

**Karnataka Sangha's**  
**MANJUNATHA COLLEGE OF COMMERCE**

**Kanchangaon, Khambalpada, Thakurli (East) – 421201**

**LEARNING RESOURCE CENTER**

**COMMERCE & MANAGEMENT BOOKS**

| S.No. | Acc No. | Title  | Author                            |
|-------|---------|--|-----------------------------------|
| 1     | 45      | Marketing management : planning, implementation and control : the Indian context | Ramaswamy V S & Namkumari S       |
| 2     | 47      | Principles of marketing  | Kotler Philip & Gattfried         |
| 3     | 53      | Human resources management manual : HM group                                     | M N Ruddra Basvaraj               |
| 4     | 54      | GREEN, INC : Guide To Business And The Environment                               | Frances Cairncross                |
| 5     | 55      | Quantitative techniques in management  | N D Vobra                         |
| 6     | 147     | Personal management & industrial relations                                       | Davar Rustom S                    |
| 7     | 148     | Management : concepts and strategies   | J S Chandan                       |
| 8     | 151     | Modern marketing management  | Davar Rustom S                    |
| 9     | 152     | Production and operations management   | Chunawalla S A & Patil D R        |
| 10    | 159     | Office organisation & management   | Arora, S P                        |
| 11    | 160     | Management : principles, practices and techniques                                | Aggarwala Dharmavira              |
| 12    | 161     | Manpower planning, selection, training & development                             | Aggarwala Dharmavira              |
| 13    | 264     | Consumer Behaviour And Consumption Patterns                                      | Prabhat K Pankaj                  |
| 14    | 280     | Consumer Behaviour   | Wayne D Hoyer & Deborah J MacInnr |
| 15    | 281     | Human relations and organisational behaviour                                     | Aggarwala Dharmavira              |
| 16    | 282     | Human resources development  | Arya P P & Tanndon B B            |
| 17    | 291     | Encyclopaedia of total quality management : volume 1 : total                     | Joer E Ross                       |

| S.No. | Acc No. | Title  | Author   |
|-------|---------|--|--|
| 18    | 292     | Encyclopaedia of total quality management : volume 2 : total quality in managing human resources         | J A Petreck & D S Furr                           |
| 19    | 293     | Encyclopaedia of total quality management : volume 3 : total quality in marketing                        | William C Johsoni & Richard J Chvala             |
| 20    | 294     | Encyclopaedia of total quality management : volume 4 : total quality and organisation development        | V M Lindsay & J A Pelnck                         |
| 21    | 295     | Encyclopaedia of total quality management : volume 5 : total quality and organisation development        | D H Stamatis                                     |
| 22    | 296     | Encyclopaedia of total quality management : volume 6 : total quality in information systems & technology | Jark Woodall Deborah K , Reburk Frank Voehl      |
| 23    | 297     | Encyclopaedia of total quality management : volume 7 : total quality in research & development           | Gregory C Mc Laughlinn                           |
| 24    | 538     | Essentials of management   | Harold Koont & Heinz Weihnch                     |
| 25    | 550     | Peter Drucker  | Rabert Heller                                    |
| 26    | 551     | Warren Buffett   | Rabert Heller                                    |
| 27    | 553     | Tom Peters   | Rabert Heller                                    |
| 28    | 557     | Marketing in 21st century : challenges & opportunities   | Anitha H S                                       |
| 29    | 562     | Basic evaluation methods: analysing performance, practice and procedure                                  | Glunism Breakwe & Lynne Millward                 |
| 30    | 564     | The World according to Drucker   | Jock Beatty                                      |
| 31    | 575     | Cases In marketing management : an international edition   | Khawaja Amjad Saeed                              |
| 32    | 576     | Management principles and practice   | Parag Diwan                                      |
| 33    | 577     | Strategic management : strategy formulation and implementation   | John A Pearre II Richard B Robinson              |
| 34    | 580     | Marketing research   | Gupta S L  |
| 35    | 650     | Case studies in marketing : the Indian context   | R Srinivasan                                     |
| 36    | 652     | Marketing research : text and cases  | Harper W Boyd , Ralph West Fall Stanley F Stasch |

| S.No. | Acc No. | Title   | Author  |
|-------|---------|---|---|
| 37    | 785     | Fundamentals of marketing   | W J ,Sanlon, M J Efel And B J Walaker   |
| 38    | 793     | Management ideas in action  | Promod Bahi, Deepak & Mahendra  |
| 39    | 795     | Effective human resource planning   | G Mc Beath  |
| 40    | 796     | Managing human resources in the 21st century                                    | J Storey  |
| 41    | 798     | Handbook of global marketing  | D Lamont  |
| 42    | 817     | Business marketing  | Andrew C Gross, Peter M Baning<br>Lindsay N Merechith And David Ford              |
| 43    | 819     | New marketing strategies : evolving flexible process to fit market circumstance | Ian Chaston   |
| 44    | 834     | Marketing mangement : text & cases  | Rajagopal   |
| 45    | 839     | Marketing in India : cases and readings   | S Neelamegham   |
| 46    | 846     | Principles of management  | Niramala Singh  |
| 47    | 900     | Marketing management : cases and concepts                                       | Nikhilesh Dholakia, Rakesh khurana<br>and Labdhi Bhandari , Abhinandan,<br>K Jain |
| 48    | 902     | Operations management   | Donald Walils   |
| 49    | 911     | Leadership  | Philip Sadler   |
| 50    | 913     | Human resource management   | Barry Cushway   |
| 51    | 916     | Human resource development  | David Megginson Paul Banfield<br>Jennifer Joy Mattheur                            |
| 52    | 919     | Fundamentals of business organisation and management                            | James Cvan Horne Jobn M<br>Waohowicr  |
| 53    | 990     | Modern Business Administration  | Rabert Appleby  |
| 54    | 1134    | Principles of management  | George R Terry, Stephn Gfranklin  |
| 55    | 1135    | Essentials of management  | Harold Koontz, Heinz Weihrich   |
| 56    | 1136    | Production & operations management : concepts, models and behavior              | Everett E Adam, Jr Ronald J Ebart   |
| 57    | 1200    | Marketing management  | S A Sherlekar   |

| S.No. | Acc No. | Title  | Author                                       |
|-------|---------|--|--|
| 58    | 1201    | Consumer behaviour   | Matin khan                                   |
| 59    | 1254    | The Effective Secretary  | Kharshed D P , Madan                         |
| 60    | 1500    | Essentials of management   | B P Singh , A K Singh                        |
| 61    | 1530    | Production Planning and Inventory Control  | Seetharama, L Narasimhan & Dennis W Mcleavey |
| 62    | 1537    | Principles of corporate finance  | Richard A , Brealey & Stewart Myers          |
| 63    | 1555    | Entrepreneurial development (text and cases)   | C B Gupta, N P Srinivasan                    |
| 64    | 1557    | Marketing management : planning, implementation & control  | V S Ramaswamy, S Namakumari                  |
| 65    | 1654    | Thought Leaders : The Source Code of Exceptional Managers and Entrepreneurs                                  | Shrinivas Pandit                             |
| 66    | 1655    | Team leadership : a guide to success with team management systems  | Charles J Margerison                         |
| 67    | 1661    | The into work series: conducting job interviews  | Jagieet Singh and Adrian Holden              |
| 68    | 1662    | The into work series : attending job interviews  | Jagieet Singh and Adrian Holden              |
| 69    | 1780    | How to face interviews : guidelines to job seekers   | S K Tarafdar                                 |
| 70    | 1782    | Statistics for management  | G C Beri                                     |
| 71    | 1870    | Leadership and the One Minute Manager  | Kenneth Blanchard, Patricia Zigarmi          |
| 72    | 1943    | Bhumandalikaran aur Media  | Khumuda Sharma                               |
| 73    | 1972    | Essentials of management : an international perspective  | Harold Koontz, Heinz Weihrich                |
| 74    | 1993    | Dominant's Advanced Dictionary of Commerce   | A K Ansari                                   |
| 75    | 2217    | Managing employee performance : design and implementation in organizations                                   | Richard S Williams                           |
| 76    | 2224    | Win - win selling : the original 4-steps counselor approach for building long-term relationships with buyers | Lary Wilson                                  |
| 77    | 2233    | Managing teams: a strategy for success   | Niky Hays                                    |
| 78    | 2236    | Training for organisations   | O'Connor, Bronner , Delaney                  |

