



**Institute of
Management Technology**

Ghaziabad, Delhi NCR



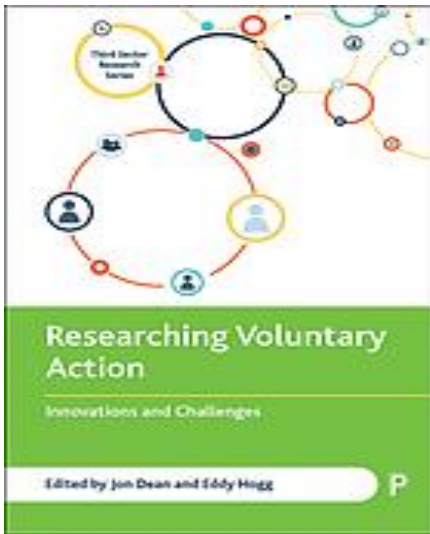
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NEW ARRIVALS

November-December 2023



NEW ARRIVALS, NOVEMBER-DECEMBER 2023

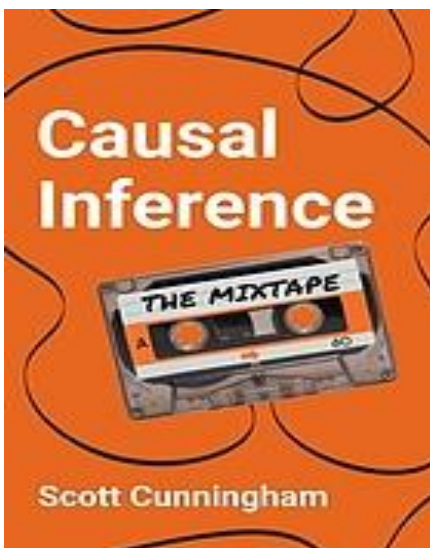


Researching voluntary action: innovations and challenges by Dean, Jon

Bristol University Press 2023

Acc. No.: 50811 Call No.: 001.4 ISBN: 9781447356691

Summary: With case studies from around the world, this accessible book explores the methodological complexities of research into voluntary action, charitable behaviour and participation in voluntary organisations.

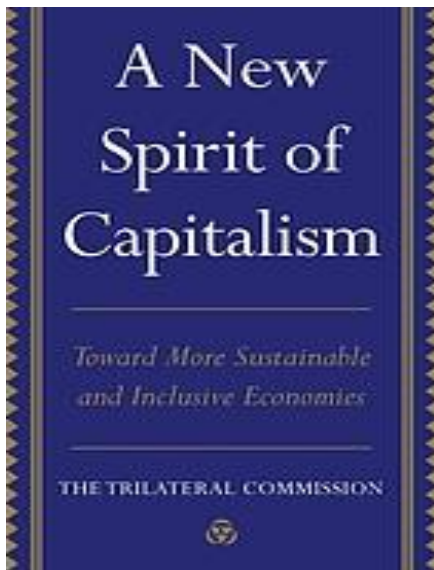


Causal inference: the mixtape by Cunningham, Scott

Yale University Press 2021

Acc. No.: 50765-50767 Call No.: 300.72 ISBN: 9780300251685

Summary: An accessible and contemporary introduction to the methods for determining cause and effect in the social sciences Causal inference encompasses the tools that allow social scientists to determine what causes what. Economists-who generally can't run controlled experiments to test and validate their hypotheses-apply these tools to observational data to make connections. In a messy world, causal inference is what helps establish the causes and effects of the actions being studied, whether the impact (or lack thereof) of increases in the minimum wage on employment, the effects of early childhood education on incarceration later in life, or the introduction of malaria nets in developing regions on economic growth. Scott Cunningham introduces students and practitioners to the methods necessary to arrive at meaningful answers to the questions of causation, using a range of modeling techniques and coding instructions for both the R and Stata programming languages.



A new spirit of capitalism: toward more sustainable and inclusive economies by The Trilateral Commission

Hurst & Company 2022

Acc. No.: 50803 Call No.: 330.122 ISBN: 9781787387942

Summary: Capitalism represents the greatest engine of material well-being that the world has ever seen. But scepticism about its viability has grown across the political spectrum, on the back of rising inequalities, climate change and digital disruptions. This book joins the debate about the crisis of capitalism-not by blindly defending the system, but by advocating concrete proposals to put it on a more socially and environmentally sustainable path. Too often, conversations about the future of capitalism consider it as a homogeneous socio-economic system whose features vary little from one location to another; this commonly leads to one-size-fits-all recommendations to address capitalism's flaws. The contributors to this book, by contrast, look at the transition needed from the perspective of capitalism's multi-faceted nature, in response to challenges including the green transition, the digital revolution and spiralling inequalities. These present difficult trade-offs in terms of growth, efficiency and stability, which each capitalist model will solve differently.



