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Event management system using the SPSS Method

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Abstract. An event marketing system (or Event planners are helped by event software solutions with the organisation, coordination, and interaction of events as well as in the success of their venture. An event management system, often known as event management software, is a technology that aids event planners in the organisation, management, and execution of their events. Concerts, conferences, exhibitions, festivals, sporting events, and more are examples of this type of event. Large-scale events, like "conferences, conventions, concerts, trade fairs, festivals, and festivals," require a variety of jobs to be completed. This entails overseeing the project's overall management, working with the staff, and organising the event's overall logistics. Goals of the event planning process: Determine all state changes that have an impact on how a CI or IT service is managed. Establish the proper control measures for incidents and make sure the proper functions are informed. The process of planning and executing an event is known as event management. From the start of preparation until post-event strategy, this process takes place. An event manager starts by choosing the date, venue, and overall concept of their event. **Research significance:** The tasks and operations of your many departments, such as marketing and promotion, logistics, accounting, including travel management, can all be integrated onto one platform by using event management software. This makes connecting various but related products throughout your company simple. From the event's earliest conception as well as idea generation stage through the overnight programme, planning encompasses all facets of the affair. Everyone wants company events to go off without a hitch, and hiring an event planning business may help organisers relax and have a good time. Events are crucial because they let you have a more personal and interesting interaction with your audience. A more conventional method of advertising is more remember than passive viewing. **Method:** SPSS statistics is a multivariate analytics, business intelligence, and criminal investigation data management, advanced analytics, developed by IBM for a statistical software package. A long time, spa inc. Was created by, IBM purchased it in 2009. The most contemporary versions are marketed under the designation IBM SPSS statistics. **Evaluation parameters: Finance, Marketing, Scheduling, Security, Location, Creativity and Target Result:** The Cronbach's Alpha Reliability result. The overall Cronbach's Alpha value for the model is .744 which indicates 74% reliability. From the literature review, the above 50% Cronbach's Alpha value model can be considered for analysis. **Conclusion:** Emotional Intelligence the Cronbach's Alpha Reliability result. The overall Cronbach's Alpha value for the model is .860 which indicates 86% reliability. From the literature review, the above 50% Cronbach's Alpha value model can be considered for analysis.

Keywords: Finance, Marketing, Scheduling, Security, Location, Creativity and Target.

1. INTRODUCTION

The design of instructional is continually being improved by brand management (EM) educators by including more interactive and collaborative teaching and learning techniques. In reality, as computer-supported collaborative learning advances, there are more chances to develop Students contribute their knowledge and experiences about a subject that teachers emphasise in social interactions that include a community of learners and educators (Su, Yang, Hwang, & Zhang, 2010). Four components were the focus of collaborative activities [1]. The event management industry is known for its extraordinarily lengthy workdays and ensuing high levels of weariness. For instance, Phillips (2005) mentions the chief executive of the 2006 Championships who was had to give breaks off to maintain his health after putting in multiple months of consecutive 15-hour days. Obviously, there is an important need for a thorough analysis of the methods used to handle large sporting events. The fundamental goal of this study, which adopts a functional viewpoint, is to provide an analysis of present practise (managerial profile, management practise, skills, and important success elements) and to contextualise it over time by looking back in time. future growth of a burgeoning sector. It is intended that by examining practitioners' past and present, a more thorough and competent future will emerge, creating a more thorough knowledge foundation [2]. The potential cost of certain events have been a major research focus since the inception of event research. This study was first inspired by the application of brand management to show the political decision-makers in the region where the event was

