# CAREER GUIDANCE APPLICATION FOR STUDENTS – AI ASSISTED

[1]Usharani K
[1]Assistant Professor, Department of Computer Science and Engineering, K.L.N. College of Engineering, Pottapalayam, Sivaganga- 630 612,Tamil Nadu, India
[1] usharanibe@gmail.com

**Abstract:** The rapid advancement of artificial intelligence (AI) technologies has revolutionized various industries, including the realm of education and career guidance. This project endeavors to harness the power of AI to develop a sophisticated career guidance application that offers personalized and effective recommendations to students and job seekers. The primary objective of this project is to address the limitations of traditional career guidance methods, which often lack customization and fail to adapt to individual preferences, skills, and aspirations. Through the integration of AI algorithms, NLP techniques, and ML models, our application aims to provide accurate interest assessments, skill matching, and tailored educational pathways. The scope of the project encompasses the design, development, and implementation of AI-driven functionalities such as interest assessment, skill analysis, resume building, and personalized recommendations. The methodology involves data collection through user inputs, preprocessing of data for analysis, and the creation of a robust system architecture comprising frontend interfaces, backend servers, and database management. The implementation of the application involves a comprehensive technology stack, including Python for AI algorithms, TensorFlow for ML models, React.js for frontend development, Flask for backend services, and PostgreSQL for database management.

**Key words:** Malware Detection, Deep Learning, Cybersecurity, Adversarial Resilience, Zero-Day Threats

**Corresponding Author:** Usharani K
*Assistant Professor, Department of Computer Science and Engineering, K.L.N. College of Engineering, Sivaganga – 630612, Tamil Nadu, India*
*Mail:* usharanibe*@gmail.com*

## Introduction:

The evolution of career guidance has been marked by significant shifts in approach and methodology over time. Historically, career guidance primarily focused on vocational training and job placement, often within specific industries or trades. However, as societal and economic landscapes evolved, so too did the concept of career guidance. In the mid-20th century, the introduction of psychometric testing revolutionized career guidance practices. These assessments aimed to match individuals' aptitudes and personalities with suitable career paths, offering a more structured approach to career decision-making. Over time, career guidance expanded to encompass a broader range of educational and occupational opportunities, emphasizing the importance of self-exploration and long-term career planning. With the advent

of technology, particularly in the late 20th and early 21st centuries, career guidance underwent another transformation.

The integration of computer-based assessments and online resources provided individuals with greater access to career information and guidance services. Virtual counseling sessions and online platforms offered convenience and flexibility, breaking down geographical barriers and expanding access to career guidance resources. Despite these advancements, traditional career guidance methods faced challenges. One such challenge was the one-size-fits-all approach, which often provided generic advice that failed to address individuals' specific needs and aspirations. Additionally, traditional methods could be costly and inaccessible, particularly for individuals in remote or underserved areas. Furthermore, reliance on static and outdated information limited the relevance and effectiveness of career guidance services. In recent years, there has been a growing emphasis on personalized and data-driven career guidance approaches.

AI-driven solutions have emerged, offering tailored recommendations based on individuals' unique skills, interests, and goals. These advancements hold promise for overcoming the limitations of traditional methods by providing individuals with actionable insights and empowering them to make informed decisions about their professional futures. In summary, the evolution of career guidance reflects a continuous effort to adapt to changing societal, economic, and technological dynamics. While traditional methods have played a crucial role in supporting individuals' career development, the integration of technology offers new opportunities to enhance accessibility, relevance, and effectiveness in guiding individuals along their career paths. Moreover, traditional methods of career guidance may inadvertently perpetuate biases and stereotypes, influencing individuals' career choices based on societal norms or cultural expectations. This bias can limit individuals' exploration of non-traditional career paths and opportunities, hindering diversity and inclusion in the workforce. In response to these challenges, there has been a growing interest in leveraging technology, particularly artificial intelligence, to revolutionize career guidance practices. AI- driven solutions offer the potential to provide personalized, data-driven recommendations based on individuals' unique skills, interests, and goals.

