



**Institute of
Management Technology**
Ghaziabad, Delhi NCR

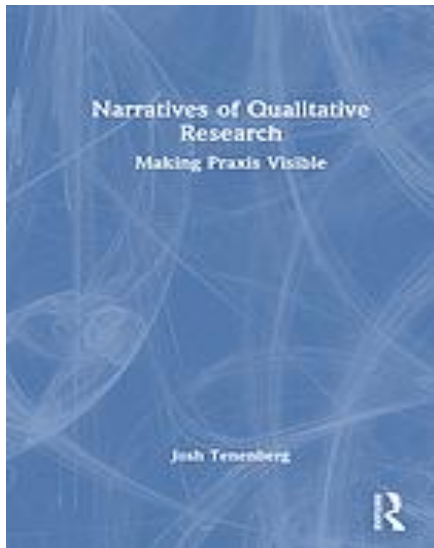


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NEW ARRIVALS

March - April 2025





Narratives of qualitative research: making praxis visible by Tenenberg, Josh

Routledge 2024

Acc. No.: 52186 Call No.: 001.4 ISBN: 9781032672939

Summary: Narratives of Qualitative Research uses a novel form of writing about how to do qualitative research called a praxis narrative. Each narrative is told from the author's perspective in carrying out one of his past research studies in the social sciences. Told chronologically and in a first-person voice, the narratives position the reader alongside the narrator so as to vicariously experience how research happens in its situated particulars. Rather than a set of idealizations and universalized pronouncements, the author reveals what really goes on when one is in the thick of complex and challenging research studies, the points of trouble along with the successes. This will be relevant to researchers who have already undertaken one or more empirical research studies (though not necessarily using qualitative approaches) and now find themselves facing something new: a new analytic method, a new theoretical lens, a new form of data collection, a new domain of research questions, a new rhetorical approach.

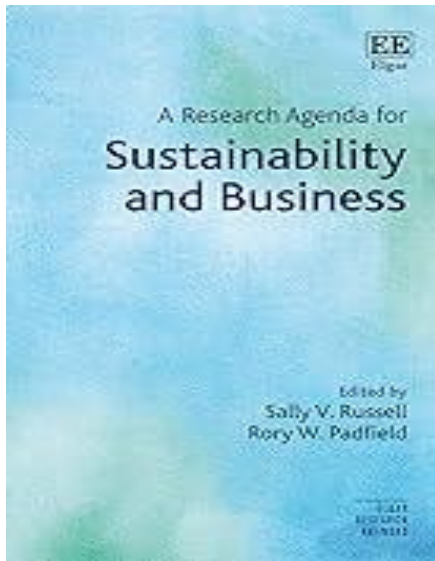


How qualitative data analysis happens: moving beyond themes emerged by Humble, Aine

Routledge 2025

Acc. No.: 52228 Call No.: 001.4 ISBN: 9781032183220

Summary: How Qualitative Data Analysis Happens: Moving Beyond "Themes Emerged" offers an in-depth look into how qualitative social science researchers studying a wide range of human experiences and dynamics approach their data analyses. This expanded edition includes 13 new chapters from a broad range of disciplines that document the stories about how qualitative data analysis occurred. Chapters for this expanded edition represent a diversity of disciplines (e.g., criminology, family science, education, health, nutrition, sociology, sport psychology) that focus on the human experience and describe a diversity of methodological approaches. These chapters may be used to introduce readers to newer or innovative ways of analysing data. It moves beyond the usual vague statement of "themes emerged from the data" to show readers how researchers actively and consciously arrive at their themes and conclusions, revealing the complexity and time involved in making sense of thousands of pages of interview data, multiple data sources, and diverse types of data. The various authors provide detailed narratives into how they analysed their data from previous publications.