| S.No. | Acc No. | Title   | Author  |
|-------|---------|---|---|
| 79    | 2242    | Seven figure selling : proven secrets to success from top sales professionals | Danielle Kennedy                                |
| 80    | 2246    | Selling to win : tested techniques for closing the sale                       | Richard Denny                                   |
| 81    | 2287    | Principles of marketing   | S A Sherlekar, Nirmala Prasad And S J Salvadore |
| 82    | 2288    | Changing trends in personnel management                                       | Tanmay Panda                                    |
| 83    | 2643    | Principles of management  | P C Tripathi , P N Reddy                        |
| 84    | 2652    | Entrepreneurship development in India   | C B Gupta, N P Srinivasan                       |
| 85    | 2654    | Rural marketing : environment, problems and strategies                        | T P Gopal Swamy                                 |
| 86    | 2660    | Management : text and cases   | R Satayraju , A Partha Sarathy                  |
| 87    | 2668    | Business organisation and management  | P C Tulsian, Vishal Pandey                      |
| 88    | 2827    | Essential teaching skills   | Chriskyriacou                                   |
| 89    | 2834    | Communication & counselling in the workplace                                  | S Sanyal  |
| 90    | 2849    | Individual Work Motivation And Leader Behaviour In Multicultural Workplace    | R Nirmala                                       |
| 91    | 2850    | Human resources management : an Indian perspective                            | Kishorilal                                      |
| 92    | 2851    | Human resource productivity in the globalized World                           | Hassan Rangriz                                  |
| 93    | 2863    | Small industry development in India : the outlook                             | C Suryanarayana, V Krishna Mohan                |
| 94    | 2874    | Entrepreneurship development : role of financial institutions                 | Laxmisha A S                                    |
| 95    | 2882    | Trade and development report 2005   | -   |
| 96    | 2889    | Production and operations management  | Anand Kumar Sharma                              |
| 97    | 2901    | Case Studies on HRD Practices   | M K Patel                                       |
| 98    | 2907    | Production Planning Control   | L C Jhamb                                       |
| 99    | 2909    | Total quality management  | Jagdeep Kairon                                  |
| 100   | 2910    | Quantitative techniques for managerial decisions vol.I                        | L C Jhamb                                       |

| S.No. | Acc No. | Title   | Author  |
|-------|---------|---|---|
| 101   | 2915    | International business  | K Aswathappa  |
| 102   | 2926    | Human resource management   | C B Mamoria, S V Gankar   |
| 103   | 2927    | Organisation and management fundamaentals(for ICWA foundation course)                           | C B Gupta   |
| 104   | 2934    | Marketing management : concepts and practice  | T N Chhabra, S K Grover   |
| 105   | 2962    | Human resource productivity in the globalized World   | Hassan Rangriz, Abbasali & Hajikarimi                               |
| 106   | 2969    | Globalisation And Manpower Planning   | M Sudhir Reddy. P Murali Krishna & K Ramkrishna Reddy , Lal Kishore |
| 107   | 2974    | Enterprise resource planning  | Pankaj Sharma   |
| 108   | 2975    | Encyclopaedic dictionary of marketing and salesmanship volume-1                                 | Imran Ali   |
| 109   | 2976    | Encyclopaedic dictionary of marketing and salesmanship volume-2                                 | Imran Ali   |
| 110   | 2977    | Human resources management  | Ved Prakash   |
| 111   | 3041    | Working capital management (text And cases)   | V K Balla   |
| 112   | 3042    | Human resources management  | Nagaraju Battu  |
| 113   | 3043    | Fast food operations  | Mohit Aggarwal  |
| 114   | 3131    | Marketing management  | Geoff Lancaster,Lester Massingham                                   |
| 115   | 3150    | In the World of corporate managers  | Sharu Rangnekar   |
| 116   | 3184    | Getting organized at work : 24 lessons to set goals, establish priorities, and manage your time | Zeigler, Kenneth.   |
| 117   | 3185    | Strategic Leader  | Shrinivas Pandit  |
| 118   | 3186    | Quality Leader  | Shrinivas Pandit  |
| 119   | 3187    | Harvard business review on breakthrough thinking  | Haravard Bussiness Review   |
| 120   | 3188    | Relationship management in 21st century organizations   | Viney Kirpal, G K K Singh   |

| S.No. | Acc No. | Title   | Author  |
|-------|---------|---|---|
| 121   | 3231    | Dictionary of e-commerce  | Roger Dad (Ed)  |
| 122   | 3232    | Management techniques : principles and practices  | S L Goel, Shalini Rajneesh  |
| 123   | 3281    | Modern management : principles and techniques   | J N jain, P P Singh   |
| 124   | 3388    | Women entrepreneurship  | Florion Coulmas   |
| 125   | 3424    | Marketing management  | Pilip Kotler, Kevin Lane Keller & Abraham Koshy, Mithileshwar Tha       |
| 126   | 3431    | Concepts and applications of management(completing in the new era)                      | G S Sudha   |
| 127   | 3703    | Principles of marketing : a South Asian perspective                                     | Kotler, Philip , Armstrong, Gary, Agnihotri & Prafulla & Halguae, Ehsan |
| 128   | 3705    | Industrial relations and labour welfare : text and cases                                | Sivarethinamohan, R   |
| 129   | 3770    | Knowledge management : complexity, learning and sustainable innovation                  | Mishra J K  |
| 130   | 3771    | Critical management studies : perspectives on information system                        | Katayal, Sudhanshu  |
| 131   | 3772    | Crisis management : master the skills to prevent disasters                              | Goel, Suresh  |
| 132   | 3774    | Strategic management : an Indian perspective  | Durga Prasad , Vijay  |
| 133   | 3779    | Organisational behaviour, human resource management & management                        | Kumar Dileep M  |
| 134   | 3848    | Armstrong`s essential human resource management practice : a guide to people management | Armstrong, Michael  |
| 135   | 3866    | Strategies for brand management   | Varma, Anil   |
| 136   | 3867    | Event Management and Marketing  | Selvan, Kalai N   |
| 137   | 3869    | I T and business strategy : an interface  | Bandamutha, Ravi Kumar Jain & Prabhakar, K Rajesh                       |
| 138   | 3871    | Marketing Intelligence : Concepts and Cases   | Devi R J  |
| 139   | 3876    | Industrial management   | Yadava Abhishek, Rana Kajal and Arya S C                                |
| 140   | 4004    | Consumer behaviour  | Goutam, Neeran & Jain Kokil   |

