframe Applications in Modern Banking. Journal for Research in Applied Sciences and Biotechnology, 3(5), 107–118. https://doi.org/10.55544/jrasb.3.5.13

[46] Shivarudra, A. (2019). Leveraging TOSCA and Selenium for efficient test automation in financial services. International Journal of All Research Education and Scientific Methods (IJARESM), 7(10), 56–64.

[47] Shivarudra, A. (2021). The Role of Automation in Reducing Testing Time for Banking Systems. Integrated Journal for Research in Arts and Humanities, 1(1), 83–89. https://doi.org/10.55544/ijrah.1.1.12

[48] Ashwini Shivarudra. (2022). Advanced Techniques in End-to-End Testing of Core Banking Solutions. International Journal of Research Radicals in Multidisciplinary Fields, ISSN: 2960-043X, 1(2), 112–124. Retrieved from https://www.researchradicals.com/index.php/rr/article/view/121

[49] Shivarudra, A. (2022). Implementing Agile Testing Methodologies in Banking Software Project. Journal for Research in Applied Sciences and Biotechnology, 1(4), 215–225. https://doi.org/10.55544/jrasb.1.4.32

[50] Bhatt, S. (2021). Optimizing SAP Migration Strategies to AWS: Best Practices and Lessons Learned. Integrated Journal for Research in Arts and Humanities, 1(1), 74–82. https://doi.org/10.55544/ijrah.1.11

[51] Bhatt, S. (2022). Enhancing SAP System Performance on AWS with Advanced HADR Techniques. Stallion Journal for Multidisciplinary Associated Research Studies, 1(4), 24–35. https://doi.org/10.55544/sjmars.1.4.6

[52] Bhatt, S., & Narne, S. (2023). Streamlining OS/DB Migrations for SAP Environments: A Comparative Analysis of Tools and Methods. Stallion Journal for Multidisciplinary Associated Research Studies, 2(4), 14–27. https://doi.org/10.55544/sjmars.2.4.3

[53] Bhatt, S. (2023). Implementing SAP S/4HANA on AWS: Challenges and solutions for large enterprises. International Journal of Computer Science and Mobile Computing, 12(10), 71–88. https://doi.org/10.47760/ijcsmc.2023.v12i10.007

[54] Sachin Bhatt, " Innovations in SAP Landscape Optimization Using Cloud-Based Architectures, IInternational Journal of Scientific Research in Computer Science, Engineering and Information Technology(IJSRCSEIT), ISSN : 2456-3307, Volume 6, Issue 2, pp.579-590, March-April-2020.

[55] Bhatt, S. (2022). Leveraging AWS tools for high availability and disaster recovery in SAP applications. International Journal of Scientific Research in Science, Engineering and Technology, 9(2), 482–496. https://doi.org/10.32628/IJSRSET2072122

[56] Bhatt, S. (2021). A comprehensive guide to SAP data center migrations: Techniques and case studies. International Journal of Scientific Research in Science, Engineering and Technology, 8(5), 346–358. https://doi.org/10.32628/IJSRSET2310630

ISSN (Online): 2583-3340 Volume-3 Issue-3 || June 2024 || PP. 74-91

[57] Bhatt, S. (2023). Integrating Non-SAP Systems with SAP Environments on AWS: Strategies for Seamless Operations. Journal for Research in Applied Sciences and Biotechnology, 2(6), 292–305. https://doi.org/10.55544/jrasb.2.6.41

[58] Sachin Bhatt. (2024). Security and Compliance Considerations for Running SAP Systems on AWS. Journal of Sustainable Solutions, 1(4), 72–86. https://doi.org/10.36676/j.sust.sol.v1.i4.36

[59] Paulraj, B. (2023). Enhancing Data Engineering Frameworks for Scalable Real-Time Marketing Solutions. Integrated Journal for Research in Arts and Humanities, 3(5), 309–315. https://doi.org/10.55544/ijrah.3.5.34

[60] Paulraj, B. (2023). Optimizing telemetry data processing pipelines for large-scale gaming platforms. International Journal of Scientific Research in Science, Engineering and Technology, 9(1), 401. https://doi.org/10.32628/IJSRSET23103132

[61] Balachandar Paulraj. (2024). LEVERAGING MACHINE LEARNING FOR IMPROVED SPAM DETECTION IN ONLINE NETWORKS. Universal Research Reports, 11(4), 258–273. https://doi.org/10.36676/urr.v11.i4.1364

[62] Paulraj, B. (2022). Building Resilient Data Ingestion Pipelines for Third-Party Vendor Data Integration. Journal for Research in Applied Sciences and Biotechnology, 1(1), 97–104. https://doi.org/10.55544/jrasb.1.1.14

[63] Paulraj, B. (2022). The Role of Data Engineering in Facilitating Ps5 Launch Success: A Case Study. International Journal on Recent and Innovation Trends in Computing and Communication, 10(11), 219–225. https://doi.org/10.17762/ijritcc.v10i11.11145

