



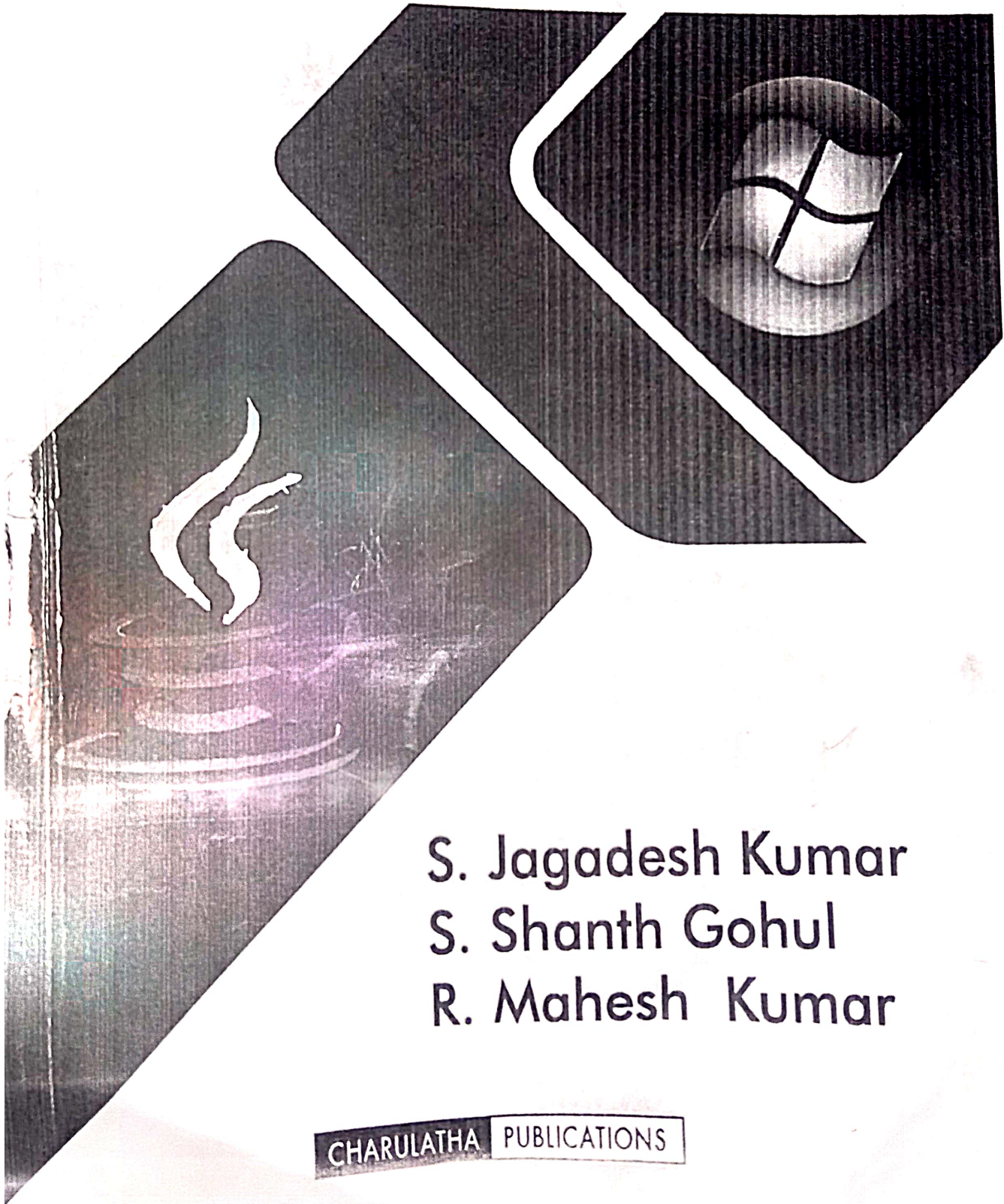
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KOVAIPUDUR, COIMBATORE - 42

