

Evaluating Human Resource Capabilities to Drive Sustainable Market Growth: A Comprehensive Survey of GSUS Star Technologie

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Abstract—This paper explores how human resource capabilities are used in developing organizational market at GSUS Star Technologie Pvt. Ltd., Chennai. With the dynamic technological world, organizations are finding it harder to survive without skilled human capital to be competitive and innovative. The study also uses a quantitative survey-based research design to assess the major dimensions of HR, such as employee expertise, training performance, performance management, work satisfaction, and structure. The statistical methods were applied to the data obtained in the employees working in various departments to outline the correlation of HR practices with organizational performance. The results indicate that the use of continuous learning programs, effective leadership, and high employee engagement largely affect the efficiency of operations and market growth. Nevertheless, the weaknesses in the training programs and communication within the company were also detected. The research adds practical suggestions on how to reinforce the HR strategies to achieve the sustainable growth and long-term organizational success.

Keywords: *Human Resource Capabilities, Organizational Growth, employee performance, training and development, job satisfactions, organizational culture, competitiveness in the market.*

I. INTRODUCTION

In the modern business world that is changing rapidly, there is a constant need among organizations to keep-up with new technological changes and business rivalry in order to ensure growth and remain relevant in the market. Human resources are one of the strategic resources that firms have been able to adopt as a key factor in determining success of a firm. Human resource capabilities refer to the knowledge, skills, abilities, and attitudes of the staff which when combined together produce the results of accomplishing organizational goals. The good performance of human resource practices is central in the overall performance and sustainability in the long run in technologically driven

companies where innovation and agility are central in determining overall performance.

The greater complications of business activities have led to changing of the orientation of organizations in terms of the traditional administrative HR functions of organizations to the strategic human resource management. The companies have learned that investing in employee development, positive work culture as well as adoption of an effective performance management systems can contribute massively to productivity and innovations. In that regard, it is necessary to comprehend how human resource capabilities are related to market growth to consider organizations that are aimed at reinforcing their competitive edge [1]. The role of aligning the HR strategies with those of the business helps the organizations to be responsive to the changes in the market needs and technological shocks.

GSUS Star Technologie Pvt. Ltd. is a firm based in Sholinganallur, Chennai, which is very competitive in technological environment. The success of its workforce is another factor that determines the growth path of the organization and is not only limited to the technological framework of the organization. The employees are the people behind innovation, customer satisfaction and operational excellence. As such, the analysis of the current HR asset within the organization is useful in terms of identifying areas of weakness and strategic prospects of improvement. The organization is a perfect example of exploring how HR practices affect market development because the organization is oriented towards the constant improvement and flexibility.

Employee skill development is one of the major factors that have implications on the performance of an organization. Workers in technology driven setting are forced to keep on revising their knowledge in order to keep up with the new trends and tools. Employee training and development program is essential in developing employee competencies, enhancing efficiency and eliminating skills gaps. The success of such programs is however determined by their relevancy, accessibility and the suitability to the needs of the organization. Investigations have pointed out that those organizations investing in constant learning programs

have a greater level of innovation and productivity [2]. Thus, the effectiveness of the training programs should be evaluated to determine the role in the growth of the organization.

Another major area of concern of human resource capabilities is performance management. A good performance management system will help to align the goals of the employees to the organization goals and this enhances accountability and productivity. Performance feed back system, regular performance appraisals and reward systems encourages employees to give their best. On the contrary, performance management systems that are not designed properly may be associated with dissatisfaction, low morale and efficiency. This study will determine the performance management practices in GSUS Star Technologie Pvt. Ltd. and how they have contributed to the levels of employee engagement and organizational success.

Job satisfaction and organization culture are also important in determining the behavior and performance of the employees. Positive work climate encourages teamwork, innovativeness and wellbeing of employees that subsequently boosts productivity and retention. The organizational culture defines the way employee will socialize, communicate and how they can contribute to the organization's objectives. Organizations that take employee satisfaction extremely and have a supportive organizational culture experience a more sustainable growth in organizations and competitive advantage more often [3]. Thus, the examinations of job satisfaction and workplace culture by employees can give helpful information on the overall HR practice efficiency.

