

### 3. Quality of Teachers and Teaching

	No.	Details	Marks
3(a)	38	Total = 79 faculty	
3(b)	17		
3(c)	7		
3(d)	16		
3(e)	No. of publications in conferences in the assessment year		
	· Indexed by WoS/SCOPUS/UGC-CARE (Category-I)	5	
	· Indexed by UGC-CARE (Category-II)	4	
	· With ISBN Number	13	
	· Any other		
3(f)	14		
3(g)	245	Available	



3(h)	No. of courses on Learning Management System (LMS)	245	Available	
3(i)	Classrooms available with mounted projectors and ICT facilities  (Geo tagged photos should be uploaded and available under mandatory disclosures)	30	Available	
3(j)	Percentage of teachers using ICT for teaching (having PPTs, Videos, etc.)	100%	all	
	<b>Marks</b>  (Maximum Marks: 100)			
	List of Total number of publications for the assessment year to be uploaded at the Website under mandatory disclosures			



<b>FACULTY LIST WITH PH.D - ACADEMIC SESSION 2022-23</b>											
<b>S.N O.</b>	<b>FIRST NAME</b>	<b>MIDDLE NAME</b>	<b>SURNAME</b>	<b>GENDE R</b>	<b>EXACT DESIGNATION</b>	<b>PROGRAM ME</b>	<b>QUALIFICATION</b>	<b>DATE OF JOINING</b>	<b>EXPERIENC E</b>	<b>TYPE OF APPOINTMEN T</b>	<b>SCALE &amp; GRAD E PAY</b>
1	DR. SHIV	KUMAR	GOEL	MALE	PROFESSOR	MBA	Ph.D, MBA, B.COM	23/01/2018	32 YEARS	REGULAR	37400-67000
2	DR.MANOJ	-	KUMAR	MALE	PROFESSOR	BBA	Ph.D, B.TECH,MBA	15/7/2021	22 YEARS	REGULAR	37400-67000
3	DR. DEEPSHIKHA	-	KALRA	FEMALE	PROFESSOR	MBA	Ph.D., MBA, NET QUALIFIED	17/07/2006	18 YEARS	REGULAR	37400-67000
4	DR. RITU	-	AGGARWAL	FEMALE	PROFESSOR	BBA	Ph.D. , M. PHIL, MCA, M.SC. COMPUTER	13/08/2001	20 YEARS	REGULAR	37400-67000
5	Dr ANJALI	-	NIGAM	FEMALE	PROFESSOR	MBA	Ph.D,MBA,B.COM	20/11/2021	23 YEARS	REGULAR	37400-67000
6	DR. MANDEEP	-	KAUR	FEMALE	ASSOCIATE PROFESSOR	BBA	Ph.D., MBA, PGDFM, M.COM	20/04/2015	16 YEARS	REGULAR	37400-67000

7	DR. RICHA	SINGH	KAPOOR	FEMALE	ASSOCIATE PROFESSOR	BBA	Ph.D., M. COM	1/8/2016	12 YEARS	REGULAR	37400-67000
8	DR. TAPASH		DEY	MALE	PROFESSOR	MBA	Ph.D, EPMHRM, PGDHRM, MBA, M.COM	18/07/2022	25 YEARS	REGULAR	37400-67000
9	DR. NUTAN		BHARTI	FEMALE	PROFESSOR	BA(JMC)	Ph.D, M.Phil	15/12/2021	27 YEARS	REGULAR	37400-67000
10	DR. SUMIT	-	CHAUHAN	MALE	ASSOCIATE PROFESSOR	BCA	Ph.D., MCA.	28/07/2004	18 YEARS	REGULAR	37400-67000
11	DR. GURPREET	KAUR	CHHABRA	FEMALE	ASSOCIATE PROFESSOR	MBA	Ph.D., MBA, PGDM, NET QUALIFIED	1/8/2014	16 YEARS	REGULAR	37400-67000
12	DR. RASHMI	-	JHA	FEMALE	ASSOCIATE PROFESSOR	BBA	PH.D., MSc(IT),BSc(H)	15/11/2021	18 YEARS	REGULAR	37400-67000
13	DR ANIL	KUMAR	GREWAL	MALE	ASST. PROFESSOR	BBA	Ph.D,NET, MBA,MA(Economics), BCOM	18/11/2021	12 YEARS	REGULAR	15600-39100
14	DR. KOMPAL	-	BARARA	FEMALE	ASSOCIATE PROFESSOR	BCOM(H)	Ph.D., M.COM, NET, JRF, B.COM (H)	7/1/2019	8 YEARS	REGULAR	15600-39100

15	DR. PARMJOT	-	SINGH	MALE	ASST. PROFESSOR	BBA	PHD, PGDM (MKTG. MGT), M.A.	1/8/2018	2 YEARS	REGULAR	15600-39100
16	DR. INDU		SHARMA	FEMALE	ASST. PROFESSOR	BBA	Ph.D, M.Tech, MCA	10/10/2022	17 YEARS	REGULAR	15600-39100
17	DR.SWATI	-	CHAWLA	FEMALE	ASST. PROFESSOR	MBA	PHD ,PGDM	28/05/2016	11 YEARS	REGULAR	15600-39100
18	DR. MONIKA	-	SHARMA	FEMALE	ASST. PROFESSOR	BBA	Ph.D, MBA, MCA	12/11/2009	14 YEARS	REGULAR	15600-39100
19	DR. RUCHIKA		LOCHAB	FEMALE	ASST. PROFESSOR	BBA	Ph.D, M.Sc., B.Sc (Hons)	1/9/2022	5 YEARS	REGULAR	15600-39100
20	DR. AAQIB	ANWAAR	BUTT	MALE	ASST. PROFESSOR	BA(JMC)	Ph.D, Post Graduate (Mass Communication)	10/10/2022	5 YEARS	REGULAR	15600-39100
21	DR.RITU			FEMALE	ASST. PROFESSOR	BBA	Ph.D, MBA (HR),PGDM (HR&Mktg), BCA	12/05/2020	9 YEARS	REGULAR	15600-39100
22	DR. JAIPRAKASH	NARAIN	DWIVEDI	MALE	ASSOCIATE PROFESSOR	BBA	Ph.D, M.Tech, B.Tech.	1/8/2022	14 YEARS	REGULAR	15600-39100

23	DR. POOJA		PAWRIYA	FEMALE	ASST. PROFESSOR	BBA	Ph.D, M.ED, B.ED, MBA (HR), B.A.	12/5/2020	8 YEARS	REGULAR	15600-39100
24	DR. RAKHEE	-	CHHIBER	FEMALE	ASSOCIATE PROFESSOR	BBA	Ph.D, MCA, MBA, NET QUALIFIED	1/9/2021	15 YEARS	REGULAR	37400-67000
25	MS. SOUMI		DE	FEMALE	ASST. PROFESSOR	BBA	Ph.D, MBA, B.Tech	15/11/2022	7 YEARS	REGULAR	15600-39100
26	DR SANGEETA			FEMALE	ASST. PROFESSOR	BCOM(H)	PH.D, MBA, <a href="#">M.COM</a>	04/04/2023	4 YEARS	REGULAR	15600-39100
27	DR SUNIL	KUMAR	DAS	MALE	ASSOCIATE PROFESSOR	BA(JMC)	Ph.D, Post Graduate (Mass Communication)	30/05/2023	35 YEARS	REGULAR	37400-67000
28	DR RAKESH		SHARMA	MALE	ASSOCIATE PROFESSOR	BBA	Ph.D, M.Tech, MBA, B.Tech	04/04/2023	14 YEARS	REGULAR	37400-67000
29	DR BHASKAR		DAS GUPTA	MALE	PROFESSOR	BBA	Ph.D, , MBA	04/04/2023	38 YEARS	REGULAR	37400-67000
30	DR ELISHA		ARORA	FEMALE	ASST. PROFESSOR	BBA	Ph.D, MBA, BBA	04/04/2023	5 YEARS	REGULAR	37400-67000

31	DR SINGHRAJ			MALE	ASST. PROFESSOR	BBA	Ph.D, M.Ed, M.Com	4/4/2023	14 YEARS	REGULAR	15600-39100
32	DR. SHIKHA	-	GUPTA	FEMALE	ASSOCIATE PROFESSOR	BBA	PH.D, FCA, M.COM	1/8/2019	10 YEARS	REGULAR	15600-39100
33	DR. SUNNY	KUMAR	GOND	MALE	ASST. PROFESSOR	BA(JMC)	Ph.D., M.Phil, M.A. (Mass Communication)	1/11/2022	10 YEARS	REGULAR	15600-39100
34	DR MEENAKSHI		KHARB	FEMALE	ASST. PROFESSOR	MBA	Ph.D, B.Ed., B.Sc.	25/04/2022	15 YEARS	REGULAR	15600-39100
35	DR RICHA		PATHAK	FEMALE	ASST. PROFESSOR	BA(JMC)	PH.D, MJMC, BJMC	15/12/2022	10 YEARS	REGULAR	15600-39100
36	DR SIMRANJEET	KAUR	BAGGA	FEMALE	ASST. PROFESSOR	BCOM(H)	PH.D, MBA, NET QUALIFIED, B.E.	03/03/2023	7 YEARS	REGULAR	15600-39100
37	DR. NEHA	-	SHIVANI	FEMALE	ASST. PROFESSOR	MBA	PH.D., M.PHIL, NET, M.A.(ECO), B.ED., BA(H) BUSINESS ECO	4/1/2021	6 YEARS	REGULAR	15600-39100
38	DR. POOJA	SINGH	NEGI	FEMALE	ASST. PROFESSOR	MBA	Ph.D, B.Ed, M.Com	1/9/2022	10 YEARS	REGULAR	15600-39100

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E-MAIL : [meribs@meri.edu.in](mailto:meribs@meri.edu.in) Website : [www.meri.edu.in](http://www.meri.edu.in)

Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number	Link to the recognition in UGC enlistment of the Journal /Digital Object Identifier (doi) number		
						Link to website of the Journal	Link to article / paper / abstract of the article	Is it listed in UGC Care list
A STUDY ON CONSUMERS PERCEPTION AND SATISFACTION REGARDING DOORSTEP DELIVERY OF PUBLIC SERVICES SCHEME WITH SPECIAL REFERENCE TO REVENUE DEPARTMENT	Monika Sharma, Dr. Sushil Kumar	Management	INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT	2023	2456-4184	<a href="#">IJNRD - UGC CARE Journal Norms and Guidelines follow - International Journal of Novel Research and Development</a>	<a href="https://www.researchgate.net/profile/Sushil-Kumar-85/publication/369542343_A_STUDY_ON_CONSUMERS_PERCEPTION_AND_SATISFACTION_REGARDING_DOORSTEP_DELIVERY_OF_PUBLIC_SERVICES_SCHEME_WITH_SPECIAL_REFERENCE_TO_REVENUE_DEPARTMENT_SERVICES_IN_DELHI/">https://www.researchgate.net/profile/Sushil-Kumar-85/publication/369542343_A_STUDY_ON_CONSUMERS_PERCEPTION_AND_SATISFACTION_REGARDING_DOORSTEP_DELIVERY_OF_PUBLIC_SERVICES_SCHEME_WITH_SPECIAL_REFERENCE_TO_REVENUE_DEPARTMENT_SERVICES_IN_DELHI/</a>	yes





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SERVICES IN DELHI.							<a href="#">nks/64215eee92cfd54f84328d89/A-STUDY-ON-CONSUMERS-PERCEPTION-AND-SATISFACTION-REGARDING-DOORSTEP-DELIVERY-OF-PUBLIC-SERVICES-SCHEME-WITH-SPECIAL-REFERENCE-TO-REVENUE-DEPARTMENT-SERVICES-IN-DELHI.pdf</a>	
Understanding the Nuances of the Online Buying Behaviour Process- A Textual Review	Dr. Gurpreet Kaur Chhabra	Management	Strad Research	2023	0039-2049	<a href="#">Strad Research – UGC Care Group 2 Journal   Web of Science Group   ISSN: 0039-2049</a>	<a href="https://www.researchgate.net/profile/Gurpreet-Chhabra-2/publication/368292789_Understanding_the_Nuances_of_the_Online_Buying_Behaviour_Process- A_Textual_Review/link/s/63e0cd6a62d2a24f9208a2e0/Understanding-the-Nuances-of-the-">https://www.researchgate.net/profile/Gurpreet-Chhabra-2/publication/368292789_Understanding_the_Nuances_of_the_Online_Buying_Behaviour_Process- A_Textual_Review/link/s/63e0cd6a62d2a24f9208a2e0/Understanding-the-Nuances-of-the-</a>	Yes

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							<a href="#">Online-Buying-Behaviour-Process-A-Textual-Review.pdf</a>	
Neuro-marketing-The New Age Marketing & Research; Tools and Techniques	Dr. Gurpreet Kaur Chhabra	Management	Journal of XI'AN University of Architecture & Technology	2023	1006-7930	<a href="#">JOURNAL OF XI'AN UNIVERSITY OF ARCHITECTURE &amp; TECHNOLOGY – ISSN No : 1006-7930    IMPACT FACTOR : 3.79 (xajzkjdx.cn)</a>	<a href="#">VOLUME XIV, ISSUE V, 2022 – JOURNAL OF XI'AN UNIVERSITY OF ARCHITECTURE &amp; TECHNOLOGY (xajzkjdx.cn)</a>	Yes
Vocal for Local: Role of Digital influencers in promoting products in consumer market	Dr Meenakshi Kharb	Management	International Journal of Multidisciplinary Research and Analysis	2023	2643-9840	10.47191/ijmra/www.ijmra.in/index.php	<a href="https://ijmra.in/v6i6/Doc/3.pdf">https://ijmra.in/v6i6/Doc/3.pdf</a>	Open Access Journal
Intuitive of Hansu towards Sustainable Development: Case study of Amul	Dr Meenakshi Kharb	Management	Galore Knowledge Publication Pvt Ltd	2023	2456-8430	10.52403/gijash.2023210	<a href="https://www.gijash.com/GIJASH_Vol.7_Issue.2_April2023/GIJASH10.pdf">https://www.gijash.com/GIJASH_Vol.7_Issue.2_April2023/GIJASH10.pdf</a>	Peer reviewed Journal