| S.No. | Acc No. | Title  | Author  |
|-------|---------|--|---|
| 141   | 4005    | Product management ( Text, Cases and Practical Assignments)              | Gupta S L   |
| 142   | 4051    | Total quality management : text & cases                                  | Sarangi S K   |
| 143   | 4085    | Export marketing   | Balagopal T A S & Subraman S                        |
| 144   | 4086    | Productivity Techniques  | Gondhalekar, Srinivas & Salunkhe, Uday              |
| 145   | 4087    | Introduction to rural marketing  | Krishnamoorthy R                                    |
| 146   | 4110    | Export management  | kapoor D C  |
| 147   | 4111    | Insurance and risk management  | Basotia G R   |
| 148   | 4112    | Operations management  | Dhingra Manish & Dhingra Vaishali                   |
| 149   | 4113    | Project management   | Gupta vishwas                                       |
| 150   | 4114    | Business risk management   | Kumar Gupta   |
| 151   | 4115    | Retail management : just about everything a retail manager needs to know | Sheikn, Arifi & Fatima Kaneez                       |
| 152   | 4116    | Securities analysis and portfolio management                             | Avadhani V A  |
| 153   | 4204    | Retail management  | Mohan, Savitha Kulshrestna, Nitesh                  |
| 154   | 4205    | Corporate social responsibility : ethical and strategic choice           | Bhattachary Jayanta                                 |
| 155   | 4206    | The marketing whitebook 2012-2013 : one-stop guide for marketers         | Datta, Porsenjit                                    |
| 156   | 4289    | Principles of management : text ad cases                                 | Bhattachary Dipak Kumar                             |
| 157   | 4410    | Service sector management : An Indian Perspective                        | C Bhattacharjee                                     |
| 158   | 4411    | Materials management : an integrated approach                            | Gopalakrishnan P and Sundaresan M                   |
| 159   | 4412    | Logistics & supply - chain management : text & cases                     | Saxsena Anurag And Sircar Kaushik                   |
| 160   | 4414    | Management case studies : a practical approach to management problems    | Pandey Akhilesh Chandra                             |
| 161   | 4416    | Retail management  | Bajaj Chetan , Tuli Rajnish, Srivatsava Nidhi Varma |
| 162   | 4481    | Corporate social responsibility  | Chetterji, Madhumita                                |



| S.No. | Acc No. | Title   | Author  |
|-------|---------|---|---|
| 163   | 4483    | Global strategic management   | Frynas George J, Mellahi Kamel  |
| 164   | 4484    | Global marketing management : changes, new challenges, and strategies   | Lee Kiefer,Carter Steve   |
| 165   | 4492    | Grand brand rajini : brand management the Rajinikanth way   | Balasubramaniyan P.C,<br>Ramakrishnan Ram N                           |
| 166   | 4494    | How to start a business without any money   | Bridge Rachel   |
| 167   | 4495    | Armstrong`s handbook of management and leadership : developing effective people skills for better leadership and management | Amstrong, Michael   |
| 168   | 4623    | Essentials of management : an international perspective   | Koontz Harold,Weihrich Heinz  |
| 169   | 4625    | Fundamentals of financial management  | Chandra Prasanna  |
| 170   | 4663    | Principles if business organisation   | Vasishth Neeru  |
| 171   | 4799    | Cases in financial management   | Pandey IM, Bhat Ramesh  |
| 172   | 4801    | Retail management : functional principles & practices   | Vedamani Gibson G   |
| 173   | 4802    | Marketing management : a south asian perspective  | Kotler Philip,Keller Kevin<br>Lane,Koshy Abraham, Jha<br>Mithileshwar |
| 174   | 4803    | International marketing : global environment, corporate strategy, case studies  | Rajagopal   |
| 175   | 4819    | Managing human resource : productivity,quality of work life,profits   | Cascio, F Wayne.Nambudiri,<br>Ranjeet.                                |
| 176   | 4820    | Fundamentals of financial management  | Sharan Vyuptakesh   |
| 177   | 4822    | International marketing   | Siddiqui,Shakeel Ahmad.   |
| 178   | 4825    | How to manage people  | Armstrong, Micheal.   |
| 179   | 4827    | Finding the next steve jobs-how to find,keep and nurture creative talent  | Bushnell, Nolan.: Stone, Gene   |
| 180   | 4830    | Strategic management  | Rao P Subba   |
| 181   | 5023    | International business  | Justin paul   |
| 182   | 5024    | International business  | Rakesh Mohan Joshi  |

| S.No. | Acc No. | Title   | Author                                     |
|-------|---------|---|--|
| 183   | 5271    | Management accounting   | Murthy, A.Gurusamy, S.                     |
| 184   | 5994    | Business Environment  | Kadyan PV Khatri Rashmi                    |
| 185   | 5996    | Supply Chain Management   | Madan Pankaj Anand Neeraj                  |
| 186   | 5997    | Management of Working Capital   | Arora Amit Kumar                           |
| 187   | 5999    | Retail Management in New Dimension                                    | Singh Kuldeep                              |
| 188   | 6000    | Industrial Psychology   | Pandey Ashish Sharma Atul                  |
| 189   | 6001    | Business Regulatory Frame Work  | Oberoi Pawan Kumar                         |
| 190   | 6009    | Principles Of Business Management                                     | Siriya Pratibha M                          |
| 191   | 6010    | International Financial management                                    | Nagalkar SH,Barhate Milind A               |
| 192   | 6011    | Fundamentals Of Retail Management                                     | Linge Ashish A,Barhate Milind A            |
| 193   | 6012    | Marketting Management   | Burghate Mukul A                           |
| 194   | 6013    | Human Resource Management   | Siriya Pratibha M                          |
| 195   | 6014    | Perspectives of Co-Operative Management                               | Arundhati N, Chapke Shriprabhu             |
| 196   | 6016    | Production & Operations Management                                    | Chunawalla SA Patel DR                     |
| 197   | 6058    | E Commerce Operational Aspects.Accounting, Auditing & Taxation Issues | Sharma Lata                                |
| 198   | 6063    | Corporate Governance Business Ethics & CSR                            | Sharma J.P                                 |
| 199   | 6065    | Strategic management  | Paliwal Manisha,Dikkatwar Ramkrishna       |
| 200   | 6067    | Contemporary Issues In Commerce & Management                          | Dagar Pushp Deep Phougat Sunil Gill Poonam |
| 201   | 6068    | Working Capital Management  | Dubey Anjali, Pandey Ajay                  |
| 202   | 6069    | Communication Management  | Monga Deepali Jha R.N                      |
| 203   | 6106    | An Introduction to risk management & Insurance                        | Sharma, K C.Ghalavand, Kiyanoush.          |

