			papers paousned in national/ international conference proceedings per toochar		The same of the sa	SEE STEEL STATES	mern	ational conferenc	e proceeding	S Der farmhum
No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	Name of the National / conference International	Calen dar Year of	Affiliating ISBN number of Institute at the proceeding the time of publication	Affiliating Institute at the time of publication	Name of the publisher
-	Dr. Seema Nath Jain		Patent entitled Banana Fiber based Low cost Sanitary pads production				2023			
73	Dr. Seema Gupta	¥3.	Implementing Blockchain Technology and the Internet of Things (IoT) to Provide Protection for Financial				2023			
m	Dr. Parminder Kaur		Patent entitled Implementation of Artificial Intelligence Techniques to study the role of human practices along with			6	2023			

	IEEE EXPLORE	Book Enclave, Jaip ur	Emerald Publishing Limited
	Graphic Era University, Uttarakhan d	IIMT	
	978-1-6654- 7416	978-93-92262-	978-1-80455-
2023	2023	2023	2023
	Innovation Sustainable Computatio International nal		International
	Innovation Sustainable Computatio nal Technology		-
	IEEE Explore Digital Library		
Patent entitled Teaching Potential & Difficulties with Modern Cloud Computing in the Digital Humanities Technical & Professional Communication( US20160350806 A1)		Application of Cyber-crime in Education Sector	
	Efficient Cloud Clustering Schemes : A Review	Youth and Cyber crime(Risk,Mana gement & Solutions)	The Sustainability of Financial Innovation in E- Payment Systems
Dr. Mahesh Sharma	Dr. Seema Gupta	Dr. Seema Gupta,Ms. Harsh Manchanda	Dr. Deepa Jain
4	v.	9	~

IGI Global Scientific Publishing	Emerald Insight Publishing Ltd.	Scrivener	LLC.Wiley Springer Nature
978-16-68480-	978-1-83753-	978-1-39416-	978-3-031-
nal 2023	1 2023	2023 9	2023
International	International	International	International
Research on Deconstructing Culture and Communication in the Global South (pp. 226- 246)	Fostering Sustainable Development in the Age of Technologies pp. 93–111	Chapter 7 " The Impact of Climate Change and Sustainability Standards on the Insurance	Book Chapter: Studies in Computational Intelligence, Springer Book Series, 1128, pp. 101–119
Celebrity Endorsement and Cultural Orientation as per the Indo-African Perspective	Adopting Technology for sustainable development: Reflections on innovative Ecosystem	Climate Resilient Agriculture: Binding Agriculture Innovations and Insurance	The Metaverse: A New Frontier for Learning and Teaching from the Perspective of AI
Dr.Jasmandeep Kaur	Dr.Jasmandeep Kaur	Dr.Jasmandeep Kaur	Dr.Jasmandeep Kaur

ator

Gra pro 3.1

# Bundesrepublik Deutschland



## Urkunde

über die Eintragung des Gebrauchsmusters Nr. 20 2023 100 324

Bezeichnung:

nanenfaser-basierte, kostengünstige Produktionsmaschine für Damenbinden mit loT

> IPC: B30B 9/00

Inhaber/Inhaberin:

Batra, Iti, Dr., Azadpur, Delhi, IN Goyal, Monika, Dr., Faridabad, Haryana, IN Jain, Seema Nath, Dr., Patparganj, Delhi, IN Jamader, Asik Rahaman, Bishnupur, West Bengal, IN Manocha, Tanvee, Pitam Pura, Delhi, IN Som, Subhranil, Dr., Kolkata, West Bengal, IN Tyagi, Shobha, Dr., Faridabad, Haryana, IN Yadav, Asha, Ghaziabad, Uttar Pradesh, IN

> Tag der Anmeldung: 24.01.2023

Tag der Eintragung: 20.02.2023

Die Präsidentin des Deutschen Patent- und Markenamts

München, 20.02.2023

### Banana Fiber Based Low Cost Sanitary Pads Production Machine Using IoT

### FIELD OF INVENTION

The present invention relates to the field of design of ow cost sanitary pads production machine.

Mohesi

Kaur

The present invention relates to system for ow cost sanitary pads production machine from banana fiber.

More particularly, the present invention is related to Banana fiber based low cost sanitary pads production machine using IoT.

### BACKGROUND OF THE INVENTION

The subject matter discussed in the background section should not be assumed to be prior art merely as a result of its mention in the background section. Similarly, a problem mentioned in the background section or associated with the subject matter of the background section should not be assumed to have been previously recognized in the prior art. The subject matter in the background section merely represents different approaches, which in-and-of-themselves may also be inventions.