[64] Balachandar Paulraj. (2021). Implementing Feature and Metric Stores for Machine Learning Models in the GamingIndustry. EuropeanEconomicLetters(EEL), 11(1).Retrievedfromhttps://www.eelet.org.uk/index.php/journal/article/view/1924

[65] Balachandar Paulraj. (2024). SCALABLE ETL PIPELINES FOR TELECOM BILLING SYSTEMS: A COMPARATIVE STUDY. Darpan International Research Analysis, 12(3), 555–573. https://doi.org/10.36676/dira.v12.i3.107

[66] Balachandar Paulraj. (2023). Data-Driven Decision Making in Gaming Platforms: Metrics and Strategies. International Journal of Research Radicals in Multidisciplinary Fields, ISSN: 2960-043X, 2(2), 81–93. Retrieved from https://www.researchradicals.com/index.php/rr/article/view/116

[67] Alok Gupta. (2024). The Impact of AI Integration on Efficiency and Performance in Financial Software Development. International Journal of Intelligent Systems and Applications in Engineering, 12(22s), 185–193. Retrieved from https://ijisae.org/index.php/IJISAE/article/view/6408

[68] Alok Gupta. (2021). Reducing Bias in Predictive Models Serving Analytics Users: Novel Approaches and their Implications. International Journal on Recent and Innovation Trends in Computing and Communication, 9(11), 23–30. Retrieved from https://ijritcc.org/index.php/ijritcc/article/view/11108

[69] Gupta, A., Selvaraj, P., Singh, R. K., Vaidya, H., & Nayani, A. R. (2022). The Role of Managed ETL Platforms in Reducing Data Integration Time and Improving User Satisfaction. Journal for Research in Applied Sciences and Biotechnology, 1(1), 83–92. https://doi.org/10.55544/jrasb.1.1.12

[70] Prassanna Selvaraj. (2024). Implementation of an Airline Ticket Booking System Utilizing Object-Oriented Programming and Its Techniques. International Journal of Intelligent Systems and Applications in Engineering, 12(11s), 694–705. Retrieved from https://ijisae.org/index.php/IJISAE/article/view/6856

[71] Selvaraj, P. . (2022). Library Management System Integrating Servlets and Applets Using SQL Library Management System Integrating Servlets and Applets Using SQL database. International Journal on Recent and Innovation Trends in Computing and Communication, 10(4), 82–89. https://doi.org/10.17762/ijritcc.v10i4.11109

[72] Prassanna Selvaraj, Ravi Kumar Singh, Harsh Vaidya, Aravind Reddy Nayani, Alok Gupta. (2024). INTEGRATING FLYWEIGHT DESIGN PATTERN AND MVC IN THE DEVELOPMENT OF WEB APPLICATIONS. International Journal of Communication Networks and Information Security (IJCNIS), 15(1), 245–249. Retrieved from https://www.ijcnis.org/index.php/ijcnis/article/view/7068

[73] Ravi Kumar Singh, Harsh Vaidya, Aravind Reddy Nayani, Alok Gupta, & Prassanna Selvaraj. (2024). Development of Student Result Management System Using Java as Backend. International Journal of Communication Networks and Information Security (IJCNIS), 16(1 (Special Issue), 1109–1121. Retrieved from https://www.ijcnis.org/index.php/ijcnis/article/view/6983

[74] Ravi Kumar Singh, Harsh Vaidya, Aravind Reddy Nayani, Alok Gupta, Prassanna Selvaraj. (2024). AI-Driven Machine Learning Techniques and Predictive Analytics for Optimizing Retail Inventory Management Systems. European Economic Letters (EEL), 13(1), 410–425. https://doi.org/10.52783/eel.v14i3.1903

[75] Singh, R. K., Vaidya, H., Nayani, A. R., Gupta, A., & Selvaraj, P. (2024). AI-driven multi-modal demand forecasting: Combining social media sentiment with economic indicators and market trends. Journal of Informatics Education and Research, 4(3).

[76] Harsh Vaidya, Aravind Reddy Nayani, Alok Gupta, Prassanna Selvaraj, & Ravi Kumar Singh. (2024). The Impact of Emerging Technologies (e.g., AI, Blockchain, IoT) on Conceptualizing and Delivering New Business Offerings. Journal of

ISSN (Online): 2583-3340

Volume-3 Issue-3 || June 2024 || PP. 74-91

https://doi.org/10.55544/sjmars.3.3.10

Computational Analysis and Applications (JoCAAA), 33(05), 233–242. Retrieved from https://www.eudoxuspress.com/index.php/pub/article/view/493

[77] Vaidya, H., Nayani, A. R., Gupta, A., Selvaraj, P., & Singh, R. K. (2020). Effectiveness and future trends of cloud computing platforms. Tuijin Jishu/Journal of Propulsion Technology, 41(3). https://doi.org/10.52783/tjjpt.v45.i03.7820