Cooperatives								
Internet Experience & Trust helps in positive attitude towards Internet Banking	Dr Meenakshi Kharb	Management	International Journal of Management, IT and Engineering	2023	2249-0558.	<a href="http://www.indiannjournals.com">www.indiannjournals.com</a>	<a href="https://www.ijmra.us/project%20doc/2017/IJMI_E_APRIL2017/IJMRA-11439.pdf">https://www.ijmra.us/project%20doc/2017/IJMI_E_APRIL2017/IJMRA-11439.pdf</a>	Peer reviewed Journal
A technical review- Performance of Homogenous Charge Compression Ignition (HCCI) combustion in Diesel Engine with Alternative Fuel	Pawan Kishore Jha	Department of Management Studies	Journal of Biofuels	2023	0976-4763	<a href="https://www.indianjournals.com/ijor.aspx?target=ijor:jbf&amp;type=home">https://www.indianjournals.com/ijor.aspx?target=ijor:jbf&amp;type=home</a>	<a href="https://www.indianjournals.com/ijor.aspx?target=ijor:jbf&amp;volume=13&amp;issue=2&amp;article=002">https://www.indianjournals.com/ijor.aspx?target=ijor:jbf&amp;volume=13&amp;issue=2&amp;article=002</a>	India Journals.com, Indian Citation Index
Comprehensive analysis of HR Practice	Preeti verma, Dr.Simranjeet kaur Bagga	Management	South India journal of social science	2023	0972-8945	print journal	N.A	UGC CARE LISTED

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Linking technology with HR	Preeti Verma, jyoti Vashisht	management	Ayudh publication peer reviewed journal	2023	2321:2160	<a href="http://www.ayudhpublication.com">www.ayudhpublication.com</a>	<a href="http://www.ayudhpublication.com/ayudh/">www.ayudhpublication.com/ayudh/</a>	No
Technology enabled communication during COVID 19: analysis of tweets from top ten Indian IT companies using NVIVO	Swati Chawla; Dr. Puja Sareen; Dr. Sangeeta Gupta	Management	International Journal of Information Technology (Singapore)	2023	25112112 25112104	<a href="https://www.springer.com/journal/41870">https://www.springer.com/journal/41870</a>	<a href="file:///C:/Users/Gagandeeep/Downloads/s41870-023-01242-6%20(1).pdf">file:///C:/Users/Gagandeeep/Downloads/s41870-023-01242-6%20(1).pdf</a>	<a href="http://www.scopus.com/inward/record.url?eid=2-s2.0-85152431227&amp;partnerID=MN8T-OARS">http://www.scopus.com/inward/record.url?eid=2-s2.0-85152431227&amp;partnerID=MN8T-OARS</a>
COVID-19: Job insecurity as a moderator of e-learning acceptance in Indian	Swati Chawla	Management	SA JOURNAL OF HUMAN RESOURCE MANAGE	2023	2071078X, 16837584	<a href="https://aosis.co.za/about-journals/">https://aosis.co.za/about-journals/</a>	<a href="https://doi.org/10.4102/sajhrm.v21i0.2130">https://doi.org/10.4102/sajhrm.v21i0.2130</a>	Available at <a href="https://ssrn.com/abstract/4575739">SSRN 4575739</a> , 2023•papers.s

organisations			MENT					<a href="http://srn.com">srn.com</a>
The study of trust factor of Whatsapp news information among the youth of Delhi.	Mr. Sorabh Kumar Aggarwal	BAJMC	Sanchar Sarokar	2022	ISSN No.2583-1453, Vol.1, Issue 4 Page Nos. 48-53		<a href="http://sancharsarokar.in/wp-content/uploads/2022/04/M2205-2.pdf">http://sancharsarokar.in/wp-content/uploads/2022/04/M2205-2.pdf</a>	PEER REVIEWED
Analyse various attacks on MANET (Mobile Ad-Hoc Network) and its reporting in media	Mr. Sorabh Kumar Aggarwal	BAJMC	Vidyawarta	2022	ISSN No. 2319-9318, April To June 2022 Issue-42, Vol-05	<a href="http://www.vidyavarta.com/">http://www.vidyavarta.com/</a>	Hard Copy of Journal Available	PEER REVIEWED
India's election campaign by Political Parties: The impact of social media on youth voters	Mr. Sorabh Kumar Aggarwal	BAJMC	Shodh Ritu	2022	ISSN No. 2454-6283, Vol 1 Issue 30	<a href="http://www.shodhritu.com/">http://www.shodhritu.com/</a>	Hard Copy of Journal Available	PEER REVIEWED
Binge Watching: Detrimental Impacts of IT &	Mr. Sorabh Kumar	BAJMC	Ayudh	2022	ISSN No. 2321-	<a href="http://www.ayudhpublication.com/">http://www.ayudhpublication.com/</a>	Hard Copy of Journal Available	PEER REVIEWED

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its Reportage	Aggarwal				2160			WED
Impact On Educators Face To Face Teaching To Online Teaching During COVID-19 Global Pandemic	Simmi Madaan	Information Technology	Journal of Survey in Fisheries Sciences	2023	2368-7487	<a href="https://sifisheressciences.com/index.php/journal">https://sifisheressciences.com/index.php/journal</a>	<a href="https://sifisheressciences.com/index.php/journal/article/view/1374">https://sifisheressciences.com/index.php/journal/article/view/1374</a>	yes
A SURVEY OF MACHINE LEARNING AND QUANTUM COMPUTING FOR 5G/6G COMMUNICATIONS SYSTEMS	Simmi Madaan	Information Technology	NeuroQuantology	2022	1303-5150	<a href="https://www.neuroquantology.com/">https://www.neuroquantology.com/</a>	<a href="https://www.neuroquantology.com/open-access/A+SURVEY+OF+MACHINE+LEARNING+AND++QUANTUM+COMPUTING+FOR+5G%252F6G++COMMUNICATION+S+SYSTEMS+1908/">https://www.neuroquantology.com/open-access/A+SURVEY+OF+MACHINE+LEARNING+AND++QUANTUM+COMPUTING+FOR+5G%252F6G++COMMUNICATION+S+SYSTEMS+1908/</a>	yes
Design and implementation of IoT based Low cost, effective learning mechanism for empowering STEM education	Simmi Chawla	Research scholar, Computer Engineering	Turkish Journal of Computer and Mathematics Education (TURCOMA)	2021	1309-4653	<a href="https://turcomat.org/index.php/turkbilmat/index">https://turcomat.org/index.php/turkbilmat/index</a>	<a href="https://turcomat.org/index.php/turkbilmat/article/view/8241/6436">https://turcomat.org/index.php/turkbilmat/article/view/8241/6436</a>	yes

in India			T)					
Smart Education: A Proposed IoT based interoperable architecture to make Real Time decisions in Higher Education	Simmi Chawla	Research scholar, Computer Engineering	Revista Geintec-Gestao Inovacao E Tecnologias	2021	2237-0722	<a href="https://revistageintec.net/index.php/journal">https://revistageintec.net/index.php/journal</a>	<a href="http://revistageintec.net/old/wp-content/uploads/2022/03/2589.pdf">http://revistageintec.net/old/wp-content/uploads/2022/03/2589.pdf</a>	yes
Implementation of 5S in Indian Firms	Professor (Dr.) Manoj Kumar	Management	IITM Journal of Management & IT	2022	0976-8629	<a href="https://www.iitmjanakpuri.com/iitmjournal/data/2022_Vol13_No1_it6a.pdf">https://www.iitmjanakpuri.com/iitmjournal/data/2022_Vol13_No1_it6a.pdf</a>	<a href="https://www.iitmjanakpuri.com/iitmjournal/data/2022_Vol13_No1_it6a.pdf">https://www.iitmjanakpuri.com/iitmjournal/data/2022_Vol13_No1_it6a.pdf</a>	yes
The New Environmentally Extended Input-Output Analysis to Measure Global Warming Potential in China	Professor (Dr.) Manoj Kumar	Management	Asian Journal of Economics and Business	2022	2582-3086	<a href="https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4070743">https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4070743</a>	<a href="https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4070743">https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4070743</a>	yes
A Study of Doorstep Food Delivery Services in Delhi NCR	Monika Sharma	management	Asian Journal of Organic & Medicinal Chemistry	2022	2456-8937	<a href="https://ajomc.asianpubs.org/">https://ajomc.asianpubs.org/</a>	<a href="https://ajomc.asianpubs.org/Upload/Files/AJOMC%20Vol.%207%20No.%202%20April%20">https://ajomc.asianpubs.org/Upload/Files/AJOMC%20Vol.%207%20No.%202%20April%20</a>	yes

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							<a href="#">%20June.%20Special%20Issue%20-%20V%202022.pdf</a>	
Managerial Effectiveness and its correlates: A Conceptual Approach	Dr Pooja Singh Negi	management	Vimarsh- An Endeavour to Share Knowledge	2022	0976-5174	<a href="https://www.iftmuniversity.ac.in/vimarsh/download/13_2_5.pdf">https://www.iftmuniversity.ac.in/vimarsh/download/13_2_5.pdf</a>	<a href="https://www.iftmuniversity.ac.in/vimarsh/download/13_2_5.pdf">https://www.iftmuniversity.ac.in/vimarsh/download/13_2_5.pdf</a>	yes
Wellness Programs an Employee Engagement technique Pre and During Pandemic: A systematic literature review	Swati Chawla; Dr. Puja Sareen; Dr. Sangeeta Gupta	Management	ECS Transactions	2022	1938-5862	<a href="https://iopscience.iop.org/journal/1938-5862">https://iopscience.iop.org/journal/1938-5862</a>	<a href="https://iopscience.iop.org/article/10.1149/10701.3505ecst">https://iopscience.iop.org/article/10.1149/10701.3505ecst</a>	<a href="http://www.scopus.com/inward/record.url?eid=2-s2.0-85130538968&amp;partnerID=MN8TOARS">http://www.scopus.com/inward/record.url?eid=2-s2.0-85130538968&amp;partnerID=MN8TOARS</a>
Employee engagement strategy: Building an engaged	Swati Chawla; Dr. Puja Sareen; Dr. Sangeeta	Management	IGI Global	2022	978-166845276-9, 978-16684527	<a href="https://www.igi-global.com/">https://www.igi-global.com/</a>	<a href="https://www.igi-global.com/gateway/cha/pter/310771">https://www.igi-global.com/gateway/cha/pter/310771</a>	<a href="https://www.scopus.com/re">https://www.scopus.com/re</a>



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workforce during COVID 19 with special reference to manufacturing sector in India	Gupta				4-5			<a href="http://corddisplay.uri?eid=2-s2.0-85161317218&amp;origin=inward&amp;txGid=1256767f9e15e0f93c6ccd5c8bedaf2">cord/display.uri?eid=2-s2.0-85161317218&amp;origin=inward&amp;txGid=1256767f9e15e0f93c6ccd5c8bedaf2</a>
An exploratory study of factors affecting employee engagement in the IT sector during pandemic using regression analysis	Swati Chawla; Dr. Puja Sareen; Dr. Sangeeta Gupta	Management	Journal of Information and Optimization Sciences	2022	0252-2667 / 2169-0103	<a href="https://www.tandfonline.com/toc/tios20/current">https://www.tandfonline.com/toc/tios20/current</a>	<a href="https://www.igi-global.com/chapter/employee-engagement-strategy/310771">https://www.igi-global.com/chapter/employee-engagement-strategy/310771</a>	<a href="https://www.webofscience.com/wos/woscc/full-record/WOS:000892323800018?">https://www.webofscience.com/wos/woscc/full-record/WOS:000892323800018?</a>

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Bicycle Industry and Its Growth in India - A Case Study	Professor (Dr.) Manoj Kumar	Management	International Journal of Case Studies in Business, IT, and Education	2021	2581-6942	<a href="https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4071443">https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4071443</a>	<a href="https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4071443">https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4071443</a>	yes
STRATEGIZING SOCIAL MEDIA MARKETING IN INDIA: A REVIEW	Monika Sharma	management	Journal of Emerging Technologies and Innovative Research	2020	2349-5162	<a href="https://jetir.org/">https://jetir.org/</a>	<a href="https://www.jetir.org/archive?v=7&amp;i=2&amp;j=February%202020">https://www.jetir.org/archive?v=7&amp;i=2&amp;j=February%202020</a>	yes
A Novel normalized Adaptive Optimization Technique for Neural Networks	Dr. Sangeeta Gupta	Management	International Journal of Theory & Application	2020	ISSN: 0974-5572 Vol. 10, Issue 19	<a href="https://d1wqtxts1xzle7.cloudfront.net/54383405/J1387481-libre.pdf?1504935223=&amp;response-content-disposition=inline">https://d1wqtxts1xzle7.cloudfront.net/54383405/J1387481-libre.pdf?1504935223=&amp;response-content-disposition=inline</a>	<a href="https://d1wqtxts1xzle7.cloudfront.net/54383405/J1387481-libre.pdf?1504935223=&amp;response-content-disposition=inline%3B+filename%3DPredictiv">https://d1wqtxts1xzle7.cloudfront.net/54383405/J1387481-libre.pdf?1504935223=&amp;response-content-disposition=inline%3B+filename%3DPredictiv</a>	yes