**AQAR – 2023-2024**

**CRITERIA – III**

## **3.4.4 :BOOKS PUBLISHED**

# Programming in VB and Java



S. Jagadesh Kumar  
S. Shanth Gohul  
R. Mahesh Kumar

CHARULATHA PUBLICATIONS

Jan 24

### About the Authors



**Dr. P. Maheswari** is currently working as Head of the Department of Commerce with computer Applications in VIB Jannakrimal College of Arts and Science Coimbatore. Completed Post Graduation In CBM College of Arts and Science, PGDCA In Pondicherry University, Mphil in Alagappa University and Ph.D in Bharathiar University, part time research scholar. Has more than 20 Years of teaching experience, she is keen researcher. She has published more

than ten articles under various titles in referred journals both National and International. She is an editorial member Narain publication, Chennai. She has produced M.Phil scholars and she is a board of Studies member for the reputed institutions in Bharathiar University. Acted as Resource person for Seminars and Conferences. She has been recognized and awarded for her inequivalent service and contribution to the society in the field of education, by Global Vision Infocan Services Pvt Ltd Coimbatore. She has also served as a Senate member, Bharathiar University.



**Dr. A. Vennila** is working as Assistant professor (Commerce) in Avinashilingam Institute for Home Science and Higher Education For Women, Coimbatore. She has 13 years experience of teaching in Accounting, Marketing, Business, Corporate and other laws for under graduate, post graduate and professional levels.



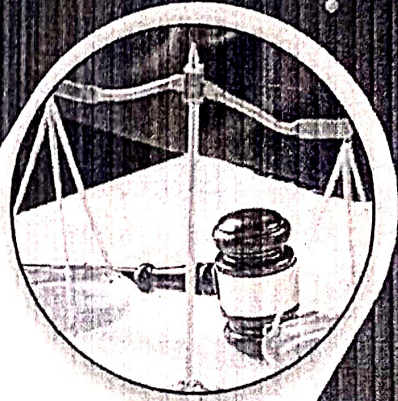
**Dr. P. Sudha** is currently working as an assistant professor with 9 years of experience teaching in corporate law, business law, financial management, and e-commerce at Michael Job College of Arts and Science for Women. She is interested in green marketing and has published research papers in Scopus-indexed and UGC journals.