held the financial advantages of hosting an event. Several economic studies have examined the advantages for the local people, supporting the case for constructing new sporting facilities, and giving due credit to all the jobs generated by the planning and administration of both the events [3]. Over the past ten years, event management research has gained more and more attention in the academic literature. Nevertheless, a lot of this research is descriptive and has weak theoretical underpinnings. Early in the 1960s, the concept of stakeholders was developed, and it has since been applied to tourism, business ethics, and strategic management. Stakeholder theory hasn't been used in event contexts before, though. This essay examines how stakeholders contribute to the success of events. The stakeholder theory states that when specific objectives are created, they must take into consideration the oftentimes contradictory demands of various stakeholders. According to Dill (1975), the management and strategic planning methods used by corporations do not include the initiatives and ideas of stakeholders [4]. Event Planning (Farmica, 1998). Researchers are looking into the frequency and consequences of events due to the growth of festivals and events over the past few decades. The expanding interest and breadth of themes in event management are demonstrated by the IJHM Special Section on Event Studies, published in 2010. The range of themes and research on event management has significantly expanded during the last few years (Getz, 2012; Getz and Page, 2016; Kim et al., 2013; Mair and Whitford, 2013). Although the initial primary emphasis of research (Farmica, 1998) was the economic effects and events and festivals, themes have swiftly expanded to cover planning, control, and visitor conduct (Mair and Whitford, 2013). theoretical ideas in a variety of fields, including biology and finance [5]. In a vendor-, device-, and latest iteration structure, these events are represented. To make future processing, rule development, and maintenance easier, the initial duty of a SIEM system is to normalize the various representations into a uniform format. Events are received via SIEM system connectors, which are tailored for each version, device type, and manufacturer. In order to persist current event source, connectors evaluate input events, turn them together into common theme, and do so scalable [6]. In a rule engine, event management. Event ideas and spatiotemporal control between events are introduced in this extension. This makes it possible for algorithms with rules to find patterns in night before going to bed occurrence and time -independent information. Additionally, this modification enables an event to be dynamically returned when it is no longer suited by the temporal limitations indicated in the rules by controlling the expiration dates of events. The responsibility of overseeing the event lifecycle is thereby removed from the rule coder. The ILOG Jules product includes the work that was discussed in this paper. A rules engine built on the RETE algorithm is included in the package, along with sophisticated Business regulation technologies, a debugger, and an extendable rule administrative environment are examples of rule programming tools [7]. Time management is important for the accomplishment of any event. A standard for success in Malaysian brand management and beyond is an event organizer's capacity to rigorously plan and adhere to an event's itinerary. Yet, the effectiveness of an event production team's work is dependent on its capacity to satisfy the client's requirements, particularly in the area of time. This study's goal is to examine how Malaysian event senior management's performance at work is impacted by time management. According to researchers, in order for an event organiser to succeed in the business, they must meet deadlines for all tasks that need to be done before, during, and after the event. Only 65 of the 100 questionnaires that were sent were returned. According to research, how well employees manage their time to complete duties during an event affects how well they perform at work [8]. Event management includes factors like product innovation, strategic marketing planning, and socioeconomic impact. While it tries to comprehend networking processes and stakeholder power relations with regard to certain crucial concerns, it is also a complementing instrument for formulating target management and development policy. This contribution is important since existing tourist policies emphasise collaboration without placing a high value on the connections among important players. This concept depicts a sustainable development strategy, but minimal audience engagement also restricts the socioeconomic advantages while limiting negative environmental effects. Our investigation was limited by empirical findings through cross-comparison of cases in the same environment, much like Wilson and Woodside (1999) and Yin (2003) [9]. Few studies have examined how destinations affect travellers who participate in active sports events' decisions to do so, and more crucially, their decisions to attend the same event again in the future. In one of the earlier such studies, Salib and McGuirety (2004) divided marathon runners into groups according to their running inclinations and preferred areas inside the host city. Based on the various interests of various runner groups, the authors proposed offering services that are packaged with goals. Kaplanido and Vogt (2007) examined cycling tour participants' views of the destination and event's image and assessed how this link affected the participants' likelihood to return to the destination on future event participation. In terms of customer service, a circumstance has developed where a network may at any given time have a significant amount of variance alarm event signals. According to a BT UK network estimate, tens of thousands of alarm events are active at any given time, and 95% of all alarm actions raised are irrelevant. This accumulates into a sizable load of data that is taken into account for knowledge discovery (KD) [10]. Cancer immunotherapy for enhanced cancer of renal cells (RCC) has recently increased the therapeutic options available to patients with just this cancer. Due to the rapid adoption of more recent treatment options into clinical practise, new problems have arisen with regard to managing hazardous event (AE) prevention in patients with high RCC. Important phase III clinical safety data on bevacizumab, a generally pro endothelial proliferating factor (VEGF) antibody, interferon, and trials Drug, Sorafenib, and Pazopanib are rodent target and receptor tyrosine kinase inhibitors, respectively.) helps describe these unique compounds' toxicity characteristics. Overall, there are a number of distinct non-hematologic adverse events (AEs) associated with RCC-directed targeted therapy that set it apart from immunotherapy but instead cytotoxic chemotherapy, as well as differences within and between different classes. Agents associated with the possibility of more severe AEs and less frequent but extremely