FinTech research and applications: challenges and opportunities volume 5 by Chou, Daisy

World Scientific 2023

Acc. No.: 50805 Call No.: 332.10285 ISBN: 9781800612716

Summary: This book aims to provide insights on the latest developments in the area of FinTech. It is a collection of scientific articles covering primary areas of finance. The following key themes are covered in the book: Machine Learning and Artificial Intelligence, FinTech Regulation and Smart Contracts, Cryptocurrencies, and FinTech in Financial Services. FinTech is a rapidly developing industry that uses technological innovations to improve financial activities and make financial services more accessible and affordable to businesses and individuals. This book contributes to the body of knowledge in FinTech offering potential readers a chance to review and rethink the topics in question.

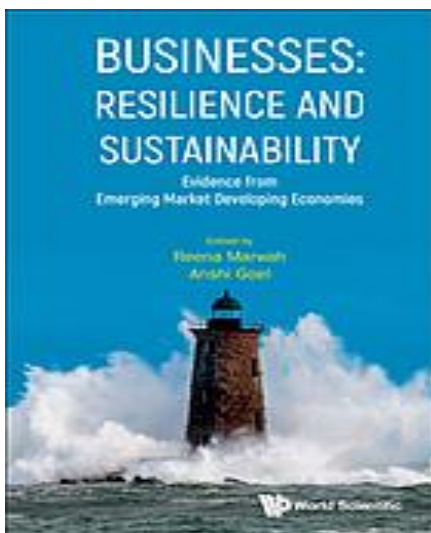


Understanding decentralized finance: how DeFi is changing the future of money by Lewis, Rhian

Kogan Page 2023

Acc. No.: 50806 Call No.: 332.4 ISBN: 9781398609372

Summary: Understand the past, present and future of DeFi to unlock new opportunities, valuable takeaways and gain a competitive advantage in this emerging and rapidly-moving sector.

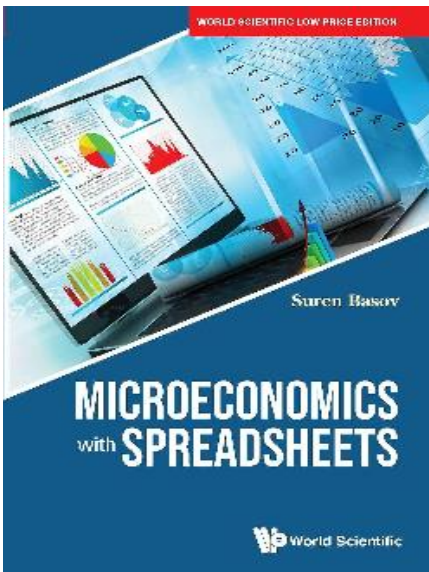


Businesses: resilience and sustainability evidence from emerging market developing economies by Marwah, Reena

World Scientific 2023

Acc. No.: 50801 Call No.: 332.64 ISBN: 9789811266522

Summary: In a world of unprecedented disruption and market turbulence, business transformation revolves around the need to generate new values, unlock new opportunities, drive new growth, and deliver new efficiencies. The world is witnessing volatility in the environment, in technology, in the economy and in society. 'Business as usual' is no longer acceptable, and the pertinent question is how long can humanity continue pursuing consumption and growth predicated on ever-increasing efficiency. The Coronavirus pandemic has amplified concerns about the highly digitized, interconnected, and vulnerable state of the global economy, the relationship with nature, and the prospects for each living being on this planet, including people, to survive and to thrive. To navigate and survive the coming decade of transformative change, every business will need to harness all the ingenuity, creativity and imagination they can muster. Corporate leaders and entrepreneurs will be required to steer their businesses towards a new model of prosperity, based on green and regenerative principles. It is time for leaders in business to overhaul their purpose, plans and strategies for this new context and explore different futures, engage with new partners and create space for experimentation. The only way to prepare for the future is to explore how companies, especially medium and small enterprises as well as women led businesses can transform their future strategies to be more compatible with challenges such as cyber security, human security, ethical principles and financial transparency.