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						<p>%3B+filename%3          DPredictive_Data_          Mining_with_Nor          malized_A.pdf&amp;Ex          pires=1697304130          &amp;Signature=RmkI          RIYvQ6FQLMBm          hN7dx~pLKavOeF          GOVTU~guuAPQ          ScFWr9oIHyl1DP          26PHkCjOU70RIp          YEcXCFMHoAfw          mlphwP0n~xNjYp          cF1WiR0Ls4hMq7          pb3ELK8z38o8xf9          8iS5rkDX5TRQ5C          T9Kjmr9m6KLpo          0Z3HKZclb~qkiJF          X-          KwEKwzfCjKB~3f          e6BZL1gv1jgXRnj          P8Hft-          XSYf0UHuccV6q1          MTJKTFIxAdJ4T          N6IbFaoZ3J9-          fhHSoW2av4l8Yw          MR6b5rBOgzPrKZ          oATPjLo87cpbr5m          TveuWgtleFEiVK-</p>	<p>e_Data_Mining_with_          Normalized_A.pdf&amp;Ex          pires=1697304130&amp;Sig          nature=RmkIRIYvQ6F          QLMBmhN7dx~pLKav          OeFGOVTU~guuAPQ          ScFWr9oIHyl1DP26P          HkCjOU70RIpYEcXC          FMHoAfwmlphwP0n~          xNjYpcF1WiR0Ls4hM          q7pb3ELK8z38o8xf98i          S5rkDX5TRQ5CT9Kj          mrd9m6KLpo0Z3HKZ          clb~qkiJFX-          KwEKwzfCjKB~3fe6B          ZL1gv1jgXRnjP8Hft-          XSYf0UHuccV6q1MT          JKTFIxAdJ4TN6IbFao          Z3J9-          fhHSoW2av4l8YwMR          6b5rBOgzPrKZoATPjL          o87cpbr5mTveuWgtleF          EiVK-          MNNpxLP~K6YYPL3          nOjwXuRJKoRQBBj7          E2afCIHJQ_&amp;Key-          Pair-          Id=APKAJLOHF5GGS</p>	
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Impact of Information Sharing, Collaboration and Trust on Vendor-Buyer Relationship	Dr. Parmjot Singh	Management	Small Enterprises Development, Management & Extension Journal	2020	Volume 46, Issue 3	<a href="https://doi.org/10.1177/0970846419863872">https://doi.org/10.1177/0970846419863872</a>	<a href="https://www.researchgate.net/profile/Parmjot-Singh/publication/338899061_Impact_of_Information_Sharing_Collaboration_and_Trust_on_Vendor-Buyer_Relationship/links/5e31b41e92851c7f7f0c1222/Impact-of-Information-Sharing-Collaboration-and-Trust-on-Vendor-Buyer-Relationship.pdf">https://www.researchgate.net/profile/Parmjot-Singh/publication/338899061_Impact_of_Information_Sharing_Collaboration_and_Trust_on_Vendor-Buyer_Relationship/links/5e31b41e92851c7f7f0c1222/Impact-of-Information-Sharing-Collaboration-and-Trust-on-Vendor-Buyer-Relationship.pdf</a>	yes
Elimination and Backward Selection of Features (P-Value Techniques) In Prediction of Heart Disease by	Dr. Ritu Aggarwal/Mr. Saurabh Pal	IT	Turkish Journal of Computer and Mathematics Education	2020	Vol. 12 No. 6 (2021)	<a href="https://doi.org/10.17762/turcomat.v12i6.5765">https://doi.org/10.17762/turcomat.v12i6.5765</a>	<a href="https://doi.org/10.17762/turcomat.v12i6.5765">https://doi.org/10.17762/turcomat.v12i6.5765</a>	

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Using Machine Learning Algorithms								
Analysis of Cryptography - Algorithm and Security	Dr. Sumit Chauhan	IT	Airo International Research Journal	2020			Hard Copy of Journal Available	
Propound Algorithms for Association Rules Mining with Reference to Some Applications	Dr. Rashmi Jha	IT	International Journal of Engineering Innovation & Research	2020	2277-5668	<a href="http://hdl.handle.net/10603/442804">http://hdl.handle.net/10603/442804</a>	<a href="http://hdl.handle.net/10603/442804">http://hdl.handle.net/10603/442804</a>	yes
A Review on Phishing Attack in Detection of Adhoc Network	Mr. Raj Kumar Singh/Dr. Rahsmi Jha	IT	INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS	2020	2349-5138			UGC care listed
Wellness programs an employee	Ms swati Chawla & Dr	Management	ECS Transaction	2020	1938-5862	<a href="https://iopscience.iop.org/article/10.1149/10701.3505ecst/">https://iopscience.iop.org/article/10.1149/10701.3505ecst/</a>	<a href="https://iopscience.iop.org/article/10.1149/10701">https://iopscience.iop.org/article/10.1149/10701</a>	UGC care

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engagement techniques pre and during pandemic: a systematic literature review	Puja Sareen		s			meta	.3505ecst/meta	listed
An exploratory study of factors affecting employee engagement in the IT sector during pandemic using regression analysis	Ms Swati Chawla, Dr Sangeeta Gupta & Dr Puja Sareen	Management	Journal of Information and Optimization Sciences	2022	0252-2667 / 2169-0103	<a href="https://www.tandfonline.com/toc/tios20/current">https://www.tandfonline.com/toc/tios20/current</a>	<a href="https://www.tandfonline.com/doi/abs/10.1080/02522667.2022.2133208">https://www.tandfonline.com/doi/abs/10.1080/02522667.2022.2133208</a>	UGC care listed
Cyber Forensics	Dr. Sumit Chauhan	IT	MERI Journal of Management & IT	2020	0974-2093		Hard Copy of Journal Available	
Impact of institutional arrangements on career growth of women in IT industry: A case study of Delhi, NCR	Dr Neha Shivani	Management	Anvesak	2020	0378-4568		Hard Copy of Journal Available	UGC CARE LISTED

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Sequential Feature Selection and Machine Learning Algorithm-Based	Ms Ritu Aggarwal	IT	SN Computer Science	2020		<a href="https://www.springer.com/journal/42979">https://www.springer.com/journal/42979</a>	<a href="https://www.springer.com/journal/42979">https://www.springer.com/journal/42979</a>	Scopus
An empirical study on effectively managing Buyer Supplier Relationship: A case of Indian Automobile Industry	Dr Deepshikha Kalra	Management	International Journal of Psychosocial Rehabilitation	2020	Vol 24, Issue 08, 2020	<a href="https://www.psychosocial.com/">https://www.psychosocial.com/</a>	Hard Copy of Journal Available	UGC care listed
An Investigation of Vendor Buyer Dimensions in Automobile Industry	Dr Parmjot Singh	Management	Test Engineering and Management	2019	ISSN: 0193-4120 Page No. 2147 - 2156	<a href="https://www.researchgate.net/profile/Parmjot-Singh/publication/338899322_294-Article_Text-495-2-10-20200116/links/5e31b2df458515072d6e0203/294-Article-Text-495-2-10-20200116.pdf">https://www.researchgate.net/profile/Parmjot-Singh/publication/338899322_294-Article_Text-495-2-10-20200116/links/5e31b2df458515072d6e0203/294-Article-Text-495-2-10-20200116.pdf</a>	<a href="https://www.researchgate.net/profile/Parmjot-Singh/publication/338899322_294-Article_Text-495-2-10-20200116/links/5e31b2df458515072d6e0203/294-Article-Text-495-2-10-20200116.pdf">https://www.researchgate.net/profile/Parmjot-Singh/publication/338899322_294-Article_Text-495-2-10-20200116/links/5e31b2df458515072d6e0203/294-Article-Text-495-2-10-20200116.pdf</a>	UGC care listed

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Factors Influencing the Prescription Behaviour of Doctors-An Insight for the Pharmaceutical CRM Strategy Formulation,	Dr. Gurpreet Kaur Chhabra	Management	IRA- International Journal of Management & Social Sciences	2019	ISSN 2455-2267.	<a href="https://journals.foundationspeak.com/index.php/ijmss/index">https://journals.foundationspeak.com/index.php/ijmss/index</a>		UGC care listed
Patient's Death Events Prediction and Diagnosis in Heart Disease	Ms. Nidhi Pruthi	Information Technology	International Journal for Research in Applied Science and Engineering Technology	2019		<a href="https://www.ijraset.com/">https://www.ijraset.com/</a>		UGC care listed
Behavioral Economics - A Review & Bibliometric Analysis	Prof.(Dr.) DEEPSHIKH A KALRA	Management	Journal of Economics, Finance and Management Studies	2022	Vol. 5 Issue 04 April, ISSN (print): 2644-0490,	<a href="https://ijefm.co.in/v5i4/Doc/21.pdf">https://ijefm.co.in/v5i4/Doc/21.pdf</a>	DOI: 10.47191/jefms/v5-i4-21	UGC care listed



					ISSN (online): 2644- 0504			
IMPLEMENTATION OF INNOVATIVE STRATEGIES ON ENTREPRENEURSHIP BUSINESS AS A DRIVER FOR ECONOMIC DEVELOPMENT AMONG EMERGING ECONOMIC	Prof.(Dr.) DEEPSHIKHA KALRA					<a href="https://www.researchgate.net/profile/Padmakar-Shahare/publication/361877591_IMPLIMENTATION_OF_INNOVATIVE_STRATEGIES_ON_ENTREPRENEURSHIP_BUSINESS_AS_A_DRIVER_FOR_ECONOMIC_DEVELOPMENT_AMONG_EMERGING_ECONOMIC/links/62c9a8440d0b4511044fe77/IMPLEMENTATION-OF-INNOVATIVE-STRATEGIES-ON-ENTREPRENEURSHIP-BUSINESS-">https://www.researchgate.net/profile/Padmakar-Shahare/publication/361877591_IMPLIMENTATION_OF_INNOVATIVE_STRATEGIES_ON_ENTREPRENEURSHIP_BUSINESS_AS_A_DRIVER_FOR_ECONOMIC_DEVELOPMENT_AMONG_EMERGING_ECONOMIC/links/62c9a8440d0b4511044fe77/IMPLEMENTATION-OF-INNOVATIVE-STRATEGIES-ON-ENTREPRENEURSHIP-BUSINESS-</a>	<a href="https://www.researchgate.net/profile/Padmakar-Shahare/publication/361877591_IMPLIMENTATION_OF_INNOVATIVE_STRATEGIES_ON_ENTREPRENEURSHIP_BUSINESS_AS_A_DRIVER_FOR_ECONOMIC_DEVELOPMENT_AMONG_EMERGING_ECONOMIC/links/62c9a8440d0b4511044fe77/IMPLEMENTATION-OF-INNOVATIVE-STRATEGIES-ON-ENTREPRENEURSHIP-BUSINESS-AS-A-DRIVER-FOR-ECONOMIC-DEVELOPMENT-AMONG-EMERGING-">https://www.researchgate.net/profile/Padmakar-Shahare/publication/361877591_IMPLIMENTATION_OF_INNOVATIVE_STRATEGIES_ON_ENTREPRENEURSHIP_BUSINESS_AS_A_DRIVER_FOR_ECONOMIC_DEVELOPMENT_AMONG_EMERGING_ECONOMIC/links/62c9a8440d0b4511044fe77/IMPLEMENTATION-OF-INNOVATIVE-STRATEGIES-ON-ENTREPRENEURSHIP-BUSINESS-AS-A-DRIVER-FOR-ECONOMIC-DEVELOPMENT-AMONG-EMERGING-</a>	UGC care listed
		Management	KOREA REVIEW OF INTERNATIONAL STUDIES	2022	ISSN - 1226-4741, Volume 15 Issue 34 May 2022			

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						AS-A-DRIVER- FOR-ECONOMIC- DEVELOPMENT- AMONG- EMERGING- ECONOMIC.pdf	ECONOMIC.pdf	
ROLE OF MSME'S IN EMPLOYMENT GENERATION IN INDIA	DR. PARMJOT SINGH /DR. DEEPSHIKH A KALRA	Management	IJRSS	2019	ISSN 2249- 2496, VOL 9 MAY201 9		<a href="https://www.researchgate.net/profile/Amit-Kumar-583/publication/342490888_Purakala_UCG_Care_Journal_ROLE_OF_MSME'S_IN_EMPLOYMENT_GENERATION_IN_INDIA/links/5ef6b7a792851c52d600633e/Purakala-UGC-Care-Journal-ROLE-OF-MSMES-IN-EMPLOYMENT-GENERATION-IN-INDIA.pdf">https://www.researchgate.net/profile/Amit-Kumar-583/publication/342490888_Purakala_UCG_Care_Journal_ROLE_OF_MSME'S_IN_EMPLOYMENT_GENERATION_IN_INDIA/links/5ef6b7a792851c52d600633e/Purakala-UGC-Care-Journal-ROLE-OF-MSMES-IN-EMPLOYMENT-GENERATION-IN-INDIA.pdf</a>	UGC care listed
Multi-machine learning Binary Classification, Feature Selection and Comparison	Prof. (Dr.) Ritu Aggarwal, Saurabh Pal	IT	WORLD JOURNAL OF ENGINEE RING		ISSN NO. 0975- 2366			UGC care listed

Technique for Predicting Death Events Related to Heart Disease			RESEARCH AND TECHNOLOGY					
A STUDY OF THE CRM STRATEGIES ADOPTED BY THE PHARMACEUTICAL COMPANIES AT THE LEVEL OF RETAILERS(CHEMIST) IN DELHI CITY	DR. GURPREET KAUR CHHABRA	Management	MERI Journal of Management & IT	2018	ISSN 0974-2093	<a href="https://meri.edu.in/journal/wp-content/uploads/2019/02/Abstracts-Oct-2018.pdf">https://meri.edu.in/journal/wp-content/uploads/2019/02/Abstracts-Oct-2018.pdf</a>	<a href="https://meri.edu.in/journal/wp-content/uploads/2019/02/Abstracts-Oct-2018.pdf">https://meri.edu.in/journal/wp-content/uploads/2019/02/Abstracts-Oct-2018.pdf</a>	UGC care listed
EMPLOYEE ENGAGEMENT STRATEGY: BUILDING AN ENGAGED WORKFORCE DURING COVID-19 WITH SPECIAL REFERENCE TO MANUFACTURING SECTOR IN INDIA	MS SWATI CHAWLA,	Management	IGI Global	2022	ISBN NO. 13: 9781668452745	<a href="https://www.igi-global.com/gateway/chapter/310771">https://www.igi-global.com/gateway/chapter/310771</a>	<a href="https://www.igi-global.com/gateway/chapter/310771">https://www.igi-global.com/gateway/chapter/310771</a>	scopus
A STRATEGIC	DR. SHIKHA	Management	MERI	<a href="#">2021</a>	ISSN-	<a href="https://meri.edu.in/j">https://meri.edu.in/j</a>	<a href="https://meri.edu.in/journal">https://meri.edu.in/journal</a>	Peer

