

The Influential Personality and Its Relation Self -Reference, Among University Leaders in the Middle Euphrates

Haneen Khudair Abbas, Nadia Jawdat Hassan Gemayel

Republic of Iraq/University of Kufa-Faculty of Education for Girls-Department of Educational and Psychological Sciences.

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Abstract

Today, the world is witnessing many tensions, crises, and pressures. If life is harsh, then all its aspects and aspects will become complex, which is reflected in the human psyche, given that the challenges that a person witnesses and the human nature that he lives in are affected by his personality, and because of the weakness of the individual's personality in himself, this thing leads to Until self-confidence is weak and negative thoughts penetrate his mind. He cannot think well, he loses the ability to make decisions, and therefore he always resorts to others to plan his life. Then even if he is scolded or criticised, he loses the ability to fight others, **Conclusions**, • University leaders have an influential personality, • University leaders are distinguished by a high level of reference, • There is a statistically significant positive correlation between the research variables, • There is a contribution to self-referencing in the influential personality.

Keywords- witnessing, crises, distinguished

Introduction:

Today, the world is witnessing many tensions, crises, and pressures. If life is harsh, then all its aspects and aspects will become complex, which is reflected in the human psyche, given that the challenges that a person witnesses and the human nature that he lives in are affected by his personality, and because of the weakness of the individual's personality in himself, this thing leads to Until self-confidence is weak and negative thoughts penetrate his mind. He cannot think well, he loses the ability to make decisions, and therefore he always resorts to others to plan his life. Then even if he is scolded or criticised, he loses the ability to fight others. Maciocia, 2005:78))

The university professor is the one with the highest value in scientific knowledge, who has always been at the forefront of the social and academic figures that issue the social pyramid and is referred to as being the active part in overcoming and improving the problems that this segment contributes to solving. (Al-Tamimi, 2021: 1) Personal influence differs from one individual to another because whoever thinks that he is less influential than others cannot solve his shortcomings by himself and feels that he is less influential than others and becomes unable to address shortcomings because that depends on the strength of his influential personality, so he is constantly exposed to failure and cannot achieve goals. Despite the constant desire for success and progress, personality weakness is an influencing factor in an individual's life. 2019, 33), Martins).

The trait of influence is one of the skills that exist in the personality of individuals, the aim of which is to direct others towards a specific goal that guarantees their appreciation and respect and wisdom has a significant dimension in that personality, which reflects their self-confidence, their willpower, and their capabilities to solve problems, even if there were attempts to fail despite his constant desire and keenness to continue his performance. (Karim, Abdel Qader, 2019: 4)

The researcher believes that university leaders may deal with many issues related to themselves, which are outside the assigned task or within them at other times. Due to the health and political conditions that befall the country today, economic or other changing university instructions(Chaudhary ,2022).

Bass (1980 Buss) pointed out that the individual's self-evaluation based on his knowledge of his capabilities, capabilities, and capabilities makes him fully aware and aware of himself at the present time as well as the future. and isolation (Buss, 1980, p. 12).

It was also indicated by the study of Zafiropoulou and others (Zafiropoulou, et al, 2014) that self-reference is affected by the nature of adaptation from family upbringing through to old age (Zafiropoulou, et al, 2014: 1).

The study of (Jonathan Brown and Kate Dutton) (Brown & Dutton, 1994) also referred to the integrative ability (Integration) in self-referencing and its relationship to self-esteem and showed that individuals with high esteem are more likely to possess this ability and that they maintain their positive emotions Putting them in a positive mood makes them remember positive memories. As for people with low self-esteem, if they are put in a

negative mood, they will usually imagine bad or sad stories that match their mood. If we put people with high self-esteem in a bad or negative attitude, they will imagine positive stories that support their spirit (Brown). & Dutton, 1994: 399).

This is reflected in the nature of the scientific results of the university, and the Iraqi universities that strive to create a spirit of creativity and obtain superior marks due to the deepening of the influential personality and self-referencing. And through the researcher's vision and her direct contact with the educational and university educational process, she found that there is a weakness in the performance of some university institutions, so she generated a desire to know these reasons, and that one of the most important of these reasons may be the leaders in the university, which prompted her to want to see that they possess the elements of an influential personality Or not, and does their self-reference qualify them to be significant in others?

Hence, the researcher may pose the following question:

(What is the strength and direction of the relationship between the influential personality and the self-reference of university leaders)(Mall, 2023).