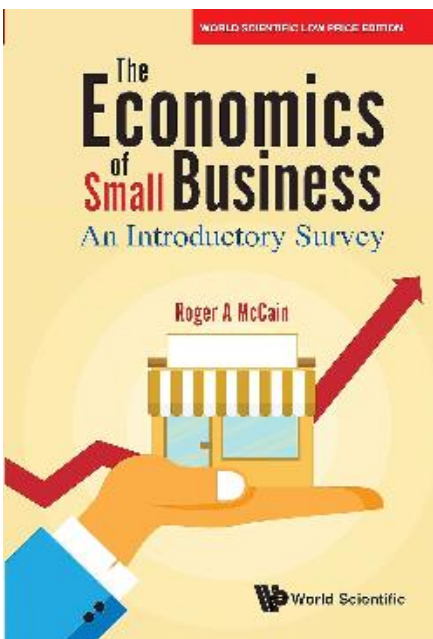


Microeconomics with spreadsheets: by Basov, Suren

World Scientific 2024

Acc. No.: 50802 Call No.: 338.5 ISBN: 9780000991669

Summary: Microeconomics studies the choices made by individuals under conditions of scarcity of resources and time and the interaction between different decision makers. Scarcity forces economic actors to choose one opportunity among many. Microeconomics with Spreadsheets starts with the mathematical preliminaries and covers consumer theory, producer theory, general equilibrium, game theory, market structure and economics of information. The reader will use numerical tools to analyse problems that cannot be analysed analytically. There is a natural synergy between rigorous proofs and numerical methods, since before using a numerical method one should also prove that a solution exists and analyse whether it is unique, and therefore be able to interpret properly the output of a program.

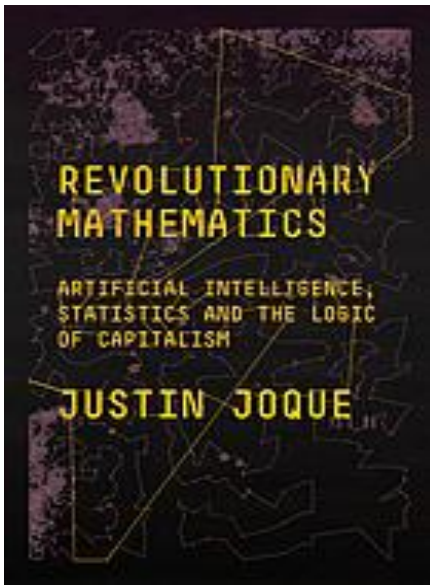


The economics of small business: an introductory survey by McCain, Roger A

World Scientific 2024

Acc. No.: 50804 Call No.: 338.642 ISBN: 9780000991522

Summary: This survey reviews research on the economics of small business, introducing key concepts for the understanding of the research, including some basic microeconomics, distribution functions, and concepts of entrepreneurship. Accessible to readers with elementary knowledge of economics and probability, the book is suitable as a text for an undergraduate course in the economics of small business. It also covers the economics of organization, the role of the family in small business, human capital and nonpecuniary motivation, together with the relationship of small business to entrepreneurship and growth. Public policy toward small business is discussed with an emphasis on the United States, together with comparisons and contrasts of many other countries.

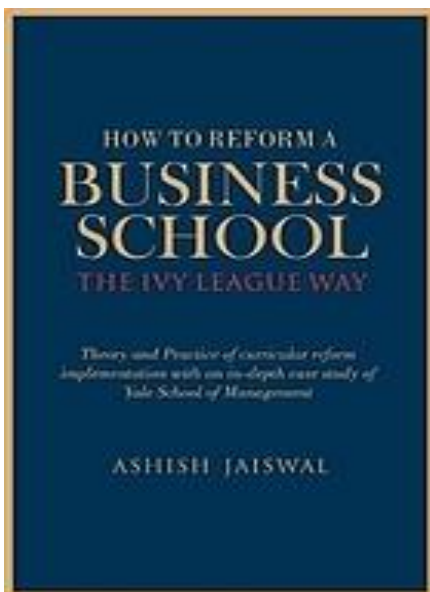


Revolutionary mathematics: artificial intelligence, statistics and the logic of capitalism by Joque, Justin

Verso Books 2022

Acc. No.: 50807 Call No.: 510 ISBN: 9781788734004

Summary: Joque traces the revolution in statistics and probability that has quietly underwritten the explosion of machine learning, big data and predictive algorithms that now decide many aspects of our lives. Exploring shifts in the philosophical understanding of probability in the late twentieth century, the author shows how this was not merely a technical change but a wholesale philosophical transformation in the production of knowledge and the extraction of value. This book provides a new and unique perspective on the dangers of allowing artificial intelligence and big data to manage society. It is essential reading for those who want to understand the underlying ideological and philosophical changes that have fueled the rise of algorithms and convinced so many to blindly trust their outputs, reshaping our current political and economic situation.