[78] Harsh Vaidya, Aravind Reddy Nayani, Alok Gupta, Prassanna Selvaraj, & Ravi Kumar Singh. (2023). Using OOP Concepts for the Development of a Web-Based Online Bookstore System with a Real-Time Database. International Journal for Research Publication and Seminar, 14(5), 253–274. https://doi.org/10.36676/jrps.v14.i5.1502

[79] Aravind Reddy Nayani, Alok Gupta, Prassanna Selvaraj, Ravi Kumar Singh, Harsh Vaidya. (2024). Chatbot Detection with the Help of Artificial Intelligence. International Journal of Multidisciplinary Innovation and Research Methodology, ISSN: 2960-2068, 3(3), 1–16. Retrieved from https://ijmirm.com/index.php/ijmirm/article/view/114

[80] Aravind Reddy Nayani, Alok Gupta, Prassanna Selvaraj, Ravi Kumar Singh, & Harsh Vaidya. (2019). Search and Recommendation Procedure with the Help of Artificial Intelligence. International Journal for Research Publication and Seminar, 10(4), 148–166. https://doi.org/10.36676/jrps.v10.i4.1503

[81] Aravind Reddy Nayani, Alok Gupta, Prassanna Selvaraj, Ravi Kumar Singh, Harsh Vaidya. (2023). Online Bank Management System in Eclipse IDE: A Comprehensive Technical Study. European Economic Letters (EEL), 13(3), 2095–2113. Retrieved from https://www.eelet.org.uk/index.php/journal/article/view/1874

[82] Harshita Cherukuri. (2024). The Impact of Agile Development Strategies on Team Productivity in Full Stack Development Projects. International Journal of Intelligent Systems and Applications in Engineering, 12(22s), 175 –. Retrieved from https://ijisae.org/index.php/IJISAE/article/view/6407

[83] Sagar Shukla. (2021). Integrating Data Analytics Platforms with Machine Learning Workflows: Enhancing Predictive Capability and Revenue Growth. International Journal on Recent and Innovation Trends in Computing and Communication, 9(12), 63–74. Retrieved from https://ijritcc.org/index.php/ijritcc/article/view/11119

[84] Sneha Aravind. (2021). Integrating REST APIs in Single Page Applications using Angular and TypeScript. International Journal of Intelligent Systems and Applications in Engineering, 9(2), 81 –. Retrieved from https://ijisae.org/index.php/IJISAE/article/view/6829

[85] Anaswara Thekkan Rajan. (2024). Leveraging AWS Full Stack Development Platform for Scalable and Reliable Enterprise Applications. International Journal of Intelligent Systems and Applications in Engineering, 12(17s), 830 –. Retrieved from https://ijisae.org/index.php/IJISAE/article/view/6930

[86] Sachin Bhatt, " A Comprehensive Guide to SAP Data Center Migrations: Techniques and Case Studies, International Journal of Scientific Research in Science, Engineering and Technology(IJSRSET), Print ISSN : 2395-1990, Online ISSN : 2394-4099, Volume 8, Issue 5, pp.346-358, September-October-2021. Available at doi : https://doi.org/10.32628/IJSRSET2310630

[87] Bhatt, S. (2021). A comprehensive guide to SAP data center migrations: Techniques and case studies. International Journal of Scientific Research in Science, Engineering and Technology (IJSRSET), 8(5), 346–358. https://doi.org/10.32628/IJSRSET2310630

[88] Bhatt, S. (2023). Implementing SAP S/4HANA on AWS: Challenges and solutions for large enterprises. International Journal of Computer Science and Mobile Computing, 12(10), 71–88.

[89] Rinkesh Gajera. (2024). Comparative Analysis of Primavera P6 and Microsoft Project: Optimizing Schedule Management in Large-Scale Construction Projects. International Journal on Recent and Innovation Trends in Computing and Communication, 12(2), 961–972. Retrieved from https://www.ijritcc.org/index.php/ijritcc/article/view/11164

[90] Rinkesh Gajera, "Leveraging Procore for Improved Collaboration and Communication in Multi-Stakeholder Construction Projects", International Journal of Scientific Research in Civil Engineering (IJSRCE), ISSN : 2456-6667, Volume 3, Issue 3, pp.47-51, May-June.2019

[91] Rinkesh Gajera , "Integrating Power Bi with Project Control Systems: Enhancing Real-Time Cost Tracking and Visualization in Construction", International Journal of Scientific Research in Civil Engineering (IJSRCE), ISSN : 2456-6667, Volume 7, Issue 5, pp.154-160, September-October.2023 URL : https://ijsrce.com/IJSRCE123761

[92] Rinkesh Gajera, "The Impact of Smartpm's Ai-Driven Analytics on Predicting and Mitigating Schedule Delays in Complex Infrastructure Projects", Int J Sci Res Sci Eng Technol, vol. 11, no. 5, pp. 116–122, Sep. 2024, Accessed: Oct. 02, 2024. [Online]. Available: https://ijsrset.com/index.php/home/article/view/IJSRSET24115101

[93] Rinkesh Gajera. (2024). IMPROVING RESOURCE ALLOCATION AND LEVELING IN CONSTRUCTION PROJECTS: A COMPARATIVE STUDY OF AUTOMATED TOOLS IN PRIMAVERA P6 AND MICROSOFT PROJECT. International Journal of Communication Networks and Information Security (IJCNIS), 14(3), 409–414. Retrieved from https://ijcnis.org/index.php/ijcnis/article/view/7255

[94] Gajera, R. (2024). Enhancing risk management in construction projects: Integrating Monte Carlo simulation with Primavera risk analysis and PowerBI dashboards. Bulletin of Pure and Applied Sciences-Zoology, 43B(2s).

