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## **WATSON MCKAYLA**

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WWA Journal Volume 6 Springer Nature  
This book gathers selected papers presented at the International Conference on Innovations in Information and Communication Technologies (ICIICT 2022), held in Thailand during April 15–16, 2022. It presents the works on the intersection of the Computer Science and Communication Engineering. Topics covered in the book include communications engineering, Internet and web technology, computer and information science, artificial intelligence, data science and management, and ICT applications. Academic Press  
This book gathers selected papers presented at the International Conference on Innovations in Information and Communication Technologies (ICI2CT 2020), held at National University of Singapore, Singapore, during 18–19 December

2020. It presents the works on the intersection of the Computer Science and Communication Engineering. Topics covered in the book include communications engineering, Internet and web technology, computer and information science, artificial intelligence, data science and management, and ICT applications.

### **Innovations in Information and Communication Technologies** IGI Global

Due to the growing use of web applications and communication devices, the use of data has increased throughout various industries, including business and healthcare. It is necessary to develop specific software programs that can analyze and interpret large amounts of data quickly in order to ensure adequate usage and predictive results. Cognitive Analytics: Concepts, Methodologies, Tools, and Applications provides emerging perspectives on the theoretical and practical aspects of data analysis tools and techniques. It also examines the incorporation of pattern management as well as decision-making

and prediction processes through the use of data management and analysis. Highlighting a range of topics such as natural language processing, big data, and pattern recognition, this multi-volume book is ideally designed for information technology professionals, software developers, data analysts, graduate-level students, researchers, computer engineers, software engineers, IT specialists, and academicians.

Journey After 10+2 Partridge Publishing  
Discussions surrounding inclusivity have grown exponentially in recent years. In today's world where diversity, equity, and inclusion are the hot topics in all aspects of society, it is more important than ever to define what it means to be an inclusive society, as well as challenges and potential growth. Those with physical and intellectual disabilities, including vision and hearing impairment, Down syndrome, locomotor disability, and more continue to face challenges of accessibility in their daily lives, especially when facing an increasingly digitalized society. It is crucial that research is brought up to date on the latest assistive technologies, educational practices, work assistance, and online support that can be provided to those classified with a disability. The Research Anthology on Physical and Intellectual Disabilities in an Inclusive Society provides a comprehensive guide of a range of topics relating to myriad aspects, difficulties, and opportunities of becoming a more inclusive society toward those with physical or intellectual disabilities. Covering everything from disabilities in education, sports, marriages, and more, it is essential for psychologists, psychiatrists, pediatricians, psychiatric nurses, clinicians, special education teachers, social workers, hospital administrators,

mental health specialists, managers, academicians, rehabilitation centers, researchers, and students who wish to learn more about what it means to be an inclusive society and best practices in order to get there.

*Indo-US Relations* Cambridge Scholars Publishing

The most awaited period of stepping out into college life is almost in front of you now. The choices that you make here will largely affect your entire future and life in general. So while one is readying oneself for life after twelfth, the dilemma about which college to choose and which course to choose from the wide array of career streams available after twelfth also increases. This underscores the need for exploring the various career options available and their suitability with reference to the following:

- Learning about you
- Identifying your skills
- Knowing your weakness
- Utilizing your talents
- Your career dreams

Application of Gaming in New Media Marketing IGI Global

Mobile commerce transactions continue to soar, driven largely by the ever-increasing adoption and use of smartphones and tablets. The use of this technology gives consumers the flexibility to shop whenever and wherever they want. Mobile Electronic Commerce: Foundations, Development, and Applications addresses the role of industry, academia, scientists, engineers, professionals, and students in developing innovative new mobile commerce technologies and systems to further improve the consumer experience. It also discusses the impact of mobile commerce on society, economics, culture, organizations, government, industry, and our daily lives. This book brings together experts

from multiple disciplines in industry and academia to stimulate new thinking in the development and application of mobile commerce technology. The book covers important mobile commerce topics, such as critical infrastructure management, mobile security issues, new applications and services, emerging development architectures, mobile business solutions, and future research opportunities. In addition to its multidisciplinary approach, the book also provides a cross-cultural approach intended to overcome cultural barriers and accelerate mobile commerce advancement in the global economy. Authors and researchers from around the world discuss a broad spectrum of methods, tools, and guidelines for designing mobile commerce systems and services in different cultures.

*Examining International Land Use Policies, Changes, and Conflicts* IGI Global

Designing buildings and physical environments depends on social structure, social needs, economic data, environment, and technological development. Planning these environments is heavily influenced by cultural and regional need, the existing environment, and the materials available. *Reusable and Sustainable Building Materials in Modern Architecture* is an essential reference source that discusses the shaping of building design through culture and materials as well as the influence of environment on building design. Featuring research on topics such as passive design, ecological design, and urban design, this book is ideal for academicians, specialists, and researchers seeking coverage on culture, environment, and building design.