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APPROACH FOR "WORK FROM HOME IN COVID-19 TIMES"	GUPTA		Journal of Management & IT		0974-2093, Volume 14-15, Number 1-2 April & October, 2021	ournal/wp-content/uploads/2022/04/Abstract-PDF-IT-Journal-25-4-22.pdf	al/wp-content/uploads/2022/04/Abstract-PDF-IT-Journal-25-4-22.pdf	reviewed
IMPACT OF INSTITUTIONAL ARRANGEMENTS ON CAREER GROWTH OF WOMEN IN IT INDUSTRY: A CASE STUDY OF DELHI, NCR.	DR NEHA SHIVANI							
		Management			ISSN NO. 0378-4568.		naac.meri.edu.in	Peer reviewed
CONTRIBUTION OF DELHI TOURISM IN DEVELOPMENT OF DELHI	DR NEHA SHIVANI							
		Management			ISSN NO. 2321-2160		naac.meri.edu.in	Peer reviewed

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OPPORTUNITIES AND CHALLENGES FACED BY TOURISM SECTOR IN INDIA	DR NEHA SHIVANI					ISSN NO. 2349: 4557	naac.meri.edu.in	Peer reviewed
EMPIRICAL ANALYSIS OF DOMESTIC AND FOREIGN TOURIST IN DELHI	DR NEHA SHIVANI					ISSN NO. 2349: 4557	naac.meri.edu.in	Peer reviewed
A STUDY ON THE COMPARISON BETWEEN JOURNALISTIC FEEDS AND AUDIENCE NEEDS IN SPORTS JOURNALISM	MR. SORABH KUMAR AGGARWAL	JMC	Shodh Sarita	2021		ISSN NO. 2348- 2397.	naac.meri.edu.in	UGC Care Listed
UNDERSTANDING INTEROPERABILITY IN	MS. SIMMI MADAAN	IT	Solid state technology	2020	Volume 63 No 2	<a href="https://www.solidstatetechnology.us/index.php/JSST/article/view/9984">https://www.solidstatetechnology.us/index.php/JSST/article/view/9984</a>		yes

INTERNET OF THINGS						e/view/9984		
INVESTORS RATIONALITY FOR IPQS USING META - ANALYSIS AND FOREST PLOTS IN NEYELOFFET AI (2012) FRAMEWORK : AN INVESTIGATION	DR. MEENAKSHI KHARB	Management					naac.meri.edu.in	Peer reviewed
AN IMPROVED FLUX LIMITER USING FUZZY MODIFIERS FOR HYPERBOLIC CONSERVATION LAWS	DR. RUCHIKA LOCHAB	Management	Mathematics & computer in Simulation		Volume 181, March 2021, Pages 16-37	article/abs/pii/S0378475420303207	<a href="https://www.sciencedirect.com/science/article/abs/pii/S0378475420303207">https://www.sciencedirect.com/science/article/abs/pii/S0378475420303207</a>	Scopus

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AN EMPIRICAL STUDY OF ONLINE RECRUITMENT TOOLS & THEIR EFFECTIVENESS FROM JOB SEEKERS POINT OF VIEW	MS. JYOTI VASHISHT/ MS. SHWETA AHUJA	Management	Ayudh publication peer reviewed journal	2022	ISSN 2321-2160		Peer Reviewed	UGC care listed
GRAPH BASED TEXT CLASSIFICATION	MS. LAKSHMI KUMARI						<a href="https://scholar.google.com/scholar?hl=en&amp;as_sdt=0%2C5&amp;q=GRAPH+BASED+TEXT+CLASSIFICATION+lakshmi+kumari&amp;btnG=">https://scholar.google.com/scholar?hl=en&amp;as_sdt=0%2C5&amp;q=GRAPH+BASED+TEXT+CLASSIFICATION+lakshmi+kumari&amp;btnG=</a>	UGC care listed
PERFORMANCE COMPARISON OF SECOND ORDER CONJUGATE ALGORITHMS IN NEURAL NETWORKS FOR PREDICTIVE DATA MINING”	DR. SANGEETA GUPTA	Management	INTERNATIONAL JOURNAL OF ADVANCED AND APPLIED SCIENCES,	2017	4(8), 68-73.	<a href="https://scholar.google.com/scholar?hl=en&amp;as_sdt=0%2C5&amp;q=PERFORMANCE+COMPARISON+OF+SECOND+ORDER+CONJUGATE+ALGORITHMS+IN+NEURAL+NETWORKS+FOR+PREDICTIVE+DATA+MINING%20%80%9D&amp;btnG=">https://scholar.google.com/scholar?hl=en&amp;as_sdt=0%2C5&amp;q=PERFORMANCE+COMPARISON+OF+SECOND+ORDER+CONJUGATE+ALGORITHMS+IN+NEURAL+NETWORKS+FOR+PREDICTIVE+DATA+MINING%20%80%9D&amp;btnG=</a>	<a href="https://scholar.google.com/scholar?hl=en&amp;as_sdt=0%2C5&amp;q=PERFORMANCE+COMPARISON+OF+SECOND+ORDER+CONJUGATE+ALGORITHMS+IN+NEURAL+NETWORKS+FOR+PREDICTIVE+DATA+MINING%20%80%9D&amp;btnG=">https://scholar.google.com/scholar?hl=en&amp;as_sdt=0%2C5&amp;q=PERFORMANCE+COMPARISON+OF+SECOND+ORDER+CONJUGATE+ALGORITHMS+IN+NEURAL+NETWORKS+FOR+PREDICTIVE+DATA+MINING%20%80%9D&amp;btnG=</a>	UGC care listed

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						E2%80%9D&btnG =		
IMPACT OF INFORMATION SHARING, COLLABORATION AND TRUST ON VENDOR-BUYER RELATIONSHIP	DR. PARMJOT SINGH	Management	SEDME (Small Enterprises Development, Management & Extension Journal)	2019	DOI: 10.1177/0970846419863872	DOI:10.1177/0970846419863872	<a href="https://www.researchgate.net/profile/Parmjot-Singh/publication/338899061_Impact_of_Information_Sharing_Collaboration_and_Trust_on_Vendor-Buyer_Relationship/links/5e31b41e92851c7f7f0c1222/Impact-of-Information-Sharing-Collaboration-and-Trust-on-Vendor-Buyer-Relationship.pdf">https://www.researchgate.net/profile/Parmjot-Singh/publication/338899061_Impact_of_Information_Sharing_Collaboration_and_Trust_on_Vendor-Buyer_Relationship/links/5e31b41e92851c7f7f0c1222/Impact-of-Information-Sharing-Collaboration-and-Trust-on-Vendor-Buyer-Relationship.pdf</a>	UGC care listed
EXTENT OF SEXUAL HARASSMENT AT WORKPLACE : A STUDY OF BANKS AND INSURANCE COMPANIES IN INDIA	DR. PARMJOT SINGH	Management	IJREI, International Journal of Research in Engineering, IT and Social Sciences	2019	ISSN 2250-0588, VOL. 9, NO. 1, JANUARY, 2019	ISSN 2250-0588	<a href="https://d1wqtxts1xzle7.cloudfront.net/59057651/IJREISS_2616_2105320190427-116087-187xbrk-libre.pdf?1556427651=&amp;response-content-disposition=inline%3B+filename%3DIJREISS.pdf&amp;Expires=1698196486&amp;Signature=Osr9iO">https://d1wqtxts1xzle7.cloudfront.net/59057651/IJREISS_2616_2105320190427-116087-187xbrk-libre.pdf?1556427651=&amp;response-content-disposition=inline%3B+filename%3DIJREISS.pdf&amp;Expires=1698196486&amp;Signature=Osr9iO</a>	UGC care listed





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							<p>IBAE3rbklHVF06Gem ShD7-fpePZrdq8~3Zd- 7eqq90kCc3tKwm7Xz Xffwlrnl2YYNc9c9Zx2 k9jZOihg3ZpVKHumf y7eLX3fQ0tb3UqWQh yYiUCgEhDs3VomRG RLzzOEFSe14kAF- DFFvvuMY~By4Dr5Ei pPayK4Ho75DO6EzQ7 bRFi3QHwrMYi~FHpl 8yi- Xvlxse3LtPhBHsLcMj Nuvo6Y5jYbtN12C2Z Vz- xkLHTgXcZj5E5n6qoP dyzEQa~chfmziPycad4 NwoAuNjU5ZpbAWfL WnebePNsp6phEw6m mXeOIgcPuIKV36ir0N -Ws- 0soUmxAJ4PcVGhg___ &amp;Key-Pair- Id=APKAJLOHF5GGS LRBV4ZA</p>	
IMPACT OF EXPORT OF SEZS ON	DR. PARMJOT	Management	IJRAR	2019	ISSN 2349-5138, ,	e ISSN 2348 –1269, Print ISSN 2349-	<p><a href="https://www.researchgate.net/profile/Parmjot-Singh/publication/3388">https://www.researchgate.net/profile/Parmjot-Singh/publication/3388</a></p>	UGC care

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INDIAN ECONOMY	SINGH				VOL. 6, NO. 2, APRIL, 2019	5138	99398_Impact_of_export_of_SEZs_on_Indian_Economy/links/5e31b999a6fdccd965766926/Impact-of-export-of-SEZs-on-Indian-Economy.pdf	listed
INFORMATION NEED ASSESSMENT OF HEALTH CARE WORKSHOP IN LARGE HOSPITALS OF DELHI: AN EMPIRICAL STUDY	DR. SANGEETA GUPTA	Management	International Journal of Information Technology	2020	12, pages907-914	DOI.ORG/10.1007/S41870-018-0205-1	DOI.ORG/10.1007/S41870-018-0205-1	Scopus
FACTORS INFLUENCING THE PRESCRIPTION BEHAVIOUR OF DOCTORS- AN INSIGHT FOR THE PHARMACEUTI	DR. GURPREET KAUR CHHABRA		IRA-IJMSS	2019	ISSN 2455-2267, VOL 15 ISSUE 04 (SEP,2019)			UGC care listed

CAL CRM STRATEGY FORMULATION								
PROPOUND ALGORITHMS FOR ASSOCIATION RULES MINING WITH REFERENCE TO SOME APPLICATIONS	DR. RASHMI JHA	IT	<i>International Journal of Engineering Innovation &amp; Research</i>	2017	Volume 3, Issue 3, ISSN: 2277 – 5668		<a href="https://shodhganga.inflibnet.ac.in/handle/10603/442804">https://shodhganga.inflibnet.ac.in/handle/10603/442804</a>	UGC care listed
“STUDENTS PERFORMANCE AND EMPLOYABILITY PREDICTION THROUGH DATA MINING : A SURVEY”	DR. SANGEETA GUPTA	Management	International Journal of Applied Engineering Research	2017	VOL. 10(24) JUNE, 2017	DOI: 10.17485/ijst/2017/v10i24/110791	DOI: 10.17485/ijst/2017/v10i24/110791	UGC CARE LISTED
DIGITIZATION : MANAGEMENT	MR. DINESH							

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AND TECHNICAL CHALLENGES IN B2C MARKET A CASE STUDY OF AMAZON.COM IN INDIA, INTERNATIONAL CONFERENCE PROCEEDINGS, ISBN NO. 978-93-84871-07-9	GAUR, MS JASLEEN KAUR, MS RITU TYAGI AND MS. GURPREET KAUR CHHABRA							
Conceptual Review on Employee Engagement and its drivers	MS. MAITRI AND DR. KUMARI GARGI	MERI Journal of management & IT	MERI Journal of management & IT	2019	Volume 12 Number 2 April, 2019	<a href="https://meri.edu.in/journal/wp-content/uploads/2019/07/MERI-IT-Abstract-April-2019.pdf">https://meri.edu.in/journal/wp-content/uploads/2019/07/MERI-IT-Abstract-April-2019.pdf</a>	DOI : 10.25089//MERI/2018/v12/i2/182834	yes
TO STUDY THE ROLE OF HR ANALYTICS IN PREDICTING THE ECONOMIC	MS. SWATI CHAWLA	Management	MERI Journal of management & IT	2018	ISSN 0974-2093		naac.meri.edu.in	yes

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VALUE OF ORGANIZATION'S HUMAN CAPITAL INVESTMENT, MJMI, VOL 12, OCT2018								
DIGITALIZATION OF INDIAN LANGUAGES: OPPORTUNITIES & CHALLENGES	MS RITU AGGARWAL /DR DEEPSHIKHA KALRA	IT	VANYAJATI	2019	VOL LXVII NO. 2, ISSN 0975-0649		naac.meri.edu.in	National Refereed
'IPR- A SOURCE OF COMPETITIVE ADVANTAGE IN PHARMACEUTICAL MARKETING; A CASE OF PRODUCTION OF HUMAN INSULIN THROUGH RECOMBINANT	MS. GURPREET KAUR CHHABRA	Management	MERI Journal of management & IT				naac.meri.edu.in	yes

