

New Arrivals

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**Institute of
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Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
48302	001.42	9789353503260	Zikmund, William G	Business research methods		xxiv, 664p	Cengage Learning	2020	Research methods; Research
48303	001.42	9789353503260	Zikmund, William G	Business research methods		xxiv, 664p	Cengage Learning	2020	Research methods; Research
48401	005.369-EXC	9788126558964	Harvey, Greg	Excel 2016	for dummies	xi, 418p	Wiley	2020	Excel 2016; Excel; Excel workbook
48402	005.369-EXC	9788126558964	Harvey, Greg	Excel 2016	for dummies	xi, 418p	Wiley	2020	Excel 2016; Excel; Excel workbook
48399	005.74	9789386052308	Rao, R Nageswara	Core python programming		xxv, 733p	Dreamtech Press	2019	Python programming; Python
48400	005.74	9789386052308	Rao, R Nageswara	Core python programming		xxv, 733p	Dreamtech Press	2019	Python programming; Python
48282	006.3	9780000988409	Shi, Zhongzhi	Advanced artificial intelligence		xxi, 571p	World Scientific	2020	Advanced artificial intelligence; Artificial intelligence; Computer science
48413	152.4	9781138091030	Ellis, Darren	Emotion in the digital age	technologies, data and Psychosocial life	131p	Routledge	2021	Emotions; Digital age; Psychosocial life; Information technology; Social science
48283	303.4833	9789811219948	Chuen, David Lee Kuo	Artificial intelligence and data and blockchain in a digital economy		xvi, 197p	World Scientific	2020	Artificial intelligence; Blockchain; Digital economy; Digital government
48288	303.4833	9789811222719	Groves, Austin	The race for 5G supremacy	why China is surging, where millennials struggle and how America can prevail	xxiii, 235p	World Scientific	2020	5G; Mobile communication systems; Wireless communication systems
48312	330.015195	9789390219292	Gujarati, Damodar N	Basic econometrics		xxiv, 910p	Tata McGraw-Hill	2021	Econometrics; Economics
48313	330.015195	9789390219292	Gujarati, Damodar N	Basic econometrics		xxiv, 910p	Tata McGraw-Hill	2021	Econometrics; Economics



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48330	330.954	9789332705449	Kapila, Uma	Indian economy since independence	a comprehensive and critical analysis	1100p	Academic Foundation	2020	Indian economy; Economic development; Economics
48331	330.954	9789332705456	Kapila, Uma	Indian economy	performance and policies	602p	Academic Foundation	2020	Indian economy; Economic development; Economics
48423	330.954	9789352531295	Datt, Gaurav	Datt and Sundharam's Indian economy		xvi, 1064p	S Chand Publishing	2020	Indian economy
48310	332.019	9780190868734	Baker, H Kent	Behavioral finance	what everyone needs to know	xvii, 226p	Oxford University Press	2019	Behavioral finance; Investments; Decision making; Finance
48311	332.019	9780190868734	Baker, H Kent	Behavioral finance	what everyone needs to know	xvii, 226p	Oxford University Press	2019	Behavioral finance; Investments; Decision making; Finance
48374	332.1	9789352861873	Suresh, Padmalatha	Management of banking and financial services		xiv, 737p	Pearson	2019	Banks management; Banking services; Financial services
48375	332.1	9789352861873	Suresh, Padmalatha	Management of banking and financial services		xiv, 737p	Pearson	2019	Banks management; Banking services; Financial services
48409	332.10284	9788126515929	O'Hanlon, Steve	FinTech for dummies		xv, 374p	Wiley	2021	Fintech; Booming industry; Financial industry
48410	332.10284	9788126515929	O'Hanlon, Steve	FinTech for dummies		xv, 374p	Wiley	2021	Fintech; Booming industry; Financial industry
48287	332.178	9780000988461	Swan, Melanie	Blockchain economics	implications of distributed ledgers markets, communications networks and algorithmic reality	xliv, 273p	World Scientific	2020	Blockchain; Blockchain economics; Economics; Markets
48328	332.178	9789389588880	Arun, Jai Singh	Blockchain for business	discover how blockchain networks are transforming companies, driving growth and creating new business models	xxvii, 194p	Pearson	2020	Blockchain; Blockchain networks; Transforming companies; Security measures