Second: the importance of research

Society has several pillars that support it with human energies, and the university is at the forefront of these pillars, as it is the central pillar that no society can do without in its progress and growth. A community in all its manifestations and sectors and university life is not without conditions and problems in various academic, psychological, social and educational fields that its members must overcome (Bough, 101, 2012).

Hence, the importance of the educational leaders of university institutions crystallized, management depends on their administrative skills and capabilities. Al-Hazaima, 2004: 8-32)

The university administration relies heavily on scientific leaders in higher education represented by university presidents, deans, and heads of departments, as higher management in universities faces fundamental challenges in their practice of the educational and administrative process (Al-Nidawi, 2004, p. 13).

It is recognised that university leaders play an essential role in the success of the educational process and the achievement of the tasks entrusted to them, as they hold the reins of leadership matters. On the extent of their administrative capabilities and leadership responsibilities, the success of universities depends (Khalaf, 1993, p. 54).

And university leadership as a term has different definitions and according to the angle from which it is viewed, as some defined it as ((those leaders that make success and influence in the academic work environment)). (21) It is noted on this definition that it focuses on the personal characteristics of university leadership. Through the person's ability to influence within the university milieu, while others define university leadership by focusing on the people on whom leadership positions are based in the university by saying ((they mean university presidents, their deputies, deans of colleges, their deputies, and heads of scientific departments after them within the high level of the ladder (Ahmed, 2017, p. 48)

In our turn, university leadership is a group of individuals from the teaching staff comprising the university's various faculties and scientific departments. It assumes the leadership of the university formations, starting with the head of the scientific department, passing through the deans of the faculties, and ending with the president of the university.

Personality has an influence in guiding individuals and their behaviours. Nature is one of the essential topics that preoccupied researchers' minds and interests because it significantly impacts the pattern of thinking. This influential personality tries to influence people, attract them, and influence them because the capabilities of individuals to achieve their endeavours in life depends significantly on the strength of your influence on others, whether Like it or not, people follow you within a few seconds of meeting you, and if you don't make a good impression at first glance, you may not get another chance. Nowadays, people have become busier, meaning that they are always doing various jobs and thinking about their lives and how to succeed, making the required impact. More complex than before (Vickers-St, 2011, pp. 5-35).

The influential personality is represented by the person's ability to attract others to him and gain the character of influencing them because he possesses a set of values, principles, and optimal features, as well as high skills, as it is a stable and highly influential force, and also it is the personality that is characterized by impartiality, as it judges things as they are. she. In fact, it implements its decisions with thought and awareness without neglecting

what may develop in the situation, and it is the personality that realizes reality and plans the future, based on past and present experiences (Becker, 2012, p. 156).

Moreover, any individual's influential personality cannot imprint an effect unless he improves the display of its features. The manifestation of the personality traits may take a material path, such as mastering listening, speaking or writing. There are ways to show personality with material manifestations such as features, instructions, movements, and the practice of clothing, as well as following habits and good nature, and that all A person who has an influential personality, and we all, when we meet a person, seek with our subconscious mind to analyze his manners, behaviours, and character. We try to extract from this analysis an effect imprinted in the soul and pushes us to lean toward this person and feel comfortable meeting him, enjoying his company and talking with him, or repelling him at first sight. Ali, 2022: 8)

It can be seen that each individual has a certain degree of influential personality, which appears in the face of challenges and different situations. A more positive outlook towards it, and therefore having a high degree of self-confidence and making appropriate and appropriate decisions for each case, helps the individual to enjoy good psychological health and maintain sufficient psychological balance and give life value and meaning in the long run (2014:4), Shuhui)

Markus (1977) emphasized its importance in directing the personality, which emphasized the vision of the self from the inside, as controls and determinants were set for it in the personal field in how individuals develop good concepts about the self in an integrated manner and how it is a storehouse of self-knowledge that is loved, linked to previous experience and its interpretations. And its translation of attitudes that are represented in saying to ourselves, I am a person, I am a social person, or I am shy, I do not trust others, and others that are related to meaning or content and overlapping, or maybe different with time (past, present, future) (Markus, 1977, p. 2).

This shows that the process of self-referencing can be viewed as a process that includes a self-schema in dealing with previous data stored in memory and new stimuli coming, as self-referencing is an effective tool for encoding and interpreting new data thanks to access to the previous abstract experience in the memory of the individual. (Al-Jubouri) (2017: 157).