dangerous consequences [11]. This study's main goal was to find factors connected to falls and falls leading to injuries in an acute care facility five years after an adverse event production system was put in place (AEMS). AEMS-related issues were to be identified as a secondary goal. countless unfavorable occurrences that might injure patients, employees, and the hospital is falls. reputation. Hospitals can take action to enhance overall patient safety by recognising risk factors for falls [12]. Event planning platforms must've been able to accumulate extraordinary volumes of events every day, where it roughly equates into exceedingly High event ingestion rates per second that demand significant expenditure but also present validation difficulties. Event analysis and correlation in real time: While the sophistication of modern computer centres has grown dramatically so has the production of event data. Together with event gathering and collection, it is equally crucial to understand this highly erratic event data for alerting, notification, and communication in order to prioritise and address potentially serious defects or service level violations. Multiple alerts for the same event may be generated by event notifications at spamming rates [13]. The events business has seen great expansion in quantity, diversity, and appeal over the past ten years, gaining major relevance on a global scale. Events have a significant potential promoting global, provincial, and local change, ecotourism, and social and financial growth. They are frequently viewed as a vital driver of economic or social expansion and growth (Getz & Page, 2016; Wood, 2005). In the short term. Yet, the recent huge increase effective, secure, and sustainable manner given the continually shifting surroundings in which they are conducted [14]. Event management planning techniques that assist event administrators in making more sustainable and safe plans for events (Maguire, 2018). The event industry can be designed to be sustainable by employing sustainable designs and guidelines (UNEP, 2012). Sustainable event planning can lessen the effects of consumption of water and electricity, traffic interruption, and trash generation, according to UNEP (2012) and Jones (2017). However, in order to ensure that influences and problems are effectively managed, local authorities must play a significant and clear role [15]. Event management planning techniques that assist event managers in making more sustainable and safe plans for events (Maguire, 2018). The event industry can be designed to be sustainable by employing sustainable designs and guidelines (UNEP, 2012). Sustainable event planning can lessen the effects of consumption of water and electricity, traffic interruption, and trash generation, according to UNEP (2012) and Jones (2017). However, in order to ensure that impacts and issues are effectively managed, local authorities must play a significant and clear role [16].

2. MATERIAL AND METHOD

Finance: Finance involves the investigation and administration of money, investments, and other derivative derivatives. The three divisions that can be established in the field of finance are public finance, corporate finance, and personal finance. Recent developments in the realm of finance include social and behavioral finance. Budgeting, saving, investing, financing, and lending are some of the duties that go under the umbrella term of finance, which is the management of money. MBA Finance courses address a range of topics, including portfolio management, cost of capital, corporate budgeting, and financial management. You learn a lot more than how the handle money but also how to gain it.

Marketing: The process of producing, communicating, delivering, and provides the convenience of value with consumers, Marketing involves communicating with customers, business associates, and the general public. Marketing's main objective is to arouse consumer interest in a company's products or services. This is done by conducting market research, analyzing the data, thinking about the ideal customers of the business, and luring them in with message that is helpful and valuable to the target market.

Scheduling: In a supply chain or production process, scheduling is the act of organizing, controlling, and optimizing work and workload. Management is used to allocate resources for equipment and plants, plan for human resources, organize industrial processes, and make material purchases. Computer programmers known as schedulers handle person can file in a variety of ways. Their main responsibility is to choose which jobs to send to the computer and which procedure to start. Three categories of planners exist. a long-range thinker. Short-term scheduler. moderate scheduler.