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48329	332.178	9789389588880	Arun, Jai Singh	Blockchain for business	discover how blockchain networks are transforming companies, driving growth and creating new business models	xxvii, 194p	Pearson	2020	Blockchain; Blockchain networks; Transforming companies; Security measures
48376	332.7	9788126544257	Joseph, Ciby	Advanced credit risk	analysis and management	xix, 427p	Wiley	2018	Credit risk; Risk; Risk management
48306	339	9789353162597	Dornbusch, Rudiger	Macroeconomics		xix, 652p	McGraw-Hill	2018	Macroeconomics
48307	339	9789353162597	Dornbusch, Rudiger	Macroeconomics		xix, 652p	McGraw-Hill	2018	Macroeconomics
48332	339	9780000989215	Batra, Ravi	Common sense macroeconomics		xiv, 362p	World Scientific	2020	Common sense; Macroeconomics
48308	346.065	9789353163754	Pathak, Akhileshwar	Legal aspects of business		xxviii, 941p	McGraw-Hill	2019	Business law; Law; Contract law
48309	346.065	9789353163754	Pathak, Akhileshwar	Legal aspects of business		xxviii, 941p	McGraw-Hill	2019	Business law; Law; Contract law
48381	346.065	9789389552003	Aggarwal, Rashmi	Legal aspects of business		xxii, 358p	Pearson	2020	Business law; Law; Law-Entrance exams
48382	346.065	9789389552003	Aggarwal, Rashmi	Legal aspects of business		xxii, 358p	Pearson	2020	Business law; Law; Law-Entrance exams
48333	352.44	9789811207815	Marom, Dan	Crowdasset crowdfunding for policymakers		xxvi, 505p	World Scientific	2020	Policymakers; Community development; Crowd funding; Public finance
48389	519.5	9789332581180	Levin, Richard I	Statistics for management		xiv, 985p	Pearson	2018	Statistics management; Statistics
48390	519.5	9789332581180	Levin, Richard I	Statistics for management		xiv, 985p	Pearson	2018	Statistics management; Statistics
48304	519.535	9789353501358	Hair, Joseph F	Multivariate data analysis		xvii, 813p	Cengage Learning	2021	Multivariate; Multivariate data
48305	519.535	9789353501358	Hair, Joseph F	Multivariate data analysis		xvii, 813p	Cengage Learning	2021	Multivariate; Multivariate data



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48414	651.5042	9789390385324	Lowrey, Ying	The Alibaba way	unleashing grassroots entrepreneurship to build the world's most innovative internet company	xxiv, 321p	McGraw-Hill	2020	Alibaba; Entrepreneurship; Innovative company; Internet company
48324	657.3	9789390185863	Subramanyam, K R	Financial statement analysis		xxii, 701p	McGraw-Hill	2020	Financial statement
48325	657.3	9789390185863	Subramanyam, K R	Financial statement analysis		xxii, 701p	McGraw-Hill	2020	Financial statement
48340	657.3	9789339204693	Penman, Stephen H	Financial statement analysis and security valuation		xxiv, 754p	McGraw-Hill	2018	Investment analysis; Financial statement; Security valuation
48341	657.3	9789339204693	Penman, Stephen H	Financial statement analysis and security valuation		xxiv, 754p	McGraw-Hill	2018	Investment analysis; Financial statement; Security valuation
48336	657.42	9789386668615	Drury, Colin	Management and cost accounting	with course mate	xix, 827p	Cengage Learning	2019	Cost accounting; Management accounting; Accounting
48337	657.42	9789386668615	Drury, Colin	Management and cost accounting	with course mate	xix, 827p	Cengage Learning	2019	Cost accounting; Management accounting; Accounting
48391	657.48	9789389347142	Bhattacharyya, Asish K	Essentials of financial accounting		ix, 389p	PHI Learning	2020	Financial accounting; Accounting
48392	657.48	9789389347142	Bhattacharyya, Asish K	Essentials of financial accounting		ix, 389p	PHI Learning	2020	Financial accounting; Accounting
48322	658.049	9789353162382	Hill, Charles W L	International business	competing in the global marketplace	xliv, 835p	Tata McGraw-Hill	2019	International business
48323	658.049	9789353162382	Hill, Charles W L	International business	competing in the global marketplace	xliv, 835p	Tata McGraw-Hill	2019	International business
48300	658.1511	9789339205256	Hilton, Ronald W	Managerial accounting	creating value in a global business environment	xxx, 767p	McGraw-Hill	2016	Managerial accounting