Using banana fiber to make low-cost sanitary pads is a sustainable and ecofriendly alternative to traditional materials such as plastic and synthetic fibers. To use banana fiber in the production of sanitary pads, the following steps can be taken:

Harvest banana plants and separate the fibers from the stem.

Clean and process the fibers by washing, boiling, and beating them to make them soft and pliable.



Office of the Controller General of Patents, Designs & Trade Marks Department of Industrial Policy & Promotion. Ministry of Commerce & Industry, Government of India

# nttp://ipindia.nic.in/index.htm)



(http://ipindia.nic.in/index.htm)

Application Details

CATION NUMBER

202341050833

CATION TYPE

ORDINARY APPLICATION

OF FILING

27/07/2023

ANT NAME

1 . Dr. G. Bhuvaneswari

2 . Dr.M.Rajkumar

3 . Prof. Vivek Khirasaria

4 . Dr. ANIL KUMAR SINGH

5 . Dr.S.Thangamani

6 . Dr. Mary Swarna Latha Gade

7 . A.RAJALAKSHMI

8 . Dr. Seema Gupta

9. Ms. RADHA .T

10 . Dr.C.Precilla

11 . Dr. Harikumar Pallathadka

FINVENTION

Implementing Blockchain Technology and the Internet of Things (IoT) to Provide Protection for Financial Transactions in the Cryptocurrency Market

FINVENTION

COMPUTER SCIENCE

As Per Record)

senanipindia@gmail.com

NAL-EMAIL (As Per Record)

iprpatent2022@gmail.com

JPDATED Online)

DATE

FOR EXAMINATION DATE

TION DATE (U/S 11A)

01/09/2023

Application Status

Dr. ANIL KUMAR SINGH	Indian	Associate Professor, College of Computing Science, Teerthanker Mahaveer University, Moradabad. Pin:244001 Utter Pradesh India
Dr.S.Thangamani	Indian	Head of the Department, Department of Commerce with Finance Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore Pin: 641049 Tamilnadu India
Dr. Mary Swarna Latha Gade	Indian	Assistant Professor Department of ECE Institute of Aeronautical Engineering College Dundigal, Hyderabad Pin: 500043 Telangana India
A.RAJALAKSHMI	Indian	ASSISTANT PROFESSOR Dr. SNS RAJALAKSHMI COLLEGE OF ARTS AND SCIENCE, COIMBATORE. Pin: 641 049. TAMILNADU INDIA
Dr. Seema Gupta	Indian	Associate Professor IIMT, 16 X institutional area karkardooma, New Delhi Pin: 110092 Delhi India
Ms. RADHA .T	Indian	ASSISTANT PROFESSOR ST. CLARET COLLEGE, JALAHALLI

Dais Gue

Dx Jaome Ka

Dx. homes

# Implementing Blockchain Technology and the Internet of Things (IoT) to Provide Protection for Financial Transactions in the Cryptocurrency Market

### ABSTRACT:

The origins of blockchain technology may be traced back to its link with Bitcoin, which was the most well-known cryptocurrency at the time this article was written. A cryptocurrency is distinguished by the use of cryptographic techniques to generate new units of currency and to verify the legitimacy of financial transactions. A blockchain is a proprietary digital ledger that records and monitors cash transfers between individual users. There is a widespread belief among many people that blockchain technology is a reliable and trustworthy system. A comprehensive global index containing all monetary transactions within a network is built by adopting a decentralised approach to network security. The information contained in this index is usually thought to be accurate. The use of blockchain's decentralised ledger technology has the potential to improve trust and collaboration among individuals, removing the need for intermediaries in face-to-face encounters. This technique permits trade confirmation without the use of a central clearing entity. Each trustworthy third party participating in the transaction uses its own unique technique of self-identification, which may result in a longer procedure. The elimination of intermediaries would allow parties involved in transactions and talks to resolve difficulties more quickly. The goal of this essay is to explain Blockchain and the Internet of Things (IoT) ideas in



Office of the Controller General of Patents, Designs & Trade Marks Department for Promotion of Industry and Internal Trade Government of India