Security: monitors assets, surveillance tools, and access points to protect schools and personnel. investigates occurrences, security breaches, and other potentially harmful activity. directs drivers to maintain traffic. records observations, data, events, and monitoring operations to complete reports. The Full Secure Form Clever, Smart, and Good C You are aware of the normal, intelligent, and young people. Debt securities, securities, investors who are looking, and hybrid securities—a mix of debt and equity—are the four primary categories of security.

Location: Here's how to stop Google from tracking you when using Google Maps and other services on desktop, mobile, and iOS. Google follows you everywhere. In particular, Google Maps records every foot you (and your smartphone) take and adds it to your Google Timeline. As long as configured properly are activated on your Android device, you can use Yahoo's Find My Gadget page as a Google phone tracker to get your geolocation. When you do, Google Maps will display a small green indicator showing the precise Location data of your device.

Creativity: We need to be able to generate or recognise ideas, alternatives, or possibilities in order to solve problems, interact with others, and amuse ourselves and others. One common misconception is that creativity cannot be fostered; rather, certain lucky people have an innate sense of creativity. However, this assumption is untrue. According to conventional psychology research, there are three fundamental types of creativity exploratory, transformative, and collective. The mind is freed by creativity, which makes it easier for a person to learn new things. This makes processing

learning more efficient. Alternative thinking is made possible by creativity. It disrupts old behaviors or habits of mind. Non-linear thinking is possible.

Target: Target in India is in a unique position to address significant business issues for Target industry retail because to its high-performance environment, which is a reflection of our US headquarters. Seventy-five percent of Americans live within a 10-mile radius of a Retail outlet, which is recognized for providing a wide range of foods, home products, apparel, and gadgets. Target has more than 1,900 sites across all 50 states in The united states, D.C. They are unwilling to leave the shop feeling let down. They can go there right now. The product is dispersed and well-organized, the aisles are large, and the stores are vibrant and colorful. That explains why Target shopping is so fun and why customers wind up staying longer than expected.

Method: SPSS Statistics is a statistical control Advanced Analytics, Multivariate Analytics, Business enterprise Intelligence and IBM a statistic created by a software program is a package crook research. A set of generated statistics is Crook Research is for a long time SPSS Inc. Produced by, it was acquired by IBM in 2009. Current versions (after 2015) icon Named: IBM SPSS Statistics. The name of the software program is to start with social Became the Statistical Package for Science (SPSS) [3] Reflects the real marketplace, then information SPSS is converted into product and service solutions Widely used for statistical evaluation within the social sciences is an application used. pasted into a syntax statement. Programs are interactive Directed or unsupervised production Through the workflow facility. SPSS Statistics is an internal log Organization, types of information, information processing and on applicable documents imposes regulations, these jointly programming make it easier. SPSS datasets are two-dimensional Have a tabular structure, in which Queues usually form Events (with individuals or families) and Columns (age, gender or family income with) to form measurements. of records Only categories are described: Miscellaneous and Text content (or "string"). All statistics Processing is also sequential through the statement (dataset) going on Files are one-to-one and one-to-one Many can be matched, although many are not in addition to those case-variables form and by processing, there may be a separate matrix session, there you have matrix and linear algebra on matrices using functions Information may be processed.

3. RESULTS AND DISCUSSION

TABLE 1. Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation
Finance	30	4	1	5	.202	1.106
Marketing	30	4	1	5	.230	1.259
Scheduling	30	4	1	5	.233	1.278
Security	30	4	1	5	.209	1.143
Location	30	4	1	5	.276	1.512
Creativity	30	4	1	5	.248	1.357
Target	30	4	1	5	.247	1.351
Valid N (list wise)	30					

Table 1 shows the descriptive statistics values for analysis N, range, minimum, maximum, mean, standard deviation Finance, Marketing, Scheduling, Security, Location, Creativity and Target this also using.