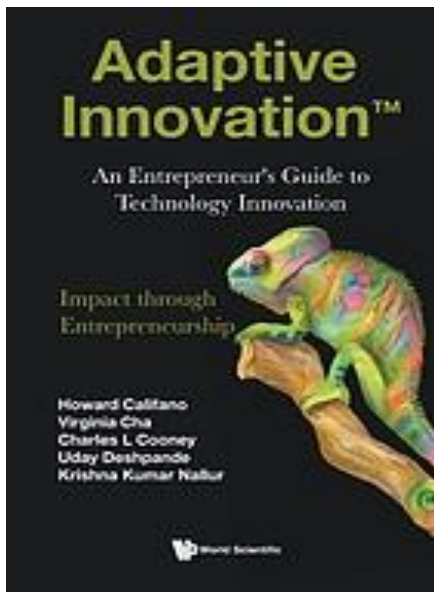


How to reform a business school the Ivy League way: theory and practice of curricular reform implementation with an in-depth case study of Yale school of management by Jaiswal, Ashish

Oxford Centre for Higher Education Policy Studies 2015

Acc. No.: 50763 Call No.: 658.007 ISBN: 9780954743383

Summary: Within 100 years of its existence, BUSINESS, for better or worse, has become the most popular subject in higher education, sending a larger number of graduates into the economy than any other. Ironically, the most popular discipline is also now the most condemned. Undoubtedly, business schools are at a crossroads and under the scanner. In How to Reform a Business School, Ashish Jaiswal meticulously demonstrates the problems plaguing the world of business schools and brings together the key contextual debates and concepts of foundational theory on the subject of reforms in MBAs. Jaiswal makes a major methodological contribution to this little-explored field by presenting a novel exploratory framework - which employs a fresh combination of the social constructionist and implementation perspectives - to research the implementation of business school reform. Jaiswal conducts a rigorous in-depth case study of one of the most substantial curricular and pedagogical reforms in business school history: recently undertaken by Yale School of Management.

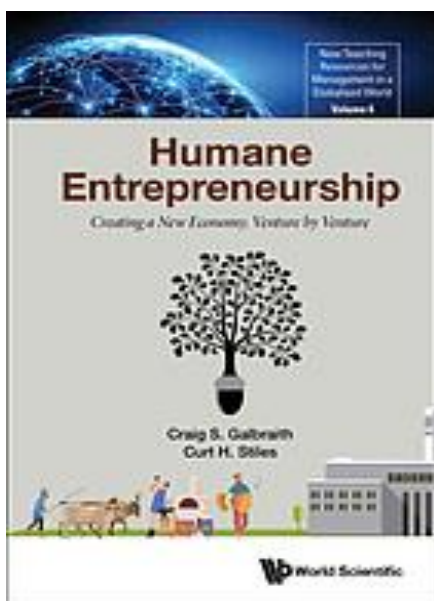


Adaptive innovation: an entrepreneur's guide to technology innovation impact through entrepreneurship by Califano, Howard

World Scientific 2023

Acc. No.: 50809 Call No.: 658.4063 ISBN: 9789811264658

Summary: This book provides a framework for translating ideas from the academic laboratory to commercial ventures. The book is designed for academic researchers (advanced PhD students, post-doctoral fellows, university faculty and staff) who believe their research ideas could be the basis for a commercial venture. The book contains a complete program to create their entrepreneurial ecosystem by enabling scientist entrepreneurs to drive their discoveries to commercial impact. The authors from MIT and SMART have been working with academic researchers in Singapore for over ten years to help them de-risk an idea for an early-stage technology-based venture to prepare them to raise capital and initiate a NewCo. We developed a set of best practices during this work by teaching over 300 scientists, researchers, and postdocs in our Bootcamp for academic researchers and providing them with the tools to be scientist entrepreneurs. These teams have gone on to start over 44 companies. Through our real-time experience in working with academic researchers, supplemented with our personal experience in technology start-ups, we developed the Adaptive Innovation Framework.



Humane entrepreneurship: creating a new economy, venture by venture volume 6 by Galbraith, Craig S

World Scientific 2023

Acc. No.: 50810 Call No.: 658.421 ISBN: 9789811271236

Summary: This treatise defines humane to mean that which is natural to human beings. It then suggests that much of the economic activity and many of the structures of modern business are inhumane. In response to this possibility, the book examines the nature of the humane in society and business and reviews the literature, beliefs, and standards of human behavior that would lead to the growth of a truly humane economy. Questions are raised about the virtue of current structure and practice. A strikingly positive proposition underlies the critique: new entrepreneurial ventures are by their nature humane. The way to make the economy and the practice of business more humane is not to encourage a routinized script of business ethics but instead to permit entrepreneurs to follow their desire to create and to build. This desire is natural to human beings and therefore deeply humane.



Digital marketing in practice: design, implement and measure effective campaigns by Knight, Hanne

Kogan Page 2023

Acc. No.: 50796 Call No.: 658.872 ISBN: 9781398608870

Summary: Learn how to develop, implement and evaluate effective digital marketing with this practical yet theoretically grounded textbook which also explores the latest legal and ethical considerations.