| S.No. | Acc No. | Title   | Author   |
|-------|---------|---|--|
| 204   | 6109    | Case studies in Human Resource Management                                   | Bhatia, S K.   |
| 205   | 6110    | Case studies in Organisation Structure & Behaviour                          | Bhatia, S K.   |
| 206   | 6111    | Human Resource Management   | Beg, Masroor A .                                     |
| 207   | 6112    | Case Studies in Marketing Managemnt & Research                              | Bhatia, S K.   |
| 208   | 6114    | The Dynamics of Entrepreneurial Development & Managemnt                     | Desai, Vasant.                                       |
| 209   | 6115    | Marketing management  | Saxena, Rajan.                                       |
| 210   | 6116    | Modern Marketing Principles & Practices                                     | Pillai, R S N.                                       |
| 211   | 6118    | Strategic management  | Kazmi, Azhar.Kazmi, Adela.                           |
| 212   | 6119    | Organisational behaviour : Text and cases                                   | Khanka, S S.   |
| 213   | 6120    | Organizational behaviour : An evidence-based approach                       | Luthans, Fred.                                       |
| 214   | 6130    | Enterprise Resource Planning An Introduction                                | Wisdom Publications                                  |
| 215   | 6131    | Corporate Governance Initiatives and Reforms                                | Regal Publications                                   |
| 216   | 6135    | Human Resource Development and Business Growth                              | Kaila H.L  |
| 217   | 6136    | Introduction to Total Quality Management                                    | Nabi M.K   |
| 218   | 6137    | Disaster Management   | Guruwara Simmi Tewari Rajesh Kumar                   |
| 219   | 6138    | Insurance Management, Fundamental Cocepts ,Procedures & Practices           | Sharma K.C Ghalavand Kiyanoush                       |
| 220   | 6139    | Cases in management   | Jakotiya Girish ,Jakhotiya Manjiri                   |
| 221   | 6142    | Services Marketing -An Indian Perspective Text & Cases                      | Mittal Ramesh  |
| 222   | 6343    | Cost Accounting:Theory & Practice   | Banerjee Bhapatosh                                   |
| 223   | 6344    | Essentials of management  | Koontz, Harold and Weibrich, Heinz                   |
| 224   | 6345    | Concepts & Cases Strategic Management :A Dynamic Perspective                | Carpenter Mason, A Sanders, Gerard & Salwan Prashant |
| 225   | 6346    | Advertising & Promotion :An Integrated Marketing Communications Perspective | Belch George, Belch Michael A & Purani, Keyoor       |

| S.No. | Acc No. | Title   | Author  |
|-------|---------|---|---|
| 226   | 6347    | Marketing Research  | Beri G.C                                      |
| 227   | 6354    | Retailing management  | Levy , Michael, Weitz, Barton A & Pandit Ajay |
| 228   | 6356    | Essentials of Financial Management  | Pandey IM                                     |
| 229   | 6357    | Business Environment  | Saleem Shaik                                  |
| 230   | 6445    | The essence of Leadership Explorations from Literature                    | Manikutti S Sing Sampat P                     |
| 231   | 6446    | Readings in Strategic Management  | Sharan S.B                                    |
| 232   | 6447    | Corporate Chanakya  | Millai Radhakrishnan                          |
| 233   | 6481    | Corporate Governance  | -   |
| 234   | 6490    | Richard I Levin, David S Rubin, Sanjay Rastogi and Masood Husain Siddiqui | -   |
| 235   | 6491    | Rewards & recognition inspiring practices                                 | -   |
| 236   | 6492    | Generation y inspiring practices  | -   |
| 237   | 6493    | Human resources : Inspiring practices                                     | -   |
| 238   | 6495    | International branding & communications : Inspiring practices             | -   |
| 239   | 6503    | Gandhian management : The pragon of higher order management               | Pratap, Ram.                                  |
| 240   | 6504    | Chanakyas 7 secrets of leadership   | Pillai, Radhakrishnan.                        |
| 241   | 6508    | Integrated advertising, promotion, and marketing communications           | Kenneth E Clow and Donald E Baack             |
| 242   | 6514    | Management information systems  | Sayyed, Akhtar Ali.                           |
| 243   | 6515    | Rural marketing   | Ravindranath V Badi and Narayansa V Badi      |
| 244   | 6516    | Employee training and development   | Raymond A Noe and Amitabh Deo Kodwani         |
| 245   | 6517    | Production and operations management                                      | Panneerselvam, R.                             |
| 246   | 6518    | Research for marketing decisions  | Paul E Green, Donald S Tull and Gerald Albaum |
| 247   | 6520    | Financial management : Text, problems and cases                           | M Y Khan and P K Jain                         |

| S.No. | Acc No. | Title   | Author  |
|-------|---------|---|---|
| 248   | 6522    | Enterprise resource planning                                | Ashim Raj Singla  |
| 249   | 6523    | Total quality management                                    | Dale H Besterfield, Carol Besterfield Michna, Mary Besterfield Sacre, Glen H Besterfield, Hemant Urdhwareshe and Rashmi Urdhwareshe |
| 250   | 6524    | Strategic management : Text and cases                       | Prasad, Kesho.  |
| 251   | 6525    | Total quality management                                    | Raju N V S.   |
| 252   | 6526    | International marketing                                     | Philip R Cateora, Mary C Gilly and John L Graham  |
| 253   | 6671    | Fundamentals of Financial Management                        | Hore James C Van, Wachowiez John M  |
| 254   | 6675    | Logistics Management  | Sople Vinod V   |
| 255   | 6676    | Strategic Brand Management                                  | Keller Kevin Lane Parameshwaran<br>Ambi M.G Jacob Isaac   |
| 256   | 6677    | Supply Chain Management<br>,Strategy,Planning and Operation | Chopra Sunil, Meindl Peter, Karla Dharam Vir  |
| 257   | 6678    | Consumer Behaviour (Buying,Having and Being                 | Solomon Michael R   |
| 258   | 6679    | Handbook on Marketing Awareness                             | Gupta N.K   |
| 259   | 6680    | Retail Management A Strategic Approach                      | Berman Barry Evans Joel R Mathur Mini   |
| 260   | 6681    | Business Ethics and Corporate Governance                    | Fernande A.C  |
| 261   | 6728    | Project Management The Managerial Process                   | Gray Clifford F,Larson Erik W & Desai Gautham V   |
| 262   | 6729    | Services Marketing the Indian Context                       | Srinivasan R  |
| 263   | 6730    | Brand Equity An Indian Perspective                          | Trott Sangeeta & Sople Vinod V  |
| 264   | 6731    | Performance Management                                      | Aguinis Herman  |
| 265   | 6777    | Strategic Human Resource Management                         | Dhor Rajih Lochan   |
| 266   | 6778    | Social Marketing Influencing Behaviour for Good             | Lee Nancy R and Kotler Philip   |
| 267   | 6779    | Portfolio Management  | Kevin S   |

| S.No. | Acc No. | Title   | Author   |
|-------|---------|---|--|
| 268   | 6786    | Customer Relationship Management  | Phelps Graham Robert                             |
| 269   | 6797    | Wealth Management   | Bagchi S.k                                       |
| 270   | 6891    | Applied corporate finance   | Damodaran Aswath                                 |
| 271   | 7150    | Corporate governance  | -  |
| 272   | 7154    | Fundamentals of Financial Management  | Rustagi R.P                                      |
| 273   | 7161    | Securities operations and risk management   | -  |
| 274   | 7162    | Customer service & Banking Codes and standards  | -  |
| 275   | 7364    | Mind the gap : Creating your successful business strategy                               | Scheffield Susannah                              |
| 276   | 7365    | Organisational development and intervention strategy                                    | Sharan S B                                       |
| 277   | 7366    | Entrepreneurship management   | Sharma Gulanar & Dalvi Meghashree                |
| 278   | 7367    | Customer relationship management : a theory and practice to manage and retain customers | Bhome Shraddha M & Ghura Amarpreet Singh         |
| 279   | 7368    | Innovative practices in management  | Shinde Govind P Shukla Manisha Dubey & Patil D Y |
| 280   | 7371    | Management thoughts   | Batra Pramod & Batra Vijay                       |
| 281   | 7379    | Brand failures : The truth about the 100 biggest branding mistakes of all time          | Haig Matt  |
| 282   | 7383    | Twenty years of world trade organization  | Deal os  |
| 283   | 7452    | Management Application  | Phadke, Narayan keshavrao                        |
| 284   | 7455    | Retail Management : A New Perspective   | Patak, Manju Lalwani                             |
| 285   | 7456    | Knowledge Management  | Sharma Pankaj                                    |
| 286   | 7695    | Retail Management   | Raj Sheenu                                       |
| 287   | 7696    | Retail Management   | Azad Priyank                                     |
| 288   | 7697    | Project Management  | Oberoi Preeti                                    |