TABLE 2. Frequencies Statistics

		Finance	Marketing	Scheduling	Security	Location	Creativity	Target
N	Valid	30	30	30	30	30	30	30
	Missing	0	0	0	0	0	0	0
Mean		3.13	3.00	3.23	3.27	3.30	3.43	2.97
Std. Error of Mean		.202	.230	.233	.209	.276	.248	.247
Median		3.00	3.00	3.00	3.00	3.00	3.00	3.00
Mode		3	3	3	3	5	5	3
Std. Deviation		1.106	1.259	1.278	1.143	1.512	1.357	1.351
Variance		1.223	1.586	1.633	1.306	2.286	1.840	1.826
Skewness		-.444	.333	-.045	-.269	-.101	-.071	-.025
Std. Error of Skewness		.427	.427	.427	.427	.427	.427	.427
Kurtosis		.204	-.741	-.860	-.071	-1.517	-1.306	-.992
Std. Error of Kurtosis		.833	.833	.833	.833	.833	.833	.833
Range		4	4	4	4	4	4	4
Minimum		1	1	1	1	1	1	1
Maximum		5	5	5	5	5	5	5
Sum		94	90	97	98	99	103	89
Percentiles	25	3.00	2.00	2.00	3.00	2.00	2.00	2.00
	50	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	75	4.00	4.00	4.25	4.00	5.00	5.00	4.00

Table 2 Show the Frequency Statistics in Event management system is Finance, Marketing, Scheduling, Security, Location, Creativity and Target curve values are given

TABLE 3. Reliability Statistics

Cronbach's Alpha Based on Standardized Items	N of Items
.744	7

Table 3 shows the Cronbach's Alpha Reliability result. The overall Cronbach's Alpha value for the model is .744 which indicates 74% reliability. From the literature review, the above 50% Cronbach's Alpha value model can be considered for analysis.

TABLE 4. Reliability Statistic individual

	Cronbach's Alpha if Item Deleted
Finance	.710
Marketing	.758
Scheduling	.704
Security	.721
Location	.695
Creativity	.712
Target	.685

Table 4 Shows the Reliability Statistic individual parameter Cronbach's Alpha Reliability results. The Cronbach's Alpha value for Finance- .710, Marketing.758, Scheduling - .704, Security - .721, Location - .695, Creativity - .712, Target - .685 this indicates all the parameter can be considered for analysis.

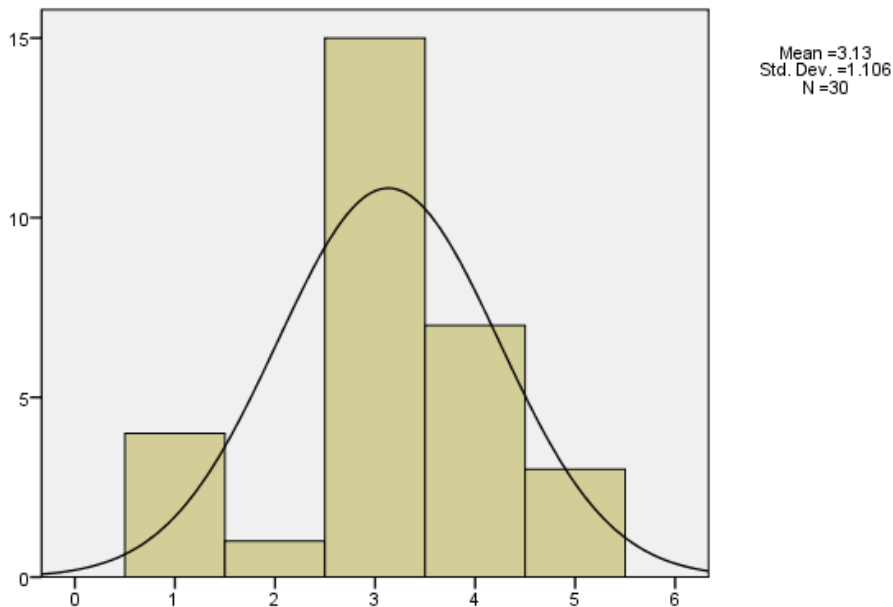


FIGURE 1. Finance

Figure 1 shows the histogram plot for Finance from the figure it is clearly seen that the data are slightly Left skewed due to more respondent chosen 3 for Finance except the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