[95] Gajera, R. (2024). The role of machine learning in enhancing cost estimation accuracy: A study using historical data from project control software. Letters in High Energy Physics, 2024, 495-500.

ISSN (Online): 2583-3340 Volume-3 Issue-3 || June 2024 || PP. 74-91

[96] Rinkesh Gajera. (2024). The Impact of Cloud-Based Project Control Systems on Remote Team Collaboration and Project Performance in the Post-Covid Era. International Journal of Research and Review Techniques, 3(2), 57–69. Retrieved from https://ijrrt.com/index.php/ijrrt/article/view/204

[97] Rinkesh Gajera, 2023. Developing a Hybrid Approach: Combining Traditional and Agile Project Management Methodologies in Construction Using Modern Software Tools, ESP Journal of Engineering & Technology Advancements 3(3): 78-83.

[98] Gajera, R. (2023). Evaluating the effectiveness of earned value management (EVM) implementation using integrated project control software suites. Journal of Computational Analysis and Applications, 31(4), 654-658.

[99] Paulraj, B. (2023). Enhancing Data Engineering Frameworks for Scalable Real-Time Marketing Solutions. Integrated Journal for Research in Arts and Humanities, 3(5), 309–315. https://doi.org/10.55544/ijrah.3.5.34

[100] Paulraj, B. (2023). Optimizing telemetry data processing pipelines for large-scale gaming platforms. International Journal of Scientific Research in Science, Engineering and Technology, 10(31), 401. https://doi.org/10.32628/IJSRSET23103132

[101] Balachandar Paulraj. (2024). LEVERAGING MACHINE LEARNING FOR IMPROVED SPAM DETECTION IN ONLINE NETWORKS. Universal Research Reports, 11(4), 258–273. https://doi.org/10.36676/urr.v11.i4.1364

[102] Paulraj, B. (2022). Building Resilient Data Ingestion Pipelines for Third-Party Vendor Data Integration. Journal for Research in Applied Sciences and Biotechnology, 1(1), 97–104. https://doi.org/10.55544/jrasb.1.1.14

[103] Paulraj, B. (2022). The Role of Data Engineering in Facilitating Ps5 Launch Success: A Case Study. International Journal on Recent and Innovation Trends in Computing and Communication, 10(11), 219–225. https://doi.org/10.17762/ijritcc.v10i11.11145

[104] Paulraj, B. (2019). Automating resource management in big data environments to reduce operational costs. Tuijin Jishu/Journal of Propulsion Technology, 40(1). https://doi.org/10.52783/tjjpt.v40.i1.7905

[105] Balachandar Paulraj. (2021). Implementing Feature and Metric Stores for Machine Learning Models in the GamingIndustry. EuropeanEconomicLetters(EEL), 11(1).Retrievedfromhttps://www.eelet.org.uk/index.php/journal/article/view/1924

[106] Balachandar Paulraj. (2024). SCALABLE ETL PIPELINES FOR TELECOM BILLING SYSTEMS: A COMPARATIVE STUDY. Darpan International Research Analysis, 12(3), 555–573. https://doi.org/10.36676/dira.v12.i3.107

[107] Ankur Mehra, Sachin Bhatt, Ashwini Shivarudra, Swethasri Kavuri, Balachandar Paulraj. (2024). Leveraging Machine Learning and Data Engineering for Enhanced Decision-Making in Enterprise Solutions. International Journal of Communication Networks and Information Security (IJCNIS), 16(2), 135–150. Retrieved from https://www.ijcnis.org/index.php/ijcnis/article/view/6989

[108] Bhatt, S., Shivarudra, A., Kavuri, S., Mehra, A., & Paulraj, B. (2024). Building scalable and secure data ecosystems for multi-cloud architectures. Letters in High Energy Physics, 2024(212).

[109] Balachandar Paulraj. (2024). Innovative Strategies for Optimizing Operational Efficiency in Tech-Driven Organizations. International Journal of Intelligent Systems and Applications in Engineering, 12(20s), 962 –. Retrieved from https://ijisae.org/index.php/IJISAE/article/view/6879.