DNA TECHNOLOGY BY NOVO-NORDISK' NATIONAL CONFERENCE PROCEEDINGS, ISBN NO. 978-93-5300-918-1								
FUTURE OF BITCOIN- A REVIEW, MERI-JOURNAL OF MANAGEMENT & IT, VOL 11 NUMBER 2, OCT 2017. - ISSN0974-2093	DR. DEEPSHIKH A KALRA	Management	MERI Journal of Management & IT	2018	Vol. 11, No. 2, April, 2018	<a href="https://meri.edu.in/journal/wp-content/uploads/2018/08/Abstarcts-MERI-Journal-April-2018.pdf">https://meri.edu.in/journal/wp-content/uploads/2018/08/Abstarcts-MERI-Journal-April-2018.pdf</a>	10.25089/MERI/2018/v11/i2/173958	Print Journal
ESTABLISHING PUBLIC POLICY AS A BRAND WITH SPECIAL REFERENCE TO RSBY	DR. DEEPSHIKH A KALRA	Management	MERI Journal of Management & IT	2018	ISSN0974-2093, VOL 11 NUMBER 2, OCT 2018	<a href="https://meri.edu.in/journal/wp-content/uploads/2018/08/Abstarcts-MERI-Journal-April-2018.pdf">https://meri.edu.in/journal/wp-content/uploads/2018/08/Abstarcts-MERI-Journal-April-2018.pdf</a>	10.25089/MERI/2018/v11/i2/173963	Print Journal
GREEN ACCOUNTING IN INDIA,	DR. MANDEEP		MERI Journal of Management	2018	ISSN0974-2093, VOL 11	<a href="https://meri.edu.in/journal/wp-content/uploads/2018/08/Abstarcts-MERI-Journal-April-2018.pdf">https://meri.edu.in/journal/wp-content/uploads/2018/08/Abstarcts-MERI-Journal-April-2018.pdf</a>	10.25089/MERI/2018/v11/i2/173964	Print Journal

MERI-JOURNAL OF MANAGEMENT & IT, VOL 11 NUMBER 2, OCT 2017. - ISSN0974-2093	KAUR		nt & IT		NUMBE R 2, OCT 2018	18/08/Abstarcts-MERI-Journal-April-2018.pdf		
IPR IS NOT A CUP OF TEACHERS FRATERNITY: A STUDY OF IPR CHALLENGES, MERI-JOURNAL OF MANAGEMENT & IT, VOL 11 NUMBER 2, OCT 2017. - ISSN0974-2093	DR. SANGEETA GUPTA & MS. MANSI SAXENA	IT	MERI Journal of Manageme nt & IT	2018	ISSN0974 -2093, VOL 11 NUMBE R 2, OCT 2018	<a href="https://meri.edu.in/journal/wp-content/uploads/2018/08/Abstarcts-MERI-Journal-April-2018.pdf">https://meri.edu.in/journal/wp-content/uploads/2018/08/Abstarcts-MERI-Journal-April-2018.pdf</a>	10.25089/MERI/2018/v11/i2/173965	Print Journal
‘A QUALITATIVE RESEARCH REVIEW OF THE CRM STRATEGIES	DR. GURPREET KAUR		MERI Journal of Manageme nt & IT	2017	Vol 11, No 1 (2017), Paginatio n: 18-38	<a href="https://meri.edu.in/journal/wp-content/uploads/2018/05/Abstracts-Oct-2017-Issue.pdf">https://meri.edu.in/journal/wp-content/uploads/2018/05/Abstracts-Oct-2017-Issue.pdf</a>	DOI:10.25089/MERI/2017/v11/i1/164010	Print Journal

OF THE SELECTED PHARMACEUTI CAL FIRMS IN DELHI' MERI- JOURNAL OF MANAGEMENT & IT, VOL 11 NUMBER 1, OCT 2017. - ISSN0974-2093								
'PMASCE- POLYMORPHIC AND METAMORPHIC SHELLCODE CREATION ENGINE' MERI- JOURNAL OF MANAGEMENT & IT, VOL 11 NUMBER 1, OCT 2017. - ISSN0974-2093	MS. NAVNEET KAUR POPLI		MERI Journal of Manageme nt & IT	2017	Vol 11, No 1 (2017), Paginatio n: 39-55	<a href="https://meri.edu.in/journal/wp-content/uploads/2018/05/Abstracts-Oct-2017-Issue.pdf">https://meri.edu.in/journal/wp-content/uploads/2018/05/Abstracts-Oct-2017-Issue.pdf</a>	10.25089/MERI/2017/v11/i1/164011	Print Journal
'DEVELOPING GLOBAL WORKFORCE	MS. SWATI CHAWLA		MERI Journal of Manageme	2017	Vol 11, No 1 (2017), Paginatio	<a href="https://meri.edu.in/journal/wp-content/uploads/2017/v11/i1/164015">https://meri.edu.in/journal/wp-content/uploads/2017/v11/i1/164015</a>	DOI:10.25089/MERI/2017/v11/i1/164015	Print Journal





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ACROSS CULTURES’ MERI-JOURNAL OF MANAGEMENT & IT, VOL 11 NUMBER 1, OCT 2017. - ISSN0974-2093 MERI-JOURNAL OF MANAGEMENT & IT, VOL 11 NUMBER 1, OCT 2017. - ISSN0974-2093			nt & IT		n: 78-89	18/05/Abstracts-Oct-2017-Issue.pdf		
‘STUDY OF FOREIGN DIRECT INVESTMENT IN INDIA’ MERI-JOURNAL OF MANAGEMENT & IT, VOL 11 NUMBER 1, OCT 2017. -	DR. MANDEEP KAUR		MERI Journal of Management & IT	2017	Vol 11, No 1 (2017), Paginatio n: 90-106	<a href="https://meri.edu.in/journal/wp-content/uploads/2018/05/Abstracts-Oct-2017-Issue.pdf">https://meri.edu.in/journal/wp-content/uploads/2018/05/Abstracts-Oct-2017-Issue.pdf</a>	Hard Copy of Journal Available	Print Journal

ISSN0974-2093								
NOVEL APPROACH FOR ROBOTIC PROCESS AUTOMATION WITH INCREASING PRODUCTIVITY AND IMPROVING PRODUCT QUALITY USING MACHINE LEARNING	DR. RASHMI JHA/MR. GOVIND MURARI UPADHYAY						naac.meri.edu.in	Print Journal
GAMIFICATION IN HRM:AN OVERVIEW-	MS.SHEELA NARANG	Management	<u>ECS</u> <u>Transaction</u> <u>s</u>	2022	<u>Volume</u> <u>107,</u> <u>Number 1</u>	ISBN NO.978-160768539-5	DOI 10.1149/10701.3573ecs t	Scopus
SOCIAL MEDIA & ITS REPERCUSSIONS: ANALYZING SOCIAL MEDIA CONTENT AND ITS EFFECTS ON DELHI	MR. SORABH KUMAR AGGARWAL	JMC	Sanchar Sarokar	2021	ISSN: 2583-1453, April-June, 2021, Vol.1, Issue 1		naac.meri.edu.in	PEER REVIEWED

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YOUTH					Page Nos. 18-22		
CHANGING LANDSCAPE OF BANKING SECTOR THROUGH DIGITIZATION	MS PARUL & DR ANSHU		Sarokar			naac.meri.edu.in	PEER REVIEWED
Security: Issues and Challenges	Dr. Sumit Chauhan	IT				naac.meri.edu.in	PEER REVIEWED
Ensuring Security in Data Transformation	Dr. Sumit Chauhan	IT				naac.meri.edu.in	PEER REVIEWED
A Review on Phishing Attack in Security Detection	Mr. Raj Kumar Singh/Dr. Rahsmi Jha	IT	IJRECE	2019	IJRECE VOL. 7 ISSUE 1 (JANUARY - MARCH 2019)	naac.meri.edu.in	Peer reviewed Journal
Ensuring Security in Web Development:	Dr. Sumit Chauhan	IT	International Research Journal of		Vol. 3, Iss. 2 IRJCEE-083115-	naac.meri.edu.in	Peer reviewed

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Few Useful Considerations in Cyber Security			Computers and Electronics Engineering (IRJCEE)		0801-SC-2015-I-2			Journal
Artificial Intelligence and a Digital Twin are effecting building energy Management	Dr. Rashmi Jha3	IT	ICSES	2022	978-1-6654-7413-9/22	DOI: 10.1109/ICSES553 17.2022.9914233	naac.meri.edu.in	Peer reviewed Journal
A Systematic Study on Student Performance Prediction from the Perspective of Machine Learning and Data Mining Approaches	Dr. Rashmi Jha3	IT	International Conference on Communication & electronic Systems	2023			naac.meri.edu.in	Peer reviewed Journal
RECOMMENDATION SYSTEM OF BUSINESS INTELLIGENCE INTEGRATION USING ARTIFICIAL	Dr. Rashmi Jha3	IT	Design Engineering	2021	ISSN: 0011-9342   Year		naac.meri.edu.in	scopus

INTELLIGENCE					2021			
Classification Of High Dimensional Big Data In Distributed Computing Environment Using Fusion Based Learning	Dr. Rashmi Jha3	IT	IJSTR	2019	Volume 8 - Issue 12, Decemb er 2019, ISSN 2277- 8616		naac.meri.edu.in	scopus
Impact of Violence in Media Reports on Social Behaviour of Youth of West Delhi	MR. SORABH KUMAR AGGARWAL & Dilip kumar	JMC	Communi cator LVII (3)	2022	106-111, ISSN: 0588- 8093		naac.meri.edu.in	scopus
Technology enabled communication	Swati Chawla; Dr. Puja Saren;	Management	Internation al Journal of	2023	25112112 25112104	<a href="https://www.springer.com/journal/41870">https://www.springer.com/journal/41870</a>	<a href="https://link.springer.com/article/10.1007/s41870-023-01242-6">https://link.springer.com/article/10.1007/s41870-023-01242-6</a>	scopus

during COVID 19: analysis of tweets from top ten Indian IT companies using NVIVO	Dr. Sangeeta Gupta		Information Technology (Singapore)					
COVID-19: Job insecurity as a moderator of e-learning acceptance in Indian organisations	Swati Chawla	Management	SA JOURNAL OF HUMAN RESOURCE MANAGEMENT	2023	2071078X , 16837584	<a href="https://aosis.co.za/about-journals/">https://aosis.co.za/about-journals/</a>	<a href="https://doi.org/10.4102/sajhrm.v21i0.2130">https://doi.org/10.4102/sajhrm.v21i0.2130</a>	scopus
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# Know Your Values for Happy Living

Post COVID 19 for Higher  
Social Consciousness

A tall, balanced stack of dark, flat stones in a snowy mountain landscape. The stones are stacked vertically, creating a central pillar. The background shows snow-covered mountains and a clear blue sky. The foreground is a mix of snow and dark rocks.

Dr Anjali Nigam

# KNOW YOUR VALUES FOR HAPPY LIVING

POST COVID 19 FOR HIGHER SOCIAL  
CONSCIOUSNESS

DR ANJALI NIGAM

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I dedicate this book in the Lotus Feet of Huzur Radhasoami Dayal

I thank in Lord's Lotus Feet

For the life that I been given

I thank for the realisation

& for the brakes applied in my illogical life

I thank for the realisation

That I am a divine 'ansh'

I thank for all the Grace and Mercy

For all the Blessings and Benevolence!

I thank for the Guidance

That I am much more than a just earning puppet!

A rough clay 'Me', that only the Lord could shape

I only see my Lord, wherever I go, I visualise smiling at me

The divine smile, can see me through thick & thin!

I just adore My Lord, His presence, HIS Guidance,

HIS Benevolence!

I thank in HIS lotus feet, today & forever!

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## Preface

We have been living our lives as if we will never die!

Brakes have been applied by the Almighty using a small micro-agent, which has now become an agent to shake us up from our reverie ...and we suddenly find ourselves at a loss for everything we lived for or thought was right.

Each of us be it animate or inanimate things in this world, have been created for a reason...that lends the innate value to that being or thing...like sun was made to give us light, flower was created to spread beauty and fragrance and similarly we human beings have created by the Lord for a specific purpose and a much higher reason...hence enriched with consciousness. The Lord made us as spiritual beings, with atman at the core, with the physical body made of the same five elements as the universe..hence the finality is the physical body going back into the earth, and the atman the divine ansh going back into the reservoir of divinity.

Instead of trying to decode the basic truth to find out 'who are we and what were we created for' we are running for something...we do not even realise what is that we are actually running for!

Let us start today!

To start with...maybe we could start thinking what different roles we play in this life...and align the values associated with each role.

For example if I am a mother my basic role is to nurse, nurture, prune, handhold and love...while on the contrary we may be leaving our newborn infant with a bottle and a nurse who may try to be a mother but cannot be the real mother! The real mother's values will be lost on the



## PREFACE

child...if she is never there to nurse, nurture and care for the child with love! If I want to instill values in my children, I have to 'be the example'

Easier said than done. But this the only way, I've discovered. We have to take some hard decisions and set examples for our children to imbibe a value system that we want.

Priorities have to be set, to play our each role as ordained!

But everything's not lost...waking up from the reverie, would just need shaking up our consciousness..and that has already been done for us, by the 'micro-agent'!

The car has a back gear, so that we can use it! Just go for it. Reverse the car of your life and see if you can still see and pick up the loose ends lying around...your loved ones still eagerly waiting for your love and time.

You may like to use a pen or pencil!

Rate yourself today on a scale of 1-5 (1 is lowest, 5 is highest)

1. How you play your role in the family

1. 2. 3. 4. 5

2. How you play your role in society

1. 2. 3. 4. 5

3. How you rate yourself in your profession

1. 2. 3. 4. 5

4. How will you rate your contribution to environment

1. 2. 3. 4. 5

Introspect, Analyse, Activate (the action plan for living each role's value)

Write down your action plan for each role here



*Navman's*

# CAPITAL MARKET



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**Dr. Shikha Gupta**

# **CAPITAL MARKET**

**For BBA, B. Com. & MBA students  
of All Indian Universities**

**Dr. Shikha Gupta**

M.B.A., Ph.D., UGC NET, B.Ed.  
Associate Professor, MERI College,  
G. G. S. I. P. University, N. Delhi



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## Syllabus of Capital Market for B. B. A. of Maharshi Dayanand University, New Delhi

**UNIT-1:** Meaning, nature and role of capital market, Features of developed capital market, Reforms in the capital market, Regulatory framework of capital market, Capital market instruments and innovation in financial instruments.

