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DEVELOPMENT:- CHALLENGES AND OPPORTUNITIES (2022)**

Proceedings of  
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ON


**ARTIFICIAL INTELLIGENCE FOR  
SUSTAINABLE DEVELOPMENT :-  
CHALLENGES AND OPPORTUNITIES**

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# THE ROLE OF ARTIFICIAL INTELLIGENCE IN CYBER SECURITY

**Dr. B. Manjula**

Islamiyah Women's Arts and Science College  
#10, Bypass Road, New town, Vaniyambadi,  
Tirupattur District, Tamil Nadu

## Abstract

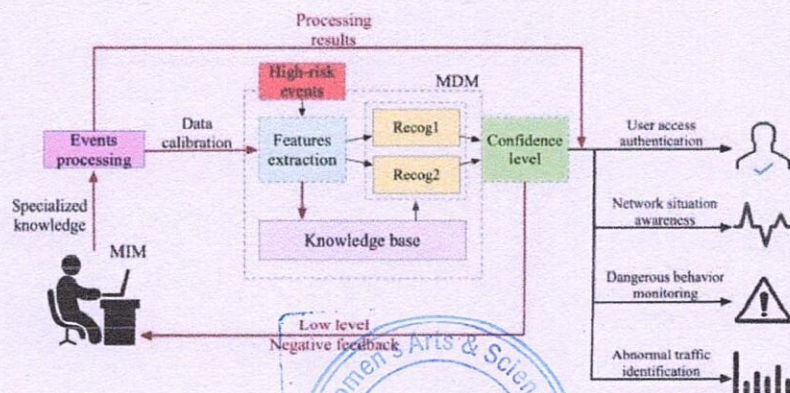
In the digital age, cyber security has grown to be a big concern. Data breaches, identity theft, captcha cracking, and other similar issues frequently harm millions of people as well as corporations. Inventing the proper rules and processes and putting them into practice with exacting perfection to combat cyber-attacks and crimes has always been a challenge. Recent advances in artificial intelligence have significantly increased the risk of cyber attacks and other crimes. It has been used in practically all branches of engineering and research. AI has sparked a revolution in fields like robotics and healthcare. Cybercriminals were unable to avoid this ball of fire, and as a result, "ordinary" cyber attacks have evolved into "intelligent" ones. This article talks about exact techniques in artificial intelligence, the applications of those techniques in cyber security and the competence of artificial intelligence and cyber security in future.

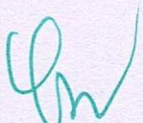
**Keywords :** Artificial Intelligence, Cyber Security, Machine Learning, Technologies and Computer

## Introduction

Artificial Intelligence (AI) is a branch of science which transaction by means of helping machines find solutions to complex problems in a additional human being like Fashion. This typically entails taking traits of human intellect and implementing them as computer-friendly algorithms. Making a computer, a robot that is controlled by a computer, or a piece of software think intelligently like a human brain is known as artificial intelligence. Artificial intelligence is when a machine, particularly a computer system, stimulates human intelligence processes.

## Structure



  
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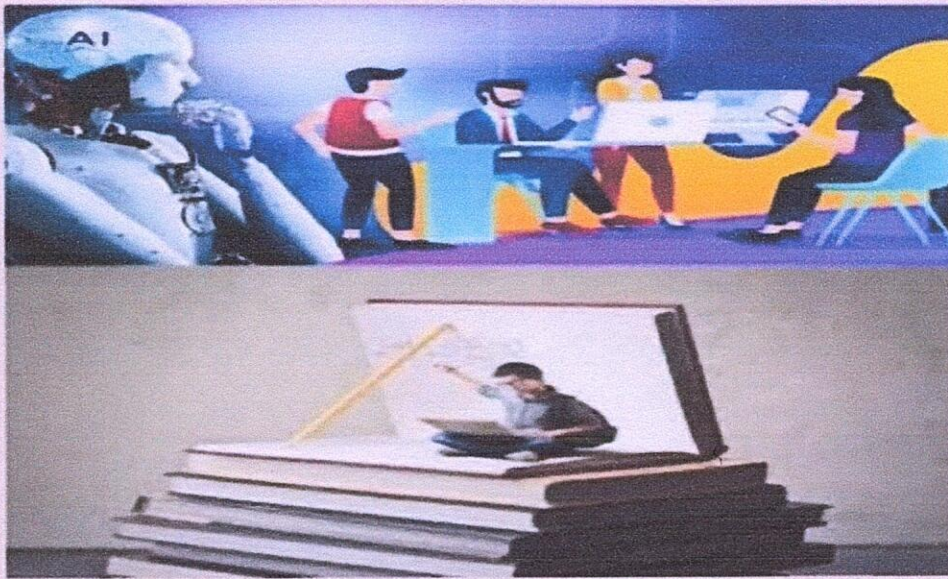
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## RISE OF ARTIFICIAL INTELLIGENCE IN MARKETING

Dr.B.MANJULA Head & Assistant professor, Department of Commerce CA

Islamiah Women's Arts and Science College, Vaniyambadi.