# (http://ipindia.nic.in/index.htm)





### Application Details

APPLICATION NUMBER

202341034722

APPLICATION TYPE

ORDINARY APPLICATION

DATE OF FILING

18/05/2023

APPLICANT NAME

1 . Dr. Neena PC

2 . Chatakunta Praveen Kumar

3 . Dr. Pallavi G Vyas

4 . Dr. Parminder kaur

5 . Dr. Anjaneya Sharma Nouduri

6 . Dr. Sunita Devi

7 . Dr V Balaji

8 . Dr Rajkumari

9 . Dr. Pramod Gupta

10 . Divya K V

11 . Dr. P.Vamsi Krishna

12 . Dr.A.Sasi Kumar

ITLE OF INVENTION

IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE TECHNIQUES TO STUDY THE ROLE OF HUMAN PRACTICES ALONG WITH CHALLENGES

ELD OF INVENTION

COMPUTER SCIENCE

-MAIL (As Per Record)

patentpointservices@gmail.com

ODITIONAL-EMAIL (As Per Record)

MAIL (UPDATED Online)

PIORITY DATE

EQUEST FOR EXAMINATION DATE UBLICATION DATE (U/S 11A)

18/08/2023

### FORM 2

THE PATENTS ACT, 1970 [39 of 1970]

&

THE PATENTS RULES, 2003

# COMPLETE SPECIFICATION

[See section 10 and rule 13]

### "IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE TECHNIQUES TO STUDY THE ROLE OF HUMAN PRACTICES ALONG WITH CHALLENGES AND FUTURE DIRECTIONS"

Name of the Applicant(s)	Nationality	ECTIONS"
Dr. Neena PC		Address Associate Professor, OB & HR Area, Faculty of Management studies CMS Paris
	Indian	Jain(deemed to be University), 560009, Bangalore
Chatakunta Praveen Kumar	Indian	Assistant Professor, Department of computer science and engineering, Institute of Aeronautical Engineering al Engineering, Dundigal, Medchalmalkaigiri, Hudrahad, 200
Dr. Pallavi G Vyas	Indian	malkajgiri, Hydrabad -500043, Telangana,India Assistant Professor/ OB and HRM Area, Faculty of Management Studies, CMS Business School. Jain Deemed to be University, Bangalore, Karnataka, India
Dr. Parminder kaur	- Indian	Associate Professor, Department of Information Technology, Ideal Institute of Management and Technology, Delhi, 11000
Dr. Anjaneya Sharma Nouduri	Indian	Professor and Head, Department of Management, RSR Rungta College of Engineering and Technology, Bhilai, Durg, Chattisgarh. Pin 490 024, India
Dr. Sunita Devi	Indian	Assistant professor, Department of Education,
Dr V Balaji	Indian	Associate Professor/Dept of Electrical and Electronics Engg., MAI-NEFHI college of Engineering, Asmara, Eriteria
Dr Rajkumari	Indian	Assistant professor, Department of Education, Sonipat Harvana 131305, India
Dr. Pramod Gupta	Indian	Professor, Department of management studies, Modern Institute of Technology and Research centre, Alwar, Rajasthan, India
Divya K V	Indian	Senior Assistant Professor, Department of information Science and engineering, New Horizon college of engineering, Bangalore,

Signature Not Verifie

Digitally Signed. Name: N.Subramarian Date: 18-May-2023 07:30:52 Reason: Patent Effing

### FIELD OF THE INVENTION

[801] The embodiments of the present invention generally relates to the field of Artificial Intelligence and Human Practices. More particularly, the present invention relates to a system and method for implementation of Artificial Intelligence (AI) techniques to study the role of human practices along with challenges and future directions.

### BACKGROUND OF THE INVENTION

[002] The following description of related art is intended to provide background information pertaining to the field of the disclosure. This section may include certain aspects of the art that may be related to various features of the present disclosure. However, it should be appreciated that this section be used only to enhance the understanding of the reader with respect to the present disclosure, and not as admissions of prior art.

[003] While AI techniques offer great potential for studying human practices, there are some challenges and limitations that researchers and practitioners need to be aware of. Here are a few problems associated with AI techniques for studying human practices:

[004] Data Bias: AI systems heavily rely on training data, and if the data used to study human practices is biased or unrepresentative, it can lead to skewed or unfair results. Biases present in the training data, such as gender or racial biases, can be perpetuated and affect the accuracy and generalizability of the findings.

[005] Lack of Contextual Understanding: AI techniques may struggle to capture the nuanced context in which human practices occur. Factors such as cultural norms, social dynamics, and historical context can significantly influence human behavior, but capturing and incorporating these contextual factors into AI models remains a challenge.