**CORPORATE LAW AND PRACTICES**

Dr. P. Maheswari | Dr. A. Vennila | Dr. P. Sudha

# CORPORATE LAW AND PRACTICES

Dr. P. Maheswari | Dr. A. Vennila | Dr. P. Sudha

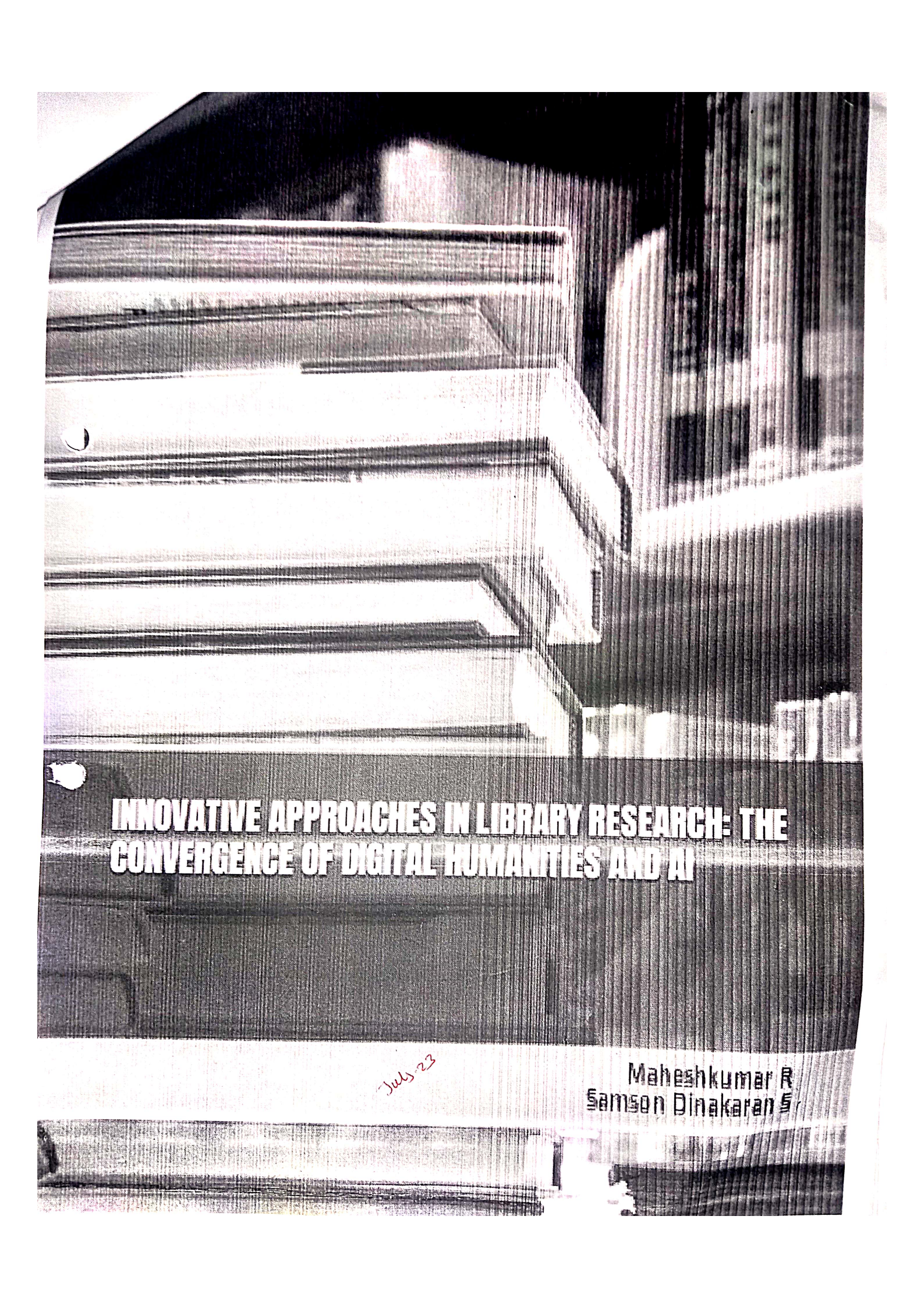


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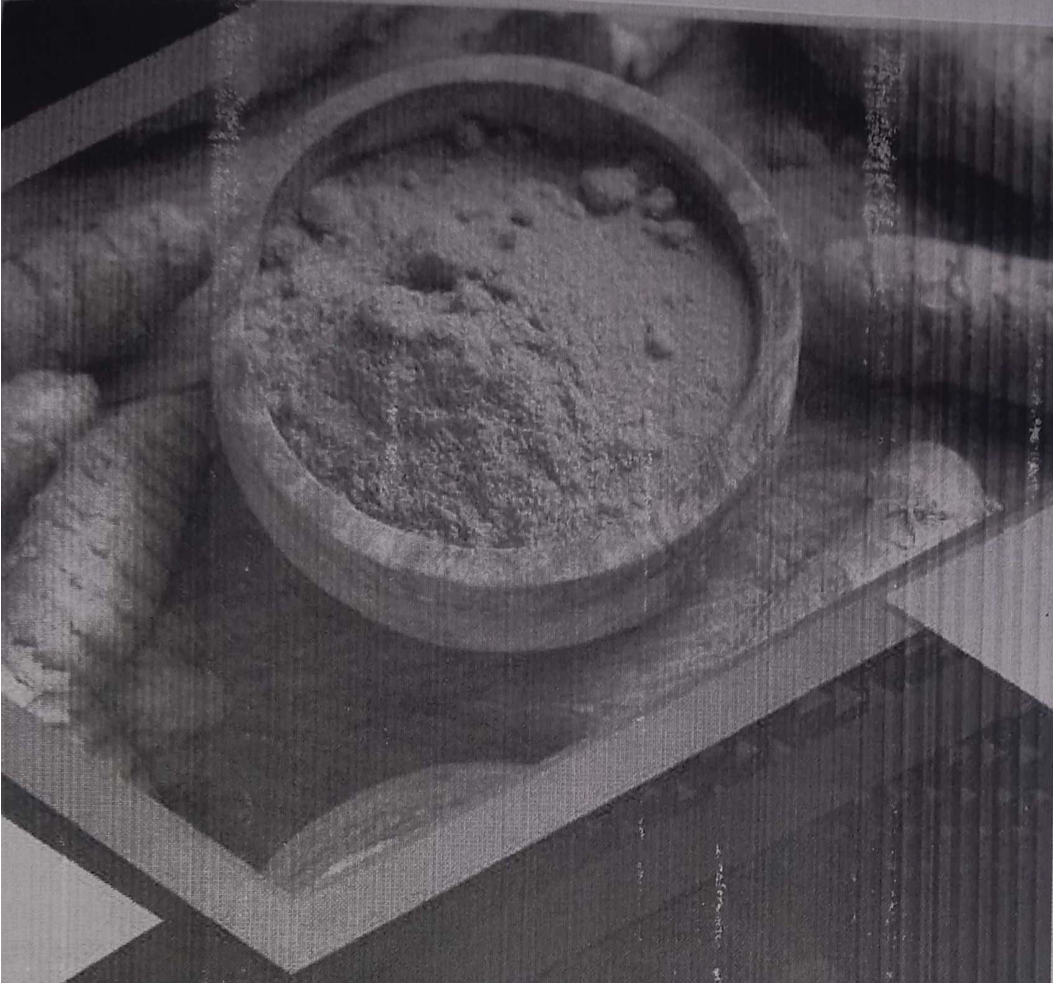
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**INNOVATIVE APPROACHES IN LIBRARY RESEARCH: THE  
CONVERGENCE OF DIGITAL HUMANITIES AND AI**