*The Career* Springer Nature

This book discusses capital markets and investment decision-making, focusing on the globalisation of the world economy. It presents empirically tested results from Indian and Southwest Asian stock markets and offers valuable insights into the working of Indian capital markets. The book is divided into four parts: the first part examines capital-market operations, particularly clearance and settlement processes, and stock market operations. The second part then addresses the functioning of global markets and investment decisions; more specifically it explores calendar anomalies, dependencies, overreaction effect, causality effect and stock returns volatility in South Asia, U.S. and global stock markets as a whole. Part three covers issues relating to capital structure, values of firm and investment strategies. Lastly, part four discusses emerging issues in finance like behavioral finance, Islamic finance, and international financial reporting standards. The book fills the gap in the existing finance literature and helps fund managers and individual investors make more accurate investment decisions.

[Knowledge Infrastructure and Higher Education in India](#) CRC Press

*Drug Delivery Systems for Metabolic Disorders* presents the most recent developments on the targeted delivery of drugs to deal with metabolic disorders in a safe, compliant and continuous way. The book covers recent developments in advanced drug delivery systems in various metabolic disorders, including disturbances in protein, lipid, carbohydrate and hormone metabolism and lysosomal and mitochondrial disorders. It provides a brief introduction to metabolic disorders, along with a focus on the current landscape and trends in understanding disease

pathology using different in vitro and in vivo models required for clinical applications and developments of new therapeutics. Each subsequent chapter covers drug delivery systems dedicated to metabolic diseases caused by disturbances in protein, lipid, carbohydrate and hormone metabolism. Then, it moves on to cover lysosomal storage disorders and applications of phytopharmaceuticals in this context. This is the perfect reference for researchers in pharmaceutical science who are interested in developing new treatments for metabolic diseases. Offers comprehensive coverage of drug delivery to treat metabolic diseases Provides insights into how advanced drug delivery systems can be effectively used for the management of various types of metabolic disorders Includes the most recent research on diagnostic methods and treatment strategies using controlled drug delivery systems *COVID 19, Containment, Life, Work and Restart* Taylor & Francis

This book covers all aspects of modern finance relating to portfolio theory and risk-return relationship, offering a comprehensive guide to the importance, measurement and application of the risk-return hypothesis in portfolio management. It is divided into five parts: Part I discusses the valuation of capital assets and presents various techniques and models used in this context. Part II then addresses market efficiency and capital market models, particularly focusing on measuring market efficiency, which is a crucial factor in making correct investment decisions. It also analyzes the major capital market models like CAPM and APT to determine to what extent they are suitable for use in developing economies. Part III highlights the significance of risk-return

analysis as a prerequisite for investment decisions, while Part IV examines the selection and performance appraisals of portfolios against the backdrop of the risk-return relationship. It also examines new tools such as the value-at-risk application for mutual funds and the applications of the price-to-earnings ratio in portfolio performance measurement. Lastly, Part V explores contemporary issues in finance, including the relevance of Islamic finance in the increasingly volatile global financial system.

### **Higher Education in the 21st Century: Challenges and Opportunities** Springer

Creating memories and joyous experiences for consumers is a key dimension affecting the profitability and growth of a hospitality firm. Drawing on global experiences, this new book looks at the diverse factors that create these positive experiences and provides insight into marketing and consumer behavior in the context of hospitality and tourism. The dynamics of emerging economies has been captured, and some lessons have been drawn from best practices across the globe.

### *Risk-Return Relationship and Portfolio Management* CRC Press

Focusing on the challenges, directions, and future predictions with the role of 5G in smart healthcare monitoring, this book offers the fundamental concepts and analyses on the methods to apply Internet of Things (IoT) in monitoring devices for diagnosing and transferring data. It also discusses self-managing to help providers improve their patients' healthcare experience. *Smart Healthcare Monitoring Using IoT with 5G: Challenges, Directions, and Future Predictions* illustrates user-focused wearable devices such as Fitbit health

monitors and smartwatches by which consumers can self-manage and self-monitor their own health. The book covers new points of security and privacy concerns, with the expectation of IoT devices gaining more popularity within the next ten years. Case studies depicting applications and best practices as well as future predictions of smart healthcare monitoring by way of a 5G network are also included. Interested readers of this book include anyone working or involved in research in the field of smart healthcare, such as healthcare specialists, computer science engineers, electronics engineers, and pharmaceutical practitioners.