[006] Interpretability and Explainability: Some AI techniques, such as deep learning models, are often considered black boxes, making it difficult to interpret and explain their decision-making processes. This lack of interpretability can hinder the understanding of how and why certain human practices are identified or predicted, limiting their trustworthiness and usability.

[907] Limited Domain Expertise: AI techniques require expertise not only in AI but also in the domain being studied. Understanding human practices necessitates domain-specific knowledge, and without it, the analysis and interpretation of results may be incomplete or misguided.

### FORM- 5 THE PATENTS ACT, 1970 (39 of 1970)

The Patents Rules, 2003
DECLARATION AS TO INVENTORSHIP
[See Section 10(6) and Rule 13(6)]

### 1. NAME OF THE APPLICANT

I/We Dr. J Sreedhar et. al., all are citizen of India, Address of one of the Applicant: Associate Professor, Keshav Memorial Institute of Technology, Narayanaguda, Hyderabad, India-500029.

hereby declare that the true and first inventor(s) of the invention disclosed in the complete specification filed in pursuance of my—/ our application numbered dated 07-03-2023 is/are

### 2. INVENTOR(S)

(a) NAME	(b) NATIONALITY	(c) ADDRESS
1. Dr. J Sreedhar	Indian	Associate Professor, Keshav Memorial Institute of Technology, Narayanaguda, Hyderabad, India-500029
2. Narender Chinthamu	Indian	MIT (Massachusetts Institute of Technology), CTO Candidate, Enterprise Architect
3. Rachit Parashar	Indian	Manager - Marketing, Department of Marketing & Sales, Gandhar Oil Refinery (India) Ltd., Mumbai, Maharashtra, 400062, India
Dr. D Lakshmi Padmaja	Indian	Associate Professor, Dept. of Information Technology, Anurag University, Venkatapur Village, Ghatkesar Mandal, Hyderabad, 500088
5. Dr. Vilis Pawar	Indian	Assistant Professor, Global Business School and Research Centre, Dr. D. Y. Patil Vidyapeeth, Pune, India
6. Dr.P.Privietha	Indian	Assistant Professor, Department of Computer Applications, Hindusthan College of Engineering and Technology, Coimbatore, Tamilnadu, India

7. Manideep Karukuri	Indian	University of Texas at Arlington, MSBA Graduate, Dallas, Texas, United States
8. Mr.N.Dilip Kumar	Indian	Assistant Professor, Department of Electronics and Communication Engineering, Annamacharya Institute of Technology and Sciences, Tirupati, 517520, Andhara Pradesh, India
9. Dr. Mahesh Sharma	Indian	Associate Professor, Department of IT, Ideal Institute of Management & Technology (GGSIPU), Delhi, India
10.Mr.Sachin Kumar	Indian	Research Scholar, Department of Computer Science & Application, Veer Bahadur Singh Purvanchal University, Uttar Pradesh, India

3. DECLARATION TO BE GIVEN WHEN THE APPLICATION IN INDIA IS FILED BY THE APPLICANT(S) IN THE CONVENTION COUNTRY: -

#### N.A.

We the applicant(s) in the convention country hereby declare that our right to apply for a patent in India is by way of assignment from the true and first inventor(s).

Dated this 07th day of March 2023

Dr. J Sreedhar et. al. Applicant(s)

To, The Controller of Patents The Patent Office, Chennai

### FIELD OF THE INVENTION

The field of invention is teaching potential and difficulties associated with modern cloud computing in the context of digital humanities and technical and professional communication. This field of invention is focused on addressing the challenges that arise when teaching cloud computing in these specific areas, while also exploring the potential benefits that can be realized through the use of cloud computing technologies.

### Background of the invention:

10

15

The digital age has brought about a significant shift in the way that we approach teaching and learning, particularly in the fields of digital humanities and technical and professional communication. With the increasing importance of cloud computing, there is a growing need to explore the potential benefits and challenges associated with its use in these areas.

Har

K

Cloud computing is a technology that allows users to access computing resources over the internet, without the need for on-premises infrastructure. It provides a range of benefits, including increased flexibility, scalability, and cost-effectiveness. These advantages have led to the widespread adoption of cloud computing in various fields, including education.