| S.No. | Acc No. | Title   | Author   |
|-------|---------|---|--|
| 289   | 7698    | Project Management  | Narayan B  |
| 290   | 7699    | Logistics Management  | Bose Sudindra Nath   |
| 291   | 7700    | Training & Development  | Kumar Abhishek   |
| 292   | 7701    | Human Resource Management   | Durai Praveen  |
| 293   | 7702    | Services Marketing  | Rao K Ro   |
| 294   | 7706    | Human Resource Management   | Chandramohan A   |
| 295   | 7707    | Business Research Methods   | Chandra Krishna  |
| 296   | 7708    | Consumer Behaviour  | Singh Sita Ram   |
| 297   | 7709    | Principles Risk Management & Insurance                                      | Singh Sita Ram   |
| 298   | 7985    | Total quality management  | Suganthi L & Samuel Anand A                                |
| 299   | 7986    | Service marketing and customer relationship                                 | Taycle Prakash M, Narnaware Bhagwat P, Gawande Balasaheb-T |
| 300   | 7987    | Event management  | Kale Sandhya A   |
| 301   | 7992    | Hiring & keeping the best people  | -  |
| 302   | 7993    | Leadership and self-deception   | -  |
| 303   | 8159    | Corporate entrepreneurship and management                                   | Chopra Rajesh  |
| 304   | 8160    | Customer relationship management  | Kunal Choudhary  |
| 305   | 8161    | Team leadership and management  | Thomas Husher  |
| 306   | 8162    | Total quality management  | R Nagarazan A A Arivalagar                                 |
| 307   | 8164    | Industrial management   | Dominic Pepall   |
| 308   | 8166    | E-business and e-commerce management : Strategy implementation and practice | Chaffey Dave   |
| 309   | 8167    | Electronic commerce : From vision to fulfillment                            | Award Elias M  |

| S.No. | Acc No. | Title  | Author   |
|-------|---------|--|--|
| 310   | 8168    | Organizational behavior  | Robbins Stephen P& Judge Timothy A & Vohra Neharika                  |
| 311   | 8169    | Corporate finance  | Ross Stephen A   |
| 312   | 8170    | E-Commerce : Business, technology, society   | Laudon Kennath C & Traver Carol Guercio                              |
| 313   | 8171    | Strategic management and competitive advantage   | Barney Joy & Hesterly William S                                      |
| 314   | 8178    | Social media marketing   | Tuten Tracy& Solomon Michael   |
| 315   | 8179    | Material management  | Miller Sussna K  |
| 316   | 8180    | Understanding digital marketing : Marketing strategies for engaging the digital generation | Ryan Damian  |
| 317   | 8181    | Which? tough interview questions and how to answer them                                    | Adamson Rachel & Soule Mandy   |
| 318   | 8183    | The diary : 100 days and lessons in corporate communications                               | Maier Simon  |
| 319   | 8377    | International marketing  | Cengage Learning India Private LTD                                   |
| 320   | 8378    | Strategic human resources planning   | Cengage Learning India Private LTD                                   |
| 321   | 8379    | Project management and appraisal   | Oxford University Press  |
| 322   | 8380    | Sales and distribution management  | McGraw Hill education (India Private LTD                             |
| 323   | 8755    | Project management   | Maylor Harvey  |
| 324   | 8759    | Futuristic human resource and strategic management : Reinvent and redesign                 | Makkar, Urvashi. Sanjeev, Rinku. Pandey, Vijay Kumar. Jain, Rajnesh. |
| 325   | 8761    | Performance management : Text cases a practical orientation                                | Bedi, S P S.   |
| 326   | 8762    | Marketing practices in retail in India   | Makkar, Urvashi  |
| 327   | 8767    | E Business : New trends & Technique  | KhandelwalRam  |
| 328   | 8779    | Financial management   | Kishore Ravi M   |
| 329   | 8837    | Digital marketing : current trends   | Sharma R.G   |



| S.No. | Acc No. | Title   | Author   |
|-------|---------|---|--|
| 330   | 8838    | Total quality management  | Khandewal Neeta  |
| 331   | 8882    | The art of digital marketing : The definitive guide to creating strategic, targeted and measurable online campaigns | Ian Dodson   |
| 332   | 8883    | Human capital and change management in emerging markets   | Anshu Yadav and Neeraj Kumar Singh                                       |
| 333   | 9033    | Corporate Governance  | Mallin Christina A   |
| 334   | 9501    | Strategic financial management  | Kishore Ravi M   |
| 335   | 9579    | Effective Project Management:Traditional, Agile, Extreme  | Wysocki, Robert  |
| 336   | 9582    | Strategic Corporate Social Responsibility: Stakeholders in a Gopal Environment                                      | Eerther, william chandler, David   |
| 337   | 9603    | Product Management  | Lehmann, R. Donald & Winer, S. Russell                                   |
| 338   | 9604    | Leadership in Organizations   | Yukl, Gay & Uppal, Nishant   |
| 339   | 9616    | Advanced Management Accounting Text, Problems & Cases   | Lal, Jawahar   |
| 340   | 9624    | Management of Financial Services  | Gopal, C Rama  |
| 341   | 9625    | A Textbook Human Resource Management  | Dwivedi, R S   |
| 342   | 9626    | Financial Management : A Self Study Textbook  | Tulsian, P. C., & Tulsian, Bharat  |
| 343   | 9628    | Financial Management  | Bhalla, V K  |
| 344   | 9629    | Human Resource Management : Text and Cases  | Khanka, S S  |
| 345   | 9630    | Brand Management : The Indian Context   | Moorthi, Y L R   |
| 346   | 9648    | Marketing research : Text and cases   | Margundkar, Rakendra   |
| 347   | 9649    | Services Marketing : Integrating Customer Focus across the firm   | Zeithaml, Valarie A & Bitner, Mary Jo & Gremler, Dwayne D & Pandit, ajay |
| 348   | 9651    | Principles of risk management and insurance   | Rejda, George E & McNamra, Michael                                       |
| 349   | 9848    | Performance Appraisal and Management  | Sharma, Davinder   |

| S.No. | Acc No. | Title   | Author  |
|-------|---------|---|---|
| 350   | 9850    | Sales and Distribution management   | Nag, A  |
| 351   | 9851    | Sales and Distribution management : Text and cases  | Havaladar, Krishna K, Cavale, Vasant M                    |
| 352   | 9853    | Compensation Management in Knowledge - Based World  | Henderson, Richard I                                      |
| 353   | 9854    | Risk Management in Indian Public Sector Banks   | Sahoo, Bibhu Prasad                                       |
| 354   | 9855    | Event Marketing and Management : How to Successfully Promote Event, Festivals and Conventions                       | Singh, Ganga Sagar  |
| 355   | 9856    | Sales Management  | Garg, Anurag  |
| 356   | 9857    | India's Foreign Trade   | Ansari, A A   |
| 357   | 10162   | Strategic Market Management Global Perspectives   | Aaker, David A & McLoughlin, Damien                       |
| 358   | 10163   | Customer Relationship Management Getting It Right!  | Kincaid, Judith W   |
| 359   | 10164   | Customer Relationship Management  | Bhasin, Jaspreet Kaur & Services                          |
| 360   | 10342   | Securities Operations and risk Management   | National Institute of Securities Markets                  |
| 361   | 10382   | Projects : Planning, analysis, selection, financing, implementation and review                                      | Chandra, Prasanna .                                       |
| 362   | 10783   | Digital marketing   | Gupta, Seema.   |
| 363   | 10784   | The art of digital marketing : The definitive guide to creating strategic, targeted and measurable online campaigns | Dodson, Ian.  |
| 364   | 10785   | Principles of management  | Tripathi, P C. Reddy, P N.                                |
| 365   | 10786   | Global marketing management   | Keegan, Warren J. Brill, Elyse Arnow.                     |
| 366   | 10787   | Strategic brand management : Building, measuring, and managing brand equity   | Keller, Kevin Lane. Parameswaran, Ambi M G. Jacob, Isaac. |
| 367   | 10820   | Services marketing  | Apte, Govind.   |
| 368   | 10821   | Digital marketing   | Singh, Ranjit.  |
| 369   | 10822   | Performance management  | Kumar, Hemant.  |