Hence, the researcher believes that the importance of her research is evident from both theoretical and practical perspectives in the light of the following justifications:

First: the theoretical importance

1. The study of these variables may record a new scientific addition to the field of extensive knowledge, and the enrichment of the Iraqi and Arabic libraries with further information, as it is possible to benefit from this study in conducting more research and future studies.
2. The subject of influential personality and self-referencing is one of the essential modern concepts that did not receive adequate care in Arab studies and still needs more research and studies in the future, according to the researcher's knowledge.
3. The current research is among the studies concerned with the orientation towards the future of university leaders, which is essential in their positive interaction in various aspects of their lives.
4. In the light of the results of the study and proposals that raise theoretical and field research that may provide a more understanding of the subject and enhance the foundations of knowledge in this field.

Second: The practical importance

1. Benefiting from the two scales prepared by the researcher in measuring the strengths and weaknesses of personality, as well as the self-referencing scale
2. The research stems from the importance of this group of university leaders in the Middle Euphrates, which represents the vital energy that can bring about change and transformation, issue administrative decisions and orders, and create interaction with others.
3. The importance of the influential personality of the individual, in general, stems from the concept of increasing the individual's self-confidence, his ability to take responsibility, and his ability to make decisions with full awareness of the situations and circumstances surrounding him.
4. Preparing university programs, seminars, workshops and conferences that increase the cultural awareness of individuals in order to develop their personalities in a positive and influential manner.

5. Devising recommendations, proposals and measures for the development of university leaders.

Third: Aims of Research

The current research aims to identify:

1. Identifying the influential personality of university leaders in the Middle Euphrates
2. Identifying the self-reference of university leaders in the Middle Euphrates.
3. The correlation between the influential personality and the self-reference of university leaders.

Fourth: Limitations of the Research

The following limits determine the current research:

1. The human limit: The research is limited to university leaders in the universities of the Middle Euphrates.
2. The spatial limit: The universities of the Middle Euphrates are represented by (Kufa-Karbala-Babylon-Qadisiyah).
3. Time limit: for the academic year (2022-2023) AD - (1443-1444) AH

Fifth: Define search terms Terms Limitations

The researcher will define the terms mentioned in the title of her research, which are:

1. The influential character:

□ **Magdy Kamel knew him (Magdy Kamel 1997):**

It is that personality distinguished by the stars and leaders and related to the person's ability to turn to others through his focus on himself more than his connection to the degree of handsomeness. (Kamil, 1997: 27).

□ **Hani Al-Sulaiman (2003):**

She is a person who can assume responsibility, cooperate with others, be loyal to good causes and principles, and be able to think and work with confidence and determine what others want according to realistic, reasonable, practical and positive bases.

□ **Paul Jago knew him (Pual Jago 2003):**

She is a practical, realistic, independent, courageous and daring personality who does not exaggerate the ideal behaviour. She is a robust, solid and firm personality who is able to conquer enemies and control herself. She is a leadership personality. (Amara, 2003: 30).

□ **Known by Martins (2019):**

It is that personality that can stay for a long time in the minds of others because it influences them emotionally and positively. It consists of five areas (self-confidence, helping others, perseverance, personal creativity, and upbeat personality).

The researcher adopted the definition of (Martins) as a theoretical definition of her research for the following reasons:

1. The comprehensiveness that distinguishes it from the rest of the definitions.
2. Statement of the areas of influential personality, which are (self-confidence - helping others - perseverance - Personal creativity - upbeat personality).
3. The novelty of the definition, as it is one of the modern definitions compared to other purposes.

Procedural Definition: The total score obtained by the respondent, who is here the university leaders in the Middle Euphrates, by answering the paragraphs of the influential personality scale, which the researcher prepared.

2. Self-reference:

□ **Rogers 1977 defined it:**

An effective coding tool and a high and rich coding process that represents an aspect of the information processing system of the individual in which the self is involved as a higher scheme of the self and on which it depends in the process of interpreting personal information and then stored in the human memory.

□ Markus (1977):

It is the process through which the constructs and structures of the self are activated, which represent a network of cognitive generalizations about the self.

3. University leaders

The Iraqi Ministry of Higher Education: They are teachers who hold postgraduate degrees (Master's, PhD) and are assigned administrative tasks that include the university president, assistant presidents, deans of faculties, assistant deans, and the head of a department or branch (Al-Halfi, 321, 2014).