**UNIT-2:** Primary capital market scenario in India, Primary market intermediaries, Primary market activities, Methods of raising resources from primary market; Secondary market scenario in India reforms in secondary market, Organization and management, Trading and settlement, Listing of securities, Stock market index, Step taken by SEBI to increase liquidity in stock market.

**UNIT-3:** Meaning need and benefits of depository system in India, difference between Demat and physical share depository process, Functions of NSDL and SHCIL Importance of Debt market in capital market, Participation in the debt market, Types of instrument treated in the Debt market, Primary and secondary segments of debt market.

**UNIT-4:** Role & policy measures relating to development banks & financial institution in India, Products and services offered by IFCI, IDBI, IIBI, SIDBI, IDFC, EXIM Bank, NABARD and ICICI Meaning and benefits of mutual funds, Types of mutual funds, SEBI guidelines relating to mutual funds.

**Note :** This is an outline of the syllabus. For the complete and updated syllabus, see the University Syllabus.

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We have taken every possible care to remove the errors of principle or of printing in editing and printing this book but still we beg to state that the authors and publishers should not be held responsible for any mistake that might have crept in unintentionally.

# PREFACE

*Welcome to the world of capital markets.*

*Capital markets play a vital role in the global economy, acting as a platform for companies to raise funds and investors to allocate their capital. Understanding how these markets function is essential for any aspiring business professional or student as an investor. The purpose of this book is to demystify the world of capital markets and provide a solid foundation to build upon.*

*The book begins with an introduction to the concept of capital markets, explaining their significance and role in driving economic growth. It delves into the various types of capital markets, such as equity markets, debt markets, and derivative markets, highlighting their unique characteristics and functions. By understanding the distinctions between these markets, you will gain insights into the different investment opportunities they offer in a simple language.*

*The book explores key players in the capital market ecosystem such as investment banks, stock exchanges, brokers, and other intermediaries who facilitate the smooth functioning of these markets. You will learn about their roles, responsibilities, and the regulatory framework that governs their operations. This section aims to provide a holistic view of the capital market ecosystem and the interdependencies between the various players.*

*One of the highlights of this book is to present practical scenarios and analyze them from a capital market perspective. These examples will help you apply the theoretical concepts learned to real-life situations, enhancing your understanding and preparing for the challenges you may encounter in future.*

*As you progress further, the book talks about the mechanics of capital market transactions. It explains the process of issuing*

securities, including initial public offerings (IPOs) and offerings. You will gain insights into the factors that influence price and valuation, as well as the risks associated with investing in capital markets. It also discusses the importance of due diligence research in making informed investment decisions. This book is designed for undergraduate students specifically BBA and B.Com (Hons.) who are eager to explore and understand the intricate workings of the capital market.

Finally, the book is concluded by discussing the role of technology and innovation in shaping the future of capital markets. The book explores the impact of the capital market ecosystem including trading, settlement, and risk management. This section aims to provide you with a glimpse into the evolving landscape of capital markets, inspiring you to stay updated and adapt to the changing dynamics of the industry.

As an expert in the field, she has dedicated her time and expertise to provide the comprehensive guide that will not only introduce the reader to the fundamentals but also equip him with the necessary knowledge to navigate this complex landscape. While preparing this book, relevant material is collected from various sources including exchange's portal, published and unpublished sources, books, journals and articles by eminent scholars. My teachers, colleagues and friends offered me valuable suggestions in penning this manuscript. My sincere thanks to all of them.

As an author, my passion for teaching has resulted in a book that is accessible, informative, and engaging. It ensured that complex concepts are explained in a clear and concise manner, making this book suitable for undergraduate students with various levels of prior knowledge.

I feel great pleasure in expressing my profound gratitude to my parents who explored this new skill in me, Smt. Veena Gupta and Late Shri Virender Kumar Gupta along with my in-laws, Mr. Vipin Kumar Gupta and Late Smt. Anita Gupta who have blessed me in all my new ventures. The encouragement received from my siblings, friends, colleagues and most importantly my dear students.

in preparing this book is acknowledged with great encomiums.

No amount of footnoting can ever exonerate the debt I owe to Prof. Lalit Aggarwal, Vice President MERI group of institutions for rewarding me in my career. I'm grateful to my mentor Prof. (Dr.) Deepshikha Kalra, Dean Management Education and Research Institute who guided me in all phases of doubts. Also, my sincere thanks to Shri Vijay Prakash Nauman proprietor of M/s Shree Nauman Publication for timely printing of the book.

As you embark on this journey through the world of capital markets, I encourage you to approach each chapter with an open mind and a desire to learn. Take advantage of the practical examples and case studies to deepen your understanding and apply the concepts to real-life situations. Remember, the knowledge gained from this book will serve as a strong foundation for your future endeavors in the capital market industry.

I wish you all the best in your exploration of capital markets and hope that this book serves as a valuable resource in your educational journey and request all the readers to send their valuable suggestions for the further improvement of this book.

**Dr. Shikha Gupta**

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# BE A HEALTHY AND HAPPY EFFECTIVE LEADER

I.P. Aggarwal  
Prof. Lalit Aggarwal





**BE A HEALTHY  
AND  
HAPPY EFFECTIVE LEADER**

**I.P. Aggarwal  
Prof. Lalit Aggarwal**



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and  
Happy Effective Leader**  
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## PREFACE

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'Be A Healthy and Happy Effective Leader' is a collection, in a capsule form, of the concepts and ideas which would help the emerging leaders and professionals in any organization to improve their performance, be successful to face difficult challenges, and achieve their organizational goals and objectives.

This book is based on more than several decades of our personal and practical experience of playing different leadership roles in different organizations in different states. It is realized that compassion of head and heart is an important quality of a leader for dealing with his colleagues, teammates or employees. A combination of these qualities as well as self awareness is an essential characteristic of an effective leader. The effective leaders are self-motivated, committed to producing quality work and strive to meet their own goals as well as objectives of their organizations.

During our experiences of several decades in the field of leadership, we have observed that, in general, the reading habits are diminishing and short cuts are being sought by people to remain updated. This book is a short cut, but the fullness has been maintained.

An effective leadership is necessary for augmenting the levels of satisfaction and happiness of the employees of an organization. In return, the satisfied and happy employees contribute to a better customer rating, increase in sales, increase in profits, morale-boosting etc.

Most of the leadership qualities can be acquired and developed. A good leader should be caring and understand the four basic needs of his team mates viz. trust, stability, hope and compassion.

The World Health Organization (WHO) has defined health as "a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity." This book deals with these requirements also.

The present book has three chapters. The first chapter deals with the achievement of goals and objectives, the second offers practical suggestions for keeping oneself healthy, both physically and mentally, so as to enable one to take right and effective decisions to achieve an organization's goals. Wellness is the act of practicing healthy habits on a daily basis to attain better physical and mental health. The third chapter, not less important, deals with divinity and spirituality.

Chapter 1 of the book is a collection of ideas for understanding what leadership is and also how to deal with the team-mates to achieve best results.

Chapter 2 deals with personal wellness which is important for physical health and can easily be achieved by the Indian system of Chakras and Mudras.

Chapter 3 deals with one's mental health which can be achieved through simple and spiritual ways of living.

Overall, the contents of this book are an interesting and useful reading for all types of leaders in any field of activity whether it is business, a commercial establishment, industry, education, administration, govt. agencies, or social services.

We will be failing in our duties if we don't put on record our sincere thanks to those whose works have been quoted in this collection.

We are thankful to Mr. O.P. Goel I.F.S.(Rtd.) for providing valuable contributions and Ms.Pooja Bensla for secretarial assistance for this collection.

Our sincere thanks to Dr. S.K. Bhatia for his very valuable suggestions to make the book effective and a pleasant reading.

**New Delhi-18**

**14<sup>th</sup> January, 2023**

*I.P. Aggarwal*

*Prof. Lalit Aggarwal*

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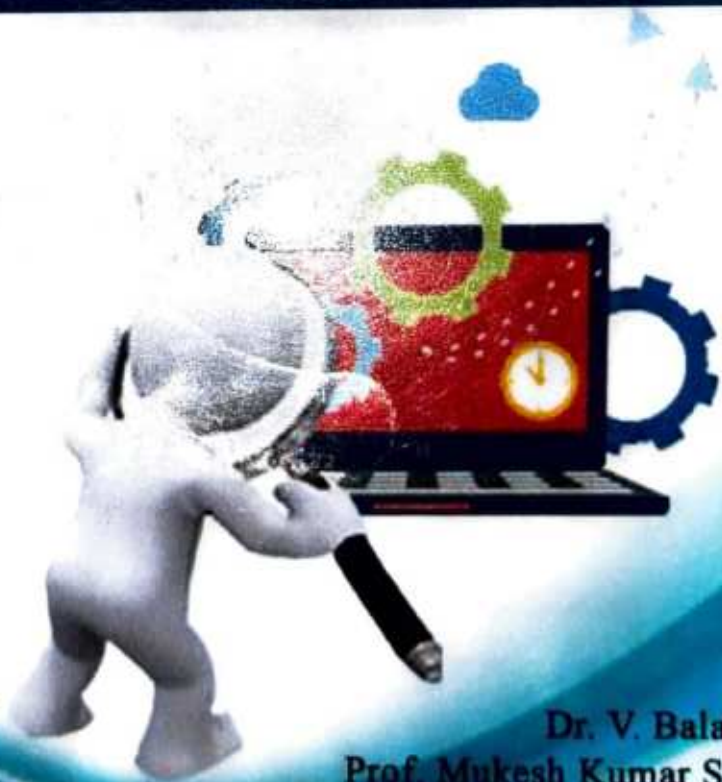
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# RESEARCH METHODOLOGY



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Dr. N. Maramu  
Prof. (Dr) Deepshikha Kalra

# **Research Methodology**

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# Consumer Behaviour

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**biztantra**  
*Ideas for Tomorrow!*

# CONSUMER BEHAVIOUR

GURPREET KAUR CHHABRA

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*Dedicated to my beloved father late S.  
Mohinder Singh Sawhney, who has been,  
and still is the driving force of my life.*

*"Papa, I am sure you are blessing me and this  
endeavor of mine from the heavens above."*

# Preface

We all are acting as a consumer in one way or the other, all the time. It is very truly said by Blackwell, Miniard and Engel that “Consumer Behaviour is everything and everything is Consumer Behaviour”. Whether we buy a loaf of bread for breakfast or buy a nice outfit for a weekend party or even when we watch an advertisement on TV or talk to a friend about a movie we just saw, we are acting and behaving as consumers all the time. In fact being a Consumer reaches into every part of our lives.

‘Consumer Behaviour’ is an omnipresent field that affects all aspects of the society, be it Business marketing, public policy, ethics etc., to name a few. The study of ‘Consumer Behaviour’ not only tells us about ‘Why’ but also about ‘how’ of the behaviour of consumers. It underlines the factors that motivate consumers. It captures attention, gives an idea about how they show and maintain their loyalty towards a particular brand, how others such as peers, family, even culture affects the shaping of consumer behaviour. Equipped with all this knowledge a person can choose any career because this information and knowledge can be applied not only in taking business, marketing and sales decisions but also helps a person in taking wise, personal decisions as a consumer.

Over the last two decades the Indian economic scenario has changed drastically. Especially, the last decade has seen Indian markets being influenced greatly by the global economy and global markets. Now India has entered the third decade after liberalization, buffeted by changes on all fronts: consumption structures, consumer behaviour, citizen aspirations, digital media and youth boom etc., to name a few. Ironically enough, ‘India is a land of many opposing truths’ because the consumer base in India is such that lives over four centuries at the same time, where majority of consumers are caught between a 21st century economy and 18th century society. Despite of all odds, this country still offers, one of the world’s most promising markets and largest consumer base. To capture the untapped potential offered by the large urban markets and still larger rural markets in India, a marketer whether national or international, has to develop a thorough insight into the minds, psyche, attitudes and behaviour of Indian consumers.

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# Recent Trends in Management & Social Sciences

*Edited by*

Prof. Piar Chand | Dr. Richa Joshi  
Dr. Sachin Kumar | Dr. Neeraj Dhiman



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## Foreward

When India got freedom in the year 1947, Indian economic policy was influenced to large extent by colonial experience. Economic policies tended towards protectionism, with a strong emphasis on import substitution, industrialization under state monitoring, and state intervention at the micro-level in all businesses especially in labour and financial markets, public sector, business regulation, and central planning. Due to this, India's growth rate was low. In the year 1991, under the leadership of P V Narasimha Rao, liberalization, privatization, and globalization took place, which allowed other countries to start their businesses in India. The mushrooming of start-ups indicates bright future impetus for becoming a super economic superpower. Many Indian companies have registered their presence in global map. Top management of many Fortune 500 companies are Indians. For the foreseeable future, Indians are going to teach contemporary business to the world. Many business thinkers and entrepreneurs see the future of world's business in India's hand.

The conference "RTMSS" covers a wide range of present management and social sciences concepts to which we have to adapt, learn and utilize them as a path towards corporate and personal excellence. A plethora of knowledge is at your disposal, an opportunity to get acquainted with the current management and social sciences trends even before stepping in actual organization's scenario. Management and social science studies encompass the study of organizations from multiple viewpoints, methods, and levels of analysis. Whenever people interact in organizations, many factors come into play. Modern management studies attempt to understand and model these factors. Like all modern social sciences researchers, organizational studies seek to control, predict, and explain. There is always controversy over the ethics of controlling workers' behaviour.

Now, organizations have entered a new era characterized by rapid, dramatic and turbulent changes. The accelerated pace of change has transformed how work is performed by employees

in diverse organizations. Change has truly become an inherent and integral part of organizational life. Several emerging trends are impacting organizational life. I find this compilation of conference papers very useful. It highlights the emerging trends in management and social sciences ranging from organization behaviour to marketing, finance, economics, innovation and sustainability.