In the context of digital humanities, cloud computing offers a range of potential benefits, including the ability to process large amounts of data quickly and efficiently, and the ability to collaborate and share data with researchers from around the world. Cloud-based tools and

### Efficient Cloud Clustering Schemes: A Review

Lelit Kumar Department of CSD Shobbit Institute of Engineering A Lecturology, deemed to-be-University, Meerut, India. lata chahal@Egmail.com

Fidial Lyagi Department of CSE Shobbit Institute of Engineering & Lechnology, deemed to be University. Mercrat, India nidhi tyagiyêskebbihaniyersily ac in

Seema Coupta Department of Chir. Ideal Institute of Management & technology, (it ist!! University. Delhi, India accompapta tant/egonal con-

Abstract In a cloud computing paradigm a large number of computers are pooled together to handle all the connected user's request. In order to serve their customers in a better way, businesses are increasingly turning to cloud computing, which allows them to virtually centralize and grow their II infrastructure via the internet. Before delving into the intricacies of cloud computing, It would be beneficial for the researchers to have an overview via a review article on this interesting and widely studied domain of cloud computing. To cater to the needs of researchers this paper presents a comprehensive and thorough literature review on cloud resource management and cloud resource scheduling. This study uses a standard systematic literature analysis strategy based on a comprehensive collection of 51 research articles selected from a larger collection of 219 research papers published in over 29 preeminent workshops, symposia, and conferences and 13 preeminent journals. The present state of cloud computing resource scheduling can be broken down into many different types. A comprehensive analysis of resource scheduling in cloud computing is provided, including details on scheduling algorithms and management, scheduling kinds and benefits with accompanying tools, scheduling considerations and resource distribution strategies. Thirteen distinct resource- scheduling strategies have been described, and the relevant literature has been cited. In addition, eight distinct resource allocation strategies are laid forth. The results of this study can be used as a guide in selecting the hest algorithm to schedule a given workload, as well as in identifying the most important properties of resource scheduling algorithms. Directions for further study have also been offered in concluding section

Keywords—Cloud Clustering, Resource Scheduling, Scheduling Algorithms.

INTRODUCTION

Cloud-based resource clustering issues may be addressed via the implementation of an effective resource clustering strategy. In order to address resource clustering issues in the cloud, several systems have used various techniques. The educational data mining system has been using a variety of clustering approaches recently [1-5]. Undergraduate academic achievement at Malaysia's National Defence University was measured using a variety of artificial neural network-based classification strategies, including k-means clustering and decision tree. WEKA software's X-means, k-means, and hierarchical clustering algorithms were utilised to assess students' emotional intelligence and highlight challenges they had while navigating the learning management system's online curriculum. Students' learning behaviours were assessed by using Word's clustering and non-hierarchical clustering approach, and a click-stream server data set was created based on student input related to their online education [6,8]. The web log data files of an LMS were grouped using the Mark clustering technique to analyse student and course data. future actions of pupils were predicted using a novel cluster with affinity measure technique [7]. The online patterns t kids are engaging with were determined using a Fuzzy Sets and Transitive Closure approach [9]. Many studies have employed fuzzy methods to group similar items, demonstrating the importance of fuzzy logic in this context [10-15]. Therefore, the next section of the literature review will focus on some of the most important fuzzy based resource clustering approaches or algorithms now in use.

#### BACKGROUND

Workload submission and execution are two steps within the larger process of resource management. Cloud resource management consists of two phases of provisioning and scheduling of resources [16, 18-20]. In contrast to resource scheduling, which entails the mapping and execution of cloud consumer workloads based on selected resources, resource provisioning is the process of determining which resources are necessary to complete a given workload in accordance with the quality-of-service requirements described by cloud consumers. The first step in executing a workload in the cloud is for a cloud user to submit a request for workload execution together with the necessary workload specifications. The broker (resource provisioner) uses this information to locate the best available resources to handle a particular workload and to evaluate whether or not the workload's quality of service (QoS) criteria can be met via provisioning. After resources are provisioned, the broker will transmit requests to a scheduler to be scheduled. The second step, resource scheduling, follows the first provisioning phase. The resource queue stores all of the supplied resources, whereas the resource pool stores everything else. The workload queue is where submitted workloads wait to be processed. Quality of Service criteria make it difficult to schedule resources for realistic workloads. QoS needs must be taken into account for effective resource scheduling.