[110] Bhatt, S. (2020). Leveraging AWS tools for high availability and disaster recovery in SAP applications. International Journal of Scientific Research in Science, Engineering and Technology, 7(2), 482-496. https://doi.org/10.32628/IJSRSET2072122

[111] Bhatt, S. (2023). A comprehensive guide to SAP data center migrations: Techniques and case studies. International Journal of Scientific Research in Science, Engineering and Technology, 10(6), 346-358. https://doi.org/10.32628/IJSRSET2310630

[112] Bhatt, S. (2021). Optimizing SAP Migration Strategies to AWS: Best Practices and Lessons Learned. Integrated Journal for Research in Arts and Humanities, 1(1), 74–82. https://doi.org/10.55544/ijrah.1.1.11

[113] Bhatt, S. (2022). Enhancing SAP System Performance on AWS with Advanced HADR Techniques. Stallion Journal for Multidisciplinary Associated Research Studies, 1(4), 24–35. https://doi.org/10.55544/sjmars.1.4.6

[114] Bhatt, S., & Narne, S. (2023). Streamlining OS/DB Migrations for SAP Environments: A Comparative Analysis of Tools and Methods. Stallion Journal for Multidisciplinary Associated Research Studies, 2(4), 14–27. https://doi.org/10.55544/sjmars.2.4.3

[115] Sachin Bhatt, "Innovations in SAP Landscape Optimization Using Cloud-Based Architectures, IInternational Journal of Scientific Research in Computer Science, Engineering and Information Technology(IJSRCSEIT), ISSN : 2456-3307, Volume 6, Issue 2, pp.579-590, March-April-2020.

[116] Sachin Bhatt. (2024). Best Practices for Designing Scalable REST APIs in Cloud Environments. Journal of Sustainable Solutions, 1(4), 48–71. https://doi.org/10.36676/j.sust.sol.v1.i4.2.

[117] Kavuri, S., & Narne, S. (2020). Implementing effective SLO monitoring in high-volume data processing systems. International Journal of Scientific Research in Computer Science, Engineering and Information Technology, 5(6), 558. https://doi.org/10.32628/CSEIT206479

ISSN (Online): 2583-3340 Volume-3 Issue-3 || June 2024 || PP. 74-91

[118] Kavuri, S., & Narne, S. (2023). Improving performance of data extracts using window-based refresh strategies. International Journal of Scientific Research in Science, Engineering and Technology, 10(6), 359. https://doi.org/10.32628/IJSRSET2310631

[119] Kavuri, S. (2024). Automation in distributed shared memory testing for multi-processor systems. International Journal of Scientific Research in Science, Engineering and Technology, 12(4), 508. https://doi.org/10.32628/IJSRSET12411594

[120] Swethasri Kavuri, "Integrating Kubernetes Autoscaling for Cost Efficiency in Cloud Services", Int. J. Sci. Res. Comput. Sci. Eng. Inf. Technol, vol. 10, no. 5, pp. 480–502, Oct. 2024, doi: 10.32628/CSEIT241051038.

[121] Swethasri Kavuri. (2024). Leveraging Data Pipelines for Operational Insights in Enterprise Software. International Journal of Intelligent Systems and Applications in Engineering, 12(10s), 661–682. Retrieved from https://ijisae.org/index.php/IJISAE/article/view/6981

[122] Swethasri Kavuri, "Advanced Debugging Techniques for Multi-Processor Communication in 5G Systems, International Journal of Scientific Research in Computer Science, Engineering and Information Technology(IJSRCSEIT), ISSN : 2456-3307, Volume 9, Issue 5, pp.360-384, September-October-2023. Available at doi : https://doi.org/10.32628/CSEIT239071

[123] Swethasri Kavuri. (2022). Optimizing Data Refresh Mechanisms for Large-Scale Data Warehouses. International Journal of Communication Networks and Information Security (IJCNIS), 14(2), 285–305. Retrieved from https://www.ijcnis.org/index.php/ijcnis/article/view/7413

[124] Mehra, A. (2023). Strategies for scaling EdTech startups in emerging markets. International Journal of Communication Networks and Information Security, 15(1), 259–274. https://ijcnis.org

[125] Mehra, A. (2021). The impact of public-private partnerships on global educational platforms. Journal of Informatics Education and Research, 1(3), 9–28. http://jier.org

[126] Ankur Mehra. (2019). Driving Growth in the Creator Economy through Strategic Content Partnerships. International Journal for Research Publication and Seminar, 10(2), 118–135. https://doi.org/10.36676/jrps.v10.i2.1519

[127] Mehra, A. (2023). Leveraging Data-Driven Insights to Enhance Market Share in the Media Industry. Journal for Research in Applied Sciences and Biotechnology, 2(3), 291–304. https://doi.org/10.55544/jrasb.2.3.37.

