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Marischa Elveny memperoleh gelar Sarjana dalam Teknologi Informasi dari Universitas Sumatera Utara pada tahun 2011. Ia melanjutkan pendidikan magister dan doktor di universitas yang sama, fokus pada Teknik Informatika dan Ilmu Komputer. Bidang penelitian utamanya adalah Kecerdasan Buatan, Pemodelan Data Sains, dan Teknologi Informasi Komputasi.

Publications

2026

Jurnal internasional bereputasi

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

MARISCHA ELVENY

2026

Prosiding seminar internasional

Enumerating Countries' Capabilities in Artificial Intelligence on Categories

RAHMAD SYAH , MAHYUDDIN , MARISCHA ELVENY

2026

Prosiding seminar internasional

Enhanced Class Scheduling and Classroom Reservation With Improved Genetic Algorithm (IGA)

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Jurnal internasional bereputasi

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

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Jurnal internasional bereputasi

MobileChiliNet: convolutional neural network for chili leaves classification

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2025

Jurnal internasional bereputasi

An adaptive analytics framework for customer retention through integrative feature optimization and ensemble learning

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Jurnal internasional bereputasi

An adaptive analytics framework for customer retention through integrative feature optimization and ensemble learning

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2025

Jurnal internasional bereputasi

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

RAHMAD SYAH , MARISCHA ELVENY , RANA FATHINAH ANANDA , MAHYUDDIN

2025

Jurnal internasional bereputasi

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

MARISCHA ELVENY , MAHYUDDIN

2025

Jurnal nasional terakreditasi

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

RAHMAD SYAH , MARISCHA ELVENY , MAHYUDDIN

2025

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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

MARISCHA ELVENY , MAHYUDDIN , FANINDIA PURNAMASARI

2024

Jurnal nasional terakreditasi

Differentiated learning with information technology for teachers at SMA Negeri 5 Padangsidempuan

IVAN JAYA , SRI MELVANI HARDI , MARISCHA ELVENY , TAMIR RUSYDI HEGA , YORISTEDI PRAYOGA , MUHAMMAD SAID AGUNG NAUFAL NASUTION

2024

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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Jurnal internasional bereputasi

Uncovering the Hidden Insights of the Government AI Readiness Index: Application of Fuzzy LMAW and Schweizer-Sklar Weighted Framework

MARISCHA ELVENY , MAHYUDDIN

2024

Jurnal internasional bereputasi

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

RAHMAD SYAH , MARISCHA ELVENY , RIZKI MULIONO

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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

MARISCHA ELVENY , ANNISA FADHILLAH PULUNGAN , DESILIA SELVIDA

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

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

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Jurnal nasional terakreditasi

Complexity prediction model: a model for multi-object complexity in consideration to business uncertainty problems

HABIB SATRIA , MAHYUDDIN , MARISCHA ELVENY , RAHMAD SYAH

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A Hybrid Metaheuristic Model for Efficient Analytical Business Prediction

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Jurnal internasional bereputasi

A Hybrid Metaheuristic Model for Efficient Analytical Business Prediction

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Jurnal internasional bereputasi

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

SUTRISNO , ANDRE HASUDUNGAN LUBIS , MARISCHA ELVENY

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Book chapter internasional

Data Science with Semantic Technologies: Deployment and Exploration

MAHYUDDIN , ELVINA HERAWATI , MARISCHA ELVENY

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Jurnal nasional

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

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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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Book chapter internasional

1 What is Data Science

MAHYUDDIN , MARISCHA ELVENY , RAHMAD SYAH

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Multiple-Objective as Decisions in Computing

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Nanotechnology on Perspective Computer Science

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Day-ahead electricity price forecasting using WPT, VMI, LSSVM-based self adaptive fuzzy kernel and modified HBMO algorithm

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Estimation of Isentropic Compressibility of Biodiesel Using ELM Strategy: Application in Biofuel Production Processes

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Velocity prediction of Cu/water nanofluid convective flow in a circular tube: Learning CFD data by differential evolution algorithm based fuzzy inference system (DEFIS)

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Optimization model for customer behavior with mars and KYC system

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Implementation of Linear Congruential Generator (LCG) Algorithm, Most Significant Bit (MSB) and Fibo