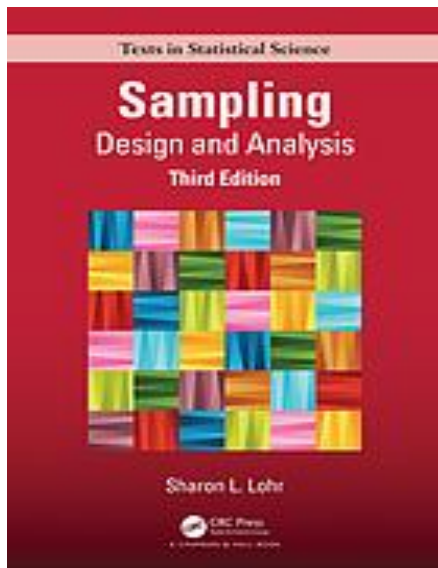


A research agenda for sustainability and business by Russell, Sally V

Edward Elgar Publishing 2023

Acc. No.: 52216 Call No.: 001.4 ISBN: 9781839107702

Summary: How businesses can and are acting to redress social and environmental issues is a question of growing academic interest. Bringing together a range of interdisciplinary perspectives, this insightful Research Agenda evaluates the current state of the art of sustainability and business and assesses key challenges for the field. Multidisciplinary chapters provide instrumental, economic, network and political perspectives on issues that are crucial in gaining insight into sustainability challenges facing businesses today, from socially responsible consumption behaviours and organisational resilience to climate change and sustainability transitions in extractive industries. Its diverse contributions highlight the breadth and depth of analyses and perspectives that are necessary to set a dynamic agenda for future research on sustainability and business. Advancing novel research questions and methodologies, the editors illustrate the path ahead for carrying out research that impacts the science and practice of business and sustainability, as well as creating meaningful change for our species and planet.



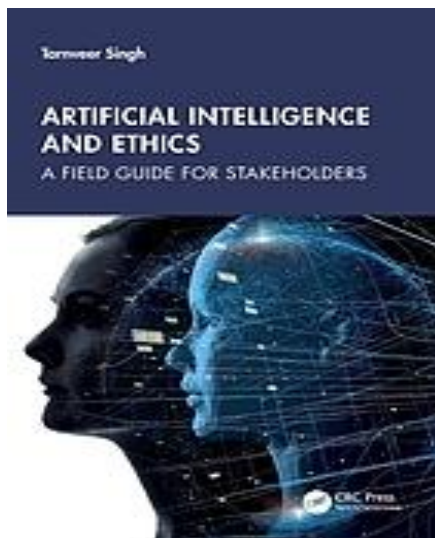
Sampling: design and analysis by Lohr, Sharon L

CRC Press 2022

Acc. No.: 52339 Call No.: 001.433 ISBN: 9780367279509

Summary: The level is appropriate for an upper-level undergraduate or graduate-level statistics major. Sampling: Design and Analysis (SDA) will also benefit a non-statistics major with a desire to understand the concepts of sampling from a finite population. A student with patience to delve into the rigor of survey statistics will gain even more from the content that SDA offers. The updates to SDA have potential to enrich traditional survey sampling classes at both the undergraduate and graduate levels. The new discussions of low response rates, non-probability surveys, and internet as a data collection mode hold particular value, as these statistical issues have become increasingly important in survey practice in recent years... I would eagerly adopt the new edition of SDA as the required textbook." (Emily Berg, Iowa State University) What is the unemployment rate? What is the total area of land planted with soybeans? How many persons have antibodies to the virus causing COVID-19? Sampling: Design and Analysis, Third Edition shows you how to design and analyze surveys to answer these and other questions.

NEW ARRIVALS, MARCH - APRIL 2025



Artificial intelligence and ethics: a field guide for stakeholders by Singh, Tarnveer

CRC Press 2025

Acc. No.: 52177 Call No.: 006.3 ISBN: 9781032815268

Summary: Artificial Intelligence and Ethics is a general and wide-ranging survey of the benefits and ethical dilemmas of artificial intelligence (AI). The rise of AI and super-intelligent AI has created an urgent need to understand the many and varied ethical issues surrounding the technologies and applications of AI. This book lays a path towards the benefits and away from potential risks. It includes over thirty short chapters covering the widest array of topics from generative AI to superintelligence, from regulation to transparency, and from cybersecurity to risk management. Written by an award-winning Chief Information Security Officer (CISO) and experienced Technology Leader with two decades of industry experience, the book includes real-life examples and up-to-date references.

