

Dr. Marischa Elveny, S.TI., M.Kom.

Lecturer of Master's Program in Data Science and Artificial Intelligence Study Program
Faculty of Computer Science and Information Technology
Universitas Sumatera Utara

✉ marischaelveny@usu.ac.id

🏢 Faculty of Computer Science and Information Technology's C Building

🌐 fasilkom-ti.usu.ac.id/en/lecturer/marischa-elveny

Marischa Elveny earned her Bachelor's degree in Information Technology from Universitas Sumatera Utara in 2011. She then continued her Master's and Doctoral studies at the same university, focusing on Informatics Engineering and Computer Science. Her main research areas are Artificial Intelligence, Data Science Modeling, and Computational Information Technology.

Publications

2026

Jurnal internasional bereputasi

An Integrated Data-Driven Multi-Objective Analytics Framework for Sustainable Oil-Palm-Seed Resources Allocation

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Prosiding seminar internasional

Enumerating Countries' Capabilities in Artificial Intelligence on Categories

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MobileChiliNet: convolutional neural network for chili leaves classification

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An Effective Hybrid Approach for Predicting and Optimizing Business Complexity Metrics and Data Insights

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A novel MPK optimization framework for financial data analysis incorporating complexity and uncertainty management

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Jurnal nasional terakreditasi

Enhancing business analytics predictions with hybrid metaheuristic models: a multi-attribute optimization approach

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Blockchain-enabled KYC integration for CLV optimization with robust M-Estimation and IRLS method

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Prosiding seminar internasional

Channel Estimation Model and Their Role in Optimizing Customer Lifetime Value with Robust Optimization

MAHYUDDIN , FANINDIA PURNAMASARI , MARISCHA ELVENY

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An efficiency metaheuristic model to predicting customers churn in the business market with machine learning-based

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An boosting business intelligent to customer lifetime value with robust M-estimation

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Data mining decision tree algorithm C4.5 classification of student personality characteristics

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A novel approach to optimizing customer profiles in relation to business metrics

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PREDICTION MODEL BEHAVIOR BURNOUT AMONG MANAGERS AND EMPLOYEES OF START-UPS WITH ARTIFICIAL INTELLIGENCE

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Data Science with Semantic Technologies: Deployment and Exploration

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Utilization of Information Technology as a Marketing Medium for Agricultural Products at BUMDes Liang Muda STM Hulu Deli Serdang

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Buku referensi

What is data science

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1 What is Data Science

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An advantage optimization for profiling business metrics competitive with robust nonparametric regression

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Similarity Approach Based to Customer Behavior for Trade Business Metrics

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Enhanced knowledge acceleration estimator optimally with MARS to business metrics in merchant ecosystem

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Optimization Model to Customer Behavior With MARS and KYC System

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Information Retrieval on social network: An Adaptive Proof

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Studies on behaviour of information to extract the meaning behind the behaviour

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Behavior of the resources in the growth of social network

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Analisis Metode Fuzzy Analytic Hierarchy Process (FAHP) Dalam Menentukan Posisi Jabatan

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Researches

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MODEL KEBAHARUAN MPK: Optimasi kompleksitas Prediksi Data Keuangan melalui Pendekatan Heuristik, Probabilistik dan Artificial Intelligence

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Penelitian Kerjasama Antar Perguruan Tinggi

Moda (Multi-objective decision analytics): Meningkatkan efisiensi pemantauan menggunakan metode multi-atribut

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TELISIK PENGEMBANGAN SAINS KOMPUTER BERDASARKAN BUDAYA PEMBELAJARAN DI INDONESIA

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MODEL PREDIKSI PERILAKU INDUSTRI START- UPS TERHADAP KEJENUHAN (BURNOUT) KARYAWAN MELALUI PENDEKATAN METODE HYBRID ARTIFICIAL INTELLIGENT

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METODE HYBRID MULTI-OBJEKTIF DENGAN PENDEKATAN STRATEGI

KECERDASAN ARTIFICIAL UNTUK MENINGKATKAN PROFIL PELANGGAN

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Penelitian Unggulan Perguruan Tinggi

ROBUST OPTIMASI DALAM PENYELESAIAN KOMPLEKSITAS TERHADAP PENINGKATAN KECERDASAN BISNIS BERDASARKAN CUSTOMER LIFETIME VALUE

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DATA MINING DECISION TREE ALGORITMA C4.5 UNTUK KLASIFIKASI KEPRIBADIAN SISWA PELAKU BULLYING

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STUDI TENTANG PENGELOLAAN DAN PEMODELAN DATA

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Intellectual Property Rights

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E-Business CRM: UMKM PRODUKSI SNACK

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DMC-Huffman : Aplikasi Kompresi Citra Dynamic Markov Compression & Huffman

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IDR : Sistem Identifikasi Diabetic Retinopathy

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SPK2J : Sistem Penentu Keputusan Kenaikan Jabatan

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