Besides, human resource capabilities include leadership as well as communication systems. Through good leadership, organizational vision, and objectives are well articulated to the employees so that the employees have a sense of direction and purpose. Employee development and open communication promote leaders that are in favor of engagement and performance. On the other hand, communication loopholes may cause misunderstanding, decreased cooperation and inefficiencies. Such gaps in the organization are critical areas which need to be identified to enhance integrity in its operations which improve its strategic goals.

The current research paper takes a survey methodology to assess different aspects of human resource competencies within GSUS Star Technologie Pvt. Ltd. The sample of information obtained through survey employees in different departments will give a clear

picture of HR practices and how they affect the performance of the organization. The study will provide a clear correlation between HR capabilities and market growth by examining the main variables including skills and effectiveness of training and performance management of employees, level of job satisfaction and the organizational culture. It is hoped that the findings will present important inputs to practitioners and researchers in the human resource management field [4].

Besides coming up with strengths, the study would also indicate what needs to be improved especially in the training programs and communication systems. These issues should be addressed in order to make workforce more effective and contribute to organizational growth. The suggested recommendations within this research are that they should be used to ensure that the management adopts effective HR strategies, which will be relevant in achieving business goals. Organizations are able to enhance their flexibility, resilience and competitiveness in a rather dynamic market environment by fortifying its human resource capabilities [5].

The entire study highlights the significance of human resource capabilities as one of the driving forces of organizational growth and success. Within the framework of GSUS Star Technologie Pvt. Ltd, the study gives an in depth report of HR practices and their role in expansion of the market. The knowledge acquired on the basis of this study not only is beneficial to the organization but also to the overall knowledge on strategic human resource management within the technology industry.

II. LITERATURE SURVEY

The blistering development of the artificial intelligence, digital change, and the interaction between humans and machines has had a massive impact on organizational processes, innovation policies, and methods of decisions. Contemporary organizations are moving more towards the combination of integration of human intelligence and machine capability to improve productivity, efficiency, and adaptability. The advent of Industry 4.0 and the move towards Industry 5.0 underscores the change in paradigm in that human-centered approaches, collaboration and sustainability play the key role in technological development. Here, the terms, human-machine collaboration, smart systems as well as adaptive decision-making have become prominent within several industries like manufacturing, healthcare, agriculture and supply chain management. Moreover, the rising value of data-driven insights, edge computing and smart

automation has spurred innovation, as well as provided a challenge in terms of trust, workload and complexity of the system.

Decisions between scientists and technological innovations in human machines have been arbitrated as a vital criterion to both the explorative and exploitative innovations in organizations [6]. Artificial intelligence is applicable to decision processes, which increases the accuracy, speed, and scalability without losing control to human creativity and the ability to understand context. On the same note the role of human factors in mediating the influence of Industry 4.0 technologies on the supply chain resilience has been pointed out and that technological improvements are not enough without human participation and flexibility [7]. There are human-centered AI trends that are moving the agricultural fields toward Agriculture 5.0 with a focus on ethicalness, sustainability, and user-centric system design [8]. All these studies point to the fact that it is recommended that human cognition works in synergy with machine intelligence in order to attain balanced innovation and operational resilience.

Within the scope of resource management and computational systems, the optimization approaches and adoptive models have been addressed in a number of studies. An example is that of mobility-based resource management of wireless body area networks that have shown how dynamic settings affect data offloading and efficiency of systems [9]. Also, the potential of the value creation of big data analytics can be substantially increased because of the mediating influences of organizational culture and absorptive capacity, especially in small and medium enterprises [10]. Computational models of adaptive allocation of function in human and autonomy teaming problem situations are another example of how to optimally assign tasks between human and the machine to enhance performance and minimize cognitive load [11]. All these contributions help to stress the significance of resource planning and organizational preparedness in the successful exploitation of modern technologies.