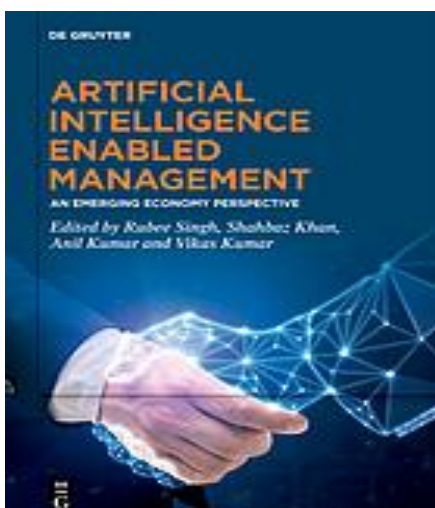


Revolutionizing the AI-Digital landscape: a guide to sustainable emerging technologies for marketing professionals by Khang, Alex

Routledge 2024

Acc. No.: 52182 Call No.: 006.3 ISBN: 9781032688299

Summary: This book investigates the growing influence of artificial intelligence in the marketing sphere, providing insights into how AI can be harnessed for developing more effective and efficient marketing strategies.



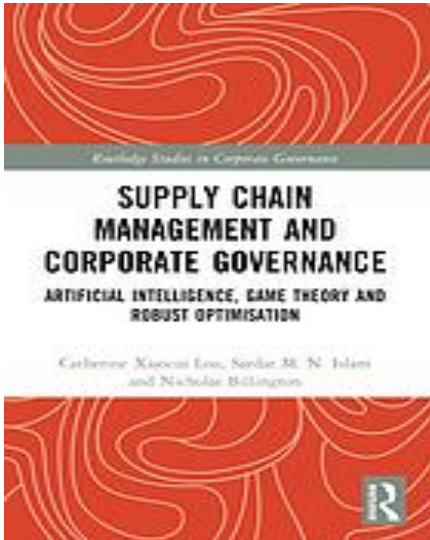
Artificial intelligence enabled management: an emerging economy perspective by Singh, Rubee

De Gruyter 2024

Acc. No.: 52175 Call No.: 006.3 ISBN: 978311171050

Summary: Companies in developing countries are adopting Artificial Intelligence applications to increase efficiency and open new markets for their products. This book explores the multifarious capabilities and applications of AI in the context of these emerging economies and its role as a driver for decision making in current management practices. Artificial Intelligence Enabled Management argues that the economic problems facing academics, professionals, managers, governments, businesses and those at the bottom of the economic pyramid have a technical solution that relates to AI.

NEW ARRIVALS, MARCH - APRIL 2025

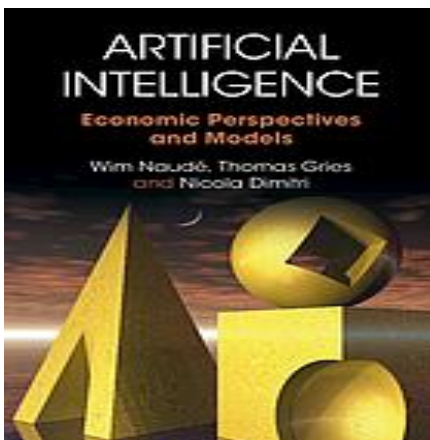


Supply chain management and corporate governance: artificial intelligence, game theory and robust optimisation by Lou, Catherine Xiaocui

Routledge 2023

Acc. No.: 52179 Call No.: 006.3 ISBN: 9781032210407

Summary: Supply Chain Management and Corporate Governance: Artificial Intelligence, Game Theory and Robust Optimisation is the first innovative, comprehensive analysis and analytical robust optimisation modelling of the relationships between corporate governance principles and supply chain management for risk management and decision-making under uncertainty in supply chain operations. To avoid corporate failures and crises caused by agency problems and other external factors, effective corporate governance mechanisms are essential for efficient supply chain management. This book develops a new collaborative robust supply chain management and corporate governance (RSCMCG) model and framework that combines good corporate governance practices for risk management strategies and decision-making under uncertainty.