I hope, this National Conference on Recent Trends in Management and Social Sciences will serve as a foundation for all varieties of researchers, technicians, scientists and academics, scholars and experts to examine the advancement of knowledge from multidisciplinary perspective in management and social sciences. This conference is also intended for policymakers, professors, senior administrators, specialists, and others, to serve as a comprehensive program that presents and reviews the freshest findings, mutations, and concerns, as well as functional challenges and resolutions in specific domains. In my academic career, I learnt and firmly believe that the research would not create any impact until scholars apply it to real life problems and issues. More than 80 research papers/ extended abstracts received in the conference and around 60 were considered suitable for presentation, and a few were selected for publication in this book. This book carries the blend of full papers and extended abstracts from different area of management and social sciences. I would like to recommend researchers to go through different ideas incorporated in this book so that they become acquainted with recent trends in different areas.

My good wishes to the authors, researchers/readers, and organizers of RTMSS-2021.

**Prof. (Dr.) Yoginder S Verma**  
*Former VC/PVC and Dean of Management*  
*Central University of Himachal Pradesh, Dharamshala*

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# Multidisciplinary Perspectives Towards Building a Digitally Competent Society

Sanjeev Bansal  
*Amity University, Noida, India*

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*Jaipuria Institute of Management, Ghaziabad, India*

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*Amity University, Noida, India*

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# CAPITAL MARKET

Dr. Shikha Gupta

# **CAPITAL MARKET**

**For BBA, B. Com. & MBA students  
of All Indian Universities**

**Dr. Shikha Gupta**

M.B.A., Ph.D., UGC NET, B.Ed.  
Associate Professor, MERI College,  
G. G. S. I. P. University, N. Delhi



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*Dedicated with love*

*To my child author*

**VANYA**

*To my spouse*

**Mr. Akhil Bansal**

*and family members*

*whose support and motivation created*

*an ideal push in crafting this book.*

## **Syllabus of Capital Market for B. B. A. of Maharshi Dayanand University, New Delhi**

**UNIT-1:** Meaning, nature and role of capital market, Features of developed capital market, Reforms in the capital market, Regulatory framework of capital market, Capital market instruments and innovation in financial instruments.

**UNIT-2:** Primary capital market scenario in India, Primary market intermediaries, Primary market activities, Methods of raising resources from primary market; Secondary market scenario in India reforms in secondary market, Organization and management, Trading and settlement, Listing of securities, Stock market index, Step taken by SEBI to increase liquidity in the stock market.

**UNIT-3:** Meaning need and benefits of depository system in India, difference between Demat and physical share depository process, Functioning of NSDL and SHCIL Importance of Debt market in capital market, Participation in the debt market, Types of instrument traded in the Debt market, Primary and secondary segments of debt market.

**UNIT-4:** Role & policy measures relating to development banks & financial institution in India, Products and services offered by IFCI, IDBI, IIBI, SIDBI, IDFC, EXIM Bank, NABARD and ICICI Meaning and benefits of mutual funds, Types of mutual funds, SEBI guidelines relating to mutual funds.

**Note :** This is an outline of the syllabus. For the complete and UPDATED syllabus, see the University Syllabus.

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We have taken every possible care to remove the errors of principle or of printing while editing and printing this book but still we beg to state that the authors and publishers should not be held responsible for any mistake that might have crept in unintentionally.

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# RESEARCH METHODOLOGY



Dr. V. Bala Ruby  
Prof. Mukesh Kumar Sharma  
Dr. N. Maramu  
Prof. (Dr) Deepshikha Kaira





*Dr. V. Bala Ruby is currently serving as an Assistant Professor in the Department of Economics, Vels Institute of Science, Technology and Advanced Studies (VISTAS), Pallavaram, Chennai, Tamil Nadu. She has published 24 research papers and a book. She has been awarded as "Best Women Faculty" and "Best Women Academician" during 2021-2022 and also "Education Excellence Award", "Excellence in Academics" and "Best Faculty Award" during the year 2022-2023. She passed the State Eligibility Test (SET) in the year 2013. She has been awarded Ph.D degree during 2019. She has 9 years of teaching experience as an Assistant Professor in the department of Economics.*



*Prof. Mukesh Kumar Sharma is Professor of Mathematics in Chaudhary Charan Singh University, Meerut. He has more than 20 years teaching as well as administrative experience. He was a merit holder. He qualified NET, JRF and GATE exam in 2001, 2002 respectively. He was awarded Ph.D. in 2007 on the topic "A Study of Fuzzy aspect to System Reliability. He has guided four Ph.D. students and 11 M. Phil. Projects. More than 100 research papers in reputed journals, book chapters in edited books in Springer, Taylor & Francis and proceedings are to his credit. He has also completed two research projects awarded by U.P Government under Research & Development and Centre of Excellence Awarded by U.P. Government. He has many awards and fellowship to his credit. He has been the reviewers of many International and National Journals. He has organized many conferences, seminars and workshops on Fuzzy Logic, Optimization, Matlab, Soft Computing and Artificial Intelligence. He has attended many conferences, workshops and symposium and presented research papers. Prof. Mukesh Kumar Sharma has delivered many invited talks and chaired sessions in India and Abroad.*



*Dr. N. Maramu is currently working as Assistant professor in Physics, Department of Physical science, Kakatiya Institute of Technology & Science (Autonomous), Warangal, Telangana State, India. He received M.Sc (Tech.) degree in Engineering Physics, from REC (now NIT) Warangal, T.S, India. He was awarded Ph.D in Physics, from Osmania University, Hyderabad. He is having 20 years of teaching experience He is life member of ISTE and MSI. He published 16 papers in International journals and 6 papers in national and international conferences. He is conducted and organized an FDP program on Materials characterization techniques and also published three patents to his credit.*

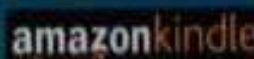
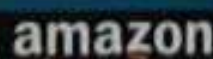


*Prof. (Dr) Deepshikha Kalra is Dean & HOD, Department of Management at Management Education & Research Institute, New Delhi. She has over 19 years of Experience in Teaching and Software Industry. She has done MBA, M.Phil. & PhD in management. She is also UGC-Net qualified. Dr Kalra has published more than 25 publications in Scopus Indexed/Refereed & UGC Care listed journals and has presented several research papers in International /National Conferences. Dr Kalra has been invited as keynote speaker at various universities at national and international level. Her Areas of research are Design Thinking, Behavioural Economics and Public policy. She is a professional administrator and has been handling multiple administrative responsibilities.*



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**COURSE /  
TEACHING PLAN**

**MANAGEMENT EDUCATION & RESEARCH INSTITUTE**

**MASTER OF BUSINESS ADMINISTRATION (MBA)  
SEM 1 BATCH: 2023-25**

**101-Management Process & Organizational Behavior**

Course Code: MBA 101 L - 4, Credits - 4

**COURSE OUTLINE**

**Course Instructor – Dr Pooja Singh Negi**

**Course Objectives:**

This course is designed to expose the students to fundamental concepts of management, its processes and behavioral dynamics in organizations.

The objective of this paper is to provide a strong foundation for understanding key management issues and developing practical approaches towards solving management problems.

**Course Outcomes:**

CO1. To impart knowledge of management theories and practices for solving business problems.

CO2. To Foster analytical and critical thinking abilities for data-based decision making.

CO3. To develop value based leadership skills & ability.

CO4. To develop practical approaches towards solving management problems.

**PEDAGOGY**

The pedagogy will be Lectures, Case Studies, Role-plays and Group Activities.

The course objective will be achieved through theoretical discussions, case analysis, project, presentations and midterm test.

**EVALUATION**

Besides the semester end- examination, the students will be continuously assessed during the course on the following basis:

(a)	Quiz/Assignment/ Project	:	5 marks
(b)	Case study	:	5 marks
(C)	Capstone Project	:	15 Marks
(d)	External University Exams	:	75 marks
	<b>Total</b>	<b>:</b>	<b>100 marks</b>

**Management Process & Organizational Behavior**

**Teaching Plan**

DETAILED COURSE OUTLINE	Reference	Sessions
<p><b><u>UNIT I</u></b></p> <p><b>Management:</b> Meaning and Nature of Management, Evolution of Management (in India and Abroad), Managerial Functions, Skills, Tasks and Responsibilities of a Professional Manager, Management by Objectives</p>	<p>Robbins:- 1, 8, 9, 11, 12</p> <p>C B Gupta:- 1-5,7,10, 13-17,</p> <p>T.NChhabra</p> <p>Chapters 1,2,3,4,6,32</p>	14

<p><b>Written Assignment + Quiz1+Case Studies</b></p> <p><b>Assignment:-</b> Case Study: Explain the vision given by Robertson's at Zappos. Timeline: 7 days</p> <p><b>Case Studies:-</b> 1. Power of KNACK 2. Carnival corporations 3. MILAAP</p>		
<p><b><u>UNIT II</u></b> Planning-Process and Techniques, Directing-Principles and Process, Controlling-Process and Techniques, Decision Making Models</p> <p><b>Written Assignment + Quiz1+Case Studies</b></p> <p><b>Assignment:-</b> Case Study: Workplace TCS and WIPRO in India Timeline: 7 days</p> <p><b>Case Studies:-</b> 1. Bajaj Finance 2. United Airlines Network Operations Center</p>	<p>Robbins:-12,17, 18</p> <p>C B Gupta:- 27-41</p> <p>TN Chhabra</p> <p>Chapters 5,7,8,9,10,28,29,31</p>	<p>14</p>

<p><b><u>Unit III</u></b></p> <p><b>Organisational Behaviour-1:</b> Concept and nature of Organisational behaviour, Importance, Challenges and Opportunities,</p> <p><b>Individual Behaviour:</b> Personality- Determinants and traits: Learning- Theories and Process, Perception- Process and Errors, Attitudes-Formation, relationship between individual determinants like personality learning, perception and attitudes with behaviour.</p> <p><b>Written Assignment + Quiz1+Case Studies</b></p> <p><b>Assignment:-</b> Case Study: Southwest airlines Timeline: 7 days</p> <p><b>Case Studies:-</b></p> <ol style="list-style-type: none"> <li>1. Short case study Xerox</li> <li>2. Psychometric Tests of Personality: Big Five, FIRO – B</li> <li>3. Amul</li> </ol>	<p>T.NChhabra</p> <p>Chapters 11,17,23,24,30,31</p>	<p>14</p>
--	---	-----------

<p><b><u>Unit IV</u></b></p> <p><b>Interpersonal Process and Behaviour</b></p> <p>Communication, Work Teams and Group Dynamics, Leadership, Conflict Management, Interpersonal Behavior and Relations, Transactional Analysis.</p> <p><b>Organizational Processes and Structure</b></p> <p>Organizational Design &amp; Structure, Organizational Culture &amp; Climate, Organizational Change and Development, Cross Cultural OB</p> <p><b>Written Assignment + Quiz1+Case Studies</b></p> <p><b>Assignment:-</b> Case Study: Cricket team-India Timeline: 7 days</p> <p><b>Case Studies:-</b></p> <ol style="list-style-type: none"> <li>1. Google</li> <li>2. Assignment on Models of Leadership by Wipro, Infosys and JK.</li> </ol>	<p>Robbins:-13</p> <p>C B Gupta:-37</p>	<p>14</p>
<p><b>TOTAL NO. OF SESSIONS</b></p>		<p><b>52</b></p>

**Text Books:**

1. Robbins, S.P., Judge, T.A., Vohra, N. S (2016). Organizational Behavior, 16 e Pearson Education.
2. Nahavandi, Afsaneh. Denhardt, Robert B, Janet V. Aristigueta, and Maria P. (2015), Organizational Behaviour ,Sage Publications

**Reference Books:**

1. Nelson, Debra L. , Quick ,James Campbell, Khandelwal, Preetam 2014, ORGB, 2 e ,Cengage Learning
2. Green Berg, J. and Baron, R.A. (2015), Behavior in Organization, 10/e ,Pearson Education
3. Newstrom, John W.; Davis, Keith, Organizational Behavior Human Behavior at Work, 12/e, Mc Graw Hill Education
4. George, J. M. & Jones, G.R. (2009). Understanding and Managing Organizational Behavior 5th Edition, Pearson Education.



**MANAGEMENT EDUCATION & RESEARCH INSTITUTE**

**BACHELORS IN BUSINESS ADMINISTRATION**

**SEMESTER I**

**BATCH: 2023-2026**

**Financial Accounting & Analysis**

**Course Code: BBA 105**

**Credits –4**

**COURSE OUTLINE**

**Course Instructor: Ms. Sarita Yadav**

**Course Outcome**

**CO1:** To understand the Basic Accounting Principles and techniques

**CO2:** To understand journalising of transactions and preparation of Final Accounts

**CO3:** To calculate depreciation on assets and deal with various Contemporary issues and challenges in Accounting

**CO4:** To learn the issue of Shares and Debentures in Company

**PAEDAGOGY**

The course objective will be achieved through theoretical discussions, Practical Practise, project, presentations and midterm test.

**EVALUATION**

Besides the semester end- examination, the students will be continuously assesses during the course on the following basis:

(a)	Quiz/Assignment/ Case Study	:	5 marks
(b)	Attendance and Discipline	:	5 marks
(C)	Internal Marks	:	15 Marks
(d)	External University Exams	:	75 marks
	<b>Total</b>	<b>:</b>	<b>100 marks</b>

Contd....2.....