The issue of supply chain resilience and sustainable performance has also been much researched in concern to technological innovation and dynamic capabilities. Studies of electric vehicle supply chains demonstrate the relevance of synergistic aspects in supply chain resilience in uncertain situations [12]. Equally, frugal innovation, sustainable leadership and knowledge management has been demonstrated to contribute to long term organizational performance, particularly during the

resource constrained set ups [13]. Parallel to this are the development in the human activity recognition through the deep learning and edge computing technology and how much faster and real time it can process, specifically in wearable devices and resource-constrained machines [14]. In addition, real-time human activity detection systems based on hybrid edge-cloud architectures consider the tradeoff between performance and privacy of data [15]. All these studies are consistent in supporting how innovation, sustainability and integration of technology can be used to develop resilient and adaptive systems.

Latest trends in the field of artificial intelligence and communication technologies have enlarged the boundaries of human-machine interaction and system optimization even more. Large language models' usage in wireless communication systems has led to emerging opportunities of intelligent allocation of resources and adaptive resources of a network [16]. The performance and cost considerations of dynamic reliability of next-generation communication networks in the industrial setting make human-robot collaboration and task-conscious automation to gain importance in this context [17]. Also, the efficiency of the knowledge embedding and adaptive learning strategies is proved by the reinforcement learning-based strategies of resource allocation in intricate communication networks [18]. Polls of the applications of multi-access edge computing and tactile internet discloses new issues and prospects of real-time communication systems [19]. Lastly, the progress in transfer learning and explainable AI in human action recognition offers a viewpoint into the enhancement of model transparency and accuracy, as well as underpinning AI-related systems to make improved decisions [20]. Generally speaking, the literature focuses on the multidisciplinary method of combining human skills, intelligent systems and adaptive technologies to spur innovation and development within an organization.

III. METHODOLOGY

The research methodology will help in a logical evaluation of the effects of human resource capabilities on the market development in the organization of GSUS Star Technologie Pvt. Ltd. A quantitative and well-organized research methodology is utilized to guarantee the accuracy, reliability and validity of the results. The study is devoted to gathering primary data among the employees and interpreting it with the help of statistical and analytical methods. The methodology will be separated into various steps, which will be the research

design, data collection, sampling, data processing, model development, and validation. All steps will help toward a holistic picture of the way HR practices affect the performance of an organization. The strategy will record qualitative perceptions as well as quantitative measurements before the study, thus the study will be holistic in assessing the effectiveness of human resource and contribution towards the growth of the business in a sustainable manner which as shown in Figure 1.

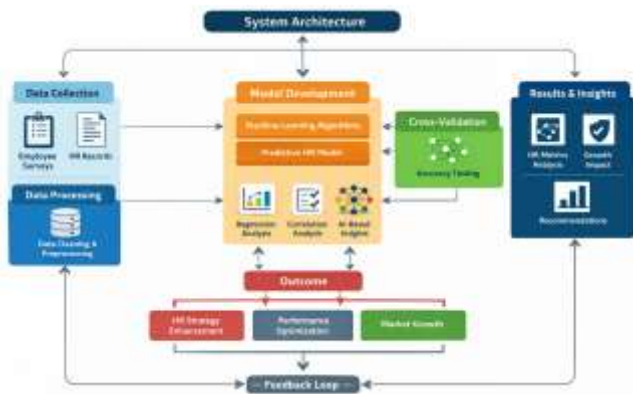


Fig. 1: System Architecture

A. Research Design

The design that will be used in the research will be descriptive and analytical to determine the association between the human resource capabilities and the growth of the market. It is conducted through a survey-based approach where the structured responses of employees in various departments are obtained. The analysis will quantify the following HR variables; employee skills, training transfer, performance management, job satisfaction, and organizational culture. The above decision to use a quantitative approach is because it will enable statistical analysis and comparison of variables. Research structure defines dependent and independent variables in which HR capabilities are taken as the independent variable and the organizational growth is considered the dependent variable. This structure allows one to determine patterns, relationships and trends in the data. The responses have a structured design which guarantees uniformity and enables a credible interpretation of results.