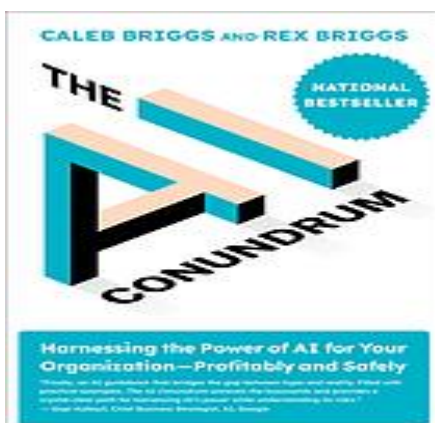


Artificial intelligence: economic perspectives and models by Naude, Wim A

Cambridge University Press 2024

Acc. No.: 52150 Call No.: 006.3 ISBN: 9781009483117

Summary: An essential companion for understanding the decision theory underlying artificial intelligence, how to model the impacts of artificial intelligence on economic growth, productivity, labour markets and inequality, and how to make sense of the debate whether AI poses an existential risk.

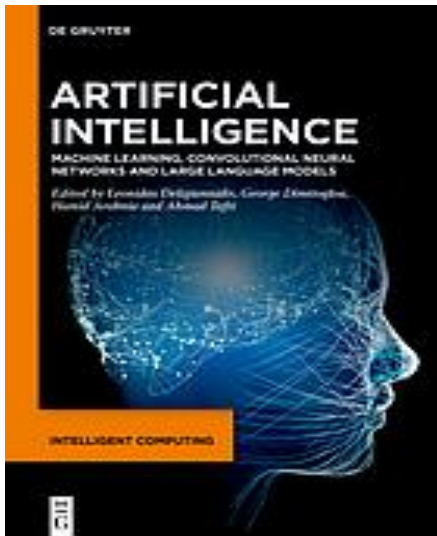


The AI conundrum: harnessing the power of AI for your organization-profitably and safely by Briggs, Caleb

The MIT Press 2024

Acc. No.: 52209 Call No.: 006.3 ISBN: 9780262048996

Summary: Demystifies AI for business professionals, highlighting its strengths, weaknesses, and real-world applications, while providing actionable insights for responsible implementation and risk mitigation.

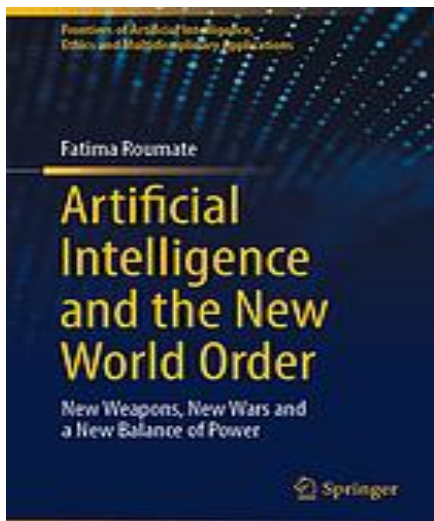


Artificial intelligence: machine learning, convolutional neural networks and large language models by Deligiannidis, Leonidas

De Gruyter 2024

Acc. No.: 52158 Call No.: 006.3 ISBN: 9783111344003

Summary: Artificial Intelligence (AI) revolves around creating and utilizing intelligent machines through science and engineering. This book delves into the theory and practical applications of computer science methods that incorporate AI across many domains. It covers techniques such as Machine Learning (ML), Convolutional Neural Networks (CNN), Deep Learning (DL), and Large Language Models (LLM) to tackle complex issues and overcome various challenges.