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48301	658.1511	9789339205256	Hilton, Ronald W	Managerial accounting	creating value in a global business environment	xxx, 767p	McGraw-Hill	2016	Managerial accounting
48344	658.152	9788126558117	Finnerty, John D	Project financing	asset based financial engineering	xvi, 543p	Wiley	2016	Project financing; Financial engineering
48345	658.152	9788126558117	Finnerty, John D	Project financing	asset based financial engineering	xvi, 543p	Wiley	2016	Project financing; Financial engineering
48379	658.152	9789388028875	Bhattacharyya, Asish K	Corporate financial reporting and analysis		v, 585p	PHI Learning	2019	Corporate finance; Financial reporting; Finance
48380	658.152	9789388028875	Bhattacharyya, Asish K	Corporate financial reporting and analysis		v, 585p	PHI Learning	2019	Corporate finance; Financial reporting; Finance
48354	658.16	9789351073819	Depamphilis, Donald M	Mergers acquisitions and other restructuring activities		xxi, 561p	Elsevier	2020	Mergers acquisitions; Acquisitions
48355	658.16	9789351073819	Depamphilis, Donald M	Mergers acquisitions and other restructuring activities		xxi, 561p	Elsevier	2020	Mergers acquisitions; Acquisitions
48397	658.3	9789353942205	Dessler, Gary	Human resource management		xxxvii, 750p	Pearson	2020	Human resource management; Human resource
48398	658.3	9789353942205	Dessler, Gary	Human resource management		xxxvii, 750p	Pearson	2020	Human resource management; Human resource
48318	658.3124	9789353161651	Noe, Raymond A	Employee training and development		xxiv, 547p	McGraw-Hill	2019	Employee training; Training development
48319	658.3124	9789353161651	Noe, Raymond A	Employee training and development		xxiv, 547p	McGraw-Hill	2019	Employee training; Training development
48316	658.32	9789390185672	Newman, Jerry M	Compensation		xx, 665p	McGraw-Hill	2020	Compensation; Human resources
48317	658.32	9789390185672	Newman, Jerry M	Compensation		xx, 665p	McGraw-Hill	2020	Compensation; Human resources
48338	658.4012	9789353505554	Hill, Charles W	Strategic management	an integrated approach theory and cases	xxi, 424p	Cengage Learning	2021	Strategic management; Strategy



