

The Effectiveness of Selection and Financial Incentive Systems in Enhancing Employee Performance

Dr. GK Sharma

Assistant Professor, India

ABSTRACT

Nowadays, Human Resource play important role in the organization success because Employees' performance is the key aspects that support the company's operation. The management needs to select the employees that suitable for the jobs and also apply some strategies to enhance the employees' productivity. Some of the strategies are by giving incentives to increase the employees' work motivation. High employees' motivation will also increase employees' performance while the selection process will also help the company to choose the qualified employees which will have high performance. In this research, the writer used descriptive research and causal research. The writer also gave questionnaires to the employees which are 30 employees. In this research study, the writer proposes 3 variables which are Selection (Variable X1), Financial Incentive System (Variable X2) and Employees performance (Variable Y). Since the data collected from the research is reliable and valid, thus the writer applies the collected data for the process of this study research. The result of this research is Selection has influence to the employees' performance. We can see from the T test result which $T_{count} > T_{table}$, which is $10.6 > 2.042$. We can also see from the determination test that 16.81% of employees' performance is affected by selection. Financial incentive system has influence to the employees' performance. We can see from the T test result which $T_{count} > T_{table}$, which is $5.72 > 2.042$. We can also see from the determination test that 43.56% of employees' performance is affected by financial incentive system. Selection and Financial incentive system have influences to the employees' performance. We can see from the F test result which $F_{count} > F_{table}$ is $16.3 > 1.84$ We can also see from the determination test that 54.76% of employees' performance is affected by selection.

Keywords: Effectiveness, employee, financial incentive system, performance

INTRODUCTION

Nowadays in the era of globalization, business competitions tend to increase. A lot of foreign companies interested to make investment in Indonesia. In order to compete with the foreign companies, every company in Indonesia must seek for the best and potential ways to fulfill or complete their business activities. Business activity is an activity that transforms inputs into outputs, which can be goods and services.

The purposes of the company's business activities are to reach the company's goal and also to gain profit. As what the company targeted, a company must use their production factor as efficient as possible. The way that the company need to do in order to make the production factor can be used efficiently is by managing the Human Resources aspect. Human Resources Management plays important role in the success of the business because Employees' performance is the key aspects that support the company's operation.

The management needs to select the employees that suitable for the jobs and also apply some strategies to enhance the employees' productivity. Some of the strategies are by making Proper job designs, setting suitable salaries and giving incentives to increase the employees' work motivation. High employees' motivation will also increase employees' performance while the selection process will also help the company to choose the qualified employees which will have high performance. High performance employees also will result in better outputs which are goods and services that are being delivered to the customer. Actually the success of a business largely depends on the ability of the manager to select the suitable employees and motivate the employees to achieve the company's objectives.

Selection process is very important because by doing selection, the company can hire the right employees that suitable for the job. By hiring the right employees the company can have good employees' performance, successful employment relationship and a positive impact on the work environment.

There are many ways to motivate the employees and one of the ways is by giving incentives based on the employees' work performance. Incentives are generally defined as tangible or intangible rewards that enable or motivate a particular course of action. Giving incentives will increase the employees' work performance because they will be motivated to do their job better. Besides increasing the employees' motivation, giving incentives also will increase the moral and loyalty of the employees to the company.

The company also needs to motivate the employees to work better by giving rewards to the employees beside their based salary. As according to Marbun, (2005, p.104), "*Incentif adalah pemberian sesuatu, biasanya dalam bentuk uang, yang dapat mendorong semangat pekerjanya untuk bekerja lebih produktif.*" (Meaning: "Incentive is giving something, which is generally in the form of money that can inspire the employees to work more productively."). In every company problems seem to occur, whether it is in a big company or a small company. Problems can be identified as a challenge whereby the company has to face in achieving its objectives or goals. When a company is faced to employees' performance problems, the company has to immediately find out the solution because employees' performance will impact the company's profit. Based on the explanation above, the writer does a research to find out whether selection and incentives system can affect the employees' performance or not.

RESEARCH METHOD

A. Research Design

Research design is used to assist the researcher to conduct a research in a systematic way and to determine whether there are any correlations between variables.

To complete this *skripsi*, the writer will use two ways to analyze the data on this research. The research designs used by the writers are descriptive research design and causal research

Descriptive research is also known as statistical research. Descriptive research is the most commonly used in completing research. Descriptive research is the scientific method which involves observing and describing the characteristic of the population that being studied.

Causal research is used to identify the relationship of the two variables by using the hypothesis and the theories which will establish the causal relationship between variables. In this research, the investigation type that used by the writer is the causal relationship.

In this research design, the context study that will be used by the writer is the questionnaire that consists of a set of questions to know about the responses from the employees related to the selection and financial incentive system at PT. Surya Jaya Medan.

B. Population and Sample

Population is the whole research objects as the source of data with a certain characteristics in the research.

Sample is the selection of a fraction of the total amount of units of interest to decision makers, for the ultimate purpose of being able to draw general conclusions about the entire body of units.

C. Definition of Operational Variable

In this research, the writer distributed questionnaire which are arranged in question form to the employees as respondent. In measuring the variables, the writer used Likert's Scale.

Likert's Scale is a psychometric scale commonly used in questionnaire and the most widely used scale in survey research. In Likert questionnaire, the respondent can specify their level of agreement into numbers as following:

- 1 = strongly disagree
- 2 = disagree
- 3 = neither agree nor disagree
- 4 = agree
- 5 = strongly agree

Table 1. Indicators of Operational Variables

Variable	Indicator	Sub Indicator	Questionnaires
Variable X1 (Selection)	Formal Education	knowledge	All the employees in the company already have good knowledge in performing the job.
	Experience and Past Performance	Work related attitude	The company already has employees that have experience in their field.
	Physical Characteristics	Appearance	All employees in the company have good appearance.
	Intelligence Test	Intellectual abilities	All employees in the company have good memory and numerical ability.
	Personality Test	Personality	All employees in the company have good personality.
Variable X2 (Financial Incentive System)	Bonus	Good performance	Incentive that given by the company is suitable with the employees' ability.
	Commission	Good sales	Incentive that given by the company motivate the employees to perform better.
	Combination Plan	Good sales and performance	Incentive is needed beside salary.
	Piecework Plan	Straight piecework	Incentive given must should be balance with the employees performance.
	Merit Pay	Good performance	Salary increment will be based on the employees' performance.
Variable Y (Employees' performance)	Quantity	Number of product sold	Employees have helped the company to have good sales.
	Quality	The work output redone or rejected	The employees' work outcome is according to the company standard.
	Time	How fast the work performed	All employees finish their job on time
	Capability	Employees' capability	All employees are capable to perform their job well.
	Personal Habits	Employees' Behavior	All employees have good relationship and have good cooperation in doing their job.

D. Data Collection Method

In doing this skripsi, the writer collect the data and other information by using two types of methods, which are:

1. Primary Data

Primary data is a data which is collected by the writer by using field research. The writers distributed questionnaires to the employees at PT. Surya Jaya Medan to be filled. The writer used Likert's scale to analyze the data. The writer also did interviews to the employees to get additional data that can be used to complete the research.

2. Secondary Data

Secondary data is data or information that has been gathered for some purpose outside the research process. Secondary data can be collected from books, magazines, journals, research paper, etc. the writer gain secondary data from the library and internet research.

E. Data Analysis Method

In doing the research, the writer uses some methods to analyze the data that have been collected from the research. The methods are as follow:

1. Statistical Method

a. Mean

The mean is the value that helps to summarize an entire set of numbers. A set mean is calculated by adding up all the numbers in the set together and dividing their sum by the number of members of the set.

The formula is:

$$x = \frac{x_1 + x_2 + x_3 + \dots + x_n}{n}$$

Where:

\bar{X} = Mean
 X_1, X_2, X_3, X_n = total data to be added up
 n = quantity of the sample

b. Median

Median is described as middle or center value of a set of data that have been collected from the research. To find out the value of median, we need to arrange the data according to the size.

When the n is odd, the formula is:

$$median = \frac{n + 1}{2}$$

When the n is even, the formula is:

$$median = \frac{1}{2} [x_k + x_{k+1}]$$

$$k = \frac{1}{2} n$$

Where:

n = quantity of the sample

c. Mode

Mode is defined as the value that occurs with the highest frequency.

Table 2. Level of Interpretation

Score	Interpretation
0 - 5	Strongly Disagree
6 - 10	Disagree
11 - 15	Neutral
16 - 20	Agree
21 - 25	Strongly Disagree

2. Validity

Validity is used to show the validity level of an instrument and data. The formula for validity is:

$$r_{xy} = \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}}$$

Where:

X_n = the value of question number n from each respondent

Y_n = the total value of question from each respondent

x = $X_n - \bar{x}$

y = $Y_n - \bar{y}$

\bar{x} = average score of X_n

\bar{y} = average score of y

Table 3. Level of r_{xy} (validity)

r_{xy}	Validity
0.0 – 0.20	Very low data validity
0.21 – 0.40	Low data validity
0.41 – 0.60	Moderate data validity
0.61 – 0.80	High data validity
0.81 – 1.00	Very high data validity

3. Reliability

Reliability is one of the instruments that are trustworthy enough to be used as one of the tool in collecting data because it has been proven as good instrument. A good instrument will not have the characteristics of tendentious that will lead the respondents in choosing particular answers. A trusted instrument which is reliable will produce trustworthy data as well.

In this research, the data reliability is tested using the Cronbach's alpha formula $\alpha = \left(\frac{k}{k-1}\right) \left(1 - \frac{\sum \sigma^2 b}{\sigma^2 t}\right)$

Where:

$$\sum \sigma^2 b = \sigma 1^2 + \sigma 2^2 + \sigma 3^2 + \dots$$

$$\sigma^2 = \frac{\sum x^2 - \frac{(\sum x)^2}{N}}{N}$$

$$\sigma^2 t = \frac{\sum t^2 - \frac{(\sum t)^2}{N}}{N}$$

α = reliability coefficient

k = number of questions

$\sum \sigma^2 b$ = individual question variance

$\sigma^2 t$ = variance of total value

X = the respondent value of each respondent

N = number of respondents

4. Correlation Coefficient Analysis

The function of correlation analysis is to find out the relations of variable x (selection and financial incentive system) to the variable y (employees' performance) in the company.

The formula for correlation coefficient for two variables is:

$$r_{xy} = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{(n \sum x^2 - (\sum x)^2)(n \sum y^2 - (\sum y)^2)}}$$

The formula for correlation coefficient for three variables is:

$$R_{x_1 x_2 y} = \frac{\sqrt{(r_{X_1 y})^2 + (r_{X_2 y})^2 - 2(r_{X_1 y})(r_{X_2 y})(r_{X_1 X_2})}}{\sqrt{1 - (r_{X_1 X_2})^2}}$$

$$r_{x_1 x_2} = \frac{n \sum x_1 x_2 - (\sum x_1)(\sum x_2)}{\sqrt{(n \sum x_1^2 - (\sum x_1)^2)(n \sum x_2^2 - (\sum x_2)^2)}}$$

Where:

r_{xy} = coefficient of correlation between variable x and y

$R_{x_1 x_2 y}$ = coefficient of correlation between variable x_1, x_2 and y

x_1 = independent variable (selection)

x_2 = independent variable (financial incentive system)

y = dependent variable (employees' performance)

The coefficient of correlation (r) can take on any value between -1 and +1. The values of correlation coefficient are shown in the following figure.