*July 23*

Maheshkumar R  
Samson Dinakaran S



**MARKETING PROBLEMS AND PROSPECTS OF TURMERIC**

Authors  
Dr. M. Sangeetha  
Dr. K. Brindha

**MARKETING PROBLEMS AND PROSPECTS OF TURMERIC**



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### **3.4.4 :CHAPTERS IN EDITED VOLUMES**

## Awareness of Greenwashing Amongst Youth

*Case of Palakkad District, Kerala*

Vini A.V. and Sindhuja R.

### Introduction

Greenwashing is when a company's environmental practices or the environmental benefits of a product or service are misrepresented to consumers. Greenwashing is a technique used in green marketing to persuade customers that a company uses environmentally friendly products, which have become increasingly popular in recent years. This study's main goal is to learn more about greenwashing and its impact on advertising, as well as consumer knowledge of environmental and public health issues. Green projects have gained traction in our society during the last few decades. The goal of this article was to learn more about college students' and customers' perceptions of greenwashing. Also, consider the societal implications. Green customers must be identified before the impact of greenwashing can be understood. Advertising has a critical role in this situation. As a result, an investigation of how corporations operate was made. As a result, an investigation into how corporate greenwashing is deceptive was undertaken. Do they bear any societal responsibilities? Are the goods that people buy environmentally friendly? Is the business ethical when it comes to advertising? Consumers began to use social media to protest greenwashing techniques a few years ago. Terrachoice outlined seven corporate sins related to deceptive green product advertising in reaction to this.

### Review of the Literature

1. Yu-Shan Chen et al. (2015) attempted to determine the negative impact of greenwashing on consumer purchase intention, as well as

## AN ARTIFICIAL INTELLIGENCE AND ITS ADVANCEMENT IN HEALTHCARE: AN ANALYSIS STUDY

Malavika M<sup>1</sup>, P. Deepan Babu<sup>2</sup>  
B. Sc IT Student<sup>1</sup>, Assistant Professor<sup>2</sup>  
Department of IT & CT  
VLB Janakiammal College of Arts and Science  
Coimbatore, Tamil Nadu, India  
mahemalu2@gmail.com, deepanbabu@vlbjcas.ac.in

**Abstract**— The term Healthcare derived from the old English word 'Hale,' meaning 'free from disease,' encompasses the essential system of medical services, care, treatments, and support aimed in enhancing and managing individuals' and communities' healthcare with primary, secondary, and tertiary care. Artificial Intelligence (AI), a subfield of computer science, focuses on developing technology and enable autonomous decision-making to tackle complex and real-life problems. AI has ability of digital computer or controlled robot to perform the task in predefine rule. In healthcare, AI plays a crucial role in improving various aspects like treatment planning, patient monitoring, tailored medicine, and administrative tasks. AI in healthcare refers to the embedding human intelligence through machine learning, natural language processing, in computer with vision of effective health solution. The paper is a study various of AI advancement implemented HealthCare to make better services.

**Keyword:** HealthCare, Artificial Intelligence, Decision Making-system, Embedded device.

### 1. INTRODUCTION

#### ARTIFICIAL INTELLIGENCE

Artificial Intelligence abbreviated as AI is branch of Computer Science that aims to develop Hardware and software program which suitable of performing task behalf of human intelligence. The task include learning from experience, Updating to new environment, understanding Natural Language processing (NLP), making decision, and solving problem. AI encompasses a wide range of various domain, algorithm, technique, methodology, goal to enable machine to perceive their field and interact with human or any other system.