Authorized Science of the SPM UNIVERSITY HARYANA Downloaded on Merch 01,2023 at 05.50.56 UTC from IEEE Xplore. Restrictions apply

### Application of Cyber-crime in **Education Sector**

Dr. Seema Gupta, Harsh Manchanda

#### Abstract

In a World on an average of an hour 97 cyber-crime happens, this means there is a victim of cyber-crime every 37 seconds. Cyber-crime is making use of a computer for unlawful activities such as committing fraud, trafficking intellectual property, stealing identities, or violating privacy. Digital education is the integrating modern technology and digital tools to assist the progress of teaching and learning. According to Check Point Research, the education/research sector was the most targeted in 2021, with an average of 1,605 cyber-attacks per week, up 75 per cent from 2020. Education organizations have been the most vulnerable due to COVID-19 restrictions, distance learning. With the introduction of online education system, threats like Ransomware attacks, DDOS attacks, Phishing attacks, IOT attacks, data breaches and many more were also faced. This Research paper aims to study outlook of Cyber Crime in Digital Education and measure to protect cyber-crime in education sector.

Keywords: Cyber-crime, Cyber-attacks, Multi-factor Authentication, Cyber-bullying.

### 1. Introduction

Cyber-crime is defined as the destruction, theft, or unauthorized or illegal use, modification, or copy of information, programmers, services, equipment, or communication network [7]. With the improvement in technology, the dependency on computer has increased and everything can be accessed digitally like online shopping, jobs, studies is just a click

### The Sustainability of Financial Innovation in E-Payment Systems





#### Subject: Accounting & finance > Financial institutions > Banks/bankins

### Synopsis

The financial System is the heart of an economy and payment systems are the nerves. As we shift towards a cashless economy, it is essential to understand the perception of customers towards digital transactions to design effective and wade E-Payment Systems (EPSs).

ble of	contents (10 chapters)	
□ (0) <b>±</b> Chap	oters: download PDFs	
66 Cita	itions, download RIS	
1100	Prelims Pages - xix	✓ Content available
	Financia Market and Overview  Pages 1-22	♦ View access options
	Financial Market Research Insights - Past, Present and Future	○ View access options
	Framework a vi Design in Financial Market Research Pages 57-71	♦ View access options
	Customer Per aption Towards Financial Innovation	∇ View access options



## Celebrity Endorsement and Cultural Orientation as per the Indo-African

penandeep Kaur (/affiliate/jasmandeep-kaur/446772/). Kirandeep Bedi (/affiliate/kirandeep-bedi/446773/), Ramanjeet Singh (/affiliate/ramanje

Source Title: Handbook of Research on Deconstructing Culture and Communication in the Global South (/book/handbook-research-deconstructing-

Copyright © 2023

Pages: 21

DOI: 10.4016/978-1-6684-8093-9.ch015

OnDemand:

\$37.50

O Available

Current Special Offers

#### Abstract

in many countries, celebrity endorsement is considered as the most premium form of advertisement where a renowned celebrity such as a popular actorischess, singer, sports personality, etc. is made the brand ambassador. However, the consumer attitude towards celebrity endorsement is dependent on various cultural aspects. This chapter focuses on the different aspects of celebrity branding through the lenses of the culture and demography of two continents: Asia and Africa. The main focus of the chapter is on India from Asia and South Africa and Nigeria from Africa. In Asian countries like India, companies have been using famous celebrities like movie stars, singers, crickelers, etc. to endorse their brands as are much influenced by the long-term orientation. In African countries the most successful companies believe in establishing an affinity with the consumers by being "the brand of the people" and prefer local celebrities. Thus, the chapter sheds light on the role of culture on the effects of celebrity branding from Indo-African perspective.

#### Chapter Preview

### Introduction

"Celebrity Branding" popularly known as celebrity endorsement (CE) is an advertisement campaign for the marketing or promotion of a product that "Celebrity Branding" popularly known as version to make a product, service, or brand famous and popular amongst the public (Camillat & licic, 2019). In uses the superstan's fame and social position to be one of the most premium forms of advertisement where uses the superstar's fame and social possible of the most premium forms of advertisement where a renowned celebrity such as a popular many countries, celebrity branding is opnisidered to be one of the most premium forms of advertisement where a renowned celebrity such as a popular many countries, celebrity branding is opnisidered to be one of the most premium forms of advertisement where a renowned celebrity such as a popular many countries, celebrity branding is consequently etc. are made the brand ambassador of a company by paying them ransom and promoting a product or a actor/actness, singer, sports personality etc. are made the brand ambassador of a company by paying them ransom and promoting a product or a actor/actness, singer, sports personality etc. are made the brand ambassador of a company by paying them ransom and promoting a product or a actor/actness, singer, sports personality etc. actor/actness, singer, sports personality end.