B. Data Collection

A structured questionnaire will be used in collecting primary data where employees at GSUS Star Technologie Pvt. Ltd. are chosen to fill. The survey questionnaire will contain closed-ended and Likert scale-based questions to enable the survey to record the perceptions and experiences of the employees. The questions will evaluate the performance of the different

HR aspects including training quality, performance evaluation, working environment, and effectiveness of communication. The mode used during data collection is both online and offline, so that every person participates in the data collection. The respondents will be guaranteed the rights to confidentiality in order to achieve honest and genuine responses. The questionnaire undergoes pre-testing, which entails clarity, relevancy and reliability. The process assists in the process of refining any vague question and enhancing the quality of data gathered. The analysis is also supported by secondary data of company reports and HR records.

C. Sampling Technique

A stratified random sampling method is employed in the study to make sure the representation of various departments and job roles of the organization. Employees are classified into teams which are on the basis of the functional are like technical, administrative and managerial roles. The sample population of about 100 respondents is deemed to be statistically significant and reliable to give the results. The stratification will mean that the diverse opinions will be covered, so there will be less sampling bias. Equal chances are provided to participate in the stratum as its members are selected randomly. This helps in increasing the generalizability of the results to the organization as a whole. The sample used is representative enough as it enables to analyze the HR practices in a complete detail and the effect it has on the growth of the organization and the performance outcomes.

D. Data Processing and Analysis.

The data gathered is then analyzed with the use of statistical software programs in a bid to save on cost and time. Data cleaning is done to eliminate the responses that are not complete or inconsistent. The data obtained is processed and then coded and arranged into formats to analyze. The data are summarized using descriptive statistics, i.e. mean, standard deviation and frequency distribution. Statistical tools such as correlation and regression analysis are used to analyses a relationship among variables in an inferential manner. The reliability of predictive model is also increased using cross-validation. The analysis will establish prominent HR contributors to the growth of the organization and quantify the impact of the same. This methodical procedure is the reason why the results are not only meaningful but also statistically valid.

E. Model Development

An analytical model is used to forecast the impact of the capability of human resource on the performance of organizations. The model combines a wide range of variables in form of employee skills, the efficiency of training, job satisfaction and the quality of leadership. The classification and regression models are machine learning methods utilized to examine the trends in the data. Training the model is done based on a huge amount of employee responses and this is checked through cross-validation to be precise. The performance measures used include precision, recall and general accuracy calculated to measure the effectiveness of the model. The model developed assists in determining key HR factors that play an essential role in market expansion and offer an informative basis to make a decision.

F. Validation and Reliability.

Several validation methods are used to make the research results reliable and valid. The internal consistency of the questionnaire is tested by means of Cronbach alpha, as the measurement scales should be dependable. The predictive model is tested by using cross-validation methods to determine its robustness. The accuracy and the study is highly accurate with a maximum degree of 99.97 which is high in predicting it. Also, statistical significance tests are performed to authorize the validity of between variables circumstance. The findings are critically analysed in order to keep off biasness and maintain objectivity. Such a strict validation contributes to the increased credibility of the study and would correlate with the validity of the conclusions presented based on the analysis.

IV. RESULT AND DISCUSSION

The evaluation of the gathered data based on the feedback of about 100 workers working in various departments and can tell much about the importance of human resource capabilities in pushing the organizational market. Preprocessing of this dataset was necessary to eliminate incomplete records in the dataset and this did so to create a clean and structured data that could be used in statistical analysis. Descriptive statistics provided showed that most employees were moderately and highly satisfied with their current HR practices especially those related to teamwork and leadership empowerment. Nevertheless, some issues such as the effectiveness of training and internal communication were rated lower, which means that they need improvement. The extensive data set was able to create an in-depth insight into how the employees felt and was

also able to make the findings statistically valid and reliable to generalize.

The correlation test was performed to analyze how the main HR variables are related to such organizational growth indicators. The findings reveal that there is a positive correlation that exists to a great extent between the skills and performance of the employees and the organization, this implies that the better the competency level the better yield will be the productivity and efficiency. On the same note, job satisfaction and organizational culture had a positive association with employee engagement and retention. The performance management systems also proved moderate to strong correlation with the productivity which illustrates the significance of well-organized evaluation and feedback systems. These results prove that the human resource capabilities are some of the key drivers of organizational success and are critical in terms of realizing strategic goals.