[128] Ankur Mehra. (2022). Effective Team Management Strategies in Global Organizations. Universal Research Reports, 9(4), 409–425. https://doi.org/10.36676/urr.v9.i4.1363

[129] Mehra, A. (2023). Innovation in brand collaborations for digital media platforms. IJFANS International Journal of Food and Nutritional Sciences, 12(6), 231. https://doi.org/10.XXXX/xxxxx

[130] Ankur Mehra. (2022). The Role of Strategic Alliances in the Growth of the Creator Economy. European Economic Letters (EEL), 12(1). Retrieved from https://www.eelet.org.uk/index.php/journal/article/view/1925

[131] Ankur Mehra. (2024). The Digital Content Distribution Trends in Emerging Market. International Journal of Multidisciplinary Innovation and Research Methodology, ISSN: 2960-2068, 3(3), 221–238. Retrieved from https://ijmirm.com/index.php/ijmirm/article/view/130

[132] Reddy, V. V. K., & Reddy, K. K. (2024). Electric cars meet AI: Machine learning revolutionizing the future of transportation. International Journal of Communication Networks and Information Security, 16(2), 157–160. https://ijcnis.org/index.php/ijcnis/article/view/7367

[133] Bizel, G., Parmar, C., Singh, K., Teegala, S., & Voddi, V. K. R. (2021). Cultural health moments: A search analysis during times of heightened awareness to identify potential interception points with digital health consumers. Journal of Economics and Management Sciences, 4(4), 35. https://doi.org/10.30560/jems.v4n4p35

[134] Saoji, R., Nuguri, S., Shiva, K., Etikani, P., & Bhaskar, V. V. S. R. (2019). Secure federated learning framework for distributed AI model training in cloud environments. International Journal of Open Publication and Exploration (IJOPE), 7(1), 31. Available online at https://ijope.com.

[135] Savita Nuguri, Rahul Saoji, Krishnateja Shiva, Pradeep Etikani, & Vijaya Venkata Sri Rama Bhaskar. (2021). OPTIMIZING AI MODEL DEPLOYMENT IN CLOUD ENVIRONMENTS: CHALLENGES AND SOLUTIONS. International Journal Research Publication and Seminar, 12(2), 159-168. for https://doi.org/10.36676/jrps.v12.i2.1461.

[136] Kaur, J., Choppadandi, A., Chenchala, P. K., Nuguri, S., & Saoji, R. (2022). Machine learning-driven IoT systems for precision agriculture: Enhancing decision-making and efficiency. Webology, 19(6), 2158. Retrieved from http://www.webology.org.

[137] Lohith Paripati, Varun Nakra, Pandi Kirupa Gopalakrishna Pandian, Rahul Saoji, Bhanu Devaguptapu. (2023). Exploring the Potential of Learning in Credit Scoring Models for Alternative Lending Platforms. European Economic Letters (EEL), 13(4), 1331–1241. https://doi.org/10.52783/eel.v13i4.1799.

[138] Etikani, P., Bhaskar, V. V. S. R., Nuguri, S., Saoji, R., & Shiva, K. (2023). Automating machine learning workflows with cloud-based pipelines. International Journal of Intelligent Systems and Applications in Engineering, 11(1), 375–382. https://doi.org/10.48047/ijisae.2023.11.1.37

ISSN (Online): 2583-3340 Volume-3 Issue-3 || June 2024 || PP. 74-91

[139] Etikani, P., Bhaskar, V. V. S. R., Palavesh, S., Saoji, R., & Shiva, K. (2023). AI-powered algorithmic trading strategies in the stock market. International Journal of Intelligent Systems and Applications in Engineering, 11(1), 264–277. https://doi.org/10.1234/ijsdip.org_2023-Volume-11-Issue-1_Page_264-272.

[140] Saoji, R., Nuguri, S., Shiva, K., Etikani, P., & Bhaskar, V. V. S. R. (2021). Adaptive AI-based deep learning models for dynamic control in software-defined networks. International Journal of Electrical and Electronics Engineering (IJEEE), 10(1), 89–100. ISSN (P): 2278–9944; ISSN (E): 2278–9952

[141] Varun Nakra, Arth Dave, Savitha Nuguri, Pradeep Kumar Chenchala, Akshay Agarwal. (2023). Robo-Advisors in Wealth Management: Exploring the Role of AI and ML in Financial Planning. European Economic Letters (EEL), 13(5), 2028–2039. Retrieved from https://www.eelet.org.uk/index.php/journal/article/view/1514

[142] Pradeep Kumar Chenchala. (2023). Social Media Sentiment Analysis for Enhancing Demand Forecasting Models Using Machine Learning Models. International Journal on Recent and Innovation Trends in Computing and Communication, 11(6), 595–601. Retrieved from https://www.ijritcc.org/index.php/ijritcc/article/view/10762.

[143] Varun Nakra. (2023). Enhancing Software Project Management and Task Allocation with AI and Machine Learning. International Journal on Recent and Innovation Trends in Computing and Communication, 11(11), 1171–1178. Retrieved from https://www.ijritcc.org/index.php/ijritcc/article/view/10684

[144] Lindiawati, Indrianawati, Astuti, S. W., Nuguri, S., Saoji, R., Devaguptapu, B., & Prasad, N. (2023). The Information Quality of Corporate Social Responsibility in Leveraging Banks CSR Reputation: A Study of Indonesian Banks. International Journal for Research Publication and Seminar, 14(5), 196–213. https://doi.org/10.36676/jrps.v14.i5.144.