## EXPERIMENTAL WORKS:

Random Forest is a powerful ensemble learning technique capable of handling classification tasks by creating multiple decision trees and aggregating their predictions As the model is trained, the system evaluates its performance using the "Accuracy Measurement" step. The trained Random Forest classifier is tested using the testing data, and metrics such as accuracy, precision, recall, and F1- score are calculated to assess how well the model predicts the correct classes or categories. Once the model's accuracy is verified, it is ready for "Prediction" on new, unseen data. The Random Forest classifier uses its learned patterns and relationships to make predictions on user queries, providing insights.

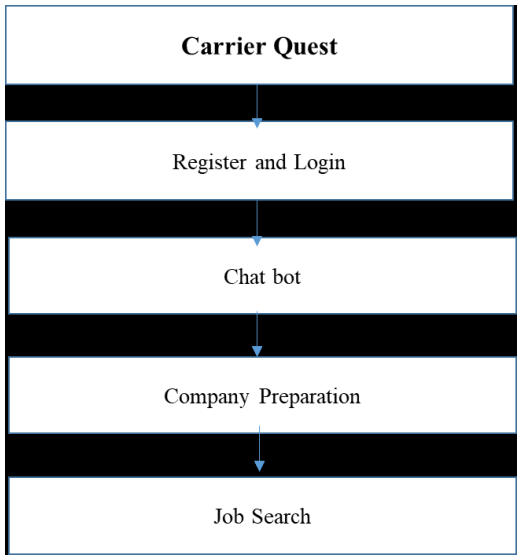


**Fig.1.** Data Flow Diagram:

### Data Selection:

The input data was collected from dataset repository like kaggle, github and so on.Here we can fetch or read or load the collected data by using the pandas packages. Our dataset, is in the form of '.csv' file extension.

### Preprocessing:

Data pre-processing is the process of removing the unwanted data from the dataset. Pre-processing data transformation operations are used to transform the dataset into a structure suitable for machine learning. This step also includes cleaning the dataset by removing irrelevant or corrupted data that can affect the accuracy of the dataset, which makes it more efficient. Missing data removal - Missing data removal: In this process, the null values such as missing values and values are replaced by 0. Missing and duplicate values were removed and data was cleaned of any abnormalities. Encoding Categorical data: That categorical data is defined as variables with a finite set of label values. That most machine learning algorithms require numerical input and output variables.

### Text Preprocessing:

Data pre-processing is the process of removing the unwanted data from the dataset. Pre-processing data transformation operations are used to transform the dataset into a structure suitable for machine learning. One of the major forms of pre-processing is to filter out useless data- preprocessing, we have to use stop words and stem words technique.

Stop words: is a commonly used word (such as “the”, “a”, “an”, “in”) that a search engine has been programmed to ignore.

Stem words: it reduces the words “chocolates”, “chocolatey”, “choco” to the root word, “chocolate” and “retrieval”, “retrieved”, “retrieves” reduce to the stem “retrieve”.

**Vectorization:**

In this step, we have to implement the vectorization method. Here we have to use Count Vectorizer. The methods for converting text data into vectors as model can process only numerical data. In count vectorizer, it converts the tokens into vectors.

**Data Splitting:**

Data splitting is the act of partitioning available data into two portions, usually for cross-validator purposes. One Portion of the data is used to develop a predictive model and the other to evaluate the model's performance.

Separating data into training and testing sets is an important part of evaluating data mining models.Typically, when you separate a data set into a training set and testing set, most of the data is used for training, and a smaller portion of the data is used for testing.

**Classification:**

In machine learning, classification refers to a predictive modelling problem where a class label is predicted for a given example of input data. Classification is the task of predicting a discrete class label. Regression is the task of predicting a continuous quantity. In machine learning, classification is a supervised learning concept which basically categorizes a set of data into classes. Before classification, we should have split the data into test and train. Most of data’s are used for training and smaller portion of the data’s are used for testing. Training data is used for evaluate the model and testing data is used for predictive the model. After data splitting, we have to implement the classification algorithm. In our process, we can implement the different classification algorithms such as random forest. Random Forest is a powerful and versatile supervised machine learning algorithm that grows and combines multiple decision trees to create a “forest.” It can be used for both classification and regression problems in R and Python.