An AI virtual assistants is software Agent that uses as an Artificial Intelligence method to interact between Agent and user perform certain task or provide service which depends on user Natural Language input. It uses AI algorithm to easily understand user queries, relevant information, perform or execute the command. Virtual assistant depends on various technologies which are include Natural Language Processing(NLP), Machine learning and Speech recognition to understand and respond to user queries in accuracy method technique. The example of virtual assistants like Siri, Alexa to do work as behalf of human like Self-driving car and Medical Drug discovery

System. The assistant can implement in various field and technology such as smart watch, smart phone, smart speaker etc.. The Major aim to simplify the user to interaction, efficiency, provide convenience or service by automating certain task. The significant of virtual assistant are advancement of user technology interaction.

The Hardware agent or AI enables Hardware refers to a physical device or components which embedded with Artificial Intelligence Competency that can work autonomously to perform specific task. The Agent are equipped with Sensor, Processor and Specialised AI chip, Database, process on it. AI use commonly used in various domain or application such as industrial automation, robotics, autonomous vehicles, smart home device, Internet of thing (IOT) system. The Example of Hardware Agent are Robotics Vacuum cleaner equipped with AI can navigate through room and Smart thermometer can automatically adjust the temperature to optimize comfort and accuracy efficient.

#### TYPE OF ARTIFICIAL INTELLIGENCE:

The Artificial Intelligence can be divided into two type based on Capabilities and Functionalities.

Type 1- based on Capabilities are divided into three types they are,

- Narrow AI
- General AI
- Super AI

#### NARROW AI-

This type of AI can perform in specific limitation area, this is also know as weak AI. Narrow AI can fail when reach out its limits. The best example for narrow AI is Apple Siri other are speech recognition, image recognition and self-driving car.



## AN ARTIFICIAL INTELLIGENT ARCHITECTURE FOR CONSTRUCTION MATERIAL APPLICATION

Malavika M<sup>1</sup>, P. Deepan Babu<sup>2</sup>

<sup>1</sup>B. Sc IT Student, <sup>2</sup>Assistant Professor, Department of IT & CT,  
VLB Janakiammal College of Arts and Science, Coimbatore, Tamil Nadu, India.  
<sup>1</sup>mahemalu2@gmail.com, <sup>2</sup>deepanbabu@vlbjcas.ac.in

**Abstract**---An Artificial Intelligence (AI) refers to stimulation of human intelligence embedded in a machine, accomplished by the tasks like learning, reasoning, problem-solving, and language understanding. AI is applied in variety of application through virtual assistants like Siri and Alexa to self-driving cars and medical healthcare system. Construction material supply chain management is an application which maintains the every works takes place in manufacturing unit like sourcing, materials, procurement, inventory management, transportation, and delivery logistics. The Construction material supply chain industries faces important challenges in managing the supply of building materials efficiently leading to delays, cost overrun and resource wastage. This paper proposes an Artificial Intelligent Architecture for Building Construction Material Application which integrates AI technology with various software agents to organize the work efficiently and performs the work reactively and proactively.

**Keywords**---Artificial Intelligence, Construction, Supply chain, Software Agents.

### 1. INTRODUCTION

The term Intelligence in machine refers to human behaviour is defined and deployed in a machine which easily imitate and performs certain task. Artificial Intelligence is set of technologies or software that enables computer to performs various advanced and technical function including visibility, communication, analysis data and information. AI performs backbone of modern computing technologies [7]. The common terminologies follow by Artificial intelligence intimidating from human analysis and specific language used within the field

to technique of computing technologies with algorithms, deep learning, large language model, machine learning, natural language processing, neural network token

The Advantage of Artificial intelligence which held on real time accessibility in various domain such as, AI performs the automation of task leading to increase efficient and minimal human intervention [8]. Example of automation: Chatbot for customer service, Self-driving car for navigating and operating without human intervention. AI System can analysis data fast and accurately, assisting in making decision perfectly. AI system can operate on 24/7 refers to continuous functioning of system without interruption.

### 2. CONSTRUCTION MATERIAL SUPPLY CHAIN MANAGEMENT WITH ARTIFICIAL INTELLIGENCE

The construction material supply chain refers to the network of processes and activities which involved in the procurement, manufacturing, transportation, and distribution of materials used in construction projects. The Construction material supply chain contain everything from raw material extraction and processing to the delivery of finished products to construction sites. Efficient management of the construction material supply chain is essential for ensuring that projects stay on schedule and within budget. Such, modern technologies like inventory management systems, GPS tracking, and supply chain optimization software are often employed to streamline operations and minimize inefficiencies.