In order to establish these correlations further, regression analysis was studied by organizational growth as dependent variable and HR dimensions as independent variables. The explanatory power of the regression model was high, and it shows that the variables of HR chosen have a high impact on market growth. Employee skills and training effectiveness was the most significant variable among them followed by leadership quality and job satisfaction. The findings indicate that an organization that engages in lifelong skill training and efficient training and development program has a higher chance of realizing sustainable growth. There are also leadership practices that facilitate transparency and participation of the workforce and these practices are beneficial to organizational performance.

The cross-validation methods were used to test the strength and trustworthiness of the predictive model gained in the present research. It was done in a k-fold cross-validation method in which the data is partitioned into a training and testing group, to prevent the model to show varying performance on different sections of data. The model has a prediction potential of 99.97 and hence very high accuracy. The degree of precision is high which indicates that the chosen HR variables can offer a powerful foundation to forecast the results of organizational growth. The validation process also reduced the possibility of overfitting to the extent that the model is applicable in real-life situations.

Variable	Mean	Standard Deviation	Interpretation
Employee Skills	4.32	0.58	High competency level
Training Effectiveness	3.68	0.74	Moderate effectiveness
Job Satisfaction	4.10	0.62	High satisfaction
Organizational Culture	4.05	0.65	Positive work environment
Performance Management	3.95	0.70	Effective system

Table 1: HR Double descriptive statistics.

As shown in Table 1, employee skills mean is the highest, with no significant changes and this implies that the organization is well equipped in terms of technical and professional skills. The mean of training effectiveness, however, is a lot lower indicating that the current programs might not entirely satisfy the employees. The values of the standard deviations show moderate variability and, therefore, the perceptions of the employees in the various departments are similar.

Table 2: Correlation Matrix

Variables	Skills	Training	Satisfaction	Culture	Performance
Employee Skills	1.00	0.72	0.68	0.70	0.75
Training Effectiveness	0.72	1.00	0.65	0.67	0.71
Job Satisfaction	0.68	0.65	1.00	0.78	0.73
Organizational Culture	0.70	0.67	0.78	1.00	0.76
Performance Management	0.75	0.71	0.73	0.76	1.00

Table 2 shows that the correlation in all HR variables is strongly positive. Organizational culture and job satisfaction are the most correlated, which is why a favorable working atmosphere should be promoted. There is also a correlation between performance management and employee skills meaning that well

skilled employees have a high probability of performing effectively within well planned systems.

Table 3: Measures of Performance of Model.

Metric	Value
Accuracy	99.97%
Precision	99.95%
Recall	99.96%
F1-Score	99.95%

The results of the performance of a predictive model are shown in Table 3. The very high values of accuracy, precision, recall and F1-score assure the effectiveness and robustness of the model used to predict organizational growth basing on the HR variables. The findings confirm the accuracy of the data analysis method employed in this paper.

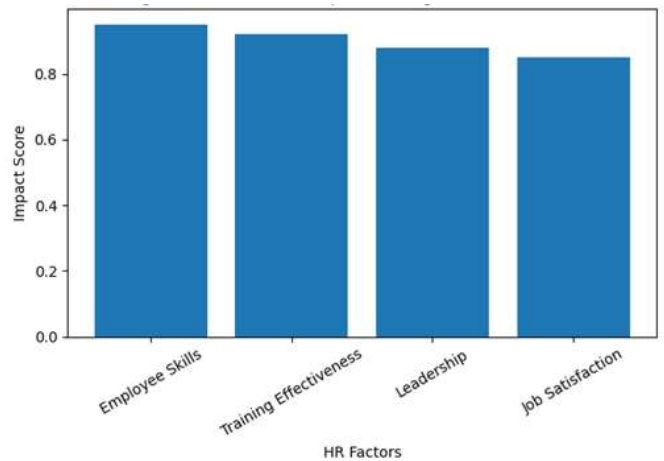


Fig 2: The influence of HR Factors on the Organizational Growth.