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A similarity for new meanings

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Performance Knowledge Acceleration Optimization with MARS to Customer Behavior in Merchant Ecosystem

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ISMAIL HUSEIN , MAHYUDDIN , MARISCHA ELVENY , RAHMAD SYAH

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AN APPROACH SIMILARITY TO CUSTOMER BEHAVIOR IN E-METRICS ECOSYSTEM

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Taxonomy business model to customer behaviour in E-metric ecosystem

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2019

Prosiding seminar internasional

Data

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2019

Prosiding seminar internasional

A semantic interpretations of citation as assumptions

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2018

Prosiding seminar internasional

Information Retrieval on social network: An Adaptive Proof

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2017

Prosiding seminar internasional

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

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2015

Prosiding seminar internasional

Behavior of the resources in the growth of social network

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2014

Jurnal nasional

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

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

MARISCHA ELVENY , RAHMAD SYAH

2024

TELISIK PENGEMBANGAN SAINS KOMPUTER BERDASARKAN BUDAYA PEMBELAJARAN DI INDONESIA

MAHYUDDIN , MARISCHA ELVENY

2024

Penelitian Kerjasama Antar Perguruan Tinggi

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

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EFEKTIFITAS MODEL MATEMATIKA ANYAMAN UNTUK MELINDUNGI DATA SECARA OPTIMAL DALAM BLOCKCHAIN

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Penelitian Dana Lokal Perguruan Tinggi

Telidik 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

SUTRISNO , MARISCHA ELVENY , ANDRE HASUDUNGAN LUBIS

2024

METODE HYBRID MULTI-OBJEKTIF DENGAN PENDEKATAN STRATEGI KECERDASAN ARTIFICIAL UNTUK MENINGKATKAN PROFIL PELANGGAN

MAHYUDDIN , MARISCHA ELVENY , FANINDIA PURNAMASARI , WILDAN TAUFIK WIBOWO NASUTION , ABDUL HAKIM RAHMAD NASUTION

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Penelitian Kerjasama Antar Perguruan Tinggi

EFISIENSI HYBRID METAHEURISTIK MODEL DALAM PENGOPTIMALAN PREDIKSI BISNIS ANALITIK MELALUI PENDEKATAN MULTI ATRIBUT METHOD

MAHYUDDIN , MARISCHA ELVENY , RAHMAD SYAH

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Penelitian Unggulan Perguruan Tinggi

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

MAHYUDDIN , MARISCHA ELVENY , FANINDIA PURNAMASARI

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EFISIENSI PENJADWALAN KULIAH DAN PEMESANAN RUANGAN KELAS MENGGUNAKAN IMPROVED GENETIC ALGORITHM (IGA)

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MODEL PENGOPTIMALAN KEUNTUNGAN DALAM PREDIKSI PROFIL PELANGGAN TERHADAP BISNIS METRIK DENGAN ROBUST

NONPARAMETRIC REGRESI

MAHYUDDIN , MARISCHA ELVENY

2022

Penelitian Dosen Pemula

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

MARISCHA ELVENY , DESILIA SELVIDA , ANNISA FADHILLAH PULUNGAN , DINDA AMELIA PUTRI LUBIS , FITRI AULIA FADILLAH NASUTION , INTAN SYAFITRI

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MODEL PENGOPTIMALAN KEUNTUNGAN DALAM PREDIKSI PROFIL PELANGGAN TERHADAP BISNIS METRIK DENGAN ROBUST NONPARAMETRIC REGRESI

SYAHRIL EFENDI , MAHYUDDIN , MARISCHA ELVENY

2021

STUDI TENTANG PENGELOLAAN DAN PEMODELAN DATA

MAHYUDDIN , MARISCHA ELVENY

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Model Pengoptimalan Keuntungan Dalam Prediksi Profil pelanggan terhadap Bisnis Metrik Dengan Robust Nonparametric Regresi

SYAHRIL EFENDI , MAHYUDDIN , MUHAMMAD ZARLIS , MARISCHA ELVENY

2020

Penelitian Unggulan Perguruan Tinggi

APLIKASI PENENTUAN JUMLAH BUBBLE PER SECOND (BPS) UNTUK INJEKSI KARBON DIOKSIDA DALAM AQUASCAPE MENGGUNAKAN ALGORITMA ASSOCIATION RULE