| S.No. | Acc No. | Title   | Author   |
|-------|---------|---|--|
| 370   | 10823   | Customer relationship management  | Singh, Ranjit.   |
| 371   | 10824   | Services marketing : The Indian context   | Srinivasan, R.   |
| 372   | 10825   | Team building and leadership  | Kumar, Hemant.   |
| 373   | 10826   | Basic managerial skills for all   | S J, Mcgrath.  |
| 374   | 10827   | Training and development  | Singh, Ranjit.   |
| 375   | 10829   | Strategic brand management for B2B markets : A road map for organizational transformation | Sarin, Sharad.   |
| 376   | 10850   | The impact of e-marketing on e-buyer behaviour  | Amin, Bijal Zaveri.                                    |
| 377   | 10859   | Consumer behavior   | Schiffman, Leon G. Wisenblit, Joseph. Kumar, S Ramesh. |
| 378   | 10860   | Retailing management : Text and cases   | Pradhan, Swapna.                                       |
| 379   | 10892   | Basic managerial skills for all   | S J, Mcgrath.  |
| 380   | 10894   | Integrated marketing communications   | Dutta, Kirti.  |
| 381   | 10919   | Financial management : A selfstudy textbook   | Tulsian, P C   |
| 382   | 10920   | International business : Concepts, environment and strategy                               | Sharan, Vyuptakesh.                                    |
| 383   | 10922   | Strategic marketing : Creating competitive advantage                                      | West, Douglas. Ford, John. Ibrahim, Essam.             |
| 384   | 10924   | Brand management : Principles and practices   | Dutta, Kirti   |
| 385   | 10926   | Quality management : Creating and sustaining organizational effectiveness                 | Summers, Donna C S                                     |
| 386   | 10928   | Marketing management  | Pillai, R S N. Bagavathi. Kala, S                      |
| 387   | 10930   | Management information systems  | Jaiswal, Mahadeo. Mital, Monika                        |
| 388   | 10931   | Advertising management  | Jethwaney, Jaishri. Jain, Shruti                       |
| 389   | 10934   | Supply chain management : Process, system and practice                                    | Chandrasekaran, N                                      |
| 390   | 10935   | Relationship marketing  | Godson, Mark   |

| S.No. | Acc No. | Title  | Author  |
|-------|---------|--|---|
| 391   | 10936   | Training and development methods   | Rishipal  |
| 392   | 10939   | Management : a focus on leaders  | Mackee, Annie   |
| 393   | 10940   | Quantitative techniques  | Kothari, C R  |
| 394   | 10942   | Services marketing : Text and cases                                      | Jauhari, Vinnie Dutta, Kirti  |
| 395   | 10943   | Production and operations management                                     | Muhlemann, Alan Oakland, John. Lockyer, Keith. Sudhir, Bodduluri. Katyayani, Jasti. |
| 396   | 10944   | Production and operations management                                     | Muhlemann, Alan Oakland, John. Lockyer, Keith. Sudhir, Bodduluri. Katyayani, Jasti. |
| 397   | 10947   | Logistics engineering and management                                     | Blanchard, Benjamin S   |
| 398   | 10948   | Logistics engineering and management                                     | Blanchard, Benjamin S   |
| 399   | 10951   | Managing retailing   | Sinha, Piyush Kumar. Uniyal, Dwarika Prasad   |
| 400   | 10952   | Managing retailing   | Sinha, Piyush Kumar. Uniyal, Dwarika Prasad   |
| 401   | 10957   | Compensation   | Milkovich, George T Newman, Jerry M, Ratnam, C S Venkata                            |
| 402   | 10958   | Compensation   | Milkovich, George T Newman, Jerry M, Ratnam, C S Venkata                            |
| 403   | 10961   | Management information systems : A global digital enterprise perspective | Jawadekar, Waman S  |
| 404   | 10962   | Management information systems : A global digital enterprise perspective | Jawadekar, Waman S  |
| 405   | 10965   | Leadership wisdom : From the monk who sold his ferrari                   | Sharma, Robin   |
| 406   | 10967   | Strategic financial management : Managing for value creation             | Chandra, Prasanna   |
| 407   | 10968   | Behavior in organizations  | Greenberg, Jerald   |
| 408   | 10970   | Supply chain management : Text and cases                                 | Shah, Janat   |
| 409   | 10972   | Management   | Robbins, Stephen P. Coulter, Mary. Fernandez, Agna                                  |
| 410   | 10973   | Theory and Problems of microeconomic theory                              | Salvatore, Dominick   |
| 411   | 10987   | Effective training : Systems, strategies and practices                   | Blanchard, P Nick. Thacker, James W. Ram, V Anand.                                  |

| S.No. | Acc No. | Title  | Author  |
|-------|---------|--|---|
| 412   | 10988   | Human resource management  | Gary Dessler & Biju Varkkey   |
| 413   | 10989   | International management : Managing across borders and cultures                                    | Deresky, Helen  |
| 414   | 10990   | Business logistics/supply chain management : Planning, organizing and controlling the supply chain | Ballou, Ronald H. Srivastava, Samir K                                   |
| 415   | 10991   | Principles of marketing  | Kotler, Philip. Armstrong, Gary. Agnihotri, Prafulla Y                  |
| 416   | 10995   | International financial management   | Apte, P G   |
| 417   | 10997   | Managerial accounting  | Garrison, Ray H. Noreen, Eric W. Brewer, Peter C                        |
| 418   | 10998   | Multinational business finance   | Eiteman, David K. Stonehill, Arthur I. Moffett, Michael H.              |
| 419   | 11016   | Fundamentals of financial management   | Brigham, Eugene F. Houston, Joel F.                                     |
| 420   | 11030   | Principles of managerial finance   | Gitman, Lawrence J Zutter, Chad J                                       |
| 421   | 11033   | Management accounting : Text and cases   | Singhvi, N M. Bodhanwala, Ruzbeh J                                      |
| 422   | 11036   | Operations management : Theory and practice  | Mahadevan, B  |
| 423   | 11232   | Total quality management : Concepts, strategy and implementation for operational excellence        | Sharma, Sunil.  |
| 424   | 11233   | Change management and organizational development   | Raina, Ratan .  |
| 425   | 11242   | Production and operations management   | Chary, S N.   |
| 426   | 11243   | Financial management : Theory and practice   | Chandra, Prasanna   |
| 427   | 11244   | Global business  | Peng, Mike W. Srivastava, Deepak K                                      |
| 428   | 11252   | Marketing research : An applied orientation  | Malhotra, Naresh K, Dash, Satyabhusan                                   |
| 429   | 11253   | International business : Environments & operations   | Daniels, John D, Radebaugh, Lee H, Sullivan, Daniel P, Salwan, Prashant |
| 430   | 11274   | Event management and marketing : Theory, Practical, Approaches and Planning                        | Sharma, Anukrati, Arora, Shruti   |
| 431   | 11275   | Strategic management : Concepts and cases  | Dutta, Sumanta  |