[145] Krishnateja Shiva, Pradeep Etikani, Vijaya Venkata Sri Rama Bhaskar, Savitha Nuguri, Arth Dave. (2024). Explainable Ai for Personalized Learning: Improving Student Outcomes. International Journal of Multidisciplinary Innovation and Research Methodology, ISSN: 2960-2068, 3(2), 198–207. Retrieved from https://ijmirm.com/index.php/ijmirm/article/view/100

[146] Varun Nakra. (2024). AI-Driven Predictive Analytics for Business Forecasting and Decision Making. International Journal on Recent and Innovation Trends in Computing and Communication, 12(2), 270–282. Retrieved from https://ijritcc.org/index.php/ijritcc/article/view/10619

[147] Agarwal, A., Devaguptapu, B., Saoji, R., Naguri, S., & Avacharmal, R. (2024). Implementing artificial intelligence in salon management: Revolutionizing customer relationship management at PK Salon. Journal Name, 45(2), 1700.

[148] Avacharmal, R., Agarwal, A., Devaguptapu, B., Saoji, R., & Naguri, S. (2024). Implementing artificial intelligence in salon management: Revolutionizing customer relationship management at PK Salon. Journal of Propulsion Technology, 45(2), 1700-1712.

[149] Harishbhai Tilala M, Kumar Chenchala P, Choppadandi A, Kaur J, Naguri S, Saoji R, Devaguptapu B. Ethical Considerations in the Use of Artificial Intelligence and Machine Learning in Health Care: A Comprehensive Review. Cureus.16(6):e62443. doi: 10.7759/cureus.62443. PMID: 39011215; PMCID: PMC11249277.Jun 15, 2024.

[150] Kavuri, S., & Narne, S. (2020). Implementing effective SLO monitoring in high-volume data processing systems. International Journal of Scientific Research in Computer Science, Engineering and Information Technology, 6(2), 558. http://ijsrcseit.com

[151] Kavuri, S., & Narne, S. (2021). Improving performance of data extracts using window-based refresh strategies. International Journal of Scientific Research in Science, Engineering and Technology, 8(5), 359-377. https://doi.org/10.32628/IJSRSE.

[152] Narne, S. (2023). Predictive analytics in early disease detection: Applying deep learning to electronic health records. African Journal of Biological Sciences, 5(1), 70–101. https://doi.org/10.48047/AFJBS.5.1.2023.

[153] Bhatt, S., & Narne, S. (2023). Streamlining OS/DB Migrations for SAP Environments: A Comparative Analysis of Tools and Methods. Stallion Journal for Multidisciplinary Associated Research Studies, 2(4), 14–27. https://doi.org/10.55544/sjmars.2.4.3.

[154] Narne, S. (2024). The impact of telemedicine adoption on patient satisfaction in major hospital chains. Bulletin of Pure and Applied Sciences-Zoology, 43B(2s).

[155] Narne, S. (2022). AI-driven drug discovery: Accelerating the development of novel therapeutics. International Journal on Recent and Innovation Trends in Computing and Communication, 10(9), 196. http://www.ijritcc.org

[156] Sri Sai Subramanyam Challa. (2024). Leveraging AI for Risk Management in Computer System Validation. International Journal of Multidisciplinary Innovation and Research Methodology, ISSN: 2960-2068, 3(2), 145–153. Retrieved from https://ijmirm.com/index.php/ijmirm/article/view/95 D.O.I10.53555/ecb.v9:i4.17671

[157] Tilala, M., Challa, S. S. S., Chawda, A. D., Benke, A. P., & Sharma, S. (2024). Analyzing the role of real-world evidence (RWE) in supporting regulatory decision-making and post-marketing surveillance. African Journal of Biological Sciences, 6(14), 3060-3075. https://doi.org/10.48047/AFJBS.6.14.2024.3060-3075

[158] Ashok Choppadandi. (2022). Exploring the Potential of Blockchain Technology in Enhancing Supply Chain Transparency and Compliance with Good Distribution Practices (GDP). International Journal on Recent and Innovation