Chapter II

theoretical framework and previous studies

First: the influential personality

The subject of personality has influenced the research of many psychologists who have studied personality variables and their aspects, as personality is only a structure that permeates all branches of the human sciences, which has made it the focus of many scientific research and studies (Faraj, 1970, p. 132).

This broad concept contains the characteristics of personality, as each individual has his abilities, motives, trends, temperament, performance, emotion, cognitive and personal line, and the moral side of his behaviour.

215): (Berliner, 1984

The complexity and breadth of the concept of personality have led many psychologists to multiply their views. Cattell showed that personality enables us to predict an individual's actions when placed in a situation.

1965:5): Cattle.

Moreover, personality traits enable us to choose appropriate methods and are the focus of many researchers who use them to describe and construct personality. This term indicates that the apparent behaviour is characterised by stability and that this behaviour can be determined and predicted by the social situation or situation in which the person is placed. Clifford, Walport, and Eysenck use the concept of traits to describe and construct a personality, but they still differ in defining that trait (Ghneim, 1975, p. 251).(Narayan, 2023)

The art of speaking is also considered one of the essential qualities that must be available in a personality in order to be influential by talking to others about themselves with open questions, bringing their answers closer to them, revealing the soul, removing psychological barriers and replacing them with feelings of affection and comfort towards this character, in addition to their enjoyment of good morals. Moreover, refined behaviours, which reflect a large extent the level of sophistication and civility of a person, and that is through his dealings with others, whether at work or in his life in general, and not being arrogant or arrogant towards them, and showing off and highlighting his relationships and acquaintances with officials and distinguished people. (Boster 2014: 139). (Narayan, 2023)

Second: Self-Reference:

The concept of the self is the focus of interest of many psychologists, and this interest began with the human awareness of himself and became a subject of observation. Epstein believes that the self-concept is automatically and unintentionally formed in the individual through interaction with the social environment that provides him with experiences. Given this, he organises his perceptions and observations as initial plans. Then he manages these plans in a broader network of concepts, which he calls the theory. He believes that if the individual's experience is contained differently, he will be able to act effectively in a complex world with many intertwined and overlapping demands, affecting the efficiency and effectiveness of his behaviour.

(Al-Sultani, 2017: 15-19), (Mall ,2022).

The self is one of the dimensions of the personality and stems from being a psychological construct that depends on the individual's experiences and his mutual relations with his environment and on the factors that govern these relationships so that the individual becomes within the framework of the perceived realities through which he realizes himself. Moreover, this awareness and realization, if achieved in a positive way, will lead to him being characterised by a positive self, learning himself appropriately, naturally dealing with reality, and also the individual will also feel competent, respected and appreciated, and generates a sense of self-confidence in him. (Mouli, 1973: 106),(Pentyala, 2019), (Puja,2018)

Thus, the self-reference is a compound sentence consisting of two words. The first means the primary means that can be relied upon to distinguish knowledge. As for the second, it is the universal self, not the mind alone or

thinking alone. Still, instead, it is the totality of the self through the capacities of consciousness and the capacities of the unconscious and their relationship to the body (and He gave him abundance in knowledge and the body). This means that the mind is the first reference through information transmission, analysis, comparison, synthesis and judgment. (In fact, a person is insightful to himself, even if he makes excuses for himself). So the person is responsible for himself. Moreover, the priority is always to your self-reference as an individual before the Holy Qur'an, before the hadith of the Messenger, peace and blessings be upon him, and before people's conversations and positions. You are the first reference in discerning knowledge. The Great Qur'an says: ((So ask the people of the remembrance if you do not know)) It did not speak while you learn! You must see for yourself, neither inwardness in faith nor science. Everyone who is capable of doing it, you are able to do it in the same way. This is a tremendous educational rule. As for capabilities, they are always acquired, because the will is the most remarkable ability the Creator endowed man with. This is one of the attributes of His justice, and God does not burden a soul beyond its capacity. The power of straightforward logic is available to all human beings, it is in mental detachment, i.e. judging justly, and independent of whims and external influences, so your self-reference is the gift of reaching the truth. Self-referencing is self-reliance first, and God did not create man to be a leader only. Otherwise, I would replace him with a new creation, and self-reliance is not a forbidden word, as some believe, but in its essence is faith in God, and the reason for that is the will factor. God would not love an enslaved person walking. Self-referencing makes us able to reveal the facts around us without fear. It represents the highest degree of positivity, as it is the ability to build individuals who are able to change the world around them and control the negatives that they live in, to transform them in their favour (Neven, 2010, p. 55),(Srivastava, 2022), (Srivastava, 2019),

□ **Research Methodology:**

The correlative descriptive approach was used because it is the most appropriate approach to study the correlational relationships between the variables and to detect the differences between them to describe and analyze the studied phenomenon—future in the light of current indicators (Dwidar, 1999: 184). (Srivastava, 2022).