**Conculsion:**

Our AI-assisted career guidance application stands as a beacon of support and empowerment for students embarking on their professional journeys. By continuously learning from user interactions and feedback, the application can provide increasingly accurate and relevant guidance to students. This ensures that students receive the most up-to-date and tailored advice, helping them make informed decisions about their future careers. Moreover, the application's

user friendly interface makes it easy for students to explore various career paths, receive feedback on their qualifications, and access a wealth of resources such as online courses, workshops, and job listings. Our application also has the potential to address some of the challenges faced by students in the current job market Additionally, integrating the application with artificial intelligence-driven resume builders could help students create professional and compelling resumes tailored to specific job opportunities.

**Reference:**


1. Selvan, M. A. (2024). SVM-Enhanced Intrusion Detection System for Effective Cyber Attack Identification and Mitigation.
2. Selvan, M. A., & Amali, S. M. J. (2024). RAINFALL DETECTION USING DEEP LEARNING TECHNIQUE.
3. Selvan, M. A. (2024). IoT-Integrated Smart Home Technologies with Augmented Reality for Improved User Experience.
4. Selvan, M. A. (2024). Multipath Routing Optimization for Enhanced Load Balancing in Data-Heavy Networks.
5. Selvan, M. A. (2024). Transforming Consumer Behavior Analysis with Cutting-Edge Machine Learning.
6. Selvan, M. A. (2023). Fire Management System For Indutrial Safety Applications.
7. Selvan, M. A. (2023). A PBL REPORT FOR CONTAINMENT ZONE ALERTING APPLICATION.
8. Selvan, M. A. (2023). CONTAINMENT ZONE ALERTING APPLICATION A PROJECT BASED LEARNING REPORT.
9. Selvan, M. A. (2023). INDUSTRY-SPECIFIC INTELLIGENT FIRE MANAGEMENT SYSTEM.
10. Selvan, M. A. (2024). Deep Learning Techniques for Comprehensive Emotion Recognition and Behavioral Regulation.
11. Selvan, M. A. (2021). Robust Cyber Attack Detection with Support Vector Machines: Tackling Both Established and Novel Threats.
12. Reka, R., R. Karthick, R. Saravana Ram, and Gurkirpal Singh. "Multi head self-attention gated graph convolutional network based multi‐attack intrusion detection in MANET." Computers & Security 136 (2024): 103526.
13. Meenalochini, P., R. Karthick, and E. Sakthivel. "An Efficient Control Strategy for an Extended Switched Coupled Inductor Quasi-Z-Source Inverter for 3 Φ Grid Connected System." Journal of Circuits, Systems and Computers 32.11 (2023): 2450011.
14. Karthick, R., et al. "An optimal partitioning and floor planning for VLSI circuit design based on a hybrid bio-inspired whale optimization and adaptive bird swarm optimization (WO-ABSO) algorithm." Journal of Circuits, Systems and Computers 32.08 (2023): 2350273.