SRI MELVANI HARDI , MAHYUDDIN , MARISCHA ELVENY , IVAN JAYA

2019

Penelitian Unggulan Perguruan Tinggi

IDENTIFIKASI PENYAKIT TUBERCULOSIS (TB) BERDASARKAN FOTO RONTGEN PARU-PARU DENGAN MENGGUNAKAN EXTREME LEARNING MACHINE

SRI MELVANI HARDI , MAHYUDDIN , MARISCHA ELVENY , IVAN JAYA

2018

Penelitian Dana Lokal Perguruan Tinggi

Penelitian Dosen Muda, Talenta, Universitas Sumatera Utara

SRI MELVANI HARDI , MARISCHA ELVENY , IVAN JAYA

2018

Penelitian Dana Lokal Perguruan Tinggi

PENGELOMPOKAN PRODUK E-COMMERCE BERBASIS WEB

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Community Services

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Reviewer Jurnal International Bereputasi (Neural Computing and Applications)

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Pembelajaran Diferensiasi Sebagai Metode Pembelajaran Terbaru Dengan Memaksimalkan Potensi Teknologi Informasi Melalui Pendekatan Blended Learning Di SMA N 5 Padang Sidempuan”

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Ipteks Bagi Masyarakat

PENGEMBANGAN DAN PEMANFAATAN SISTEM INFORMASI MANAJEMEN KEUANGAN SEKOLAH DASAR ISLAM TERPADU PRIMA MANDIRI

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PENGEMBANGAN BAHAN AJAR INTERAKTIF BERBASIS VIDEO KREATIF DENGAN MOVAVI EDUCATION SET DI YAYASAN PERGURUAN TUNAS KARYA BATANG KUIS

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2020

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2019
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Pemanfaatan Media Sosial Sebagai Brand Identity dan Digital Marketing di SMK Swasta Nur Azizi

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2019
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PEMANFAATAN E-LEARNING SEBAGAI MEDIA PEMBELAJARAN BERBASIS EDMODO PADA SMA NEGERI 5 PADANG SIDEMPUN

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2018
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PEMANFAATAN E-REPOSITORY DALAM TATA KELOLA DOKUMEN SEKOLAH

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Hak cipta nasional

Penerapan Augmented Reality Untuk Menampilkan Label Bangunan Bersejarah Di Kota Medan Menggunakan Markerless Gps Based Tracking

MOHAMMAD FADLY SYAH PUTRA , MARISCHA ELVENY

2020
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Struktur Sistem Operasi (SSO)

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Hak cipta nasional

Algoritma CPU (FCFS)

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PEMODELAN WEB SCRAPING DALAM MENGELOMPOKKAN PRODUK ONLINE SHOP

MARISCHA ELVENY

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PREDIKSI KEUNTUNGAN BERDASARKAN PROFIL PELANGGAN TERHADAP

BISNIS METRIK MELALUI TAKSONOMI

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2020

Hak cipta nasional

KOMPESRA : SISTEM KOMPRESI DAN PENGAMANAN PESAN MENGGUNAKAN CITRA

MARISCHA ELVENY

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PEMODELAN PENGUKURAN IDENTIFIKASI MULTI OBJEK FUZZY DAN ANALYTIC HIERARCHY PROCESS (FAHP)

MARISCHA ELVENY

2020

Hak cipta nasional

Organisasi File Pada Sistem Operasi Linux

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E-Inventori P3A: PELAYANAN PERIJINAN PEMAKAIAN DAN ASET

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2020

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DATKOM-LC: APLIKASI KOMPRESI DATA LOSSLESS COMPRESSION WEB BASED

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BOOTSTRAP : PENGUKURAN SISTEM INFORMASI DAPODIK

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M-Journal : APLIKASI E-JURNAL BERBASIS ANDROID

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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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2020

Hak cipta nasional

SEKripto (Sistem Email Kripto)

MARISCHA ELVENY

2019

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SITI: Sistem Identifikasi Tuberkulosis

SRI MELVANI HARDI , IVAN JAYA , MARISCHA ELVENY , MAHYUDDIN