□ **Research community:**

The current research community is determined by university leaders in the universities of (Kufa, Babylon, Karbala, and Al-Qadisiyah) for the academic year 2022-2023, and their number is (544) distributed by (419) males, (125) females, and (300) males in scientific specialization and (119) males in the humanities significant, (90) females in the scientific major, and (35) of them in the societies central.

The research sample:

The sample was selected using the Stratified Random Sample and in a proportional manner. This type of sampling is most appropriate for disparate societies, as the model is representative of all categories of the research community (Melhem, 2002: 251), as (300) university leaders were chosen, with a percentage of (55.147%) of them. The research community is (234) males and (66) females. The rate of males has reached (78%), while the share of females has gone (22%) of the research sample. The number of scientific specialisations has compared (215), with a rate of (71.666%). (85), with a rate of (28.333%), and Table (2) shows this.

□ **Search tools:**

In order to measure the two research variables represented by (influential personality and self-referencing) among university leaders in the Middle Euphrates, the researcher built a measure to measure the influential personality according to Martins' theory (Martins, 2019) and made another measure to measure self-reference according to Rogers' theory. 1977), and the following presentation illustrates this:

Scale Influential personality:

The influential personality scale, in its final form, now consists of (28) items; Therefore, the highest possible score for the respondent from the university leaders is (140) and the lowest score for it is (28), and the hypothetical mean for the scale is (84) degrees, and accordingly, the greater the respondent's score is than the

theoretical mean, that is an indication of the influential personality, and the lower his score is from the norm. The hypothesis was an indication of its decline.

Scale Self-Reference:

The self-referential scale consists of (23) items. Therefore, the highest possible score for the respondent from the university leaders is (115). His lowest score is (23), and the hypothetical mean for the scale is (69) degrees. Accordingly, the greater the respondent's score is than the theoretical mean; this indicates self-referencing. The lower his score is from the norm. The hypothesis was an indication of its decline.

Final application:

After completing the procedures of the two research scales and extracting the psychological measurement characteristics for them of validity, stability and the ability to distinguish, the researcher applied these two scales in their final form (Appendix 6) to the research sample of (300) university leaders in the universities of the Middle Euphrates for the period from 10/25/2022 to 12/8/2022.

Statistical means:

The researcher used the statistical package for social sciences (Spss) to process the data statistically to achieve the research objectives.

Results:

This chapter includes presenting the results reached after analysing the answers of university leaders according to the research objectives, then interpreting them in light of the adopted theoretical frameworks and discussing them in the light of previous studies, and then presenting several recommendations and proposals as follows:

Table (1)

The significance of the difference between the arithmetic and hypothetical mean of university leadership scores on the influential personality scale

The number of sample members	mean	standard deviation	hypothetical mean	D.F	t value	Significance level 0.05
300	111.673	10.4202	84	299	45.998	Significant

Table (2)

The significance of the difference between the arithmetic and hypothetical mean of university leadership degrees on the self-referencing scale

The number of sample members	mean	standard deviation	hypothetical mean	D.F	t value	Significance level 0.05
300	91.2200	10.5217	69	299	36.578	Significant

The correlation between the influential personality and the self-reference of university leaders.

In order to identify the correlation between the two research variables of university leaders, the Pearson correlation coefficient was used between the degrees of university leaders in both scales. The correlation coefficient reached (.9270), which is a coefficient that indicates the existence of a statistically significant positive correlation at the level of significance (0.05) and the degree of freedom (298). Table (21) and Figure (6) illustrate this.

Table (3)

The correlation between the influential personality and self-referencing parameter

variables	Correlation	t-value	Degree of	Significance level 0.05
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			freedom	
Influential personality/self-referencing	9270	42.666	298	Significant

This result can be explained by the fact that university leaders, the more they influence the nature of their personalities, the more self-referential they are. Figure (6) shows the strength of the relationship and the gathering of points around the variable of influential personality and self-referencing.

Conclusions

- University leaders have an influential personality.
- University leaders are distinguished by a high level of reference
- There is a statistically significant positive correlation between the research variables
- There is a contribution to self-referencing in the influential personality

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