### ABSTRACT

People are consuming more digital content daily by spending more time online. The digital tools and sites they use play an ever-growing role in their lives. Smart marketing companies recognize this and adopt the concept of artificial intelligence in their marketing strategies. Artificial intelligence is revolutionizing the marketing world presently. Big data and exponential growth in computing power have opened the doors for artificial intelligence to take off. With advancements being made in machine learning, neural networks, and deep learning technology, more companies are looking into artificial intelligence to make their operations smarter and more efficient. Increasingly, the world of marketing is embracing these resources to make sense of data, learn more about customers, and streamline operations. This paper begins with an introduction to Artificial Intelligence marketing and it further explores how marketers are utilizing the power of Artificial Intelligence and discusses the necessity of using this strategy for the marketing of products and services.

**Key Words**–Customer Relationship Management, Artificial Intelligence, Marketing.

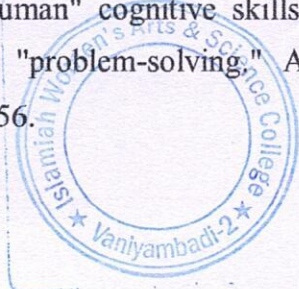
### INTRODUCTION

Artificial Intelligence (AI) is all around us. Perhaps, to some, it may still be a new concept, but it already has a huge impact on our everyday routines. The notion of Artificial Intelligence (AI) was first presented by renowned scholars at Dartmouth College (US) conference held in 1956. Their definition of AI is the ability of machines to understand, reason, and learn the same way as human beings do, indicating that there are possibilities that computers can be used to simulate human intelligence.


### MEANING OF ARTIFICIAL INTELLIGENCE (AI)

**Artificial intelligence (AI)** is intelligence demonstrated by machines, as opposed to the **natural intelligence** displayed by animals and humans. AI research has been defined as the field of study of intelligent agents, which refers to any system that perceives its environment and takes actions that maximize its chance of achieving its goals.

The term "artificial intelligence" had previously been used to describe machines that mimic and display "human" cognitive skills that are associated with the human mind, such as "learning" and "problem-solving." Artificial intelligence was founded as an academic discipline in 1956.



Dr.C.DEEPA- MODERN DRAMA AS THE MASSIVE PILLARS OF REALISM WITH A CATCHY NATURA-  
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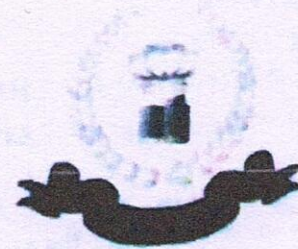
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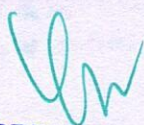
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**MODERN DRAMA AS THE MASSIVE PILLARS OF REALISM  
WITH A CATCHY NATURE - J.M. SYNGE**

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**Dr. C. Deepa, Ph.D.**

Assistant Professor, Islamiah Women's Arts & Science College,  
Vaniyambadi.

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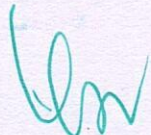
**Abstract**

*In all the Ages, Drama had delighted people like a spectacular extravaganza. But, its theme varied from Age to Age, falling in line with the literary taste and aesthetic temperament of the audience or the readers. The Drama that began as a verbal ambassador of religion and superstition got metamorphosed into a trumpeting voice of historical events and anecdotes and then transformed into a living legend of reality and practicalities. The journey of English Drama had not been like a detour but more like a pilgrimage. The Writers of Drama continued to be like literary sages or saints preaching some moral or the other, some principle or the other, some doctrine or the other or even some dictum or the other. Down the Centuries, the English Drama, like a perennial river or like an everflowing stream, continued to exercise its gladsome spell on the theatre-goers and on the book-worms. The gifted Dramatists, like the horn-blowers, went on with their mission to be the architects of the human society. The list is long and interesting with names like*