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48339	658.4012	9789353505554	Hill, Charles W	Strategic management	an integrated approach theory and cases	xxi, 424p	Cengage Learning	2021	Strategic management; Strategy
48352	658.4012	9788131520383	Hitt, Michael A	Strategic management	a South-Asian perspective	xxiii, 634p	Cengage Learning	2021	Strategic planning; Strategic management
48353	658.4012	9788131520383	Hitt, Michael A	Strategic management	a South-Asian perspective	xxiii, 634p	Cengage Learning	2021	Strategic planning; Strategic management
48320	658.403	9789353167820	Leon, Alexis	Enterprise resource planning		xx, 504p	McGraw-Hill	2019	Enterprise; Resource planning; Business processes
48321	658.403	9789353167820	Leon, Alexis	Enterprise resource planning		xx, 504p	McGraw-Hill	2019	Enterprise; Resource planning; Business processes
48383	658.404	9789389552034	Pinto, Jeffrey K	Project management	achieving competitive advantage	xxii, 564p	Pearson	2020	Project management
48384	658.404	9789389552034	Pinto, Jeffrey K	Project management	achieving competitive advantage	xxii, 564p	Pearson	2020	Project management
48326	658.406	9788131531679	Cummings, Thomas G	Organization development and change		xxi, 810p	Cengage Learning	2020	Organization development; Organization change; Industrial organization
48327	658.406	9788131531679	Cummings, Thomas G	Organization development and change		xxi, 810p	Cengage Learning	2020	Organization development; Organization change; Industrial organization
48290	658.4063	9789811219221	Barlatier, Pierre-Jean	Managing digital open innovation		xxvii, 580p	World Scientific	2020	Digital innovation; Innovation; Technology innovation
48281	658.47 (A)	9781789663006	Mattox, John R	Learning analytics	using talent data to improve business outcomes	xxiv, 367p	Kogan Page	2020	Learning analytics; Analytics; Business intelligence
48285	658.47 (A)	9780000988485	Sanz, Jorge L C	Business analytics	progress on applications in Asia pacific	xviii, 863p	World Scientific	2020	Business analytics; Analytics
48286	658.47 (BD)	9789811204739	Feldman, Moran	Algorithms for big data		x, 447p	World Scientific	2020	Algorithms; Big data
48289	658.47 (BD)	9780000988973	Pal, Amita	Pattern recognition and big data		xviii, 856p	World Scientific	2020	Big data; Recognition



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48284	658.47 (R)	9789811222870	Schiesser, W E	Computational modeling of the COVID-19 disease	numerical ODE analysis with R programming	viii, 100p	World Scientific	2020	R programming; R; Corona virus infections; Mathematical models; Data processing; Corona
48292	658.5	9781789663044	Cortiglioni, Stefano	Toyota methods and operating models	achieve business success with the Toyota way	xxvi, 225p	Kogan Page	2020	Toyota methods; Lean manufacturing; Toyota; Industrial efficiency
48294	658.5	9780749496999	Rich, Nick	Systems for manufacturing excellence	generating efficient and reliable manufacturing operations	xx, 318p	Kogan Page	2020	Manufacturing excellence; Manufacturing operations; Production; Operations management
48293	658.7	9780000988867	Lei, Lei	Managing supply chain operations		xix, 282p	World Scientific	2020	Managing supply chain; Supply chain; Business logistics; Supply chain management
48295	658.7	9780000989086	Li, Ling	Supply chain management	concepts, techniques and practices enhancing the value through collaboration	xxiii, 347p	World Scientific	2020	Supply chain management; Supply chain
48370	658.8	9789332557185	Kotler, Philip	Marketing management		xxvi, 756p	Pearson	2016	Marketing management
48371	658.8	9789332587106	Gupta, Prachi	Marketing management	Indian cases	vp	Pearson	2018	Marketing management; Indian cases; Marketing
48372	658.8	9789332557185	Kotler, Philip	Marketing management		xxvi, 756p	Pearson	2016	Marketing management
48373	658.8	9789332587106	Gupta, Prachi	Marketing management	Indian cases	vp	Pearson	2018	Marketing management; Indian cases; Marketing
48403	658.8	9789332518926	Prahalad, C K	The fortune at the bottom of the pyramid	eradicating poverty through profits	360p	Pearson	2021	Fortune; International business enterprises; Developing countries; Poor
48404	658.8	9789332518926	Prahalad, C K	The fortune at the bottom of the pyramid	eradicating poverty through profits	360p	Pearson	2021	Fortune; International business enterprises; Developing countries; Poor