| S.No. | Acc No. | Title  | Author   |
|-------|---------|--|--|
| 432   | 11286   | International human resource management  | Dowling, Peter J, Festing, Marion, Engle, Allen D                          |
| 433   | 11289   | Enterprise resource planning   | Leon, Alexis   |
| 434   | 11290   | Business marketing : Connecting strategy, relationships, and learning              | Dwyer, F Robert, Tanner, John F  |
| 435   | 11291   | The international business environment : Text and cases                            | Sundaram, Anant K, Black, J Stewart  |
| 436   | 11293   | Business analytics   | Raj, Sahil   |
| 437   | 11985   | Sales management   | Mathur, U C  |
| 438   | 11986   | The innovation mandate : The growth secrets of the best organizations in the world | Webb, Nicholas J   |
| 439   | 11992   | Operations management : Processes and supply chains                                | Krajewski, Lee J, Malhotra, Manoj K, Ritzman, Larry P, Srivastava, Samir K |
| 440   | 11993   | Working capital management and control principles and applications                 | Mathur, Satish B, Rangarajan, C  |
| 441   | 11996   | Fundamentals of corporate finance  | Berk, Jonathan, Demarzo, Peter, Harford, Jarrad                            |
| 442   | 12016   | Human resource management : Concept and practices                                  | Verma, Rajanikant  |
| 443   | 12017   | Risk management  | Chaudhary, Neeraj  |
| 444   | 12018   | Corporate governance and social responsibility of business                         | Chaudhary, Neeraj  |
| 445   | 12019   | Retail management  | Chaudhary, Neeraj  |
| 446   | 12020   | Fundamental of financial management  | Sapra, Ritu  |
| 447   | 12035   | Advertising & IMC : Principles & practice  | Moriarty, Sandra, Mitchell, Nancy, Wells, William                          |
| 448   | 12039   | Customer relationship management : Emerging, concepts, tools and applications      | Sheth, Jagdish N, Parvatiyar, Atul, Shainesh G                             |
| 449   | 12040   | Business marketing : Text and cases  | Havaldar, Krishna K  |
| 450   | 12041   | Online marketing : A customer-led approach   | Gay, Richard, Charlesworth, Alan, Esen, Rita                               |
| 451   | 12042   | Supply chain logistics management  | Bowersox, Donald J, Closs, David J, Cooper, M Bixby, Bowersox, John C      |

| S.No. | Acc No. | Title   | Author   |
|-------|---------|---|--|
| 452   | 12043   | Entrepreneurship : A South-Asian perspective  | Kuratko, Donald F, Rao, T V  |
| 453   | 12069   | International financial management  | Madura, Jeff   |
| 454   | 12070   | Consumer behavior : Building marketing strategy   | Mothersbaugh, David L, Hawkins, Del I, Mookerjee, Amit               |
| 455   | 12071   | Strategic management  | Hitt, Michael A, Ireland, R Duane, Hoskisson, Robert E, Manikutty, S |
| 456   | 12072   | Business analytics : Data analysis and decision making                                      | Albright, S Christian, Winston, Wayne L                              |
| 457   | 12073   | Total quality management : Concepts, strategy and implementation for operational excellence | Sharma, Sunil  |
| 458   | 12074   | International human resource management   | Kandula, Srinivas R  |
| 459   | 12075   | Corporate communication : Principles and practice   | Jethwaney, Jaishri   |
| 460   | 12077   | Organization development : The process of leading organizational change                     | Anderson, Donald L   |
| 461   | 12078   | Selling and negotiation skills : A pragmatic approach                                       | Chaudhary, Prashant  |
| 462   | 12081   | Retail marketing in the modern age  | Chaudhary, Prashant  |
| 463   | 12083   | Introducing public relations : Theory and practice  | Butterick, Keith   |
| 464   | 12102   | Knowledge management  | Awad, Elias M, Ghaziri, Hassan M                                     |
| 465   | 12103   | Logistics in international business   | Aserkar, Rajiv   |
| 466   | 12105   | Supply chain management : Strategy, planning and operation                                  | Chopra, Sunil, Kalra, Dharam Vir                                     |
| 467   | 12171   | International financial management  | Shapiro, Alan C, Moles, Peter, Seal, Jayanta Kumar                   |
| 468   | 12205   | Face 2 face MAT : Management aptitude test  | Sijwali, B S & Dixit Rakesh.   |
| 469   | 12206   | The complete reference manual CMAT : Common management admission test 2021 /                | Sinha, S K, Satyanarayan S & Rana J S.                               |
| 470   | 12214   | Digital marketing   | K, Raghavendra.;Prabhakar, Shruthi;                                  |
| 471   | 12215   | Business marketing/   | Chandnani, Mansi;Iqbal, Mohammed Suhail;Jayappa, M.;                 |

| S.No. | Acc No. | Title   | Author   |
|-------|---------|---|--|
| 472   | 12216   | Contemporary cases in management/                                 | Baporikar, Neeta.;   |
| 473   | 12224   | NAT UGC NET/JRF/SET : Commerce paper - 2 (2021-22)                | Agiwal, Apeksha;Roy, Satyabroto;Singh, Neetu.;                                       |
| 474   | 12225   | NTA UGC NET/JRF/SET : Management paper -2 (2021-22)               | Sharma, Bharti.  |
| 475   | 12256   | Strategic management and business policy : Globalization          | Bamford, E Charles;Hoffman, Alan N.;Hunger, J David;Kansal, Purva;Wheelen, Thomas L. |
| 476   | 12257   | NTA UGC : NET/SET/JRF : Commerce paper II : 2021                  | Madaan, K V S  |
| 477   | 12261   | Knowledge leadership : Tools for executive leaders                | Lakshman, C  |
| 478   | 12262   | Fundamentals of advertisement management                          | Baker, Jordan  |
| 479   | 12263   | Marketing analytics : Data driven techniques with microsoft excel | Winston, Wayne L   |
| 480   | 12264   | Exploring strategy : Text and cases                               | Angwin, Duncan;Johnson, Gerry.;Regner, Patrick;Scholes, Kevan;Whittington, Richard;  |
| 481   | 12265   | Strategic marketing for nonprofit organizations                   | Andreasen, Alan R  |
| 482   | 12303   | The consumer revolution : Tipping th balance of power             | Nath, Naren  |
| 483   | 12304   | Strengths finder 2.0  | Rath, Tom  |
| 484   | 12308   | Strategic management  | Sengupta, Nitish   |
| 485   | 12309   | How to recruit incentivize and retain millennials                 | Sharma, Dheeraj  |
| 486   | 12312   | Sales and distribution management : A practice based approach     | Singh, Ramendra.   |
| 487   | 12313   | Fundamentals of international business                            | Varma, Sumati  |
| 488   | 12314   | Knowledge management  | Williams, Rosa T   |
| 489   | 12326   | Organizational behavior   | Judge, Timothy A; Robbins, Stephen P.; Vohra, Neharika;                              |
| 490   | 12327   | Strategic management concepts : A Competitive advantage approach  | David, Forest R; David, Fred R.; Kansal, Purva                                       |
| 491   | 12328   | Strategic human resource management and development               | Sharma, Ekta.  |
| 492   | 12330   | Selling and sales management                                      | Jobber, David.; Lancaster, Geoff   |