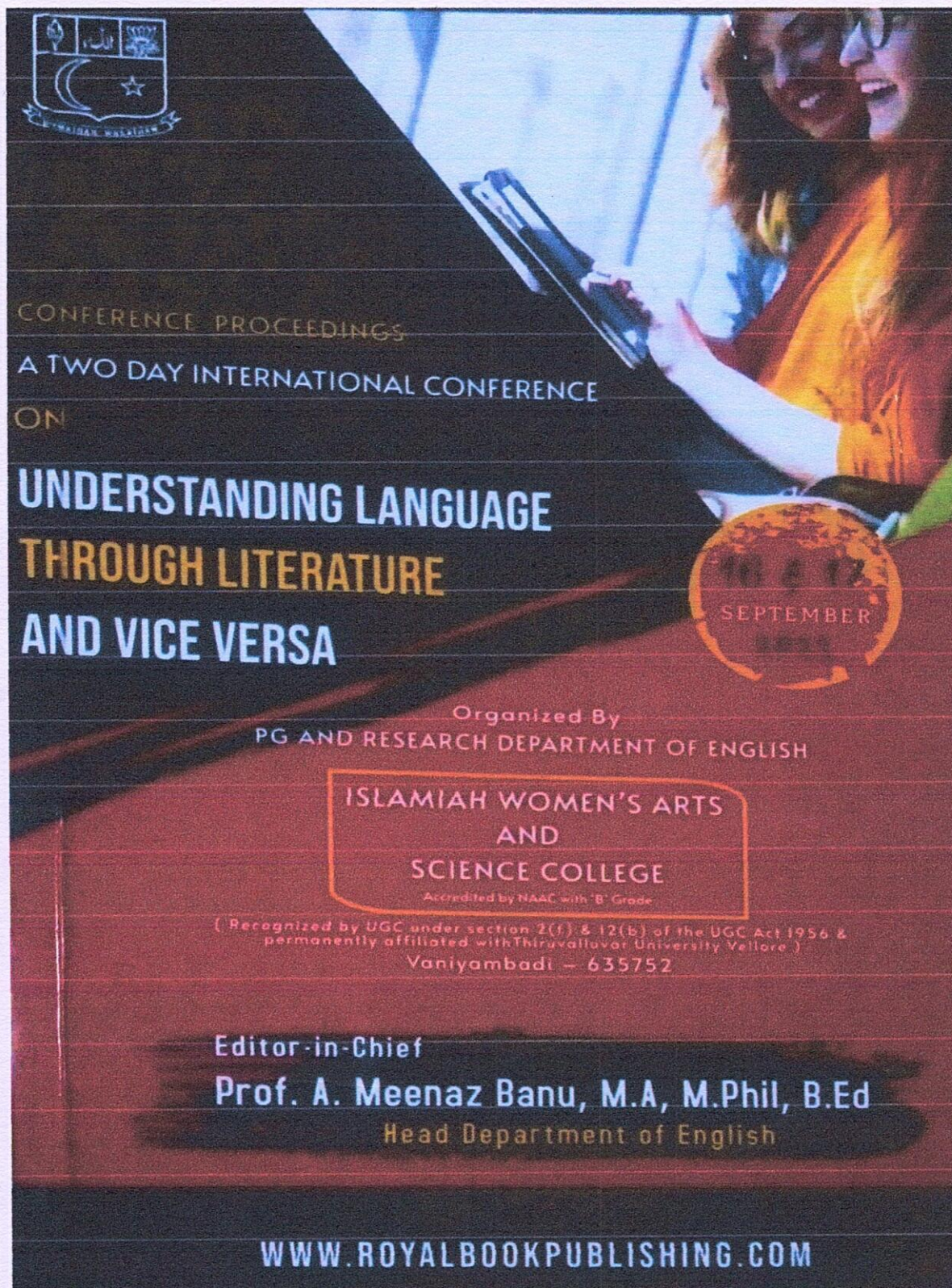
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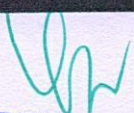
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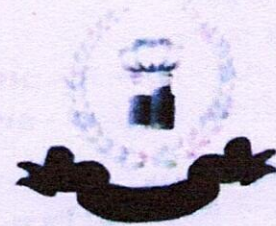
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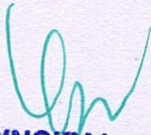
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**FRIENDSHIP –BETRAYAL IN KHALED HOSSEINI'S THE KITE  
RUNNER**