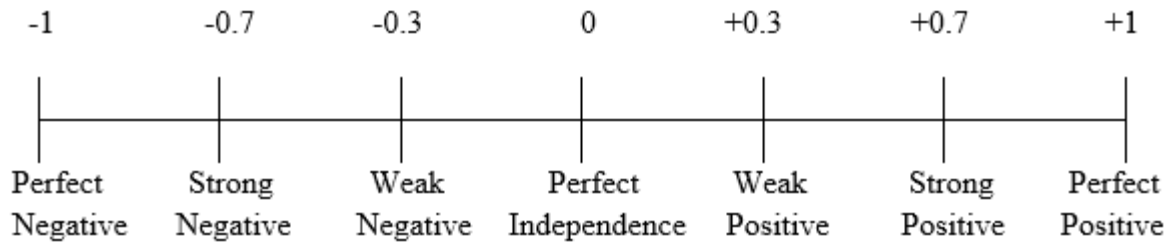


Figure 1 Values of correlation coefficient

Table 4. Interpretation Coefficient Correlation Value

Coefficient Correlation Value	Interpretation
+1.00	Perfect Positive
-1.00	Perfect Negative
0.85 – 0.99	Very High
0.70 – 0.84	High
0.50 – 0.69	Average
0.30 – 0.49	Low
0.10 – 0.29	Very low

5. Coefficient Determination

The writer also use test of determination to measure the influences of selection and financial incentive system to the employees’ performance at the company in percentage

$$D_{xy} = r^2 \cdot 100\%$$

Where:

D_{xy} = coefficient of determination
 r = coefficient of correlation between variable x and y

6. Regression Analysis

Regression Analysis includes any techniques for modeling and analyzing several variables, when the focus is on the relationship between a dependent variable and one or more independent variables. Regression analysis help us to understand how typical value of dependent variable changes when any one of the independent variable is varied, while the other independent variables are held fixed.

Linear regression equation:

$$y = a + bx$$

Multiple linear regression equation:

$$y = a + bx_1 + bx_2$$

Where:

x_1 = independent variable 1 (selection)
 x_2 = independent variable 2 (financial incentive system)
 y = dependent variable (employees’ performance)
 a = constanta
 b = regression coefficient
 n = total sample

$$a = \frac{\sum y - (b \cdot \sum x)}{n}$$

$$b = \frac{(n \cdot \sum xy) - (\sum x \cdot \sum y)}{n \cdot \sum x^2 - (\sum x)^2}$$

$$r^2 = \frac{b1 \sum yx1 + b2 \sum yx2}{\sum y^2}$$

F. Hypothesis Test

The writer set the alpha level or level of significance is 0.05 or establishing a 95% confidence interval means there is a 5% chance of being wrong if the null rejected.

Test hypothesis is to test the hypothesis whether it is accepted or rejected.

The T-test formula is:

$$t = \sqrt{\frac{r^2 \cdot df}{(1 - r^2)}}$$

$$df = N - 2$$

Where:

- t = hypothesis test
- r = coefficient of correlation
- n = number of respondents
- df = Degree of freedom
- N = number of respondents
- α = level of significance = 0.05

The result of computation will be compared with the value in the t-table.

-Ttable < Tcount < +Ttable = null hypothesis (Ho) is accepted,
 alternative hypothesis (Ha) is rejected

Tcount < -Ttable = null hypothesis (Ho) is rejected

Tcount > +Ttable = alternative hypothesis (Ha) is accepted

The F-test formula is:

$$F = \frac{R^2(N - m - 1)}{m(1 - R^2)}$$

Where:

- R = correlation coefficient of variable x to variable y
- N = number of respondent
- m = total of the dependent variable

The criteria testing of this hypothesis is:

Hypothesis test is an assertion or conjecture about the parameter or parameters of a population. It may also concern the type or nature of population.

Ho : $\mu_1 = \mu_2$

Ha : $\mu_1 \neq \mu_2$

Ho = null hypothesis

Ha = alternative hypothesis

The result of computation will be compared with the value in the F-table.

-Ftable < Fcount < +Ftable = null hypothesis (Ho) is accepted,
 alternative hypothesis (Ha) is rejected

Fcount < -Ftable = null hypothesis (Ho) is rejected

Fcount > +Ftable = alternative hypothesis (Ha) is accepted

In this case, if the value of F_{count} falls between the value of F_{table} and $+F_{table}$, the null hypothesis (H_0) will be accepted and the alternative hypothesis (H_a) will be rejected. However, if the value of F_{count} is less than $-F_{table}$ or greater than $-F_{table}$, the null hypothesis (H_0) will be rejected and alternative hypothesis (H_a) will be accepted.

RESULTS AND DISCUSSION

A. Test of Data Quality

In this section, the quality of data used in the research has to be determined. The test is implemented to identify the validity, reliability, correlation coefficient, determination and linear regression of the data.

1. Test of Data Validity

The validity test will be given only for 10 respondents of each variable, where the 10 respondents will be representative for the whole set of collected data.

Variable X1 – Selection

$$r_{xy(1)} = \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}} = \frac{7.8}{\sqrt{(2.9)(79.6)}} = 0.51$$

$$r_{xy(2)} = \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}} = \frac{8.2}{\sqrt{(2.4)(79.6)}} = 0.59$$

$$r_{xy(3)} = \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}} = \frac{18.6}{\sqrt{(9.6)(79.6)}} = 0.89$$

$$r_{xy(3)} = \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}} = \frac{18.6}{\sqrt{(9.6)(79.6)}} = 0.67$$

$$r_{xy(5)} = \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}} = \frac{20.4}{\sqrt{(10.1)(79.6)}} = 0.72$$

No	r_{xy}	Validity
1	0.51	Valid
2	0.59	Valid
3	0.89	Valid
4	0.67	Valid
5	0.72	Valid

Variable X2 – Financial Incentive System

$$r_{xy(6)} = \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}} = \frac{71.8}{\sqrt{(3.6)(44.9)}} = 0.14$$

$$r_{xy(7)} = \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}} = \frac{4.8}{\sqrt{(1.6)(44.9)}} = 0.56$$

$$r_{xy(8)} = \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}} = \frac{13.8}{\sqrt{(7.6)(44.9)}} = 0.75$$

$$r_{xy(9)} = \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}} = \frac{10.8}{\sqrt{(7.6)(44.9)}} = 0.58$$

$$r_{xy(10)} = \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}} = \frac{13.7}{\sqrt{(10.1)(44.9)}} = 0.64$$

No	r_{xy}	Validity
6	0.14	Valid
7	0.56	Valid
8	0.75	Valid
9	0.58	Valid
10	0.64	Valid

Variable Y – Employees’ Performance

$$r_{xy(11)} = \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}} = \frac{5.9}{\sqrt{(2.1)(22.1)}} = 0.87$$

$$r_{xy(11)} = \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}} = \frac{5.5}{\sqrt{(2.5)(22.1)}} = 0.74$$

$$r_{xy(13)} = \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}} = \frac{3.1}{\sqrt{(4.1)(22.1)}} = 0.33$$

$$r_{xy(14)} = \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}} = \frac{3.5}{\sqrt{(4.1)(22.1)}} = 0.47$$

$$r_{xy(15)} = \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}} = \frac{4.1}{\sqrt{(2.1)(22.1)}} = 0.6$$

No	r_{xy}	Validity
11	0.87	Valid
12	0.74	Valid
13	0.33	Valid
14	0.47	Valid
15	0.6	Valid

2. Test of Data Reliability

In this section, the writer will determine the data reliability which given to 10 respondents out from sample.

Reliability Test for Variable X1

Respondent	Number of Question for Variable X1					Total Score	Total score ²
	1	2	3	4	5		
1	5	5	5	5	5	25	625
2	5	5	4	4	4	22	484
3	5	5	4	4	5	23	529
4	4	5	4	5	4	22	484
5	5	4	4	4	5	22	484
6	5	5	5	5	5	25	625
7	4	4	4	4	4	20	400
8	4	5	4	3	4	20	400
9	4	5	4	4	5	22	484
10	4	4	5	4	5	22	484
Σ	45	47	43	42	46	223	4999
Σx^2	205	223	187	180	214		
σ	0.25	0.21	0.21	0.36	0.24	1.27	
$\Sigma \sigma^2$	1.27						

$$\sigma^2 t = \frac{\sum t^2 - \frac{(\sum t)^2}{N}}{N}$$

$$\sigma^2 t = \frac{4999 - \frac{(223)^2}{10}}{10}$$

$$\sigma^2 t = 2.61$$

$$\alpha = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum \sigma^2 b}{\sigma^2 t} \right)$$

$$\alpha = \left(\frac{5}{5-1} \right) \left(1 - \frac{1.27}{2.61} \right)$$

$$\alpha = 0.641$$

Rtable = 5%0.361

Rcount > Rtable = 0.641 > 0.361 → questionnaire is reliable

Reliability Test for Variable X2

Respondent	Number of Question for Variable X2					Total Score	Total score ²
	1	2	3	4	5		
1	5	5	5	5	5	25	625
2	3	4	5	4	4	20	400
3	4	4	4	5	4	21	441
4	4	5	4	4	5	22	484
5	5	5	5	5	5	25	625
6	4	5	5	5	5	24	576
7	5	5	5	5	5	25	625
8	5	5	4	4	4	22	484
9	4	5	4	4	5	22	484
10	4	4	5	5	5	23	529
	43	47	46	46	47	229	5273
$\sum X^2$	189	223	214	214	223		
σ	0.41	0.21	0.24	0.24	0.21	1.31	
$\sum \sigma^2$	1.31						

$$\sigma^2 t = \frac{\sum t^2 - \frac{(\sum t)^2}{N}}{N}$$

$$\sigma^2 t = \frac{5273 - \frac{(229)^2}{10}}{10}$$

$$\sigma^2 t = 2.89$$

$$\alpha = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum \sigma^2 b}{\sigma^2 t} \right)$$

$$\alpha = \left(\frac{5}{5-1} \right) \left(1 - \frac{1.31}{2.89} \right)$$

$$\alpha = 0.683$$

$$R_{table} = 5\% \dots\dots\dots 0.361$$

$R_{count} > R_{table} = 0.683 > 0.361 \rightarrow$ questionnaire is reliable.

Reliability Test for Variable Y

Respondent	Number of Question for Variable Y					Total Score	Total score ²
	1	2	3	4	5		
1	5	5	5	5	5	25	625
2	5	3	3	5	3	19	361
3	5	5	5	5	5	25	625
4	4	5	5	4	5	23	529
5	5	5	5	5	5	25	625
6	4	5	5	5	5	24	576
7	4	4	4	3	5	20	400
8	5	4	5	4	4	22	484
9	4	4	4	4	4	20	400
10	5	5	5	5	5	25	625
	46	45	46	45	46	228	5250
$\sum X^2$	214	207	216	207	216		
σ	0.24	0.45	0.44	0.45	0.44	2.02	
$\sum \sigma^2$	2.02						

$$\sigma^2 t = \frac{\sum t^2 - \frac{(\sum t)^2}{N}}{N}$$

$$\sigma^2 t = \frac{5250 - \frac{(228)^2}{10}}{10}$$

$$\sigma^2 t = 5.16$$

$$\alpha = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum \sigma^2 b}{\sigma^2 t} \right)$$

$$\alpha = \left(\frac{5}{5-1} \right) \left(1 - \frac{2.02}{5.16} \right)$$

$$\alpha = 0.761$$

$$R_{table} = 5\% \dots\dots\dots 0.361$$

$R_{count} > R_{table} = 0.761 > 0.361 \rightarrow$ questionnaire is reliable.

3. Correlation Coefficient Analysis

At this part, the writer will calculate the correlation coefficient between variables.

The correlation coefficient between variable X1(Selection) and Y (Employees' Performance):

Respondent	X1	Y	X1 ²	Y ²	X1Y
1	23	24	529	576	552
2	21	20	441	400	420
3	17	20	289	400	340
4	22	23	484	529	506
5	25	22	625	484	550
6	25	21	625	441	525
7	20	24	400	576	480
8	16	22	256	484	352
9	22	24	484	576	528
10	21	23	441	529	483
11	18	21	324	441	378
12	21	24	441	576	504
13	20	25	400	625	500
14	25	24	625	576	600
15	22	24	484	576	528
16	19	20	361	400	380
17	19	24	361	576	456
18	22	25	484	625	550
19	21	24	441	576	504
20	20	23	400	529	460
21	21	22	441	484	462
22	17	23	289	529	391
23	15	18	225	324	270
24	21	24	441	576	504
25	25	24	625	576	600
26	17	20	289	400	340
27	25	25	625	625	625
28	23	23	529	529	529
29	24	21	576	441	504
30	25	21	625	441	525
TOTAL	632	678	13560	15420	14346

$$r_{xy} = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{(n \sum x^2 - (\sum x)^2)(n \sum y^2 - (\sum y)^2)}}$$

$$r_{xy} = \frac{30(14,346) - (632)(678)}{\sqrt{(30(13,560) - (632)^2)(30(15,420) - (678)^2)}}$$

$$r_{xy} = 0.41$$

The correlation coefficient between variable X1(selection) and variable Y (Employees' Performance) is 0.41 which indicates that there is low relationship between variables.