Acc. No.	Call No.	ISBN	Author	Title	Subtitle	Pages	Publisher	Year	Subject
48334	658.8 (P)	9789389949810	Crawford, Merle	New products management		xviii, 546p	McGraw-Hill	2020	Product management; Product
48335	658.8 (P)	9789389949810	Crawford, Merle	New products management		xviii, 546p	McGraw-Hill	2020	Product management; Product
48291	658.804	9781789661927	Burgess, Bev	Executive engagement strategies	how to have conversations and develop relationships that build b2b business	xviii, 241p	Kogan Page	2020	Executive engagement; Relationship marketing; Marketing
48348	658.81	9789353884864	Venugopal, Pingali	Sales and distribution management	an integrative approach	xxxviii, 347p	Sage	2021	Sales management; Distribution management; Sales
48349	658.81	9789353884864	Venugopal, Pingali	Sales and distribution management	an integrative approach	xxxviii, 347p	Sage	2021	Sales management; Distribution management; Sales
48296	658.816	9781138607354	Nagle, Thomas T	The strategy and tactics of pricing	a guide to growing more profitably	xx, 331p	Routledge	2018	Strategy management; Pricing; Decision making
48297	658.816	9781138607354	Nagle, Thomas T	The strategy and tactics of pricing	a guide to growing more profitably	xx, 331p	Routledge	2018	Strategy management; Pricing; Decision making
48385	658.827	9789353946135	Keller, Kevin Lane	Strategic brand management	building, measuring and managing brand equity	xxx, 642p	Pearson	2020	Strategic brand; Brand management; Brand
48386	658.827	9789353946135	Keller, Kevin Lane	Strategic brand management	building, measuring and managing brand equity	xxx, 642p	Pearson	2020	Strategic brand; Brand management; Brand
48411	658.827	9781137467591	Kumar, Nirmalya	Brand breakout	how emerging market brands will go global	xx, 256p	Palgrave Macmillan	2013	Brand management; Brand; Market brands
48412	658.827	9781137467591	Kumar, Nirmalya	Brand breakout	how emerging market brands will go global	xx, 256p	Palgrave Macmillan	2013	Brand management; Brand; Market brands
48377	658.83	9789353433291	Malhotra, Naresh K	Marketing research	an applied orientation	xxxiii, 955p	Pearson	2021	Marketing research
48378	658.83	9789353433291	Malhotra, Naresh K	Marketing research	an applied orientation	xxxiii, 955p	Pearson	2021	Marketing research
48393	658.8342	9789353069834	Schiffman, Leon G	Consumer behavior		xxx, 670p	Pearson	2019	Consumer behavior
48394	658.8342	9789353069834	Schiffman, Leon G	Consumer behavior		xxx, 670p	Pearson	2019	Consumer behavior



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48298	658.872	9789353883485	Tuten, Tracy L	Social media marketing		xxiv, 407p	Sage	2018	Social media marketing; Social media; Social marketing
48299	658.872	9789353883485	Tuten, Tracy L	Social media marketing		xxiv, 407p	Sage	2018	Social media marketing; Social media; Social marketing
48356	658.872	9781138494237	Chaffey, Dave	Digital marketing excellence		xxvii, 660p	Routledge	2018	Digital marketing; Online marketing
48357	658.872	9781138494237	Chaffey, Dave	Digital marketing excellence		xxvii, 660p	Routledge	2018	Digital marketing; Online marketing
48407	658.872	9788126564408	Dodson, Ian	The art of digital marketing	the definitive guide to creating strategic, target	viii, 385p	John Wiley	2016	Digital marketing; Social marketing; Online marketing
48408	658.872	9788126564408	Dodson, Ian	The art of digital marketing	the definitive guide to creating strategic, target	viii, 385p	John Wiley	2016	Digital marketing; Social marketing; Online marketing
48274	659.1	9788126561254	Sullivan, Luke	Hey whipple, squeeze this	the classic guide to creating great ads	ix, 438p	Wiley India	2018	Advertising
48346	659.1	9781259026850	Belch, George E	Advertising and promotion	an integrated marketing communications perspective	xlili, 1016p	McGraw-Hill	2019	Advertising; Advertising promotion
48347	659.1	9781259026850	Belch, George E	Advertising and promotion	an integrated marketing communications perspective	xlili, 1016p	McGraw-Hill	2019	Advertising; Advertising promotion