**Ms. Naziya Tasneem .M.S ,M.A, M.phil.**

Assistant Professor of English, Islamiah Women's Arts and Science  
College, Vaniyambadi

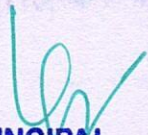
An amiable, good-natured, good-humored, sweet-tempered, illustrative and foremost an intelligent novelist, Khaled Hosseini, wrote his first novel, *The Kite Runner*, deeply influenced by his homeland, Afghanistan. Due to various reasons, Hosseini's family was compelled to move to the United States where he adopted the culture and tradition of his adopted country by adapting to its societal demands. After a long term of adjustments and struggle, Hosseini became a successful medical practitioner in 1996. Having a great sense of affection and love towards his native land formed the impetus for Hosseini writing this novel and all the subsequent ones that seem to reveal the beauty and the gore that thrive in the Afghan soil. This novel has a unique ability to connect people of all nations together.

An enchanting tale of family and friendship, set against the backdrop of war-riddled Afghanistan over the last three decades, it is an unusual and impressive tale of two boys-Amir and Hassan. With their life histories is woven the various wars and coups including the Afghan monarchy, the Soviet invasions, the extremist -Taliban regime . It is more than clash of communities – Pashtun and Hazara. In fact, there are autobiographical elements in the novel that make the reading rich and rewarding.

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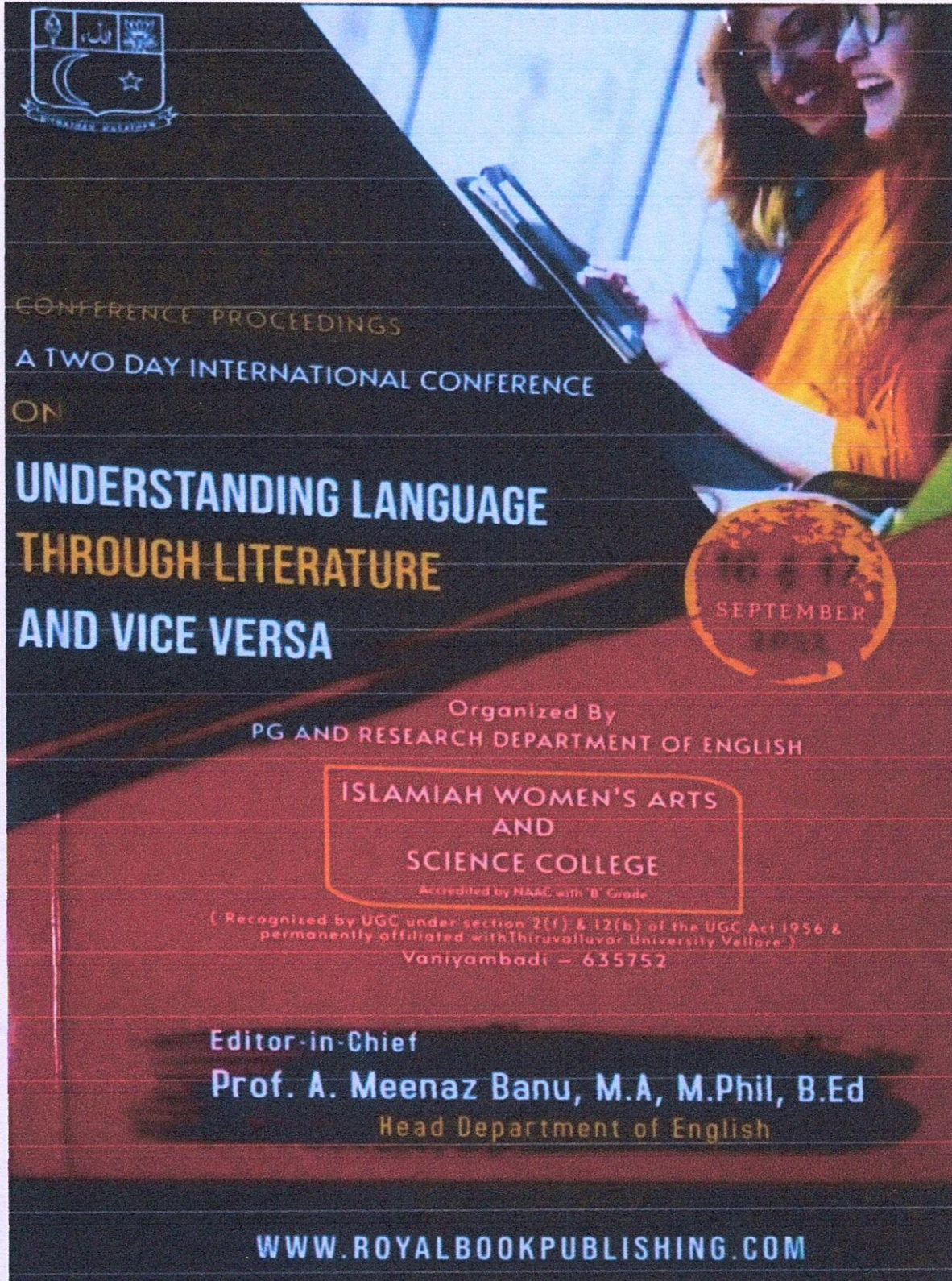
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THIEF-2022