The correlation coefficient between variable X2 (Financial Incentive System) and Y (Employees' Performance) will be shown in the following tables:

Respondent	X2	Y	X2 ²	Y ²	X2Y
1	21	24	441	576	504
2	20	20	400	400	400
3	19	20	361	400	380
4	22	23	484	529	506
5	25	22	625	484	550
6	22	21	484	441	462
7	20	24	400	576	480
8	17	22	289	484	374
9	22	24	484	576	528
10	23	23	529	529	529
11	18	21	324	441	378
12	24	24	576	576	576
13	23	25	529	625	575
14	24	24	576	576	576
15	22	24	484	576	528
16	16	20	256	400	320
17	24	24	576	576	576
18	25	25	625	625	625
19	23	24	529	576	552
20	24	23	576	529	552
21	22	22	484	484	484
22	23	23	529	529	529
23	15	18	225	324	270
24	22	24	484	576	528
25	24	24	576	576	576
26	23	20	529	400	460
27	24	25	576	625	600
28	25	23	625	529	575
29	20	21	400	441	420
30	23	21	529	441	483
TOTAL	655	678	14505	15420	14896

$$r_{x2y} = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{(n \sum x^2 - (\sum x)^2)(n \sum y^2 - (\sum y)^2)}}$$

$$r_{xy} = \frac{30(14,896) - (655)(678)}{\sqrt{(30(14,505) - (655)^2)(30(15,420) - (678)^2)}}$$

$$r_{xy} = 0.66$$

The correlation coefficient between variable X2(Financial Incentive System) and variable Y (Employees' Performance) is 0.66 which indicates that there is average relationship between variables.

The correlation coefficient between variable X1(Selection), variable X2 (Financial Incentive System) and Y (Employees' Performance) will be shown in the following tables:

Respondent	X1	X2	Y	X1Y	X2Y	Y2	X1X2
1	23	21	24	552	504	576	483
2	21	20	20	420	400	400	420
3	17	19	20	340	380	400	323
4	22	22	23	506	506	529	484
5	25	25	22	550	550	484	625
6	25	22	21	525	462	441	550
7	20	20	24	480	480	576	400
8	16	17	22	352	374	484	272
9	22	22	24	528	528	576	484
10	21	23	23	483	529	529	483
11	18	18	21	378	378	441	324
12	20	18	24	480	432	576	360
13	18	18	25	450	450	625	324
14	17	19	24	408	456	576	323
15	22	22	24	528	528	576	484
16	18	24	20	360	480	400	432
17	16	24	24	384	576	576	384
18	21	25	25	525	625	625	525
19	20	23	24	480	552	576	460
20	19	24	23	437	552	529	456
21	21	22	22	462	484	484	462
22	20	23	23	460	529	529	460
23	25	24	18	450	432	324	600
24	19	19	24	456	456	576	361
25	23	24	24	552	576	576	552
26	25	23	20	500	460	400	575
27	25	24	25	625	600	625	600
28	25	23	23	575	529	529	575
29	23	24	21	483	504	441	552
30	25	23	21	525	483	441	575
TOTAL	632	655	678	14254	14795	15420	13908

$$r_{x_1x_2} = \frac{n \sum x_1x_2 - (\sum x_1)(\sum x_2)}{\sqrt{(n \sum x_1^2 - (\sum x_1)^2)(n \sum x_2^2 - (\sum x_2)^2)}}$$

$$r_{x_1x_2} = \frac{30(13,908) - (632)(655)}{\sqrt{((30(13,908) - (632)^2)((30(14505) - (655)^2))}}$$

$$r_{x_1x_2} = 0.49$$

The correlation coefficient between variable X1(Selection) and variable X2 (Financial Incentive System) is 0.49 which indicates that there is low relationship between variables.

The correlation coefficient between variable X1(Selection), variable X2 (Financial Incentive System) and Y (Employees' Performance) will be calculated below:

$$R_{x_1x_2y} = \frac{\sqrt{(r_{X_1Y})^2 + (r_{X_2Y})^2 - 2(r_{X_1Y})(r_{X_2Y})(r_{X_1X_2})}}{\sqrt{1 - (r_{X_1X_2})^2}}$$

$$R_{x_1x_2y} = \frac{\sqrt{(0.41)^2 + (0.66)^2 - 2(0.41)(0.66)(0.49)}}{\sqrt{1 - (0.49)^2}}$$

$$R_{x_1x_2y} = 0.74$$

The correlation coefficient between variable X1(Selection), variable X2 (Financial Incentive System) and Y (Employees' Performance) is 0.74 which indicate high correlation relationship between the variables.

4. Coefficient Determination

As the value of correlation coefficient has been found, the writer is able to calculate the coefficient determination of the variables.

$$D_{xy} = r^2 \cdot 100\%$$

$$D_{xy} = (0.41)^2 \cdot 100\%$$

$$D_{xy} = 16.81\%$$

The coefficient determination result from the calculation indicates that 16.81% of employees' performance (variable Y) is influenced by Selection (variable X1). The remaining 83.19% reflects the influences of other factors.

$$D_{xy} = r^2 \cdot 100\%$$

$$D_{xy} = (0.66)^2 \cdot 100\%$$

$$D_{xy} = 43.56\%$$

The coefficient determination result from the calculation indicates that 43.56% of employees' performance (variable Y) is influenced by Financial Incentive System (variable X2). The remaining 56.44% reflects the influences of other factors.

$$D_{xy} = r^2 \cdot 100\%$$

$$D_{xy} = (0.74)^2 \cdot 100\%$$

$$D_{xy} = 54.76\%$$

The coefficient determination result from the calculation indicates that 54.76% of employees' performance (variable Y) is influenced by Selection (variable X1) and Financial Incentive System (variable X2). The remaining 45.24% reflects the influences of other factors like working environment, appreciation, training and etc. so it means that the selection and financial incentive system have influences to the employees' performance at PT. Surya Jaya Medan.

5. Regression Analysis

To identify the further relationship between variable X1 and Y, the writer will further determine the linear regression between the variables.

$$b = \frac{(n \cdot \sum x_1y) - (\sum x_1 \cdot \sum y)}{n \cdot \sum x_1^2 - (\sum x_1)^2}$$

$$b = \frac{(30 \cdot 14,346) - (632)(678)}{(30 \cdot 13,560) - (632)^2}$$

$$b = 0.26$$

$$a = \frac{\sum y - (b \cdot \sum x)}{n}$$

$$a = \frac{678 - (0.26 \cdot 632)}{30}$$

$$a = 17.1$$

The substitution of a and b to the linear regression formula.

$$y = a + bx$$

$$y = 17.1 + 0.26x$$

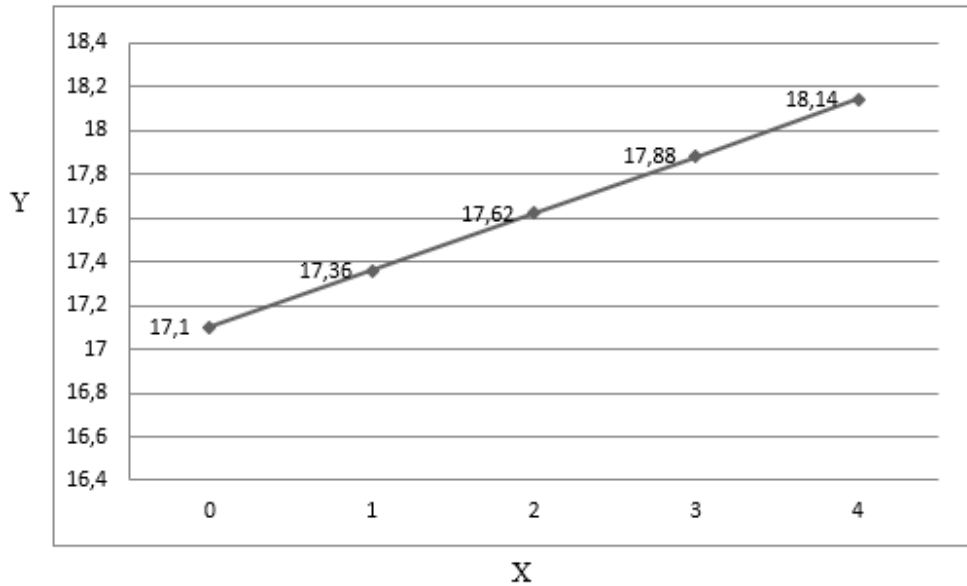
$$X = 0 \rightarrow y = 17.1 + 0.26(0) = 17.1$$

$$X = 1 \rightarrow y = 17.1 + 0.26(1) = 17.36$$

$$X = 2 \rightarrow y = 17.1 + 0.26(2) = 17.62$$

$$X = 3 \rightarrow y = 17.1 + 0.26(3) = 17.88$$

$$X = 4 \rightarrow y = 17.1 + 0.26(4) = 18.14$$



From the calculation and graphical chart shown above, the line of the graph is positively sloped, which means there is positive relationship between variable X1 (Selection) and variable Y (Employees' performance).

Linear regression between variable X2 and Y will be shown below:

$$b = \frac{(n \cdot \sum x_1 y) - (\sum x_1 \cdot \sum y)}{n \cdot \sum x_1^2 - (\sum x_1)^2} \qquad a = \frac{\sum y - (b \cdot \sum x)}{n}$$

$$b = \frac{(30 \cdot 14,896) - (655)(678)}{(30 \cdot 14,505) - (655)^2} \qquad a = \frac{678 - (0.46)(655)}{30}$$

$$b = 0.46 \qquad a = 12.56$$

The substitution of a and b to the linear regression formula:

$$y = a + bx$$

$$y = 12.56 + 0.46x$$

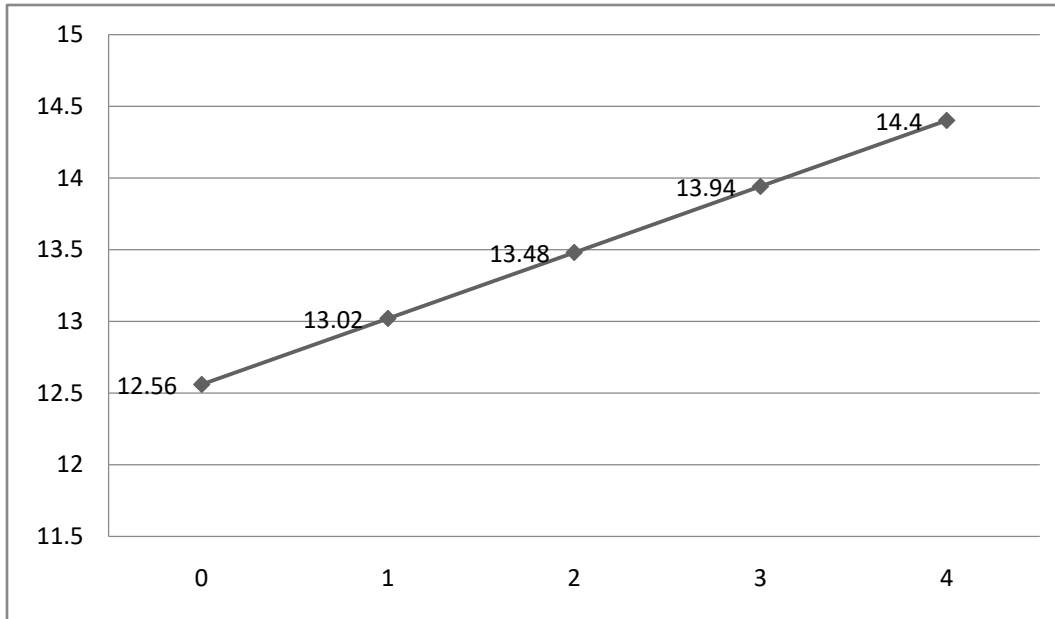
$$X = 0 \rightarrow y = 12.56 + 0.46(0) = 12.56$$

$$X = 1 \rightarrow y = 12.56 + 0.46(1) = 13.02$$

$$X = 2 \rightarrow y = 12.56 + 0.46(2) = 13.48$$

$$X = 3 \rightarrow y = 12.56 + 0.46(3) = 13.94$$

$$X = 4 \rightarrow y = 12.56 + 0.46(4) = 14.40$$



From the calculation and graphical chart shown above, the line of the graph is positively sloped, which means there is positive relationship between variable X2 (Financial Incentive system) and variable Y (Employees' performance).