15. Rajagopal RK, Karthick R, Meenalochini P, Kalaichelvi T. Deep Convolutional Spiking Neural Network optimized with Arithmetic optimization algorithm for lung disease detection using chest X-ray images. Biomedical Signal Processing and Control. 2023 Jan 1;79:104197.
16. Karthick, R., and P. Meenalochini. "Implementation of data cache block (DCB) in shared processor using field-programmable gate array (FPGA)." Journal of the National Science Foundation of Sri Lanka 48.4 (2020).
17. Karthick, R., A. Senthilselvi, P. Meenalochini, and S. Senthil Pandi. "Design and analysis of linear phase finite impulse response filter using water strider optimization algorithm in FPGA." Circuits, Systems, and Signal Processing 41, no. 9 (2022): 5254-5282.
18. Karthick, R., and M. Sundararajan. "SPIDER-based out-of-order execution scheme for HtMPSOC." International Journal of Advanced Intelligence paradigms 19.1 (2021): 28-41.
19. Karthick, R., Dawood, M.S. & Meenalochini, P. Analysis of vital signs using remote photoplethysmography (RPPG). J Ambient Intell Human Comput 14, 16729–16736 (2023). https://doi.org/10.1007/s12652-023-04683-w
20. Preetha, M., & Budaraju, R. R. Jackulin. C, PSG Aruna Sri, T. Padmapriya "Deep Learning-Driven Real-Time Multimodal Healthcare Data Synthesis". *International Journal of Intelligent Systems and Applications in Engineering (IJISAE), ISSN*, 2147-6799.
21. Sastry, J. K. R., Ch, B., & Budaraju, R. R. (2023). Implementing Dual Base Stations within an IoT Network for Sustaining the Fault Tolerance of an IoT Network through an Efficient Path Finding Algorithm. *Sensors*, *23*(8), 4032.
22. Chutkay, S., Budaraju, R. R., Katta, B. K., & Sadhu, V. K. (2013). *U.S. Patent Application No. 13/231,421*.
23. Nagesh, O. S., Budaraju, R. R., Kulkarni, S. S., Vinay, M., Ajibade, S. S. M., Chopra, M., ... & Kaliyaperumal, K. (2024). Boosting enabled efficient machine learning technique for accurate prediction of crop yield towards precision agriculture. *Discover Sustainability*, *5*(1), 78.
24. Jammalamadaka, S. K. R., Chokara, B., Jammalamadaka, S. B., Duvvuri, B. K., & Budaraju, R. (2023). Enhancing the Fault Tolerance of a Multi-Layered IoT Network through Rectangular and Interstitial Mesh in the Gateway Layer. *Journal of Sensor and Actuator Networks*, *12*(5), 76.
25. Hazzazi, M. M., Budaraju, R. R., Bassfar, Z., Albakri, A., & Mishra, S. (2023). A Finite State Machine-Based Improved Cryptographic Technique. *Mathematics*, *11*(10), 2225.
26. Budaraju, R. R., & Jammalamadaka, S. K. R. (2024). Mining Negative Associations From Medical Databases Considering Frequent, Regular, Closed and Maximal Patterns. *Computers*, *13*(1), 18.

27. Biyyapu, V. P., Jammalamadaka, S. K. R., Jammalamadaka, S. B., Chokara, B., Duvvuri, B. K. K., & Budaraju, R. R. (2023). Building an Expert System through Machine Learning for Predicting the Quality of a Website Based on Its Completion. *Computers*, *12*(9), 181.
28. Attuluri, S., Bhupati, C., Ramya, L., Tiwari, A., Budaraju, R. R., & Cotrina-Aliaga, J. C. (2023). Smart investigations into the development of an effective computer-assisted diagnosis system for CT scan brain depictions. *SN Computer Science*, *4*(5), 504.
29. Attuluri, S., Ramesh, M., Budaraju, R. R., Kumar, S., Swain, J., & Kurmi, J. (2024). Original Research Article Defending against phishing attacks in cloud computing using digital watermarking. *Journal of Autonomous Intelligence*, *7*(5).
30. Budaraju, R. R., & Nagesh, O. S. (2023, June). Multi-Level Image Thresholding Using Improvised Cuckoo Search Optimization Algorithm. In *2023 3rd International Conference on Intelligent Technologies (CONIT)* (pp. 1-7). IEEE.
31. Ramasamy, L. K., Khan, F., Shah, M., Prasad, B. V. V. S., Iwendi, C., & Biamba, C. (2022). Secure smart wearable computing through artificial intelligence-enabled internet of things and cyber-physical systems for health monitoring. *Sensors*, *22*(3), 1076.
32. Edeh, M. O., Dalal, S., Obagbuwa, I. C., Prasad, B. S., Ninoria, S. Z., Wajid, M. A., & Adesina, A. O. (2022). Bootstrapping random forest and CHAID for prediction of white spot disease among shrimp farmers. *Scientific Reports*, *12*(1), 20876.
33. Imoize, A. L., Islam, S. M., Poongodi, T., Kumar, R. L., & Prasad, B. S. (Eds.). (2023). *Unmanned Aerial Vehicle Cellular Communications*. Springer International Publishing.
34. Onyema, E. M., Balasubaramanian, S., Iwendi, C., Prasad, B. S., & Edeh, C. D. (2023). Remote monitoring system using slow-fast deep convolution neural network model for identifying anti-social activities in surveillance applications. *Measurement: Sensors*, *27*, 100718.
35. Syed, S. A., & Prasad, B. V. V. S. (2019, April). Merged technique to prevent SYBIL Attacks in VANETs. In *2019 International Conference on Computer and Information Sciences (ICCIS)* (pp. 1-6). IEEE.
36. Parashar, D., Thakur, S., Raju, K. B., Madhavi, G. B., & Sharma, K. (2023). A Deep Learning-Based Approach for Hand Sign Recognition Using CNN Architecture. *Revue d'Intelligence Artificielle*, *37*(4).
37. Raju, K., & RAO, Y. S. (2017). A NOVEL FUSION BASED HYBRID APPROACH FOR FACE RECOGNITION SYSTEM. *Journal of Theoretical & Applied Information Technology*, *95*(9).
38. Kumar, P. R., Dhass, A. D., Raju, K. B., & Meera, S. N. (2019). ENHANCING UNDERSTANDING OF E-BIKE SAFETY IN CHINA: PREDICTING CRASH SEVERITY WITH A GENERALIZED ORDERED LOGIT MODEL. *MATERIAL SCIENCE*, *18*(02).