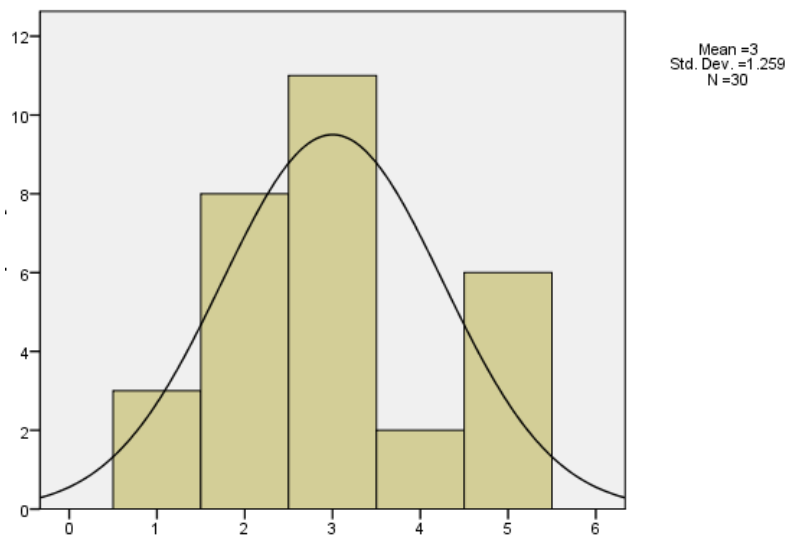


FIGURE 2. Marketing

Figure 2 shows the histogram plot for Marketing from the figure it is clearly seen that the data are slightly Left skewed due to more respondent chosen 3 for Marketing except the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

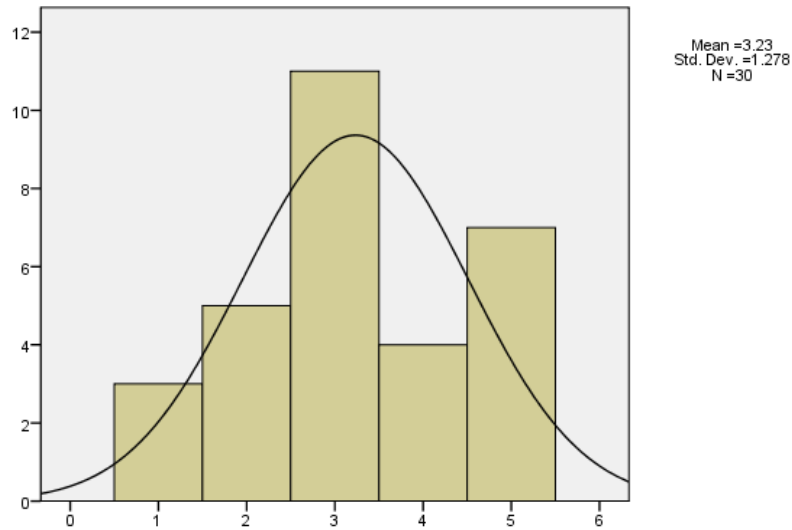


FIGURE 3. Scheduling

Figure 3 shows the histogram plot for Scheduling from the figure it is clearly seen that the data are slightly Left skewed due to more respondent chosen 3 for Scheduling except the 3 value all other values are under the normal curve shows model is significantly following normal distribution.

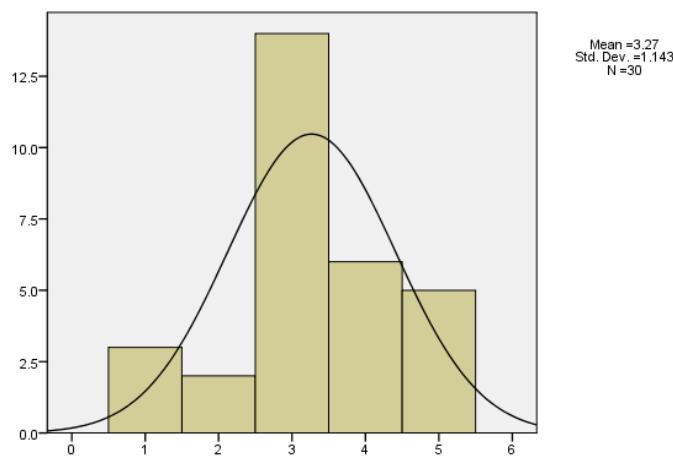


FIGURE 4. Security

Figure 4 shows the histogram plot for Security from the figure it is clearly seen that the data are slightly Left skewed due to more respondent chosen 3 for Security except the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