To identify further relationship between variable X1, X2 and Y, the writer will further determine the multiple linear regressions between those variables, which will be shown below:

$$b_1 = \frac{(\sum x_2^2)(\sum x_1y) - (\sum x_1x_2)(\sum y)}{(\sum x_1^2)(\sum x_2^2) - (\sum x_1x_2)^2}$$

$$b_1 = \frac{(14,505)(14,346) - (13,908)(14,795)}{(13,560)(14,505) - (13,908)^2}$$

$$b_1 = 0.71$$

$$b_2 = \frac{(\sum x_1^2)(\sum x_2y) - (\sum x_1x_2)(\sum y)}{(\sum x_1^2)(\sum x_2^2) - (\sum x_1x_2)^2}$$

$$b_2 = \frac{(13,560)(14,896) - (13,908)(14,346)}{(13,560)(14,505) - (13,908)^2}$$

$$b_2 = 0.76$$

To compute a, we must take the average of each variable.

$$X_1 = 632 / 30 = 21.06 \quad Y = 678 / 30 = 22.6$$

$$X_2 = 655 / 30 = 21.83$$

$$a = y - b_1x_1 - b_2x_2$$

$$a = 22.6 - (0.71)(21.06) - (0.76)(21.83)$$

$$a = -8.9$$

$$\text{So, } y = -8.9 + 0.71x_1 + 0.76x_2$$

It means that, in the increasing of one percent of X1 or X2, the value of Y will increase by 0.71 for X1 and 0.76 for X2.

The substitution of a, b1 and b2 into multiple linear regression formula:

$$X = 0 \rightarrow y = -8.9 + 0.71(0) + 0.76(0) = -8.9$$

$$X = 1 \rightarrow y = -8.9 + 0.71(1) + 0.76(1) = -7.43$$

$$X = 2 \rightarrow y = -8.9 + 0.71(2) + 0.76(2) = -5.96$$

6. Hypothesis Test

In this part, the writer will do hypothesis test by using T – test and F– test. The null hypothesis and alternative hypothesis will be tested for rejection or acceptance.

The test to find out the level significance between selection and employees’ performance:

$$t = \sqrt{\frac{r^2 \cdot df}{(1 - r^2)}}$$

$$df = N - 2$$

$$t = \sqrt{\frac{0.41^2 \cdot 28}{(1 - 0.41^2)}}$$

$$t = 10.6$$

The value will be compared with the t-table with the confidence level of 95%.

$$T_{\text{count}} = 10.6$$

$$T_{\text{table}} = 2.048$$

$T_{\text{count}} > T_{\text{table}} \rightarrow$ alternative hypothesis (Ha) is accepted

After the comparison between Tcount and Ttable, the writer conclusion is:

Null hypothesis (Ho) is rejected and Alternative hypothesis (Ha) is accepted.

The test to find out the level significance between Financial Incentive System and employees’ performance:

$$t = \sqrt{\frac{r^2 \cdot df}{(1 - r^2)}}$$

$$df = N - 2$$

$$t = \sqrt{\frac{0.66^2 \cdot 28}{(1 - 0.66^2)}}$$

$$t = 5.72$$

The value will be compared with the t-table with the confidence level of 95%.

$$T_{\text{count}} = 5.72$$

$$T_{\text{table}} = 2.048$$

$T_{\text{count}} > T_{\text{table}} \rightarrow$ alternative hypothesis (Ha) is accepted

After the comparison between Zcount and Ztable, the writer conclusion is:

Null hypothesis (Ho) is rejected and Alternative hypothesis (Ha) is accepted.

The test to find out the level significance between selection, financial incentive system and employees’ performance, the writer will use F-test as the following:

$$F = \frac{R^2(N - m - 1)}{m(1 - R^2)}$$

$$F = \frac{0.74^2(30 - 2 - 1)}{2(1 - 0.74^2)}$$

$$F = 16.3$$

After the comparison between F_{count} and F_{table} , the writer conclusion is:

$F_{count} > F_{table} \rightarrow$ alternative hypothesis (H_a) is accepted

Null hypothesis (H_0) is rejected and Alternative hypothesis (H_a) is accepted which mean that selection and financial incentive system have impact towards employees' performance at PT. Surya Jaya Medan.

The writer gains information from all 30 respondents as a sample through questionnaire in this research. There are 24 male respondents and 6 female respondents. There is no respondent with junior high school education level. The minimal education level of the respondents is senior high school. The total respondents with senior high school education level are 66.67%, total respondents with advance diploma education level are 20% and the total respondents with bachelor level of education are 13.33%.

From the calculation above, we can see that:

- a. Validity Test for variable X_1 is valid.
- b. Validity Test for variable X_2 is valid.
- c. Validity Test for variable Y is valid.
- d. Reliability Test for variable X_1 is reliable.
- e. Reliability Test for variable X_2 is reliable.
- f. Reliability Test for variable Y is reliable.
- g. From the correlation coefficient test, the writer found that the correlation is 0.74 which represent that there is strong relationship between selection and financial incentive system in improving employees' performance.
- h. Based on calculation of coefficient determination, the writer found that the determination coefficient is 54.76%, we can see that the percentage that selection and financial incentive system in improving employees' performance is 54.76% and the other 45.24% is influence by other factors.
- i. The multiple linear regression show $y = -8.9 + 0.71x_1 + 0.76x_2$ which means that in the increasing of one percent of Selection or Financial incentive system, the value of employees' performance will increase by 0.71 for selection and 0.76 for financial incentive system.
- j. Based on the F-test result, we can see that $F_{count} > F_{table}$ which means that selection and financial incentive system have impact towards employees' performance.

CONCLUSION

The writer can make some conclusions as follow:

1. Selection has influence to the employees' performance. We can see from the T test result which $T_{count} > T_{table}$, which means null hypothesis (H_0) is rejected and Alternative hypothesis (H_a) is accepted. We can also see from the determination test that 16.81% of employees' performance at PT. Surya Jaya is affected by selection. The correlation coefficient test which is 0.41 shows that selection has relationship to employees' performance.
2. Financial incentive system has influence to the employees' performance. We can see from the T test result which $T_{count} > T_{table}$, which means null hypothesis (H_0) is rejected and Alternative hypothesis (H_a) is accepted. We can also see from the determination test that 43.56% of employees' performance is affected by financial incentive system. The correlation coefficient test which is 0.66
3. It shows that financial incentive system has relationship to employees' performance.
4. Selection and Financial incentive system have influences to the employees' performance. We can see from the F test result which $F_{count} > F_{table}$, which means null hypothesis (H_0) is rejected and Alternative hypothesis (H_a) is accepted. We can also see from the determination test that 54.76% of employees' performance is affected by selection. The correlation coefficient test which is 0.74 shows that selection and financial incentive system have relationship to employees' performance.
5. From the validity test for X_1 , X_2 and Y , the result is valid.
6. From the reliability test for X_1 , X_2 and Y , the result is reliable.

REFERENCES

- [1]. Santhosh Palavesh. (2019). The Role of Open Innovation and Crowdsourcing in Generating New Business Ideas and Concepts. *International Journal for Research Publication and Seminar*, 10(4), 137–147. <https://doi.org/10.36676/jrps.v10.i4.1456>
- [2]. Santosh Palavesh. (2021). Developing Business Concepts for Underserved Markets: Identifying and Addressing Unmet Needs in Niche or Emerging Markets. *Innovative Research Thoughts*, 7(3), 76–89. <https://doi.org/10.36676/irt.v7.i3.1437>
- [3]. Palavesh, S. (2021). Co-Creating Business Concepts with Customers: Approaches to the Use of Customers in New Product/Service Development. *Integrated Journal for Research in Arts and Humanities*, 1(1), 54–66. <https://doi.org/10.55544/ijrah.1.1.9>
- [4]. Santhosh Palavesh. (2022). Entrepreneurial Opportunities in the Circular Economy: Defining Business Concepts for Closed-Loop Systems and Resource Efficiency. *European Economic Letters (EEL)*, 12(2), 189–204. <https://doi.org/10.52783/eel.v12i2.1785>
- [5]. Santhosh Palavesh. (2022). The Impact of Emerging Technologies (e.g., AI, Blockchain, IoT) On Conceptualizing and Delivering new Business Offerings. *International Journal on Recent and Innovation Trends in Computing and Communication*, 10(9), 160–173. Retrieved from <https://www.ijritcc.org/index.php/ijritcc/article/view/10955>
- [6]. Palavesh, S. (2024). Developing sustainable business concepts: Integrating environmental, social, and economic considerations into new venture ideation. *African Journal of Biological Sciences*, 6(14), 3025-3043. <https://doi.org/10.48047/AFJBS.6.14.2024.3025-3043>
- [7]. Santhosh Palavesh. (2021). Business Model Innovation: Strategies for Creating and Capturing Value Through Novel Business Concepts. *European Economic Letters (EEL)*, 11(1). <https://doi.org/10.52783/eel.v11i1.1784>
- [8]. Santhosh Palavesh. (2023). Leveraging Lean Startup Principles: Developing And Testing Minimum Viable Products (Mvps) In New Business Ventures. *Educational Administration: Theory and Practice*, 29(4), 2418–2424. <https://doi.org/10.53555/kuey.v29i4.7141>
- [9]. Palavesh, S. (2023). The role of design thinking in conceptualizing and validating new business ideas. *Journal of Informatics Education and Research*, 3(2), 3057.
- [10]. Santhosh Palavesh. (2024). Identifying Market Gaps and Unmet Customer Needs: A Framework for Ideating Innovative Business Concepts. *International Journal of Intelligent Systems and Applications in Engineering*, 12(22s), 1067 –. Retrieved from <https://ijisae.org/index.php/IJISAE/article/view/6612>
- [11]. Vijaya Venkata Sri Rama Bhaskar, Akhil Mittal, Santosh Palavesh, Krishnateja Shiva, Pradeep Etikani. (2020). Regulating AI in Fintech: Balancing Innovation with Consumer Protection. *European Economic Letters (EEL)*, 10(1). <https://doi.org/10.52783/eel.v10i1.1810>
- [12]. Sri Sai Subramanyam Challa. (2023). Regulatory Intelligence: Leveraging Data Analytics for Regulatory Decision-Making. *International Journal on Recent and Innovation Trends in Computing and Communication*, 11(11), 1426–1434. Retrieved from <https://www.ijritcc.org/index.php/ijritcc/article/view/10893>
- [13]. 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>
- [14]. Amol Kulkarni, "Amazon Redshift: Performance Tuning and Optimization," *International Journal of Computer Trends and Technology*, vol. 71, no. 2, pp. 40-44, 2023. Crossref, <https://doi.org/10.14445/22312803/IJCTT-V71I2P107>
- [15]. Goswami, MaloyJyoti. "Leveraging AI for Cost Efficiency and Optimized Cloud Resource Management." *International Journal of New Media Studies: International Peer Reviewed Scholarly Indexed Journal 7.1* (2020): 21-27.
- [16]. Pala, Sravan Kumar. "Databricks Analytics: Empowering Data Processing, Machine Learning and Real-Time Analytics." *Machine Learning 10.1* (2021).
- [17]. Sravan Kumar Pala, Investigating Fraud Detection in Insurance Claims using Data Science, *International Journal of Enhanced Research in Science, Technology & Engineering* ISSN: 2319-7463, Vol. 11 Issue 3, March-2022.
- [18]. Chintala, S. "AI-Driven Personalised Treatment Plans: The Future of Precision Medicine." *Machine Intelligence Research 17.02* (2023): 9718-9728.
- [19]. Challa, S. S. S. (2020). Assessing the regulatory implications of personalized medicine and the use of biomarkers in drug development and approval. *European Chemical Bulletin*, 9(4), 134-146.
- [20]. D.O.110.53555/ecb.v9:i4.17671
- [21]. EVALUATING THE EFFECTIVENESS OF RISK-BASED APPROACHES IN STREAMLINING THE REGULATORY APPROVAL PROCESS FOR NOVEL THERAPIES. (2021). *Journal of Population Therapeutics and Clinical Pharmacology*, 28(2), 436-448. <https://doi.org/10.53555/jptcp.v28i2.7421>