Detailed Course Outline	Sessions	Timelines
<p><b><u>Unit I</u></b>  <b>Introduction:</b> Meaning and Scope of Accounting, Objectives, Nature, Book-Keeping and Accounting, functions, Limitations, Branches of Accounting, Relationship of Accounting with other disciplines  <b>Accounting Principles and Standards:</b>            Concepts and Conventions, GAAP, Accounting Standards issued by ICAI  <b>Written Assignment on Accounting Concepts and conventions and accounting standards + Quiz 1</b></p>	14	Complete by 3rd week

		Submitted by the end of 4 <sup>th</sup> week.
<p><b><u>Unit II</u></b>  <b>Journalising Transactions</b>            Journal Entries, Compound Journal Entries, Opening Entries, Ledger Posting and Trial Balance; Preparation of Ledger, Cash Book, Purchase Book, Sales Book and Trial Balance  <b>Company Final Accounts</b>            Preparation of Final Accounts with Adjustments, Trading Account , Profit and Loss Account and Balance sheet as per schedule of companies Act 2013  <b>Numerical Based Assignment on Journal Entries + Quiz 2</b></p>	14	Complete by 9th week  Will be given on completion of each topic and checked just next day
<p><b><u>Unit III</u></b>  <b>Depreciation, Provisions and Reserves</b>            Concept, Causes, features and Objectives of Providing Depreciation, Method of recording and providing Depreciation, Depreciation Policy, AS-6, Provisions and Reserves, change of method of Depreciation (by both current and retrospective effect).  <b>Contemporary issues &amp; Challenges in Accounting</b>            Human Resource Accounting, Green Accounting, Inflation Accounting, Price Level Accounting, Social Responsibility Accounting  <b>Assignment on Contemporary issues in Accounting</b></p>	14	Complete by 12 <sup>th</sup> of week  Will be given 10 <sup>th</sup> week and collected on end of 12 <sup>th</sup> week and numerical assignment will be given on completion of each topic and checked just next day
<p><b><u>Unit IV</u></b>  <b>Shares and Share Capital</b>            Introduction to Joint Stock Company, Shares, Share Capital, Accounting Entries, Under Subscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of shares at premium, Issue of Shares at Discount, Forfeiture of Shares, Surrender of Shares, Right Shares, Issue of Debentures, Methods of Redemption, Redemption of Debentures, Overview of Stock Exchanges of India and role of SEBI  <b>Case study on Jio Finance</b></p>	14	Complete by 16 <sup>th</sup> of week

		Case study by the end of 15th week.
<b>Total no. of Sessions</b>	<b>56</b>	<b>May need extra Classes for doubts and numerical problem solving</b>

**Text Book:**

1. Goel, D. K., Goel, R. and Goel, S., Financial Accounting, Avichal Publishing Company

**References**

1. Maheshwari, S.N. and Maheshwari, S.K., Financial Accounting, Vikas Publishing House.
2. Bhattacharyya, Asish K., Essentials of Financial Accounting, Prentice Hall of India.

**MANAGEMENT EDUCATION & RESEARCH INSTITUTE**

**BACHELOR OF COMPUTER APPLICATIONS**

**SEMESTER I**

**FUNDAMENTALS OF COMPUTERS AND IT**

**Course Code: BCA 105**

**Credits – 3**

**COURSE OUTLINE**

**Course Instructor: Ritu Sawanni**

## **COURSE OBJECTIVE**

Students should be able

**CO1:** To Describe the Concept of Computer (Characteristics, usage, limitations and benefits, Computer Memories and its type, Software and its type)

**CO2:** Acquire knowledge about Number Systems, Various Computer languages and Operating System DOS

**CO3:** Attain skills in Applications Software used for word processing, spreadsheet and presentation

**CO4:** Understand network fundamentals and various communication network, Advance trends in IT

## **PEDAGOGY**

The course objective will be achieved through theoretical discussions and presentations, quizzes and mid- term tests.

**EVALUATION**

Besides end term examination the regular assessment of students will include:

- a) Assignment/Quiz : 10 Marks
- b) Mid –Term Test : 10 Marks
- c) Discipline /Attendance : 5 Marks
- d) External University Exam: 75 Marks

**Total Marks: 100 Marks**

**TEACHING PLAN**

Detailed Course Outline	Sessions	Timeline
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<p>UNIT 1</p> <p><b>a) Fundamentals of Computers:</b></p> <p>Definition and Characteristics of Computers, Computer Generation from First Generation to Fifth Generation, Classification of Computers: Micro, Mini, Mainframe and super computers</p> <p><b>b) Computer Hardware:</b> Major Components of a digital computer, Block Diagram of a computer, Input/output Devices (Hardware , Software ,</p>	2	1 And 2 Week
---	---	-----------------



Humanware,Firmware), Description of Computer Input Units, Output Units, CPU c) <b>Computer Memory:</b> Memory Hierarchy, Types of Memory- Primary Memory(RAM and ROM), Secondary Memory, Cache memory, Secondary storage Devices-Hard Disk, Compact Disk, DVD, Flash memory	2	
<b>Quiz on Memory system</b>	2	

<p>UNIT 2</p> <p><b>Computer Software:</b></p> <p><b>a) System Software:</b> Assemblers, Compilers, Interpreters, linkers, loaders</p> <p><b>b) Application Software:</b> Introduction to MS Office (MS-Word, MS PowerPoint, MS-Excel)</p> <p><b>c) Operating System:</b> Introduction to Operating System, Need, Functions and Types of OS</p> <p><b>d)DOS:</b> Booting Sequence, Concepts of File and Directory, Types of DOS Commands</p> <p><b>e) Computer Languages:</b> Introduction to Low-Level Languages and High-Level Languages</p>	<p>2</p> <p>2</p> <p>2</p> <p>2</p> <p>2</p> <p>1</p>	<p>3 And 4 week</p>
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<b>Cases study on Different Operating System available</b>	2	5 week

<p>UNIT 3</p>	<p>1</p>	<p>6 And 7 week</p>
<p><b>a) Computer Number System:</b> Positional and Non-positional number systems, Binary, Decimal, Octal and Hexadecimal Number Systems and their inter-conversion</p>		
<p><b>b) Binary Arithmetic:</b> Addition, subtraction, multiplication and division.</p>	<p>3</p>	
<p><b>c) Use of complement method</b> to represent negative binary numbers, 1's complement, 2's complement, subtraction using 1's complement and 2's complement.</p>	<p>3</p>	<p>8 week</p>
<p><b>d) Introduction to Binary Coded Decimal (BCD), ASCII Codes, EBCDIC codes</b></p>	<p>2</p>	

<b>Assignment on Advanced Excel And Discussion</b>	2	9 week
UNIT 4 <b>a) Computer Networks And Internet:</b> Basic elements of a communication system, Data Communication	2	10 and 11 week

Concepts, Types of Communication media	2	
<b>b) Data transmission modes, Data Transmission speed, Data transmission media, Digital and Analog Transmission</b>	2	
<b>c) Concepts of Computer Networks ,Network Types (LAN, WAN and MAN) ,Internet, Intranet &amp; Extranet, Network Topologies</b>	2	
<b>d)Internet:</b> Terminologies related to Internet: Protocol, Domain name, Internet Connections, IP address, URL, Repeater, Bridge, Hub, Switch, Router, Gateway, Firewall, Bluetooth technology	2	
<b>e) Advance Trends in IT Applications:</b> Brief Introduction to Cloud Computing, Internet of Things	2	
<b>f) Data Analytics, AI and Machine Learning</b>	2	

<b>Case Study on any one Management System and discussion</b>	2	12 week
<b>Total Sessions</b>	42	

**Text Books:**

1. P.K. Sinha, "Computer Fundamentals"
2. Goyal, Anita , Computer Fundamentals, Pearson Education

**Reference Books:**

1. B.Ram Computer Fundamentals Architecture and Organization, New Age Intl.
2. Alex Leon & Mathews Leon, "Introduction to Computers", Vikas Publishing.
3. Norton Peter, "Introduction to computers", 4<sup>th</sup> Ed., TMH, 2001.
4. Vikas Gupta, "Computer Kit", Willey Dreamtech, Delhi, 2004.

**MANAGEMENT EDUCATION & RESEARCH INSTITUTE**

**BA (JMC) II SEMESTER**

**BA (JMC) 102- PRINT JOURNALISM**

**COURSE OUTLINE**

**COURSE OBJECTIVE:**

- Understand the concept of journalism.
- Learn Evolution and Growth of Print Journalism in India.
- Understand Roles and Responsibilities of a Journalist/ Reporter.
- Understand Yellow Journalism.
- Gain knowledge of News, Features, Articles and Backgrounders.
- Understand; analyze difference between Investigative and Interpretative news.
- Learn Use of Graphics, Cartoons and Info graphics in Print.
- Design and Layout for Newspaper, Magazine and Journal.
- Learn Structure and Style of News Writing.
- Understand functions and responsibilities of a News Editor, Sub-Editor and Chief Sub-Editor



**Methodology: -**

Primarily lectures; Explanatory & contextual based learning with practical exposure & assignments

**Evaluation:-**

(a) Class Test –Unit Wise / Quiz/Assignment/ Project/Case Study/GD/Extempore	05 Marks
(b) Mid Term Test	10 Marks
(c) Internal Assessment	10 Marks
(d) External University Exams	75 marks
Total	100 marks

S. No	Description	Number of Sessions	REFERENCES
1.	<p><b>UNIT- 1</b></p> <p>[Introduction to Journalism and News]</p> <p><b>1. Evolution and Growth of Print Journalism in India</b></p> <p><b>2. Journalism: Definition, Roles and Responsibilities of a Journalist/ Reporter</b></p> <p>a. Journalism as a Fourth Estate</p> <p>b. Citizen Journalism, Penny Press and Yellow Journalism</p> <p><b>3. News: Meaning, Definition and Nature</b></p> <p>a. Elements of News and News Values</p> <p>b. Types of News: Hard and Soft</p> <p>c. Difference between News, Features, Articles and Backgrounders</p> <p><b>4. News Sources: Attribution and its types; Credibility and Quotations, By Line, Credit Line and Embargo</b></p>	<p>12 Hours</p> <p>2</p> <p>1</p> <p>1</p> <p>2</p> <p>3</p> <p>3</p>	<p>Ahuja, B. N. "History of Indian Press: Growth of Newspapers in India", S.S. Chhabra for Surjeet Publications</p> <p>Aggarwal, V. B., &amp; Gupta, V. S, "Handbook of Journalism and Mass Communication", New Delhi: Concept Publications.</p> <p>Amabriish Saxena</p> <p>"Fundamentals of Reprinting &amp; Editing "</p>


	Assignment 1.		To be submitted by the student within 1 week of the completion of unit 1. Faculty to evaluate and provide the feedback within next 1 week.
2.	<p><b>UNIT- 2</b></p> <p>[News Reporting and Writing] 1. 1.News Reporting: Reporting for Various Beats</p> <p>2. Types of News Reports: Objective, Investigative and Interpretative</p> <p>3. Reporting for Newspapers, Magazines and News Agencies</p> <p>4. Structure and Style of News Writing</p> <p>a. Types of Headlines, Leads and Body</p> <p>b. Guidelines for Headline Writing</p>	<p>12 Hours</p> <p>2</p> <p>2</p> <p>3</p> <p>3</p> <p>2</p>	<p>Longman, New York</p> <p>Ahuja, B. N. "History of Indian Press: Growth of Newspapers in India", S.S. Chhabra for Surjeet Publications</p> <p>Aggarwal, V. B., &amp; Gupta, V. S, "Handbook of Journalism and Mass Communication", New Delhi: Concept Publications.</p> <p>Ambriish Saxena</p> <p>"Fundamentals of Reprotng &amp; Ediiting "</p>
	Assignment 2		To be submitted by the student within 1 week of the completion of unit 2.

			Faculty to evaluate and provide the feedback within next 1 week.
3.	<p><b>UNIT 3</b></p> <p>[Structure of a News Room]</p> <p>1. Set up and functions of a City Reporting Room in a Daily and a Bureau</p> <p>2. Functions and Responsibilities of a News Editor, Sub-Editor and Chief Sub-Editor</p> <p>3. Editorial Writing and its Importance</p> <p>a. Letter to the Editor</p> <p>b. Book Review and Film Review</p> <p>4. Style sheet: Definition, Purpose and Relevance</p>	<p>12 Hours</p> <p>2</p> <p>2</p> <p>2</p> <p>2</p> <p>1</p> <p>1</p> <p>1</p>	<p>Ahuja, B. N. "History of Indian Press: Growth of Newspapers in India", S.S. Chhabra for Surjeet Publications</p> <p>Aggarwal, V. B., &amp; Gupta, V. S, "Handbook of Journalism and Mass Communication", New Delhi: Concept Publications.</p> <p>Ambriish Saxena</p> <p>"Fundamentals of Repeating &amp; Editing "</p>


	<ul style="list-style-type: none"> <li>Assignment 3.</li> </ul>		To be submitted by the student within 1 week of the completion of unit 3. Faculty to evaluate and provide the feedback within next 1 week.
4.	<p><b>UNIT 4</b></p> <p>[Editing and Layout Design]</p> <p>1. Editing: Definition, Objectives and Principles</p> <p>a. Editing Symbols and Proofreading Symbols</p> <p>b. Advent of Electronic Editing      2. Copy Editing for Newspapers, Magazines and Journals</p> <p>3. Use of Graphics, Cartoons and Info graphics in Print</p> <p>a. Photo Caption and Cutline: Definition, Relevance and Guidelines</p> <p>4. Design and Layout for Newspaper, Magazine and Journal</p>	<p>12Hours</p> <p>2</p> <p>2</p> <p>1</p> <p>1</p> <p>1</p> <p>2</p> <p>1</p> <p>2</p>	<p>Ahuja, B. N. "History of Indian Press: Growth of Newspapers in India", S.S. Chhabra for Surjeet Publications</p> <p>Aggarwal, V. B., &amp; Gupta, V. S, "Handbook of Journalism and Mass Communication", New Delhi: Concept Publications.</p> <p>Amabriish Saxena</p> <p>"Fundamentals of Reprinting &amp; Editing "</p>

	Assignment 4		To be submitted by the student within 1 week of the completion of unit 4. Faculty to evaluate and provide the feedback within next 1 week.
5.	Tutorial class 1		
6.	Tutorial class 2		
7.	Tutorial class 3		
8.	Tutorial class 4		
9.	Tutorial class 5		

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## III ( Marketing Spec)



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**Dr Deepshikha Kalra posted a new material: unit3**

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Dec 17, 2020



**Dr Deepshikha Kalra**

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Oct 20, 2020



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Oct 14, 2020



Dr Deepshikha Kalra posted a new material: Unit 2

Oct 6, 2020



Dr Deepshikha Kalra posted a new material: Unit 1

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**Dr Deepshikha Kalra**

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