| S.No. | Acc No. | Title   | Author  |
|-------|---------|---|---|
| 493   | 12331   | Digital marketing   | Scriptdemics  |
| 494   | 12332   | Principles of marketing   | Agnihotri, Prafulla Y; Armstrong, Gary; Kotler, Philip                                      |
| 495   | 12334   | Fundamentals of Digital Marketing   | Bhatia, Puneet Singh  |
| 496   | 12335   | Modern management : Concepts and skills   | Certo, S Trevis; Certo, Samuel C  |
| 497   | 12336   | Essentials of management  | Agarwal, Madhushree Nanda; Bhattacharyya, Sanghamitra; DeCenzo, David A; Robbins, Stephen P |
| 498   | 12356   | Consumer protection law & practice : A comprehensive guide to consumer protection law | -   |
| 499   | 12359   | Corporate social responsibility law & practice  | Kadokia, Rajesh S   |
| 500   | 12847   | Financial management  | I M Pandey  |
| 501   | 12851   | E-commerce : Business, technology, society  | Kenneth C Laudon & Carol Guericio Traver.   |
| 502   | 12852   | Financial management : Text, problems and cases                                       | M Y Khan & P K Jain.  |
| 503   | 12853   | Marketing management  | Philip Kotler, Kevin Lane Keller, Alexander Chernev, Jagdish N Sheth & G Shainesh.          |
| 504   | 12975   | Time management for executives : A handbook from the editors of execu time            | Januz, Lauren Robert, Jones, Susan K  |
| 505   | 12977   | Leadership material : How personal experience shapes executive presence               | Jones, Diana  |
| 506   | 13714   | Emerging trends in business management: Opportunities and challenges                  | Anita, R;Reddy, D Sunder & Samba, Vandana & Srinivas, N                                     |
| 507   | 13715   | Applied case studies in management  | P K Biswas, G L Sharma, Rashmi Sharma & Meghna Rishi.                                       |
| 508   | 13722   | Business models for startups  | K H Anilkumar, K C Mishra & Saiprasad D.  |
| 509   | 13758   | Business analytics  | Sashikala, P.   |
| 510   | 13760   | B2B marketing : A south-asian perspective   | Hutt, Michael. Sharma Dheeraj & Speh, Thomas.   |
| 511   | 13959   | Business intelligence, analytics, and data science : A managerial perspective         | Sharda, Ramesh. Delen, Dursun, Turban, Efraim, King, David                                  |
| 512   | 14009   | Organizational behavior   | Robbins, Stephen P., Judge, Timothy A., Vohra, Neharika                                     |

| S.No. | Acc No. | Title  | Author  |
|-------|---------|--|---|
| 513   | 14010   | Fundamentals of financial management   | Sharan, Vyuptakesh  |
| 514   | 14014   | Business environment   | Shaikh, Saleem  |
| 515   | 14015   | Management information systems :<br>Managing the digital firm  | Laudon, Kenneth C., Laudon, Jane P., Raj, Sahil                           |
| 516   | 14016   | Marketing management   | Saxena, Rajan   |
| 517   | 14017   | Entrepreneurship   | Hisrich, Robert D. Peters, Michael P. Shepherd, Dean A. Sinha, Sabyasachi |
| 518   | 14031   | Human resource management : (UGCF)<br>Undergraduate curriculum framework   | Rao, V. S. P.   |
| 519   | 14034   | Financial management : Theory - problems - cases   | Kishore, Ravi M. Arora, Padma Sai   |
| 520   | 14035   | Benchmarking ESG & CSR : A compendium of best practices in environmental social & governance (ESG) and corporate social responsibility (CSR) in India/ | Dadhich, Garima. Atrey, Ravi Raj  |
| 521   | 14039   | Business succession planning : Approach - strategy - execution   | Mamodiya, Ravi  |
| 522   | 14042   | Social auditors  | -   |
| 523   | 14043   | Digital marketing  | Kumar, Satinder. Kaur, Supreet  |
| 524   | 14105   | Business research methods  | Mishra, Prahlad   |
| 525   | 14107   | Financial management : Principles and applications   | Titman, Sheridan., Keown, Arthur J., Martin, John D.                      |
| 526   | 14108   | Human resource analytics : Strategic decision making/  | Uppal, Nishant.   |
| 527   | 14109   | Case studies in marketing : The Indian context   | Srinivasan, V.  |
| 528   | 14111   | Marketing management   | Winer, Russell S. Dhar, Ravi  |
| 529   | J352    | E-Commerce: Strategy , Technologies & Applications   | Whiteley, David   |
| 530   | J792    | The talent wave:why succession planning fails and what to do about it  | Clutterbuck,David   |
| 531   | J793    | Decide & deliver:5 steps to breakthrough performance in your organisation  | Blenko,Maroia.W., Mankins, Michael C & Rogers ,Paul                       |
| 532   | J794    | The Resurgence of satyam:the global IT giant   | Anjum,Zafar   |

| S.No. | Acc No. | Title  | Author  |
|-------|---------|--|---|
| 533   | J1296   | Sales & Distributiojn Management   | Panda Tapan K Sahadev Sunil   |
| 534   | J1297   | Principles Of Corporate Finance  | Brealy Richard A Myers Stewart E<br>Allen Franklin Mohanty Pitabas                                      |
| 535   | J1298   | CET MBA Maharashtra -2016  | Jha R.K   |
| 536   | J1309   | Management Information System  | Varshni Gagan, Madan Pankaj,<br>Gupta Avdesh  |
| 537   | J1320   | The Leader who had no Title(A modern<br>Fable on Real Success in Business & in Life                | Sharma Robin  |
| 538   | J1330   | Management Practices Down the Ages   | Singh S.B   |
| 539   | J1492   | One minute manager   | Blenchurd Kenet Johnson Spensser<br>& Deekshit sudhir   |
| 540   | J1542   | Corporate social responsibility  | Suresh Kumar, Vinod Negi, Ashwani<br>Sharma and Karan Gupta   |
| 541   | J1544   | E Marketing : A comprehensive textbook   | Sharma, Eliza   |
| 542   | J1553   | Management in ten words  | Leahy Terry   |
| 543   | J1593   | Discover your sales strengths : How the<br>World's greatest salespeople develop<br>winning careers | Smith Benson & Rutigliano Tony  |
| 544   | J1596   | Personal development for life and work   | Masters L Ann Wallace & Harold R  |
| 545   | J1597   | In Easy Steps: Leadership  | Poole Jon   |
| 546   | J1608   | Perfect : answers to Interview Questions   | Eggert, Max   |
| 547   | J1618   | Event Management : Planning creation and<br>Development  | Padia, Hasmukh R  |
| 548   | J1619   | UGC NET / SLET Commerce  | Padia, Hasmukh R  |
| 549   | J1707   | Finding the next steve jobs-how to find,keep<br>and nurture creative talent                        | Bushnell, Nolan & Stone, Gene.  |
| 550   | J2365   | How women rise : Break the 12 habits<br>holding you back   | Helgesen, Sally. Goldsmith,<br>Marshall   |
| 551   | 14137   | Digital social media marketing   | Kamat, Nitin C. Jejurikar, Pramod.<br>Sarkar, Anuradha. Prabha, Gauri.<br>Kadam, Sanjiv. Kinikar, Abhay |

| <b>S.No.</b> | <b>Acc No.</b> | <b>Title</b>  | <b>Author</b>   |
|--------------|----------------|---|---|
| 552          | 14138          | Compensation and benefits                               | Preet, Raman. Rajalakshmi M.<br>Bhise, Rajashree. Gethe Rajeshree<br>K. Manchanda, Priyanka |
| 553          | 14165          | Communicating at work                                   | Alessandra, Tony., Hunsaker, Phil   |
| 554          | 14192          | Project management : Achieving competitive<br>advantage | Pinto Jeffrey K.  |
| 555          | 14194          | International business                                  | Aswathappa, K.  |