- [22]. Challa, S. S. S., Tilala, M., Chawda, A. D., & Benke, A. P. (2019). Investigating the use of natural language processing (NLP) techniques in automating the extraction of regulatory requirements from unstructured data sources. *Annals of Pharma Research*, 7(5), 380-387.
- [23]. 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>
- [24]. 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 Trends in Computing and Communication*, 10(12), 336–343. Retrieved from <https://www.ijritcc.org/index.php/ijritcc/article/view/10981>
- [25]. Challa, S. S. S., Chawda, A. D., Benke, A. P., & Tilala, M. (2020). Evaluating the use of machine learning algorithms in predicting drug-drug interactions and adverse events during the drug development process. *NeuroQuantology*, 18(12), 176-186. <https://doi.org/10.48047/nq.2020.18.12.NQ20252>
- [26]. 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.
- [27]. Hitali Shah.(2017). Built-in Testing for Component-Based Software Development. *International Journal of New Media Studies: International Peer Reviewed Scholarly Indexed Journal*, 4(2), 104–107. Retrieved from <https://ijnms.com/index.php/ijnms/article/view/259>
- [28]. Palak Raina, Hitali Shah. (2017). A New Transmission Scheme for MIMO - OFDM using V Blast Architecture. *Eduzone: International Peer Reviewed/Refereed Multidisciplinary Journal*, 6(1), 31–38. Retrieved from <https://www.eduzonejournal.com/index.php/eiprmj/article/view/628>
- [29]. Raina, Palak, and Hitali Shah. "Security in Networks." *International Journal of Business Management and Visuals*, ISSN: 3006-2705 1.2 (2018): 30-48.
- [30]. Chintala, Sathish Kumar. "AI in public health: modelling disease spread and management strategies." *NeuroQuantology* 20.8 (2022): 10830.
- [31]. Raina, Palak, and Hitali Shah. "Data-Intensive Computing on Grid Computing Environment." *International Journal of Open Publication and Exploration (IJOPE)*, ISSN: 3006-2853, Volume 6, Issue 1, January-June, 2018.
- [32]. Hitali Shah. "Millimeter-Wave Mobile Communication for 5G". *International Journal of Transcontinental Discoveries*, ISSN: 3006-628X, vol. 5, no. 1, July 2018, pp. 68-74, <https://internationaljournals.org/index.php/ijtd/article/view/102>.
- [33]. Chintala, S. "Evaluating the Impact of AI on Mental Health Assessments and Therapies." *EDUZONE: International Peer Reviewed/Refereed Multidisciplinary Journal (EIPRMJ)* 7.2 (2018): 120-128.
- [34]. Sravan Kumar Pala, "Implementing Master Data Management on Healthcare Data Tools Like (Data Flux, MDM Informatica and Python)", *IJTD*, vol. 10, no. 1, pp. 35–41, Jun. 2023. Available: <https://internationaljournals.org/index.php/ijtd/article/view/53>
- [35]. Goswami, MaloyJyoti. "Study on Implementing AI for Predictive Maintenance in Software Releases." *International Journal of Research Radicals in Multidisciplinary Fields*, ISSN: 2960-043X 1.2 (2022): 93-99.
- [36]. Kumar, Bharath. "Machine Learning Models for Predicting Neurological Disorders from Brain Imaging Data." *EDUZONE: International Peer Reviewed/Refereed Multidisciplinary Journal (EIPRMJ)*, ISSN: 2319-5045, Volume 10, Issue 2, July-December, 2021.
- [37]. Bharath Kumar. (2022). Integration of AI and Neuroscience for Advancing Brain-Machine Interfaces: A Study. *International Journal of New Media Studies: International Peer Reviewed Scholarly Indexed Journal*, 9(1), 25–30. Retrieved from <https://ijnms.com/index.php/ijnms/article/view/246>
- [38]. 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>
- [39]. 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>
- [40]. 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>
- [41]. Ranjit Kumar Gupta, Sagar Shukla, Anaswara Thekkan Rajan, & Sneha Aravind. (2022). Leveraging Data Analytics to Improve User Satisfaction for Key Personas: The Impact of Feedback Loops. *International Journal for Research Publication and Seminar*, 11(4), 242–252. <https://doi.org/10.36676/jrps.v11.i4.1489>

- [42]. Ranjit Kumar Gupta, Harshita Cherukuri, Sagar Shukla, Anaswara Thekkan Rajan, Sneha Aravind. (2024). Deploying Containerized Microservices in on-Premise Kubernetes Environments: Challenges and Best Practices. *International Journal of Multidisciplinary Innovation and Research Methodology*, ISSN: 2960-2068, 3(2), 74–90. Retrieved from <https://ijmirm.com/index.php/ijmirm/article/view/86>
- [43]. Chintala, S. "IoT and Cloud Computing: Enhancing Connectivity." *International Journal of New Media Studies (IJNMS)* 6.1 (2019): 18-25.
- [44]. Chintala, S. "AI in Personalized Medicine: Tailoring Treatment Based on Genetic Information." *Community Practitioner* 21.1 (2022): 141-149.
- [45]. Chintala, Sathishkumar. "Improving Healthcare Accessibility with AI-Enabled Telemedicine Solutions." *International Journal of Research and Review Techniques* 2.1 (2023): 75-81.
- [46]. Nagaraj, B., Kalaivani, A., SB, R., Akila, S., Sachdev, H. K., & SK, N. (2023). The Emerging Role of Artificial Intelligence in STEM Higher Education: A Critical review. *International Research Journal of Multidisciplinary Technovation*, 5(5), 1-19.
- [47]. Bharath Kumar. (2022). AI Implementation for Predictive Maintenance in Software Releases. *International Journal of Research and Review Techniques*, 1(1), 37–42. Retrieved from <https://ijrrt.com/index.php/ijrrt/article/view/175>
- [48]. Kumar, Bharath. "Cyber Threat Intelligence using AI and Machine Learning Approaches." *International Journal of Business Management and Visuals*, ISSN: 3006-2705 6.1 (2023): 43-49.
- [49].
- [50]. Ranjit Kumar Gupta, Sagar Shukla, Anaswara Thekkan Rajan, Sneha Aravind, 2021. "Utilizing Splunk for Proactive Issue Resolution in Full Stack Development Projects" *ESP Journal of Engineering & Technology Advancements* 1(1): 57-64.
- [51]. Ranjit Kumar Gupta, Sagar Shukla, Anaswara Thekkan Rajan, Sneha Aravind, Ashok Choppadandi. (2024). Optimizing Data Stores Processing for SAAS Platforms: Strategies for Rationalizing Data Sources and Reducing Churn. *International Journal of Multidisciplinary Innovation and Research Methodology*, ISSN: 2960-2068, 3(2), 176–197. Retrieved from <https://ijmirm.com/index.php/ijmirm/article/view/99>
- [52]. Sagar Shukla, Anaswara Thekkan Rajan, Sneha Aravind, Ranjit Kumar Gupta, Santosh Palavesh. (2023). Monetizing API Suites: Best Practices for Establishing Data Partnerships and Iterating on Customer Feedback. *European Economic Letters (EEL)*, 13(5), 2040–2053. <https://doi.org/10.52783/eel.v13i5.1798>
- [53]. Aravind, S., Cherukuri, H., Gupta, R. K., Shukla, S., & Rajan, A. T. (2022). The role of HTML5 and CSS3 in creating optimized graphic prototype websites and application interfaces. *NeuroQuantology*, 20(12), 4522-4536. <https://doi.org/10.48047/NQ.2022.20.12.NQ77775>
- [54]. Sneha Aravind, Ranjit Kumar Gupta, Sagar Shukla, & Anaswara Thekkan Rajan. (2024). Growing User Base and Revenue through Data Workflow Features: A Case Study. *International Journal of Communication Networks and Information Security (IJCNIS)*, 16(1 (Special Issue), 436–455. Retrieved from <https://www.ijcnis.org/index.php/ijcnis/article/view/6832>
- [55]. 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>
- [56]. Ugandhar Dasi, Nikhil Singla, Rajkumar Balasubramanian, Siddhant Benadikar, Rishabh Rajesh Shanbhag. (2024). Privacy-Preserving Machine Learning Techniques: Balancing Utility and Data Protection. *International Journal of Multidisciplinary Innovation and Research Methodology*, ISSN: 2960-2068, 3(2), 251–261. Retrieved from <https://ijmirm.com/index.php/ijmirm/article/view/107>
- [57]. Ugandhar Dasi. (2024). Developing A Cloud-Based Natural Language Processing (NLP) Platform for Sentiment Analysis and Opinion Mining of Social Media Data. *International Journal of Intelligent Systems and Applications in Engineering*, 12(22s), 165–174. Retrieved from <https://ijisae.org/index.php/IJISAE/article/view/6406>
- [58]. Ugandhar Dasi. (2024). Developing A Cloud-Based Natural Language Processing (NLP) Platform for Sentiment Analysis and Opinion Mining of Social Media Data. *International Journal of Intelligent Systems and Applications in Engineering*, 12(22s), 165–174. Retrieved from <https://ijisae.org/index.php/IJISAE/article/view/6406>
- [59]. Dasi, U., Singla, N., Balasubramanian, R., Benadikar, S., & Shanbhag, R. R. (2024). Ethical implications of AI-driven personalization in digital media. *Journal of Informatics Education and Research*, 4(3), 588-593.
- [60]. Nikhil Singla. (2023). Assessing the Performance and Cost-Efficiency of Serverless Computing for Deploying and Scaling AI and ML Workloads in the Cloud. *International Journal of Intelligent Systems and Applications in Engineering*, 11(5s), 618–630. Retrieved from <https://ijisae.org/index.php/IJISAE/article/view/6730>
- [61]. Ugandhar Dasi, Nikhil Singla, Rajkumar Balasubramanian, Siddhant Benadikar, Rishabh Rajesh Shanbhag. (2024). Analyzing the Security and Privacy Challenges in Implementing Ai and Ml Models in Multi-Tenant Cloud Environments. *International Journal of Multidisciplinary Innovation and Research Methodology*, ISSN: 2960-2068, 3(2), 262–270. Retrieved from <https://ijmirm.com/index.php/ijmirm/article/view/108>