#### **Explorations in Technology**

**Education Research** CRC Press

The application and interpretation of the four Geneva Conventions of 1949 and their two Additional Protocols of 1977 have developed significantly in the sixty years since the International Committee of the Red Cross (ICRC) first published its Commentaries on these important humanitarian treaties. To promote a better understanding of, and respect for, this body of law, the ICRC commissioned a comprehensive update of its original Commentaries. Its preparation was coordinated by Jean-Marie Henckaerts, ICRC legal adviser and head of the project to update the Commentaries. The First Convention is a foundational text of international humanitarian law. It contains the essential rules on the protection of the wounded and sick, those assigned to their care, and the red cross and red crescent emblems. This article-by-article Commentary takes into account developments in the law and practice to provide up-to-date interpretations of the Convention. The new Commentary has been reviewed by humanitarian-law practitioners and

academics from around the world. It is an essential tool for anyone working or studying within this field.

#### **Breaking Down Language and Cultural Barriers Through Contemporary Global Marketing Strategies** Academic Press

This new book focuses on the important concern of sustainability in tourism and hospitality industry. As the world's natural resource base is limited, the world is looking for solutions in the domains of energy, water, alternate building materials, resource redeployment, and sustainable livelihoods as well. The tourism and hospitality industry is a large deployer of natural and created resources. Some of the themes the book addresses include: designing sustainable restaurants sustainable accommodation practices designing green hotels energy conservation in hotels- a Green Approach technology and sustainability marketing sustainability to consumers sustainable culinary practices sustainable employee practices sustainable equipment design for the hospitality industry sustainable tourism practices sustainable transport practices sustainable tourism destinations/cities The book takes sustainability beyond the realms of external factors that matter to an organization. The authors look at various constituents of the hospitality sector and analyze each of those from a sustainability standpoint. The book includes case studies that are global in nature and that show how sustainable applications can be used and how concerns can be addressed. Environmental challenges are also discussed. This book is futuristic with lot of practical insights for the students, faculty, and practitioners. Since the contributors are from across the globe, it

is fascinating to see the global benchmarks.

*Cancer Prediction for Industrial IoT 4.0*  
IGI Global

This journal has been discontinued. Any issues are available to purchase separately.

*Drug Delivery Systems for Metabolic Disorders* IGI Global

Developing economies around the world must balance fast growth with traditional values to achieve the greatest success. Issues related to rural innovation, knowledge management, and emerging technologies are at the forefront of every developing country's concerns.

Promoting Socio-Economic Development through Business Integration builds on available literature in the field of socio-economic development in developing countries, providing further research opportunities in this field. Research scholars, academics, policymakers, government officials, and more will find this book to be a crucial source of knowledge to their respective disciplines.

**Cities' Identity Through Architecture and Arts** Springer Nature

The book presents a collection of peer-reviewed articles from the International Conference on Innovations in Cyber Physical Systems (ICICPS 2020). The conference provided opportunities for the presentation of new research results and discussion about them. It was also an opportunity to generation of new ideas in all CPS aspects, including theory, tools, applications, systems, test-beds and field deployments. The range of topics explored is wide, and covers security, control, optimization, machine learning, game theory, mechanism design, mobile and cloud computing, model-based design, verification, data mining/analytics, signal processing, and

human-in-the-loop shared or supervisory control. This book will be useful to researchers, students, industrialist, developers, and practitioners alike.

*Hospitality Marketing and Consumer Behavior* Spectrum of thoughts

*Cancer Prediction for Industrial IoT 4.0: A Machine Learning Perspective* explores

various cancers using Artificial Intelligence techniques. It presents the rapid advancement in the existing prediction models by applying Machine Learning techniques. Several applications of Machine Learning in different cancer prediction and treatment options are discussed, including specific ideas, tools and practices most applicable to product/service development and innovation opportunities. The wide variety of topics covered offers readers multiple perspectives on various disciplines. Features • Covers the fundamentals, history, reality and challenges of cancer • Presents concepts and analysis of different cancers in humans • Discusses Machine Learning-based deep learning and data mining concepts in the prediction of cancer • Offers real-world examples of cancer prediction • Reviews strategies and tools used in cancer prediction • Explores the future prospects in cancer prediction and treatment Readers will learn the fundamental concepts and analysis of cancer prediction and treatment, including how to apply emerging technologies such as Machine Learning into practice to tackle challenges in domains/fields of cancer with real-world scenarios. Hands-on chapters contributed by academicians and other professionals from reputed organizations provide and describe frameworks, applications, best practices and case studies on emerging cancer treatment

and predictions. This book will be a vital resource to graduate students, data scientists, Machine Learning researchers, medical professionals and analytics managers.

*Mobile Electronic Commerce Archers & Elevators Publishing House*

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Web Services: Concepts, Methodologies,

Tools, and Applications IGI Global

In recent years, technological advances have led to significant developments within a variety of business applications. In particular, data-driven research provides ample opportunity for enterprise growth, if utilized efficiently. Privacy and Security Policies in Big Data is a pivotal reference source for the latest research on innovative concepts on the management of security and privacy analytics within big data. Featuring extensive coverage on relevant areas such as kinetic knowledge, cognitive analytics, and parallel computing, this publication is an ideal resource for professionals, researchers, academicians, advanced-level students, and technology developers in the field of big data.