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Publications

2025

Jurnal internasional bereputasi

Enhanced Detection of Consumer Behavioral Shifts in E-Commerce Platforms with Transformer-Based Algorithms

RAHMAD SYAH , MARISCHA ELVENY , LIA SILVIANA

2026

Jurnal internasional bereputasi

An intelligent multi-objective analytics framework for customer segmentation and value-based decision-making

MARISCHA ELVENY , MAHYUDDIN , UMaya RAMADHANI PUTRI NASUTION , LIA SILVIANA

2026

Prosiding seminar internasional

Comparison of the Performance and Efficiency of the BIRCH and CURE Algorithms in Global Carbon Emission Clustering Using an Adaptive Hybrid Approach

UMAYA RAMADHANI PUTRI NASUTION , FANINDIA PURNAMASARI , MUHAMMAD ANGGIA MUCHTAR , FUZY YUSTIKA MANIK , LIA SILVIANA

Researches

2025

Penelitian Dosen Pemula

Efficient Fine-Tuning Indobert Untuk Analisis Sentimen Ulasan Bahasa Indonesia Dengan Teknik Lora Dan Adapter Layers

LIA SILVIANA , MARISCHA ELVENY , ANANDHINI MEDIANTY NABABAN , FANINDIA PURNAMASARI

2025

Penelitian Unggulan Perguruan Tinggi

OPTIMASI CUSTOMER LIFETIME VALUE (CLV) BERBASIS SEGMENTASI CERDAS DENGAN MODEL HYBRID MULTI-OBJEKTIF

LIA SILVIANA , MAHYUDDIN , MARISCHA ELVENY , UMaya RAMADHANI PUTRI NASUTION , MUHAMMAD AHSANUL KHOLIQIN LUBIS , CLINTON CHRISTOVEL SIMANULLANG

Community Services

2025

PENGENALAN CODING DAN COMPUTATIONAL THINKING MENGGUNAKAN BLOCKLY UNTUK GURU SD NEGERI 024772 BINJAI

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