



International Journal of Engineering Research and Development (IJERD)

IJERD : Editorial Board

Editorial Board Members:

Dr. H. U. Akay - Purdue University at Indianapolis (IUPUI)
 Dr. Martin P. Bendsoe - Technical University of Denmark
 Dr. F. Brezzi - University of Pavia, Italy
 Dr. M.D. Castellano - University of Zaragoza, Spain
 Dr. J. S. Chen - University of California
 Dr. A. Combescure - National Institute of Applied Science, France
 Dr. J. Fish - Rensselaer Polytechnic Institute
 Dr. D. K. Gartling - Engineering Sciences Center, Sandia National Laboratories
 Dr. S. Ghosh - Ohio State University
 Dr. S. Gopalakrishnan - Indian Institute of Science, India
 Dr. I. Harari - Tel Aviv University, Israel
 Dr. Ping Hu - Dalian University of Technology, China

Associate Editorial Board Member:

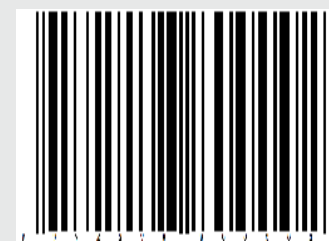
Dr. S. R. Idels hn - Korea Advanced Institute of Science & Technology, Korea
 Dr. S. Im - Argentinean Association for Computational Mechanics (AMCA), Santa Fe, Argentina
 Dr. Y. Jaluria - Lulea University of Technology
 Dr. W. Kanok - Nukulchai - Asian Institute of Technology, Thailand
 Dr. Tarun Kant - Indian Institute of Technology, India
 Dr. K. M. Liew - City University of Hong Kong, Hong Kong
 Dr. L. E. Lindgren - Rutgers, the State University of New Jersey
 Dr. H. A. Mang - Technical University of Wien Karlsplatz, Austria
 Dr. Shaker A. Meguid - Univ. Politecnica de Catalunya, Spain
 Dr. C. A. Mota Soares - University of Toronto, Canada
 Dr. S. Mukherjee - National Taiwan University, Taiwan
 Dr. E. Onate - Technical University of Lisbon Polo I.S.T., Portugal
 Dr. M. Papadrakakis - National Technical University of Athens, Greece
 Dr. Glaucio Paulino - University of Illinois at Urbana-Champaign
 Dr. Elio Sacco - University of Minnesota University of Cassino, Italy
 Dr. B. A. Schrefler - University of Padova, Italy
 Dr. K. Tamma - University of Cassino, Italy
 Dr. Y. B. Yang - Cornell University

Editor-in-Chief

International Journal of Engineering Research and
Development(IJERD)

E-mail: ijerd@editormails.com

Website: www.ijerd.com



Contents :

AI-Driven Content Generation Software for SME Marketing: Balancing Automation and Brand Authenticity	126-132
Ethical Considerations in Data Governance: Balancing Privacy, Security, and Transparency in Data Management	133-139
The Role of Business Process Analysis and Re-engineering in Enhancing Energy Sector Efficiency	140-151
AI-Powered Predictive Analytics in Chronic Disease Management: Regulatory and Ethical Considerations	152-157
Innovations in Real-Time Pore Pressure Prediction Using Drilling Data: A Conceptual Framework	158-168
Sustainable Approaches to Pore Pressure Prediction in Environmentally Sensitive Areas	169-180
Climate Change Adaptation Strategies for Bioenergy Crops: A Global Synthesis	181-189
Emerging Trends in Software Engineering for Distributed Systems: Challenges and Methodologies for Development	190-198
Managing Data Lifecycle Effectively: Best Practices for Data Retention and Archival Processes	199-207
The Role of Business Process Analysis and Re-engineering in Enhancing Energy Sector Efficiency	208-219
Sensing of Divalent Zinc with a Simple Ratiometric-Fluorescent Sensor	220-228
Health Informatics and Public Health: Leveraging Technology for Improved Health Outcomes	229-235
Improving Customer Engagement and CRM for SMEs with AI-Driven Solutions and Future Enhancements	236-252
Leveraging Artificial Intelligence for Personalized Marketing Campaigns to Improve Conversion Rates	253-270
Online Learning and AI: Transforming Recruitment, Talent Acquisition, and Educational Guidance in the Education Sector	271-278