39. BasavaRaju, D. K. (2019). Single Sign on Using Cloud Computing. *JETIR-International Journal of Emerging Technologies and Innovative Research (www. jetir. org), ISSN*, 2349-5162.
40. RAO, Y. S., & RAJU, K. (2017). Dual Control Strategy of Unified Power Quality Conditioner Applied to Three-Phase Four-Wire Distribution Systems.
41. Raju, K. B., Devi, Y. R., & Kumar, P. V. (2015). Human Age Group Estimation using Facial Features. *International Journal of Engineering and Management Research (IJEMR)*, *5*(6), 343-350.
42. Todupunuri, Archana. "Generative AI For Predictive Credit Scoring And Lending Decisions Investigating How AI Is Revolutionising Credit Risk Assessments And Automating Loan Approval Processes In Banking." *Available at SSRN 5059403* (2024).
43. Todupunuri, A. (2024). Exploring The Use of Generative AI in Creating Deepfake Content and The Risks it Poses to Data Integrity, Digital Identities, and Security Systems. *Available at SSRN 5014688*.
44. Todupunuri, A. (2024). The Future of Conversational AI in Banking: A Case Study on Virtual Assistants and Chatbots: Exploring the Impact of AI-Powered Virtual Assistants on Customer Service Efficiency and Satisfaction. *Available at SSRN 5016982*.
45. Todupunuri, A. (2024). Develop Machine Learning Models to Predict Customer Lifetime Value for Banking Customers, Helping Banks Optimize Services. *International Journal of All Research Education & Scientific Methods*, *12*(10), 10-56025.
46. Todupunuri, A. (2024). Explore How AI Can Be Used To Create Dynamic And Adaptive Fraud & Rules That Improve The Detection And Prevention Of Fraudulent & Activities In Digital Banking.
47. Todupunuri, A. (2024). Artificial Intelligence Ethics: Investigating Ethical Frameworks, Bias Mitigation, and Transparency in AI Systems to Ensure Responsible Deployment and Use of AI Technologies. *International Journal of Innovative Research in Science, Engineering and Technology*, *13*(09), 10-15680.
48. Todupunuri, A. (2023). Assessing The Implications Of 5g Technology On Network Architecture, LOT Applications, And Data Transmission Speeds. *LOT Applications, And Data Transmission Speeds (December 06, 2023)*.
49. Todupunuri, A. (2023). EXPLORING THE SECURITY CHALLENGES AND SOLUTIONS FOR INTEGRATING IT WITH PHYSICAL SYSTEMS IN CRITICAL INFRASTRUCTURE. *International Journal of Engineering Research and Science & Technology*, *19*(2), 155-160.
50. Todupunuri, A. (2023). The Role of Artificial Intelligence in Enhancing Cybersecurity Measures in Online Banking Using AI. *International Journal of Enhanced Research in Management & Computer Applications*, *12*(01), 10-55948.