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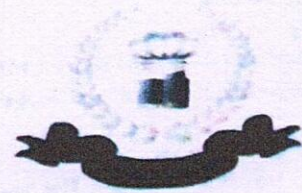
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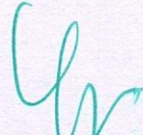


  
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**Symbolic Representation of Colors in Markus Zusak Novel  
The Book Thief**

**Ms. UZMA USMANI B S ,M.A, M.phil.**

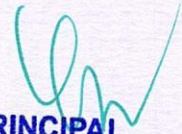
Assistant Professor of English, Islamiah Women's Arts and Science  
College, Vaniyambadi

This is a story about a German girl named Liesel who travels by train with her mother and brother to her new foster family in the small city of molching. Germany just before World War II. However, on the train her younger brother dies. They bury the boy, but one of the grave diggers forgets his book. Leisel picks it up and starts reading with the help of her foster father. Leisel is very nervous at first she consistently has nightmares of her brother. However Hans stays with leisel through the night and the begin to form special Bond. Leisel begins to help her mother with their laundry business. The mayor's wife lets leisel to read in the library whenever she likes. Hubermann takes Max in, hiding him in the basement .At first leisel is afraid of Max but they talk and become friends. Life becomes stressful for the family as they continue to hide Max. During his time in the basement Max begins to dream and starts writing illustrating on blank pages from Mein Kampf. The mayor's wife meets leisel and tells her that she knows about the stealing from her library. Instead of punishing her, she gives leisel a book with blank pages, and asks her to write a story. Leisel spends each night writing in the basement one night as leisel writing in the basement the town gets bombed and all of the people including hubermann and Rudy are killed Leisel is the only survivor.