- [62]. Balasubramanian, R., Benadikar, S., Shanbhag, R. R., Dasi, U., & Singla, N. (2024). Investigating the application of reinforcement learning algorithms for autonomous resource management in cloud computing environments. *African Journal of Biological Sciences*, 6(14), 6451-6480. <https://doi.org/10.48047/AFJBS.6.14.2024.6451-6480>
- [63]. Rishabh Rajesh Shanbhag, Rajkumar Balasubramanian, Ugandhar Dasi, Nikhil Singla, & Siddhant Benadikar. (2022). Case Studies and Best Practices in Cloud-Based Big Data Analytics for Process Control. *International Journal for Research Publication and Seminar*, 13(5), 292–311. <https://doi.org/10.36676/jrps.v13.i5.1462>
- [64]. Siddhant Benadikar. (2021). Developing a Scalable and Efficient Cloud-Based Framework for Distributed Machine Learning. *International Journal of Intelligent Systems and Applications in Engineering*, 9(4), 288 –. Retrieved from <https://ijisae.org/index.php/IJISAE/article/view/6761>
- [65]. Amol Kulkarni. (2023). “Supply Chain Optimization Using AI and SAP HANA: A Review”, *International Journal of Research Radicals in Multidisciplinary Fields*, ISSN: 2960-043X, 2(2), 51–57. Retrieved from <https://www.researchradicals.com/index.php/rr/article/view/81>
- [66]. Goswami, MaloyJyoti. "Optimizing Product Lifecycle Management with AI: From Development to Deployment." *International Journal of Business Management and Visuals*, ISSN: 3006-2705 6.1 (2023): 36-42.
- [67]. Neha Yadav, Vivek Singh, “Probabilistic Modeling of Workload Patterns for Capacity Planning in Data Center Environments” (2022). *International Journal of Business Management and Visuals*, ISSN: 3006-2705, 5(1), 42-48. <https://ijbmv.com/index.php/home/article/view/73>
- [68]. Vivek Singh, Neha Yadav. (2023). Optimizing Resource Allocation in Containerized Environments with AI-driven Performance Engineering. *International Journal of Research Radicals in Multidisciplinary Fields*, ISSN: 2960-043X, 2(2), 58–69. Retrieved from <https://www.researchradicals.com/index.php/rr/article/view/83>
- [69]. Goswami, MaloyJyoti. "Challenges and Solutions in Integrating AI with Multi-Cloud Architectures." *International Journal of Enhanced Research in Management & Computer Applications* ISSN: 2319-7471, Vol. 10 Issue 10, October, 2021.
- [70]. Sravan Kumar Pala, Improving Customer Experience in Banking using Big Data Insights, *International Journal of Enhanced Research in Educational Development (IJERED)*, ISSN: 2319-7463, Vol. 8 Issue 5, September-October 2020.
- [71]. Sravan Kumar Pala, Use and Applications of Data Analytics in Human Resource Management and Talent Acquisition, *International Journal of Enhanced Research in Management & Computer Applications* ISSN: 2319-7463, Vol. 10 Issue 6, June-2021.
- [72]. Goswami, MaloyJyoti. "Utilizing AI for Automated Vulnerability Assessment and Patch Management." *EDUZONE*, Volume 8, Issue 2, July-December 2019, Available online at: www.eduzonejournal.com
- [73]. Amol Kulkarni. (2023). Image Recognition and Processing in SAP HANA Using Deep Learning. *International Journal of Research and Review Techniques*, 2(4), 50–58. Retrieved from: <https://ijrrt.com/index.php/ijrrt/article/view/176>
- [74]. Siddhant Benadikar. (2021). Evaluating the Effectiveness of Cloud-Based AI and ML Techniques for Personalized Healthcare and Remote Patient Monitoring. *International Journal on Recent and Innovation Trends in Computing and Communication*, 9(10), 03–16. Retrieved from <https://www.ijritcc.org/index.php/ijritcc/article/view/11036>
- [75]. Shanbhag, R. R., Benadikar, S., Dasi, U., Singla, N., & Balasubramanian, R. (2024). Investigating the application of transfer learning techniques in cloud-based AI systems for improved performance and reduced training time. *Letters in High Energy Physics*, 31.
- [76]. Rishabh Rajesh Shanbhag. (2023). Exploring the Use of Cloud-Based AI and ML for Real-Time Anomaly Detection and Predictive Maintenance in Industrial IoT Systems. *International Journal of Intelligent Systems and Applications in Engineering*, 11(4), 925 –. Retrieved from <https://ijisae.org/index.php/IJISAE/article/view/6762>
- [77]. Nikhil Singla. (2023). Assessing the Performance and Cost-Efficiency of Serverless Computing for Deploying and Scaling AI and ML Workloads in the Cloud. *International Journal of Intelligent Systems and Applications in Engineering*, 11(5s), 618–630. Retrieved from <https://ijisae.org/index.php/IJISAE/article/view/673>
- [78]. Nikhil Singla. (2023). Assessing the Performance and Cost-Efficiency of Serverless Computing for Deploying and Scaling AI and ML Workloads in the Cloud. *International Journal of Intelligent Systems and Applications in Engineering*, 11(5s), 618–630. Retrieved from <https://ijisae.org/index.php/IJISAE/article/view/6730>
- [79]. Challa, S. S., Tilala, M., Chawda, A. D., & Benke, A. P. (2019). Investigating the use of natural language processing (NLP) techniques in automating the extraction of regulatory requirements from unstructured data sources. *Annals of PharmaResearch*, 7(5), 380-387.
- [80]. Chaturvedi, R., & Sharma, S. (2024). Implementing Predictive Analytics for Proactive Revenue Cycle Management. *Journal for Research in Applied Sciences and Biotechnology*, 3(4), 74–78. <https://doi.org/10.55544/jrasb.3.4.9>
- [81]. Chaturvedi, R., Sharma, S., Pandian, P. K. G., & Sharma, S. (2024). Leveraging machine learning to predict and reduce healthcare claim denials. *Zenodo*. <https://doi.org/10.5281/zenodo.13268360>

- [82]. Ritesh Chaturvedi. (2023). Robotic Process Automation (RPA) in Healthcare: Transforming Revenue Cycle Operations. *International Journal on Recent and Innovation Trends in Computing and Communication*, 11(6), 652–658. Retrieved from <https://www.ijritcc.org/index.php/ijritcc/article/view/11045>
- [83]. Chaturvedi, R., & Sharma, S. (2022). Assessing the Long-Term Benefits of Automated Remittance in Large Healthcare Networks. *Journal for Research in Applied Sciences and Biotechnology*, 1(5), 219–224. <https://doi.org/10.55544/jrasb.1.5.25>
- [84]. Chaturvedi, R., & Sharma, S. (2022). Enhancing healthcare staffing efficiency with AI-powered demand management tools. *Eurasian Chemical Bulletin*, 11(Regular Issue 1), 675-681. <https://doi.org/10.5281/zenodo.13268360>
- [85]. Dr. Saloni Sharma, & Ritesh Chaturvedi. (2017). Blockchain Technology in Healthcare Billing: Enhancing Transparency and Security. *International Journal for Research Publication and Seminar*, 10(2), 106–117. Retrieved from <https://jrps.shodhsagar.com/index.php/j/article/view/1475>
- [86]. Dr. Saloni Sharma, & Ritesh Chaturvedi. (2017). Blockchain Technology in Healthcare Billing: Enhancing Transparency and Security. *International Journal for Research Publication and Seminar*, 10(2), 106–117. Retrieved from <https://jrps.shodhsagar.com/index.php/j/article/view/1475>
- [87]. Saloni Sharma. (2020). AI-Driven Predictive Modelling for Early Disease Detection and Prevention. *International Journal on Recent and Innovation Trends in Computing and Communication*, 8(12), 27–36. Retrieved from <https://www.ijritcc.org/index.php/ijritcc/article/view/11046>
- [88]. Chaturvedi, R., & Sharma, S. (2022). Assessing the Long-Term Benefits of Automated Remittance in Large Healthcare Networks. *Journal for Research in Applied Sciences and Biotechnology*, 1(5), 219–224. <https://doi.org/10.55544/jrasb.1.5.25>
- [89]. Pavan Ogeti. (2024). Benefits and Challenges of Deploying Machine Learning Models in the Cloud. *International Journal of Intelligent Systems and Applications in Engineering*, 12(22s), 194–209. Retrieved from <https://ijisae.org/index.php/IJISAE/article/view/6409>
- [90]. Pavan Ogeti, Narendra Sharad Fadnavis, Gireesh Bhaulal Patil, Uday Krishna Padyana, Hitesh Premshankar Rai. (2022). Blockchain Technology for Secure and Transparent Financial Transactions. *European Economic Letters (EEL)*, 12(2), 180–188. Retrieved from <https://www.eelet.org.uk/index.php/journal/article/view/1283>
- [91]. Ogeti, P., Fadnavis, N. S., Patil, G. B., Padyana, U. K., & Rai, H. P. (2023). Edge computing vs. cloud computing: A comparative analysis of their roles and benefits. Volume 20, No. 3, 214-226.
- [92]. Fadnavis, N. S., Patil, G. B., Padyana, U. K., Rai, H. P., & Ogeti, P. (2020). Machine learning applications in climate modeling and weather forecasting. *NeuroQuantology*, 18(6), 135-145. <https://doi.org/10.48047/nq.2020.18.6.NQ20194>
- [93]. Narendra Sharad Fadnavis. (2021). Optimizing Scalability and Performance in Cloud Services: Strategies and Solutions. *International Journal on Recent and Innovation Trends in Computing and Communication*, 9(2), 14–21. Retrieved from <https://www.ijritcc.org/index.php/ijritcc/article/view/10889>
- [94]. Gireesh Bhaulal Patil. (2022). AI-Driven Cloud Services: Enhancing Efficiency and Scalability in Modern Enterprises. *International Journal of Intelligent Systems and Applications in Engineering*, 10(1), 153–162. Retrieved from <https://ijisae.org/index.php/IJISAE/article/view/6728>
- [95]. Padyana, U. K., Rai, H. P., Ogeti, P., Fadnavis, N. S., & Patil, G. B. (2023). AI and Machine Learning in Cloud-Based Internet of Things (IoT) Solutions: A Comprehensive Review and Analysis. *Integrated Journal for Research in Arts and Humanities*, 3(3), 121–132. <https://doi.org/10.55544/ijrah.3.3.20>
- [96]. Patil, G. B., Padyana, U. K., Rai, H. P., Ogeti, P., & Fadnavis, N. S. (2021). Personalized marketing strategies through machine learning: Enhancing customer engagement. *Journal of Informatics Education and Research*, 1(1), 9. <http://jier.org>
- [97]. Padyana, U. K., Rai, H. P., Ogeti, P., Fadnavis, N. S., & Patil, G. B. (2023). AI and Machine Learning in Cloud-Based Internet of Things (IoT) Solutions: A Comprehensive Review and Analysis. *Integrated Journal for Research in Arts and Humanities*, 3(3), 121–132. <https://doi.org/10.55544/ijrah.3.3.20>
- [98]. Padyana, U. K., Rai, H. P., Ogeti, P., Fadnavis, N. S., & Patil, G. B. (2024). Predicting disease susceptibility with machine learning in genomics. *Letters in High Energy Physics*, 2024(20).
- [99]. Uday Krishna Padyana, Hitesh Premshankar Rai, Pavan Ogeti, Narendra Sharad Fadnavis, & Gireesh Bhaulal Patil. (2024). Server less Architectures in Cloud Computing: Evaluating Benefits and Drawbacks. *Innovative Research Thoughts*, 6(3), 1–12. <https://doi.org/10.36676/irt.v10.i3.1439>
- [100]. Rai, H. P., Ogeti, P., Fadnavis, N. S., Patil, G. B., & Padyana, U. K. (2024). AI-based forensic analysis of digital images: Techniques and applications in cybersecurity. *Journal of Digital Economy*, 2(1), 47-61.
- [101]. Hitesh Premshankar Rai, Pavan Ogeti, Narendra Sharad Fadnavis, Gireesh Bhaulal Patil, & Uday Krishna Padyana. (2024). Integrating Public and Private Clouds: The Future of Hybrid Cloud Solutions. *Universal Research Reports*, 8(2), 143–153. <https://doi.org/10.36676/urr.v9.i4.1320>