ISSN (Online): 2583-3340

Volume-3 Issue-3 || June 2024 || PP. 74-91

10(12), 336-343. Trends Computing and Communication, Retrieved from in https://www.ijritcc.org/index.php/ijritcc/article/view/10981 [159] Challa, S. S. S., Tilala, M., Chawda, A. D., & Benke, A. P. (2023). Investigating the impact of AI-assisted drug discovery on the efficiency and cost-effectiveness of pharmaceutical R&D. Journal of Cardiovascular Disease Research, 14(10), 2244. [160] Challa, S. S. S., Tilala, M., Chawda, A. D., & Benke, A. P. (2022). Quality Management Systems in Regulatory Affairs: Implementation Challenges and Solutions. Journal for Research in Applied Sciences and Biotechnology, 1(3), 278-284. https://doi.org/10.55544/jrasb.1.3.36 [161] Challa, S. S. S., Chawda, A. D., Benke, A. P., & Tilala, M. (2024). Streamlining Change Control Processes in Regulatory Affairs: Best Practices and Case Studies. Integrated Journal for Research in Arts and Humanities, 4(4), 67–75. https://doi.org/10.55544/ijrah.4.4.12 [162] platelet-derived growth factors by normal human mesothelial cells and mesothelioma cell lines. Cancer research, 47(23), 6180-6184. [163] Gerwin, D. (1993). Manufacturing flexibility: a strategic perspective. Management science, 39(4), 395-410. [164] Gummesson. E. (1994). Service management: an evaluation and the future. International Journal of Industry management services, 5(1), 77-96. [165] Guzman, R., Chepfer, H., Noel, V., Vaillant De Guélis, T., Kay, J.E., Raberanto, P., & Winker, [166] D. M. (2017). Direct atmosphere opacity observations from CALIPSO provide new constraints on cloud-radiation interactions. Journal of Geophysical Research: Atmospheres, 122(2), 1066-1085. [167] Kaplan, R.S., & Norton, D.P. (1996). Using the balanced scorecard as a strategic management system. [168] Kotler, P., & Kevin, L.K. (2009). Marketing Management. Erlangga: Jakarta, 1(13). Lupiyoadi, C. (2013). Competency based Service Marketing Management. Jakarta: Salemba [169] Empat, 3 [170] Nguyen, N., & Leblanc, G. (2001). Corporate image and corporate reputation in customers' retention decisions in services. Journal of retailing and Consumer Services, 8(4), 227-236. [171] Slater D. (1997). Consumer culture and the politics of need. Buy this book: Studies in advertising and consumption, 51-63. [172] Solomon, M.R. (2002). Consumer Behavior: Buying. Having and Being. 4th Ed. New Jersey 07548: Prentice Hall. [173] Vidal-Salazar, M.D., Cordón-Pozo, E., & De La Torre-Ruiz, J.M. (2016). Flexibility of benefit systems and firms' attraction and retention capacities. Employee Relations, 38(4), 487-504. [174] Woodruff, R.B. (1997). Customer value: the next source for competitive advantage. Journal of the academy of marketing science, 25(2), 139-153. [175] Lytvyn, V., Vysotska, V., Dosyn, D., & Burov, Y. (2018). Method for ontology content and structure optimization, provided by a weighted conceptual graph. Webology, 15(2), 66-85. [176] (2021). Copy-move forgery detection technique based on discrete cosine transform blocks features. Neural Computing and Applications, 33, 4713-4727. [177] Kadam, K. D., Ahirrao, S., & Kotecha, K. (2022). Efficient approach towards detection and identification of copy move and image splicing forgeries using mask R-CNN with MobileNet V1.Computational Intelligence and Neuroscience, 2022. [178] Singh, G., & Singh, K. (2019). Video frame and region duplication forgery detection based on correlation coefficient and coefficient of variation. Multimedia Tools and Applications, 78, 11527-11562. [179] Al-Qershi, O. M., & Khoo, B. E. (2018). Evaluation of copy-move forgery detection: datasets and evaluation metrics. Multimedia Tools and Applications, 77, 31807-31833. [180]Prathyusha Nama, Purushotham Reddy, & Suprit Kumar Pattanayak. (2022). Cognitive Cloud Computing: Harnessing AI to Enable Proactive Fault Prediction and Resource Allocation in Complex Cloud Systems. Well Testing Journal, 31(1), 36-63. Retrieved from https://welltestingjournal.com/index.php/WT/article/view/112 [181]Nama, P. (2022). Cost management and optimization in automation infrastructure. Iconic Research and Engineering Journals, 5(12), 276-285. [182] Prathyusha Nama, Purushotham Reddy, & Guru Prasad Selvarajan. (2023). Leveraging Generative AI for Automated Test Case Generation: A Framework for Enhanced Coverage and Defect Detection. Well Testing Journal, 32(2), 74-91. Retrieved from https://welltestingjournal.com/index.php/WT/article/view/110 [183] Nama, P., Pattanayak, S., & Meka, H. S. (2023). AI-driven innovations in cloud computing: Transforming scalability, resource management, and predictive analytics in distributed systems. International Research Journal of Modernization in Engineering Technology and Science, 5(12), 4165. https://doi.org/10.56726/IRJMETS47900 [184] Nama, P., Pattanayak, S., & Meka, H. S. (2023). AI-driven innovations in cloud computing: Transforming scalability, resource management, and predictive analytics in distributed systems. International Research Journal of Modernization in Engineering Technology and Science, 5(12), 4165. https://doi.org/10.56726/IRJMETS47900

[185]Prathyusha Nama, Purushotham Reddy, & Guru Prasad Selvarajan. (2023). Intelligent Data Replication Strategies:

https://doi.org/10.55544/sjmars.3.3.10

Using AI to Enhance Fault Tolerance and Performance in Multi-Node Database Systems. Well Testing Journal, 32, 110–122. Retrieved from https://welltestingjournal.com/index.php/WT/article/view/111