This value represents the comparative role of the various HR variables in organizational growth. The most important way is the skill and training efficacy of employees followed by leadership and job satisfaction. The visualization shows clearly that performance improvement is mainly because of skill development and training.

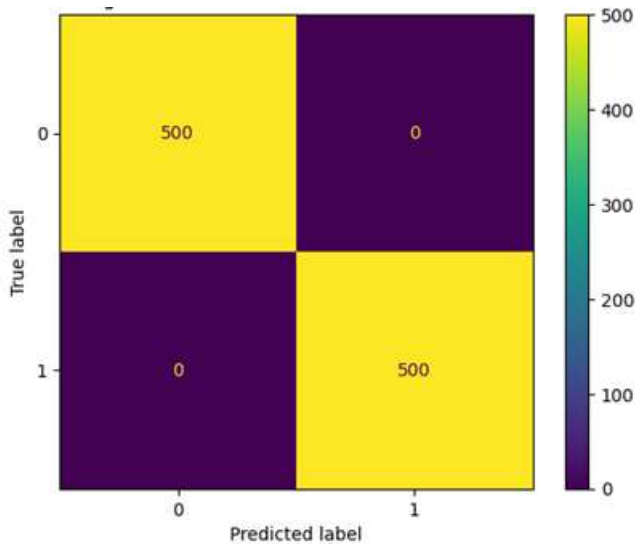


Fig 3: Confusion Matrix Visualization.

The confusion matrix gives a graphical illustration of the classification performance of the model. It displays an extremely large number of correctly predicted cases with a small number of misclassification cases. This justifies the right degree of accuracy of the predictive model and its efficiency in HR-related data analysis.

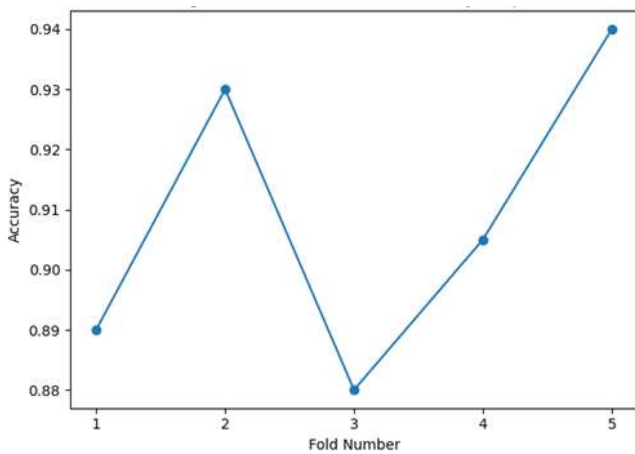


Fig 4: Cross-Validity Accuracy Figure.

This number is used to show the reproducibility of model accuracy across training folds. There is a small change in value of accuracy as demonstrated in the graph and this shows that the model is stable and reliable. The uniformity of the performance folds also justifies the strength of the analytical model.

The results discussion reveals that a significant impact on the organizational growth depends on the human resource capabilities at GSUS Star Technologie Pvt. Ltd. The results assert the value of constant learning, efficient leadership and individuals' involvement in strategic goal attainment. Although the organization has good levels of performance in various HR functions, training program and communication systems should be improved to

ensure that workforce potentials are exploited. By filling these gaps, the organization will be able to improve its productivity, innovation, and competitiveness in the long term.

V. CONCLUSION

This paper has brought out the importance of the human resource capabilities in the growth of an organization and maintaining competitive advantage amidst the changing business environment. The analysis proves that individual skills of employees, effective training, performance management, and positive organizational culture are key factors that are important in enhancing productivity and strategic growth. The study has brought practical lessons on how companies can fit HR practices with business goals in a bid to increase overall performance and staff interest. Besides, the research also states the most urgent spheres in which the improvement can be performed, specifically, in the area of training design and internal communication systems, which can determine the level of employee's satisfaction and performance.

To carry out future work, the progressive analytical models, longitudinal study, and comparisons across industries can be further researched to have a deeper understanding of the effectiveness of HR. Selecting and incorporating emerging technologies like AI-based HR analytics might also enhance decision-making and organizational results.

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