- [102]. Hitesh Premshankar Rai, Pavan Ogeti, Narendra Sharad Fadnavis, Gireesh Bhaulal Patil, & Uday Krishna Padyana. (2024). Integrating Public and Private Clouds: The Future of Hybrid Cloud Solutions. *Universal Research Reports*, 8(2), 143–153. <https://doi.org/10.36676/urr.v9.i4.1320>
- [103]. Ugandhar Dasi. (2024). Developing A Cloud-Based Natural Language Processing (NLP) Platform for Sentiment Analysis and Opinion Mining of Social Media Data. *International Journal of Intelligent Systems and Applications in Engineering*, 12(22s), 165–174. Retrieved from <https://ijisae.org/index.php/IJISAE/article/view/6406>
- [104]. Dasi, U., Singla, N., Balasubramanian, R., Benadikar, S., & Shanbhag, R. R. (2024). Ethical implications of AI-driven personalization in digital media. *Journal of Informatics Education and Research*, 4(3), 588-593.
- [105]. Krishnateja Shiva. (2024). Natural Language Processing for Customer Service Chatbots: Enhancing Customer Experience. *International Journal of Intelligent Systems and Applications in Engineering*, 12(22s), 155–164. Retrieved from <https://ijisae.org/index.php/IJISAE/article/view/6405>
- [106]. Krishnateja Shiva. (2022). Leveraging Cloud Resource for Hyperparameter Tuning in Deep Learning Models. *International Journal on Recent and Innovation Trends in Computing and Communication*, 10(2), 30–35. Retrieved from <https://www.ijritcc.org/index.php/ijritcc/article/view/10980>
- [107]. Shiva, K., Etikani, P., Bhaskar, V. V. S. R., Palavesh, S., & Dave, A. (2022). The rise of robo-advisors: AI-powered investment management for everyone. *Journal of Namibian Studies*, 31, 201-214.
- [108]. Etikani, P., Bhaskar, V. V. S. R., Choppadandi, A., Dave, A., & Shiva, K. (2024). Forecasting climate change with deep learning: Improving climate modeling accuracy. *African Journal of Bio-Sciences*, 6(14), 3903-3918. <https://doi.org/10.48047/AFJBS.6.14.2024.3903-3918>
- [109]. 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.2023.11.1.375>
- [110]. 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/ijisdip.org_2023-Volume-11-Issue-1_Page_264-277
- [111]. Shiva, K., Etikani, P., Bhaskar, V. V. S. R., Mittal, A., Dave, A., Thakkar, D., Kanchetti, D., & Munirathnam, R. (2024). Anomaly detection in sensor data with machine learning: Predictive maintenance for industrial systems. *J. Electrical Systems*, 20-10s, 454–462.
- [112]. Bhaskar, V. V. S. R., Etikani, P., Shiva, K., Choppadandi, A., & Dave, A. (2019). Building explainable AI systems with federated learning on the cloud. *Journal of Cloud Computing and Artificial Intelligence*, 16(1), 1–14.
- [113]. Ogeti, P., Fadnavis, N. S., Patil, G. B., Padyana, U. K., & Rai, H. P. (2022). Blockchain technology for secure and transparent financial transactions. *European Economic Letters*, 12(2), 180-192. <http://eelet.org.uk>
- [114]. Vijaya Venkata Sri Rama Bhaskar, Akhil Mittal, Santosh Palavesh, Krishnateja Shiva, Pradeep Etikani. (2020). Regulating AI in Fintech: Balancing Innovation with Consumer Protection. *European Economic Letters (EEL)*, 10(1). <https://doi.org/10.52783/eelet.v10i1.1810>
- [115]. 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>
- [116]. Dave, A., Shiva, K., Etikani, P., Bhaskar, V. V. S. R., & Choppadandi, A. (2022). Serverless AI: Democratizing machine learning with cloud functions. *Journal of Informatics Education and Research*, 2(1), 22-35. <http://jier.org>
- [117]. Dave, A., Etikani, P., Bhaskar, V. V. S. R., & Shiva, K. (2020). Biometric authentication for secure mobile payments. *Journal of Mobile Technology and Security*, 41(3), 245-259.
- [118]. 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
- [119]. Narendra Sharad Fadnavis. (2021). Optimizing Scalability and Performance in Cloud Services: Strategies and Solutions. *International Journal on Recent and Innovation Trends in Computing and Communication*, 9(2), 14–21. Retrieved from <https://www.ijritcc.org/index.php/ijritcc/article/view/10889>
- [120]. 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>
- [121]. Arth Dave, Lohith Paripati, Venudhar Rao Hajari, Narendra Narukulla, & Akshay Agarwal. (2024). Future Trends: The Impact of AI and ML on Regulatory Compliance Training Programs. *Universal Research Reports*, 11(2), 93–101. Retrieved from <https://urr.shodhsagar.com/index.php/j/article/view/1257>

- [122]. Joel lopes, Arth Dave, Hemanth Swamy, Varun Nakra, & Akshay Agarwal. (2023). Machine Learning Techniques And Predictive Modeling For Retail Inventory Management Systems. *Educational Administration: Theory and Practice*, 29(4), 698–706. <https://doi.org/10.53555/kuey.v29i4.5645>
- [123]. 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>
- [124]. Akhil Mittal, Pandi Kirupa Gopalakrishna Pandian. (2023). Adversarial Machine Learning for Robust Intrusion Detection Systems. *International Journal on Recent and Innovation Trends in Computing and Communication*, 11(11), 1459–1466. Retrieved from <https://www.ijritcc.org/index.php/ijritcc/article/view/10918>
- [125]. Akhil Mittal, Pandi Kirupa Gopalakrishna Pandian. (2024). Deep Learning Approaches to Malware Detection and Classification. *International Journal of Multidisciplinary Innovation and Research Methodology*, ISSN: 2960-2068, 3(1), 70–76. Retrieved from <https://ijmirm.com/index.php/ijmirm/article/view/94>
- [126]. Mittal, A., & Pandian, P. K. G. (2022). Anomaly detection in network traffic using unsupervised learning. *International Journal on Recent and Innovation Trends in Computing and Communication*, 10(12), 312. <https://www.ijritcc.org>
- [127]. Akhil Mittal. (2024). Machine Learning-Based Phishing Detection: Improving Accuracy and Adaptability. *International Journal of Intelligent Systems and Applications in Engineering*, 12(22s), 587–595. Retrieved from <https://ijisae.org/index.php/IJISAE/article/view/6524>
- [128]. Nitin Prasad. (2024). Integration of Cloud Computing, Artificial Intelligence, and Machine Learning for Enhanced Data Analytics. *International Journal of Intelligent Systems and Applications in Engineering*, 12(22s), 11–20. Retrieved from <https://ijisae.org/index.php/IJISAE/article/view/6381>
- [129]. Nitin Prasad. (2022). Security Challenges and Solutions in Cloud-Based Artificial Intelligence and Machine Learning Systems. *International Journal on Recent and Innovation Trends in Computing and Communication*, 10(12), 286–292. Retrieved from <https://www.ijritcc.org/index.php/ijritcc/article/view/10750>
- [130]. Prasad, N., Narukulla, N., Hajari, V. R., Paripati, L., & Shah, J. (2020). AI-driven data governance framework for cloud-based data analytics. *Volume 17, (2)*, 1551-1561.
- [131]. Jigar Shah , Joel lopes , Nitin Prasad , Narendra Narukulla , Venudhar Rao Hajari , Lohith Paripati. (2023). Optimizing Resource Allocation And Scalability In Cloud-Based Machine Learning Models. *Migration Letters*, 20(S12), 1823–1832. Retrieved from <https://migrationletters.com/index.php/ml/article/view/10652>
- [132]. Big Data Analytics using Machine Learning Techniques on Cloud Platforms. (2019). *International Journal of Business Management and Visuals*, ISSN: 3006-2705, 2(2), 54-58. <https://ijbmv.com/index.php/home/article/view/76>
- [133]. Shah, J., Narukulla, N., Hajari, V. R., Paripati, L., & Prasad, N. (2021). Scalable machine learning infrastructure on cloud for large-scale data processing. *Tuijin Jishu/Journal of Propulsion Technology*, 42(2), 45-53.
- [134]. Narukulla, N., Hajari, V. R., Paripati, L., Shah, J., Prasad, N., & Pandian, P. K. G. (2024). Edge computing and its role in enhancing artificial intelligence and machine learning applications in the cloud. *J. Electrical Systems*, 20(9s), 2958-2969.
- [135]. Narukulla, N., Lopes, J., Hajari, V. R., Prasad, N., & Swamy, H. (2021). Real-time data processing and predictive analytics using cloud-based machine learning. *Tuijin Jishu/Journal of Propulsion Technology*, 42(4), 91-102
- [136]. Secure Federated Learning Framework for Distributed Ai Model Training in Cloud Environments. (2019). *International Journal of Open Publication and Exploration*, ISSN: 3006-2853, 7(1), 31-39. <https://ijope.com/index.php/home/article/view/145>
- [137]. Lohith Paripati. (2024). Edge Computing for AI and ML: Enhancing Performance and Privacy in Data Analysis . *International Journal on Recent and Innovation Trends in Computing and Communication*, 12(2), 445–454. Retrieved from <https://www.ijritcc.org/index.php/ijritcc/article/view/10848>
- [138]. Paripati, L., Prasad, N., Shah, J., Narukulla, N., & Hajari, V. R. (2021). Blockchain-enabled data analytics for ensuring data integrity and trust in AI systems. *International Journal of Computer Science and Engineering (IJCSSE)*, 10(2), 27–38. ISSN (P): 2278–9960; ISSN (E): 2278–9979.
- [139]. Arth Dave. (2024). Improving Financial Forecasting Accuracy with AI-Driven Predictive Analytics. *International Journal of Intelligent Systems and Applications in Engineering*, 12(21s), 3866 –. Retrieved from <https://ijisae.org/index.php/IJISAE/article/view/6158>
- [140]. Hajari, V. R., Chaturvedi, R., Sharma, S., Tilala, M., & Chawda, A. D. (2024). Risk-based testing methodologies for FDA compliance in medical devices. *African Journal of Biological Sciences*, 6(Si4), 3949-3960. <https://doi.org/10.48047/AFJBS.6.Si4.2024.3949-3960>
- [141]. Hajari, V. R., Prasad, N., Narukulla, N., Chaturvedi, R., & Sharma, S. (2023). Validation techniques for AI/ML components in medical diagnostic devices. *NeuroQuantology*, 21(4), 306-312. <https://doi.org/10.48047/NQ.2023.21.4.NQ23029>

- [142]. Hajari, V. R., Chaturvedi, R., Sharma, S., Tilala, M., Chawda, A. D., & Benke, A. P. (2023). Interoperability testing strategies for medical IoT devices. *Tuijin Jishu/Journal of Propulsion Technology*, 44(1), 258.
- [143]. Kumar, A., Dodda, S., Kamuni, N., & Arora, R. K. (2024). Unveiling the impact of macroeconomic policies: A double machine learning approach to analyzing interest rate effects on financial markets. *arXiv*. <https://arxiv.org/abs/2404.07225>
- [144]. Suresh Dodda, Anoop Kumar, Navin Kamuni, et al. Exploring Strategies for Privacy-Preserving Machine Learning in Distributed Environments. *TechRxiv*. April 18, 2024.
- [145]. DOI: 10.36227/techrxiv.171340711.17793838/v1
- [146]. Kumar, A., Ayyalasamayajula, M. M. T., Panwar, D., & Vasa, Y. (2024). Optimizing photometric light curve analysis: Evaluating Scipy's minimize function for eclipse mapping of cataclysmic variables. *arXiv*. <https://doi.org/10.48550/arXiv.2406.00071>
- [147]. Kumar, A., Dodda, S., Kamuni, N., & Vuppapalati, V. S. M. (2024). The emotional impact of game duration: A framework for understanding player emotions in extended gameplay sessions. *arXiv*. <https://doi.org/10.48550/arXiv.2404.00526>
- [148]. Kumar, A. (2019). Implementation core business intelligence system using modern IT development practices (Agile & DevOps). *International Journal of Management, IT and Engineering*, 8(9), 444-464. <https://doi.org/10.5281/zenodo.1234567>
- [149]. Ashutosh Tripathi, Low-Code/No-Code Development Platforms,
- [150]. *International Journal of Computer Applications (IJCA)*, 4(1), 2023, pp. 27–35.
- [151]. <https://iaeme.com/Home/issue/IJCA?Volume=4&Issue=1>
- [152]. Ashutosh Tripathi, Optimal Serverless Deployment Methodologies:
- [153]. Ensuring Smooth Transitions and Enhanced Reliability, Face Mask Detection, *Journal of Computer Engineering and Technology (JCET)* 5(1), 2022, pp. 21-28.
- [154]. Tripathi, A. (2020). AWS serverless messaging using SQS. *IJIRAE: International Journal of Innovative Research in Advanced Engineering*, 7(11), 391-393.
- [155]. Tripathi, A. (2019). Serverless architecture patterns: Deep dive into event-driven, microservices, and serverless APIs. *International Journal of Creative Research Thoughts (IJCRT)*, 7(3), 234-239. Retrieved from <http://www.ijcrt.org>
- [156]. Bellapukonda, P., Vijaya, G., Subramaniam, S., & Chidambaranathan, S. (2024). Security and optimization in IoT networks using AI-powered digital twins. In *Harnessing AI and Digital Twin Technologies in Businesses* (p. 14). <https://doi.org/10.4018/979-8-3693-3234-4.ch024>
- [157]. E. A. Banu, S. Chidambaranathan, N. N. Jose, P. Kadiri, R. E. Abed and A. Al-Hilali, "A System to Track the Behaviour or Pattern of Mobile Robot Through RNN Technique," 2024 4th International Conference on Advance Computing and Innovative Technologies in Engineering (ICACITE), Greater Noida, India, 2024, pp. 2003-2005, doi: 10.1109/ICACITE60783.2024.10617430.
- [158]. Patil, Y. M., Abraham, A. R., Chaubey, N. K., Baskar, K., & Chidambaranathan, S. (2024). A comparative analysis of machine learning techniques in creating virtual replicas for healthcare simulations. In *Harnessing AI and Digital Twin Technologies in Businesses* (p. 12). <https://doi.org/10.4018/979-8-3693-3234-4.ch002>
- [159]. George, B., Oswal, N., Baskar, K., & Chidambaranathan, S. (2024). Innovative approaches to simulating human-machine interactions through virtual counterparts. In *Harnessing AI and Digital Twin Technologies in Businesses* (p. 11). <https://doi.org/10.4018/979-8-3693-3234-4.ch018>
- [160]. Charaan, R. M. D., Chidambaranathan, S., Jothivel, K. M., Subramaniam, S., & Prabu, M. (2024). Machine learning-driven data fusion in wireless sensor networks with virtual replicas: A comprehensive evaluation. In *Harnessing AI and Digital Twin Technologies in Businesses* (p. 11). <https://doi.org/10.4018/979-8-3693-3234-4.ch020>
- [161]. Ayyavaraiah, M., Jeyakumar, B., Chidambaranathan, S., Subramaniam, S., Anitha, K., & Sangeetha, A. (2024). Smart transportation systems: Machine learning application in WSN-based digital twins. In *Harnessing AI and Digital Twin Technologies in Businesses* (p. 11). <https://doi.org/10.4018/979-8-3693-3234-4.ch026>
- [162]. Venkatesan, B., Mannanuddin, K., Chidambaranathan, S., Jeyakumar, B., Rayapati, B. R., & Baskar, K. (2024). Deep learning safeguard: Exploring GANs for robust security in open environments. In *Enhancing Security in Public Spaces Through Generative Adversarial Networks (GANs)* (p. 14). <https://doi.org/10.4018/979-8-3693-3597-0.ch009>
- [163]. P. V, V. R and S. Chidambaranathan, "Polyp Segmentation Using UNet and ENet," 2023 6th International Conference on Recent Trends in Advance Computing (ICRTAC), Chennai, India, 2023, pp. 516-522, doi: 10.1109/ICRTAC59277.2023.10480851.