(Otmedo et al., 2020). Since the consumer market is highly competitive, marketers, must service through them and raising awareness about it (Otmedo et al., 2020). Since the consumer market is highly competitive, marketers, must service through them and raising awareness about it (Otmedo et al., 2020). Since the consumer market is highly competitive, marketers, must service through them and raising awareness and that consumers cannot ignore, i.e., celebrity endorsement, wherein, recall becomes easy with CE concentrate on at least one aspect of advertising that consumers cannot ignore, i.e., celebrity endorsement, wherein, recall becomes easy with CE (Ahmed, 2014).

Definition

Celebrity branding refers to the practice of leveraging the fame and influence of celebrities to promote and endorse products, services, or brands. It

Celebrity branding refers to the parsons, or reputation to enhance the visibility and credibility of a brand, ultimately hadron to parsons, and part stockers. Celebrity branding refers to the practice or reputation to enhance the visibility and credibility of a brand, ultimately leading to increased sales and involves using the celebrity's image, paradially defines continuous due to the popularity of social media and the increased sales and involves using the celebrity's arrange. (1989) defines contains involves using the celebrity's image, personned and personned are visibility and credibility of a brand, ultimately leading to increased sales involves using the celebrity's image, personned significant prominence due to the popularity of social media and the increasing influence of brand recognition. This marketing strategy in appearing with it is an appearing with its interest of the person of the p privatives using the cereon and the increased sales and second to the popularity of social media and the increasing influence of brand recognition. This marketing strategy may provide the popularity of social media and the increasing influence of brand recognition. This marketing strategy may be defined the popularity of social media and the increasing influence of brand recognition. This marketing strategy may provide the popularity of social media and the increasing influence of branching marketing strategy may be defined to the popularity of social media and the increased sales and the increasing influence of branching marketing strategy may be defined to the popularity of social media and the increasing influence of branching marketing strategy may be defined to the popularity of social media and the increasing influence of the popul

celebrates on consumer behavior. Mountain appearing with it in an advertisement."

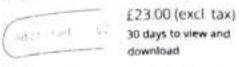
Tecognition on behalf of a consumer good by appearing with it in an advertisement." Recognition on behalf of a consecutive and a collection of a c Endogen, and Baker (2000) define celebrary in product or service. Roy (2016) defines celebrity brand endorsement as "the process of using a celebrity to gain a competitive advantage."

with the purpose of endorses with the belot of their times and personality to gain a competitive advantage." endogan, and Baker Leadershill of promoting in product or service. Roy (2016) defines deletinty brand endorshill the purpose of endorshill of service with the purpose of endorshill or service with the promoter a product of service with the promoter a product of service.

the stance

well and cultural concentration as per the repositions perspectively upon

To read this content please select one of the options below



facers of a perchase a proce-

### Adopting Technology for Sustainable Development: Reflections on Innovative Ecosystem

Jasmandeep Kaur, Kirandeep Kaur, Ramanjeet Singh

Fostering Sustainable Development in the Age of Technologies

ISBN: 978-1-83753-061-8, eISBN: 978-1-83753-060-1

(International (International

Book

Number.)

Number.

Electronic

The pandemic has brought op light the importance of quickly adopting new technologies and building resilient organisations. Also, the Su**stains** ble Development Goals (SDGs) can be addressed in large part through technological innovations. The development of smart systems which are linked with the Internet of Things (IoT) can create different opportunities to strategically face the barriers linked with the SDGs and make sure that there is an environmentally sustainable, equitable and healthy society. This study has utilised secondary and qualitative data and has adopted the interpretative and deductive approaches. It has given significance to several aspects of the SDGs and has linked them with digital technology such as accessibility to safe and clean portable water, production of sustainable food along with with digital technology such and its utilisation. This study has evaluated the advantages of digitalisation so that it can the generation of green energy and its utilisation. This study has evaluated the advantages of digitalisation so that it can the generation of green cores. SDGs and improve the health of the citizens by giving digital accessibility specifically to the underserved community. The research has selected the most essential themes which are indeed to the context of the underserved community. The lot of information obtained from authentic secondary resources. At last, it provides a SDGs and has deeply evaluated a lot of information obtained from authentic secondary resources. At last, it provides a 5DGs and has deeply evaluated where it has suggested several initiatives which could be made for enhancing the conclusion and recommendations where it has suggested several initiatives which could be made for enhancing the conclusion and recommends disguised the limitations that were identified while completing the study overall scenario and has also disguised the limitations that were identified while completing the study

Keywords

Digitalisation Environment Health Technology innovative ecosystem Sustainable Development Goals

Industry 5.0

nate and another agranticular techniques to the despite the constant of the continues of the section of the sec to water the support of the support cavic transcriptor tree coeffect (see \$ 10)

to read this content please select one of the options below



£23.00 (excl. tax) 30 days to view and

facess and parchase opinge.