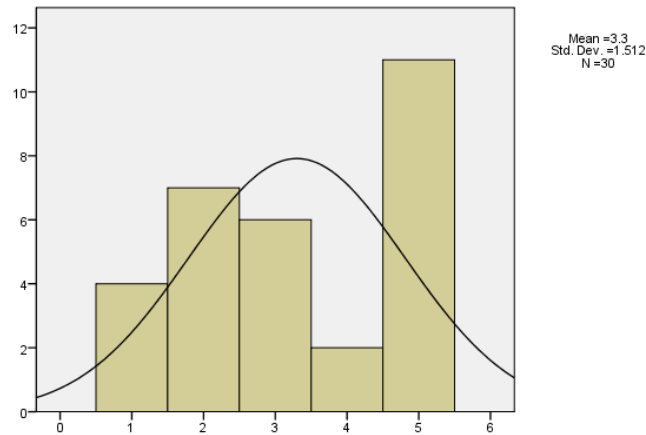


FIGURE 5. Location

Figure 5 shows the histogram plot for Location from the figure it is clearly seen that the data are slightly Right skewed due to more respondent chosen 5 for Location except the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

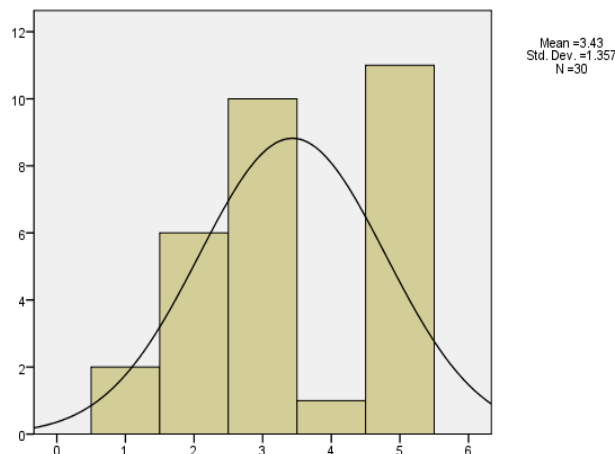


FIGURE 6. Creativity

Figure 6 shows the histogram plot for Creativity from the figure it is clearly seen that the data are slightly left skewed due to more respondent chosen 5 Creativity except the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

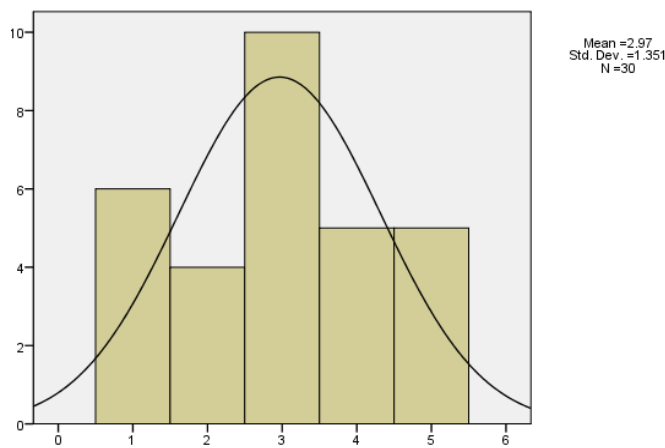


FIGURE 7. Target

Figure 7 shows the histogram plot for Target from the figure it is clearly seen that the data are slightly Right skewed due to more respondent chosen 3 for Target except the 2 value all other values are under the normal curve shows model is significantly following normal distribution.