51. Tirpude, R. (2022). Study of Impact of Digital marketing on Consumer Buying Behaviour for Electronic Goods. *International Journal for Research in Applied Science and Engineering Technology*, *10*(2), 905-909.
52. Khekare, G., Balaji, K., Arora, M., Tirpude, R. R., Chahar, B., & Bodhankar, A. (2023, May). Logistic and linear regression classifier based increasing accuracy of non-numerical data for prediction of enhanced employee attrition. In *2023 3rd International Conference on Advance Computing and Innovative Technologies in Engineering (ICACITE)* (pp. 758-761). IEEE.
53. Kalluru, S. R., & Gurijala, P. K. R. Increasing Efficiency of Goods Receipt with Mobility Solutions.
54. Gurijala, P. K. R., & Kalluru, S. R. Enhancing Manufacturing Efficiency with Mobility Applications.
55. Gurijala, P. K. R., Kalluru, S. R., & Dave, R. Maximizing Procurement Efficiency through Purchase Requisitions Load Building.
56. Kalluru, S. R., & Gurijala, P. K. R. Improving Putaway Efficiency Through Innovative Solutions.
57. Robinson, M., Kumar, A., Kantamaneni, N., Gurijala, P. K. R., Chandaliya, P., & Dungarwal, U. CMPE 200–Computer Architecture & Design.
58. Rajakannu, A., Ramachandran, K. P., & Vijayalakshmi, K. (2024). Condition Monitoring of Drill Bit for Manufacturing Sector Using Wavelet Analysis and Artificial Neural Network (ANN).
59. Al Tobi, M. A. S., K p, R., Al-Araimi, S., Pacturan, R., Rajakannu, A., & Achuthan, G. (2022, July). Machinery Fault Diagnosis using Continuous Wavelet Transform and Artificial Intelligence based classification. In *Proceedings of the 2022 3rd International Conference on Robotics Systems and Vehicle Technology* (pp. 51-59).
60. Indoria, D., & Devi, K. (2021). An Analysis On The Consumers Perception Towards Upi (Unified Payments Interface). *Int. J. of Aquatic Science*, *12*(2), 1967-1976.
61. Devi, K., & Indoria, D. (2021). Digital Payment Service In India: A Review On Unified Payment Interface. *Int. J. of Aquatic Science*, *12*(3), 1960-1966.
62. Devi, K., & Indoria, D. (2023). The Critical Analysis on The Impact of Artificial Intelligence on Strategic Financial Management Using Regression Analysis. *Res Militaris*, *13*(2), 7093-7102.
63. Devi, K., & Indoria, D. (2022, December). Study on the waves of blockchain over the financial sector. In *List Forum für Wirtschafts-und Finanzpolitik* (Vol. 48, No. 3, pp. 181-201). Berlin/Heidelberg: Springer Berlin Heidelberg.