### Adopting Technology for Sustainable Development: Reflections on Innovative Ecosystem

Jasmandeep Kaur, Kirandeep Kaur, Ramunjeet Singh

Fostering Sustainable Development in the Age of Technologies

ISBN: 978-1-83753-061-8, eISBN: 978-1-83753-060-1 (International

(International

hiplication date: 13 December 2023 Standard

Book

Book

Number.)

Number. Electronic

The pandemic has broughton light the importance of quickly adopting new technologies and building resilient organisations. Also, the Su**staina**ble Development Goals (SDGs) can be addressed in large part through technological innovations. The development of smart systems which are linked with the Internet of Things (IoT) can create different opportunities to strategically face the barriers linked with the SDGs and make sure that there is an environmentally sustainable, equitable and healthy society. This study has utilised secondary and qualitative data and has adopted the interpretative and deductive approaches. It has given significance to several aspects of the SDGs and has linked them with digital technology such as accessibility to safe and clean portable water, production of sustainable food along with with digital technology such as and its utilisation. This study has evaluated the advantages of digitalisation so that it can the generation of green energy and its utilisation. This study has evaluated the advantages of digitalisation so that it can the generation of green energy solds and improve the health of the citizens by giving digital accessibility specifically to catalyse the transition towards SDGs and improve the health of the citizens by giving digital accessibility specifically to catalyse the transition towards. The research has selected the most essential themes which are linked to the context of the underserved community. The research has selected the most essential themes which are linked to the context of the underserved community.

SDGs and has deeply evaluated a lot of information obtained from authentic secondary resources. At last, it provides a SDGs and has deepty evaluated by where it has suggested several initiatives which could be made for enhancing the conclusion and recommendations where it has suggested several initiatives which could be made for enhancing the conclusion and recommission disguised the limitations that were identified while completing the study overall scenario and has also disguised the limitations that were identified while completing the study

Digitalisation Keywords Health Technology innovative ecosystem Sustainable Development Goals

industry 5.0

u 10 23 AM

The Impact of Climate Change and Sustainability Standards on the Insurance Market

Chapter 7

### **Climate Resilient Agriculture**

Binding Agriculture Innovations and Insurance

Kirandeep Kaur, Jasmandeep Kaur, Ramanjeet Singh

Book Editor(s): Kiran Sood, Simon Grima, Peter Young, Ercan Ozen, Balamurugan Balusamy

First published: 14 July 2023

https://doi.org/10.1002/9781394167944.ch7

### Summary

Livelihood of millions of farmers all over the globe are facing severe threats from the combined challenges of an ever-increasing urbanized world population, the declining non-renewable resources and the damage of bio diversities due to the climate change effects. Climatic risks reinforce the need of binding the agricultural innovations and insurance to build a climate resilient agriculture. Agriculture innovation which involves various organizational, social, or economic processes, apart from applications, drones, and agricultural machinery has been depicted in the model of agricultural innovation system in the chapter. However, to facilitate the farmers, both innovation and insurance are of vital importance. Agricultural insurance minimizes the risks for farmers and this chapter presents the various trends of agriculture insurance like the innovative satellite weather index supporting Thai farmers' etc. Since, agricultural resilience entails both minimizing vulnerability and improving adaptive capability, the chapter cites examples of public private systems and micro insurance system providing coverage to farmers to meet the climate risks. Also, adoption of agricultural innovation and insurance involves multiple challenges and difficulties and need to be tailored as per the needs of the farmers in different regions. Thus, strategic research and technology demonstration are required to build climate resilient agricultural systems.

# SPRINGER LINK

Menu Q Search



Home > Current and Future Trends on Intelligent Technology Adoption > Chapter

Current and Future Trends on Intelligent Technology Adoption pp 10

The Metaverse: A New Frontier for Learning and Teaching from the Perspective of AI

Anjali Munde & Jasmandeep Kaur

Chapter | First Online: 29 December 2023

Part of the book series: <u>Studies in Computational</u> <u>Intelligence</u> ((SCI,volume 1128))

The present communication offers a thorough

Abstract

199 Accesses

analysis of the effects of the metaverse on the field of future education. The metaverse notion is briefly discussed and explained in this paper, which also places it in the context of changing educational paradigms. Notably, the study explores relevant ideas including Artificial Intelligence (AI), Deep onstrating their possible impacts on how