TABLE 5. Correlations

	Finance	Marketing	Scheduling	Security	Location	Creativity	Target
Finance	1	.149	.368*	.407*	.264	.305	.372*
Marketing	.149	1	.214	.096	.290	.020	.203
Scheduling	.368*	.214	1	.499**	.319	.198	.344
Security	.407*	.096	.499**	1	.172	.212	.296
Location	.264	.290	.319	.172	1	.506**	.427*
Creativity	.305	.020	.198	.212	.506**	1	.497**
Target	.372*	.203	.344	.296	.427*	.497**	1
*. Correlation is significant at the 0.05 level (2-tailed).							
**. Correlation is significant at the 0.01 level (2-tailed).							

Table 4 shows the correlation between motivation parameters for Finance. For Security is having highest correlation with Marketing and having lowest correlation. Next the correlation between motivation parameters for Marketing. For Location is having highest correlation with Creativity and having lowest correlation. Next the correlation between motivation parameters for Scheduling. For Security is having highest correlation with Creativity and having lowest correlation. Next the correlation between motivation parameters for Security. For Scheduling is having highest correlation with Marketing and having lowest correlation. Next the correlation between motivation parameters for Location. For Creativity is having highest correlation with Security and having lowest correlation. Next the correlation between motivation parameters for Creativity. For Location is having highest correlation with Marketing and having lowest correlation. Next the correlation between motivation parameters for Target. For Creativity is having highest correlation with Marketing and having lowest correlation.

4. CONCLUSION

An event marketing system (or Event planners are helped by event software solutions with the organization, coordination, and interaction of events as well as in the success of their venture. An event management system, often known as event management software, is a technology that aids event planners in the organization, management, and execution of their events. Concerts, conferences, exhibitions, festivals, sporting events, and more are examples of this type of event. Large-scale events, like "conferences, conventions, concerts, trade fairs, festivals, and festivals," require a variety of jobs to be completed. The tasks and operations of your many departments, such as marketing and promotion, logistics, accounting, including travel management, can all be integrated onto one platform by using event management software. This makes connecting various but related products throughout your company simple. From the event's earliest conception as well as idea generation stage through the overnight programmer, planning encompasses all facets of the affair. The design of instructional is continually being improved by brand management (EM) educators by including more interactive and collaborative teaching and learning techniques. In reality, as computer-supported collaborative learning advances, there are more chances to develop Students contribute their knowledge and experiences about a subject that teachers emphasize in social interactions that include a community of learners and educators. Finance involves the investigation and administration of money, investments, and other derivative derivatives. The process of producing, communicating, delivering, and provides the convenience of value with consumers, Marketing involves communicating with customers, business associates, and the general public. Marketing's main objective is to arouse consumer interest in a company's products or services. In a supply chain or production process, scheduling is the act of organising, controlling, and optimising work and workload. Management is used to allocate resources for equipment and plants, plan for human resources, organise industrial processes, and make material purchases. monitors assets, surveillance tools, and access points to protect schools and personnel. investigates occurrences, security breaches, and other potentially harmful activity. directs drivers to maintain traffic. records observations, data, events, and monitoring operations to complete reports. Here's how to stop Google from tracking you when using Google Maps and other services on desktop, mobile, and iOS. Google follows you everywhere.

Target in India is in a unique position to address significant business issues for Target industry retail because to its high-performance environment, which is a reflection of our US headquarters. Seventy-five percent of Americans live within a 10-mile radius of a Retail outlet, which is recognized for providing a wide range of foods, home products, apparel, and gadgets. SPSS statistics is a multivariate analytics, business intelligence, and criminal investigation data management, advanced analytics, developed by IBM for a statistical software package. A long time, spa inc. Was created by, IBM purchased it in 2009. The most contemporary versions are marketed under the designation IBM SPSS statistics. Finance, Marketing, Scheduling, Security, Location, Creativity and Target. The Cronbach's Alpha Reliability result. The overall Cronbach's Alpha value for the model is .744 which indicates 74% reliability. From the literature review, the above 50% Cronbach's Alpha value model can be considered for analysis.

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