64. Pimplapure, V., Gulati, U., Patil, P. R., & Abhishek, N. J. (2024). Influence of Lean Marketing on the Improvement of Marketing Strategy: An Investigation of Workers' Perspectives. In *Emerging Trends in Smart Societies* (pp. 402-405). Routledge.
65. Devi, K., & Indoria, D. (2024). Impact of Russia-Ukraine War on the Financial Sector of India. *Drishtikon: A Management Journal*, *15*(1).
66. Indoria, D., & Devi, K. Analyzing the effect of COVID-19 in the financial behavior of consumers and investors.
67. Devi, K., & Indoria, D. (2021). Role of Micro Enterprises in the Socio-Economic Development of Women--A Case Study of Koraput District, Odisha. *Design Engineering*, 1135-1151.
68. Indoria, D. (2021). AN APPLICATION OF FOREIGN DIRECT INVESTMENT. *BIMS International Research Journal of Management and Commerce*, *6*(1), 01-04.
69. Devi, K., & Indoria, D. (2020). A STUDY ON ONLINE BANKING AND ITS EFFECT ON THE FINANCIAL BEHAVIOUR: A SPECIAL REFERENCE TO JEYPORE TOWN OF ODISHA. *International Journal of Management (IJM)*, *11*(1).
70. Reddy, C. S., & Aradhya, G. B. (2020). Driving forces for the success of food ordering and delivery apps: a descriptive study. *International Journal of Engineering and Management Research*, *10*.
71. Patil, B., TK, S. K., Kumar, B. S., & Shankar, M. S. (2021). Impact of consumer behavior based on store atmospherics. *PalArch's Journal of Archaeology of Egypt/Egyptology*, *18*(09), 480-492.
72. Reddy, C. S., & Aradhya, G. B. (2017). Impact of Online Consumer Reviews on Consumer Purchase Decision in Bangalore. *International Journal of Allied Practice, Research and Review*, *4*(3), 1-7.
73. Khurana, U. (2021). Impact of employer branding on work-life-balance of IT employees in Bangalore. *PalArch's Journal of Archaeology of Egypt/Egyptology*, *18*(09), 327-338.
74. Pal, S., & Aradhya, G. B. (2020). A Study on Challenges Faced by Restaurants to Maintain Quality Food with Competitive Pricing. *Available at SSRN 3643790*.
75. Kumar, S. T. K., & Aradhya, G. B. (2019). Potent of Sales-Persons, Impact on the Channel of Distribution in Lighting Industry in Bangalore. *J. Adv. Res. Dyn. Con. Sys*, *11*(5), 166.
76. Reddy, C. S., & Aradhya, G. B. (2021). E-Grocery: The Driving Forces Of Consumer Behaviour. *Turkish Online Journal of Qualitative Inquiry*, *12*(5).
77. Harshal, P., & Aradhya, G. (2021). A Tectonic Shift in An Education Sector by An Effective Technology Tool: A Virtual Class Room Learning in An Indian Scenario. *International Journal of Innovation, Leadership, Society and Sustainability 1*, (I), 9-9.
78. Sharma, A., Ghrutakaushik, N., & Chandra, S. (2021). IMPACT OF 3+ 2+ 2 WORK SCHEDULE ON ITES SECTOR. *PalArch's Journal of Archaeology of Egypt/Egyptology*, *18*(09), 470-479.

79. Yadavalli, L. K., Srinivasan, S. M., Aradhya, G. B., & Limbu, A. (2021). Effectiveness of artificial intelligence on business decisions in it industry. *Journal of Tianjin University Science and Technology*, *54*(6).
80. Pandya, F. H., Jain, S., & Atchyutuni, N. (Eds.). (2022). *Building Resilient Organizations: Predicaments & Prospects*. Taylor & Francis.
81. Aradhya, G. B., Saha, A., & Sinha, A. (2022). AN EXPLORATIVE ANALYSIS OF EMPLOYEE EMOTIONAL LABOUR IMPACTING ON THE CUSTOMER PERCEIVED BRAND IMAGE ON MARUTI CAR SERVICES IN BANGALORE. *International Journal of Early Childhood Special Education*, *14*(5).
82. Aradhya, G. B., KJ, M. M. G., Majumder, M. D., & Gurao, M. K. (2022). A synthesis of emotional quotient in dealer management in the electric car distribution channel in Bangalore. *The journal of contemporary issues in business and government*, *28*(3), 596-603.
83. Reddy, C. S., & Aradhya, G. B. (2018). A Study on Consumers' Online Purchase Intensions of Groceries through Mobile Applications.
84. Krishna, M., Aradhya, G. B., & Kar, S. (2017). Innovative Techniques in Store Atmospherics by Retailers for Favourable Customer Perception.
85. Aradhya, G. B. S., & Vinay, M. R. (2017). Skill India to Leverage Make in India: Intiatives and Challenges-A Study on Problems of Entrepreneurs and Venture Capitalists in Bengaluru. *Anveshana*, *7*(1), 57-72.
86. Lakshmi, K. S., Paul, M. S., & Anand, M. S. EFFECTIVENESS OF MANDATING THE FASTAG IN NATIONAL HIGHWAY AND CROSS BORDER TOLL COLLECTION CENTRES.
87. Economics, N. N., Mohapatra, A. K., Samanta, P. K., Singh, K., & Dhamija, A. Empirical Economics Letters.
88. Basava, S. G., Markandey, P. P., & Devaraj, J. A. REVOLUTIONIZING RECRUITMENT BY EQUALIZING THE QUOTIENTS: MACHINE EQ AND HUMAN IQ.
89. KRISHNA, M., ARADHYA, D. G. B., & KAR, D. S. A Study on the Impact of Store Atmospheric Attributes on Consumer Experiences.