The purpose of integrating artificial intelligence (AI) into construction material supply management to transform the industry by using advanced



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### **3.4.4 :Conference Proceedings**



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ICTACADEMY



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Detection of Support Vector Machine & Extreme Learning Machine for Cancer in the  
INTERNATIONAL CONFERENCE ON ENHANCED TECHNIQUES IN REAL-TIME APPLICATIONS (ICETRA'23)

held on 08.09.2023 at United College of Arts and Science, Coimbatore-20.

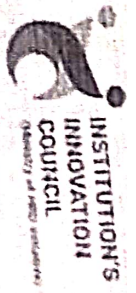
  
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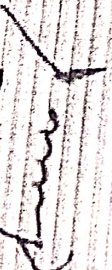
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Co-ordinator

  
Convener

  
Principal

## AN AGENT ARCHITECTURE FOR EFFECTIVE HEALTHCARE NAVIGATION

**MALAVIKA M**

B. Sc IT Student

Department of IT & CT

VLB Janakiammal College of Arts and Science

Coimbatore, Tamil Nadu, India

**P. DEEPAN BABU**

Assistant Professor

Department of IT & CT

VLB Janakiammal College of Arts and Science

Coimbatore, Tamil Nadu, India

### ABSTRACT

Software agent is type of software that works as an agent for its user or other program. Agent works independently and ceaselessly in a particular environment. The software agent works proactively on behalf of user in their absence also. Software agent utilized in various domain factors like robotics, e-commerce agent, smart assistants. Healthcare refers to maintenance of one's physical and mental health through service which provide by medical professional and institution. Many of Software technologist or system engineers achieving efficiency in various sector of healthcare like Telemedicine, Hospital management, Patient care, Health Navigator Agent HNA. This paper propose an Agent based Architecture for healthcare navigation which uses software and hardware with robotic components, physical robot represents the hardware part, the intelligence and functionality is driven by the software agent contains Natural Language Processing NLP, decision making algorithms to assist the physicians as digital guide for effective medical suggestion.

**Keywords:** Software Agent, Health Care, Electronic health record.



**RATHINAM**

## AN ANALYSIS ON ARTIFICIAL INTELLIGENCE APPLIED IN AGRICULTURE FIELD

**SAKTHISUDHARSAN T**

B. Sc IT Student

Department of IT & CT

VLB Janakiammal College of Arts and Science

Coimbatore, Tamil Nadu, India

**P. DEEPAN BABU**

Assistant Professor

Department of IT & CT

VLB Janakiammal College of Arts and Science

Coimbatore, Tamil Nadu, India

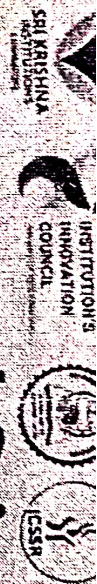
### ABSTRACT

Food and its production is essential for every living organism, hence Agriculture plays a major role in it. Agriculture is backbone for various countries in the World. Lots of Technology are helping the agriculture to make food production work easier. Now, a day's Artificial Intelligence (AI) devices are developing to do variety of services in assortment fields. For example, AI is applied in supply chain optimization, minimizing food waste and enhancing distribution networks for more sub-sustainable future. Similarly, AI is applied in Agriculture like Drone, Temperature sensor and so on. Drone used to spread the seed and fertilizer perfectly. Temperature sensor used to check the soil condition, soil moisturizer, and weather condition. So, AI Technology helps to enhance the agriculture to science world. This paper is a study and analyses on various AI technology applied in agriculture with its advancements.

**Keyword:** Artificial Intelligence, Agriculture, Food System.



RATHINOM



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who has Authored/Co-Authored a paper titled Navigating the intersection of law

and ethics in artificial intelligence and human rights.

and presented at the Two-Day National Seminar on INTELLIGENCE REFORM: ENHANCING NATIONAL SECURITY THROUGH EFFECTIVE INTELLIGENCE PRACTICES held on December 20-21, 2023.

Organized by

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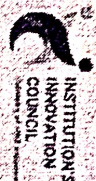
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**USERS IN SUPPLY CHAIN on 13<sup>th</sup> & 14<sup>th</sup> MARCH 2024.**

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