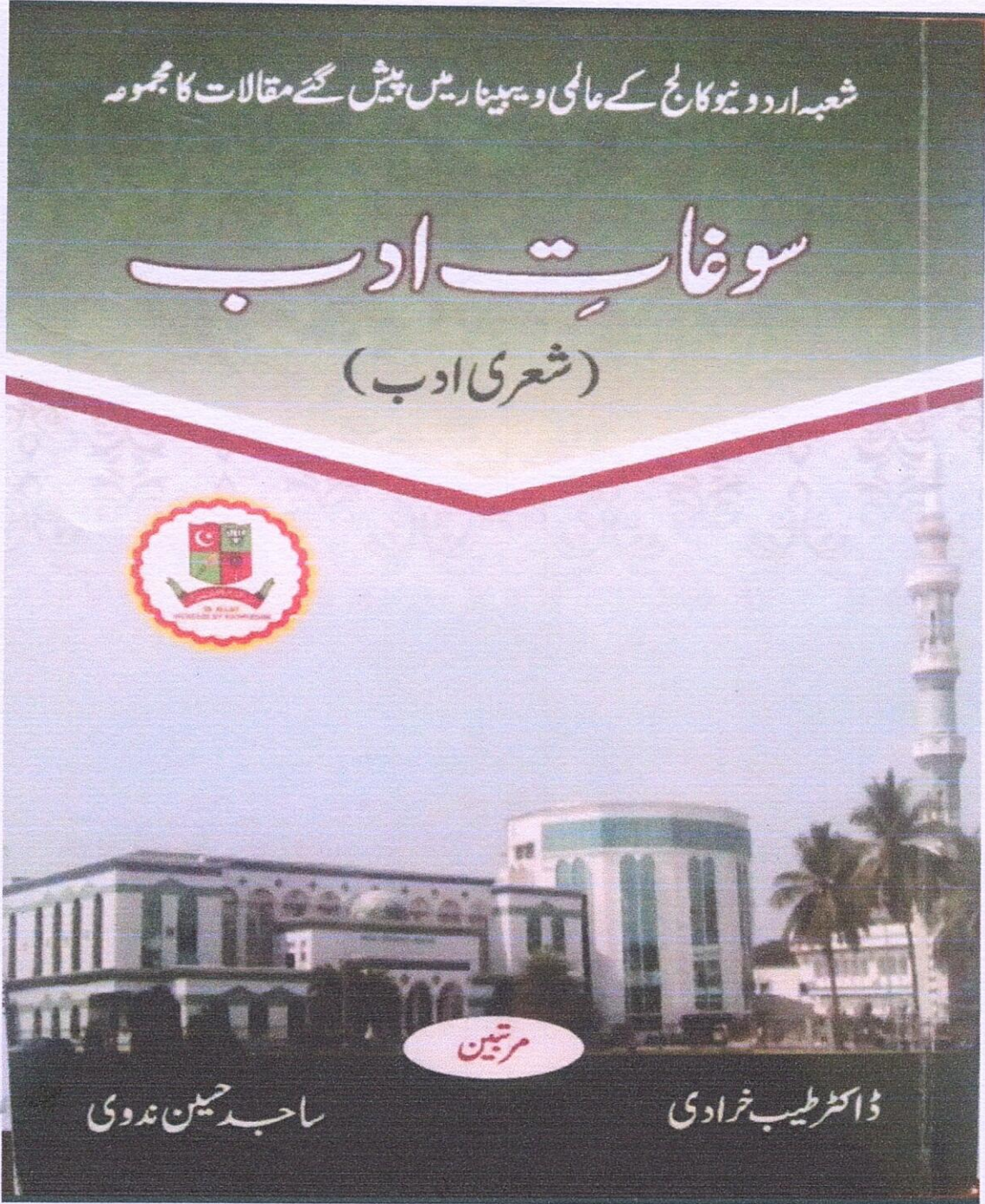
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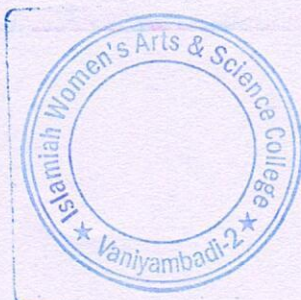
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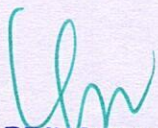


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**CHAPTER 25**  
**ONLINE LEARNING: SCOPE AND IMPORTANCE OF**  
**TEACHING LEARNING PROCESS**

**Ms. S. Deepalakshmi<sup>37</sup>, Dr. K. Antony Baskaran<sup>38</sup>**

**Abstract:**

*Online learning is education that takes place over the Internet. It is often referred to as "e-learning" among other terms. However, online learning is just one type of "distance learning" - the umbrella term for any learning that takes place across distance and not in a traditional classroom. Today the epoch of COVID 19 teachers and students are preferred to online learning than regular classes. Hence, online learning might influence teachers in one way or the other. This paper contains the information about online teaching scope, benefits of teaching learning process.*

**Keywords:** *Online Learning, E Learning, Computer Managed Learning, Distance Learning Etc.*

**Introduction:**

**O**nline learning is defined as the creation and proliferation of the personal computer, the globalization of ideas and other human acts, and use of technology in exchanging ideas and providing access to more people. Audio, video and computer, networking technologies, are often combined to create a multifaceted instructional delivery system. Network suitable for distance learning implementation

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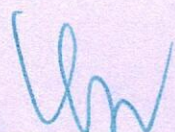
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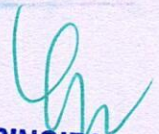


  
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## CHAPTER 24

### CONSUMER BEHAVIOUR AND CONSUMER RIGHTS

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**Abstract:**

The study of consumer behavior formally investigates individual qualities such as demographics, personality lifestyles, and behavioral variables (such as usage rates, usage occasion, loyalty, brand advocacy, and willingness to provide referrals), in an attempt to understand people's wants and consumption patterns. Consumer behavior also investigates on the influences on the consumer, from social groups such as family, friends, sports, and reference groups, to society in general (brand-influencers, opinion leaders). This paper contains the information about consumer behavior, consumer behavior models, decision making process and Consumer rights and responsibilities.

**Keywords:** consumer behavior, consumer rights, decision making

### CONSUMER BEHAVIOR

#### Introduction

#### Meaning:

Consumer behavior entails "all activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioral responses that precede or follow these activities. "The term, consumer can refer to individual consumers as well as organizational consumers, and more specifically, "an end

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