- [164]. Athisayaraj, A. A., Sathiyarayanan, M., Khan, S., Selvi, A. S., Briskilla, M. I., Jemima, P. P., Chidambaranathan, S., Sithik, A. S., Sivasankari, K., & Duraipandian, K. (2023). Smart thermal-cooler umbrella (UK Design No. 6329357).
- [165]. Krishnateja Shiva. (2024). Natural Language Processing for Customer Service Chatbots: Enhancing Customer Experience. *International Journal of Intelligent Systems and Applications in Engineering*, 12(22s), 155–164. Retrieved from <https://ijisae.org/index.php/IJISAE/article/view/6405>
- [166]. Shiva, K., Etikani, P., Bhaskar, V. V. S. R., Mittal, A., Dave, A., Thakkar, D., Kanchetti, D., & Munirathnam, R. (2024). Anomaly detection in sensor data with machine learning: Predictive maintenance for industrial systems. *Journal of Electrical Systems*, 20(10s), 454-462.
- [167]. Kanchetti, D., Munirathnam, R., & Thakkar, D. (2024). Integration of Machine Learning Algorithms with Cloud Computing for Real-Time Data Analysis. *Journal for Research in Applied Sciences and Biotechnology*, 3(2), 301–306. <https://doi.org/10.55544/jrasb.3.2.46>
- [168]. Challa, S. S. S., Chawda, A. D., Benke, A. P., & Tilala, M. (2023). Regulatory intelligence: Leveraging data analytics for regulatory decision-making. *International Journal on Recent and Innovation Trends in Computing and Communication*, 11, 10.
- [169]. 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), 4.
- [170]. Challa, S. S. S., Tilala, M., Chawda, A. D., & Benke, A. P. (2019). Investigating the use of natural language processing (NLP) techniques in automating the extraction of regulatory requirements from unstructured data sources. *Annals of Pharma Research*, 7(5),
- [171]. Challa, S. S. S., Tilala, M., Chawda, A. D., & Benke, A. P. (2021). Navigating regulatory requirements for complex dosage forms: Insights from topical, parenteral, and ophthalmic products. *NeuroQuantology*, 19(12), 15.
- [172]. 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),
- [173]. Gajera, B., Shah, H., Parekh, B., Rathod, V., Tilala, M., & Dave, R. H. (2024). Design of experiments-driven optimization of spray drying for amorphous clotrimazole nanosuspension. *AAPS PharmSciTech*, 25(6),
- [174]. Hajari, V. R., Chaturvedi, R., Sharma, S., Tilala, M., & Chawda, A. D. (2024). Risk-based testing methodologies for FDA compliance in medical devices. *African Journal of Biological Sciences*, 6(4),
- [175]. Tilala, M. (2023). Real-time data processing in healthcare: Architectures and applications for immediate clinical insights. *International Journal on Recent and Innovation Trends in Computing and Communication*, 11, 20.
- [176]. Tilala, M. H., Chenchala, P. K., Choppadandi, A., Kaur, J., Naguri, S., Saoji, R., & ... (2024). Ethical considerations in the use of artificial intelligence and machine learning in health care: A comprehensive review. *Cureus*, 16(6), 2.
- [177]. Tilala, M., & Chawda, A. D. (2020). Evaluation of compliance requirements for annual reports in pharmaceutical industries. *NeuroQuantology*, 18(11), 27.
- [178]. Tilala, M., Challa, S. S. S., Chawda, A. D., Pandurang, A., & Benke, D. S. 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),
- [179]. Tilala, M., Chawda, A. D., & Benke, A. P. (2023). Enhancing regulatory compliance through training and development programs: Case studies and recommendations. *Journal of Cardiovascular Research*, 14(11),
- [180]. Ashok Choppadandi, Jagbir Kaur, Pradeep Kumar Chenchala, Akshay Agarwal, Varun Nakra, Pandi Kirupa Gopalakrishna Pandian, 2021. "Anomaly Detection in Cybersecurity: Leveraging Machine Learning Algorithms" *ESP Journal of Engineering & Technology Advancements* 1(2): 34-41.
- [181]. Ashok Choppadandi et al, *International Journal of Computer Science and Mobile Computing*, Vol.9 Issue.12, December- 2020, pg. 103-112. (Google scholar indexed)
- [182]. Choppadandi, A., Kaur, J., Chenchala, P. K., Nakra, V., & Pandian, P. K. K. G. (2020). Automating ERP Applications for Taxation Compliance using Machine Learning at SAP Labs. *International Journal of Computer Science and Mobile Computing*, 9(12), 103-112. <https://doi.org/10.47760/ijcsmc.2020.v09i12.014>
- [183]. [Chenchala, P. K., Choppadandi, A., Kaur, J., Nakra, V., & Pandian, P. K. G. (2020). Predictive Maintenance and Resource Optimization in Inventory Identification Tool Using ML. *International Journal of Open Publication and Exploration*, 8(2), 43-50. <https://ijope.com/index.php/home/article/view/127>]
- [184]. AI-Driven Customer Relationship Management in PK Salon Management System. (2019). *International Journal of Open Publication and Exploration*, ISSN: 3006-2853, 7(2), 28-35. <https://ijope.com/index.php/home/article/view/128>
- [185]. Kaur, J., Choppadandi, A., Chenchala, P. K., Nakra, V., & Pandian, P. K. G. (2019). AI Applications in Smart Cities(Jagbir 2019)"

- [186]. Kaur, J., Choppadandi, A., Chenchala, P. K., Nakra, V., & Pandian, P. K. G. (2019). Case Studies on Improving User Interaction and Satisfaction using AI-Enabled Chatbots for Customer Service. *International Journal of Transcontinental Discoveries*, 6(1), 29-34. <https://internationaljournals.org/index.php/ijtd/article/view/98>
- [187]. Kaur, J., Choppadandi, A., Chenchala, P. K., Nakra, V., & Pandian, P. K. G. (2019). Case Studies on Improving User Interaction and Satisfaction using AI-Enabled Chatbots for Customer Service. *International Journal of Transcontinental Discoveries*, 6(1), 29-34. <https://internationaljournals.org/index.php/ijtd/article/view/98>
- [188]. Tilala, M. H., Chenchala, P. K., Choppadandi, A., Kaur, J., Naguri, S., Saoji, R., & Devaguptapu, B. (2024). Ethical Considerations in the Use of Artificial Intelligence and Machine Learning in Health Care: A Comprehensive Review. *Cureus*, 16(6), e62443. <https://doi.org/10.7759/cureus.62443>]
- [189]. Predictive Maintenance and Resource Optimization in Inventory Identification Tool Using ML. (2020). *International Journal of Open Publication and Exploration*, ISSN: 3006-2853, 8(2), 43-50. <https://ijope.com/index.php/home/article/view/127>
- [190]. Chenchala, P. K., Choppadandi, A., Kaur, J., Nakra, V., & Pandian, P. K. G. (2020). Predictive Maintenance and Resource Optimization in Inventory Identification Tool Using ML. *International Journal of Open Publication and Exploration*, 8(2), 43-50. <https://ijope.com/index.php/home/article/view/127>
- [191]. 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>
- [192]. (Ashok : "Ashok Choppadandi, Jagbir Kaur, Pradeep Kumar Chenchala, Akshay Agarwal, Varun Nakra, Pandi Kirupa Gopalakrishna Pandian, 2021. "Anomaly Detection in Cybersecurity: Leveraging Machine Learning Algorithms" *ESP Journal of Engineering & Technology Advancements* 1(2): 34-41."
- [193]. Ashok : "Choppadandi, A., Kaur, J., Chenchala, P. K., Nakra, V., & Pandian, P. K. K. G. (2020). Automating ERP Applications for Taxation Compliance using Machine Learning at SAP Labs. *International Journal of Computer Science and Mobile Computing*, 9(12), 103-112. <https://doi.org/10.47760/ijcsmc.2020.v09i12.014>"]
- [194]. Predictive Maintenance and Resource Optimization in Inventory Identification Tool Using ML. (2020). *International Journal of Open Publication and Exploration*, ISSN: 3006-2853, 8(2), 43-50. <https://ijope.com/index.php/home/article/view/127>
- [195]. Chenchala, P. K., Choppadandi, A., Kaur, J., Nakra, V., & Pandian, P. K. G. (2020). Predictive Maintenance and Resource Optimization in Inventory Identification Tool Using ML. *International Journal of Open Publication and Exploration*, 8(2), 43-50. <https://ijope.com/index.php/home/article/view/127>
- [196]. Jagbir. : "Kaur, J., Choppadandi, A., Chenchala, P. K., Nakra, V., & Pandian, P. K. G. (2019). AI Applications in Smart Cities(Jagbir 2019)"]
- [197]. Kaur, J., Choppadandi, A., Chenchala, P. K., Nakra, V., & Pandian, P. K. G. (2019). Case Studies on Improving User Interaction and Satisfaction using AI-Enabled Chatbots for Customer Service. *International Journal of Transcontinental Discoveries*, 6(1), 29-34. <https://internationaljournals.org/index.php/ijtd/article/view/98>
- [198]. Choppadandi, A., Kaur, J., Chenchala, P. K., Kanungo, S., & Pandian, P. K. K. G. (2019). AI-Driven Customer Relationship Management in PK Salon Management System. *International Journal of Open Publication and Exploration*, 7(2), 28-35. <https://ijope.com/index.php/home/article/view/128>.]
- [199]. Kaur, J., Choppadandi, A., Chenchala, P. K., Nakra, V., & Pandian, P. K. G. (2019). Case Studies on Improving User Interaction and Satisfaction using AI-Enabled Chatbots for Customer Service. *International Journal of Transcontinental Discoveries*, 6(1), 29-34. <https://internationaljournals.org/index.php/ijtd/article/view/98>