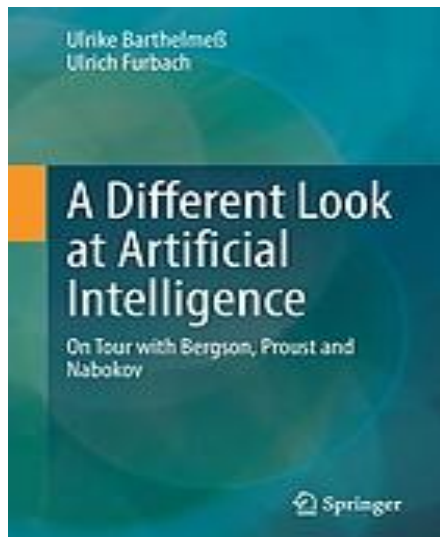


Artificial intelligence and the New world order: new weapons, new wars and a new balance of power by Roumate, Fatima

Springer 2024

Acc. No.: 52163 Call No.: 006.3 ISBN: 9783031503115

Summary: This book discusses the implications of artificial intelligence (AI) on post-COVID-19 international relations. With the decline and fall of U.S. global leadership and the emergence of new powerful actors, as hastened by the global pandemic, new arms are now used in new forms of wars with new players. The balance of power swings between geostrategic interests and those linked to the global governance of virtual space and the race to technological sovereignty. Chapters focus on the challenges imposed by these changes on different parts of the international system law, governance, diplomacy, international psychological security and articulate new strategies and ethical policies as possible solutions. The volume is interdisciplinary and will appeal to researchers, students, and professionals across fields interested in the ethics of AI in the international system.



A different look at artificial intelligence: on tour with Bergson, Proust and Nabokov by Barthelmeß, Ulrike

Springer 2023

Acc. No.: 52178 Call No.: 006.3 ISBN: 9783658384739

Summary: Digitalization is inexorably conquering our lives - also with artificial intelligence (AI) methods. Search engine operators, social network operators and shipping platform operators know more and more about us, about our buying and living habits. User data has become a valuable commodity. We live and work with computer systems that behave intelligently or are even intelligent. Questions like "Can machines be intelligent?" or "Can they have emotions or a consciousness?" keep popping up. To enable readers to form their own opinion on these questions, the authors clearly explain individual techniques or methods of AI and relate them to approaches from philosophy, art and neurobiology. Topics such as logical reasoning, knowledge and memory play just as important a role as machine learning and artificial neural networks. In the foreground is the question of what constitutes memory and thinking, what role our emotions play when we as humans move through life, through the world.

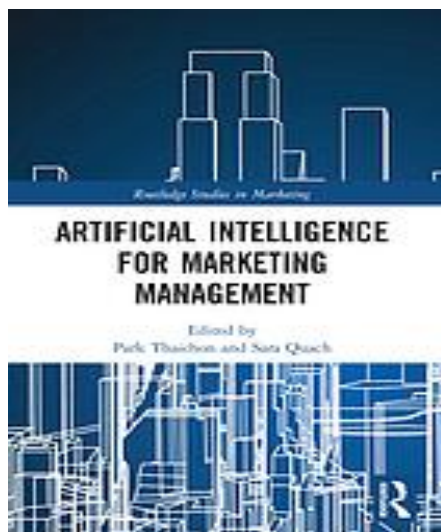


Digitalization and artificial intelligence: use by and in controlling by Schneider, Thomas

Springer 2023

Acc. No.: 52154 Call No.: 006.3 ISBN: 9783658403829

Summary: The possibilities and limits of digitalization in general and artificial intelligence in particular are demonstrated in a practice-oriented manner. Ways to generate and secure competitive advantages are presented. The topic is examined from the perspective of the company, the function of controlling and the personal position in controlling. The aim is rather to accompany the reader in the concrete implementation than to present a uniform guide. The content Data security and risk Evaluate rationality, define action and create readiness for change Digitalization, algorithms and agility in controlling Forecasts, strategies and processes Operational developments and innovations the author Thomas Schneider holds a degree in business administration and works as a freelance interim auditor and compliance manager. He has extensive professional experience in controlling, internal auditing and compliance management, both in a Dax-30 group and in medium-sized companies. Publication of numerous professional articles and books.



Artificial intelligence for marketing management by Thaichon, Park

Routledge 2023

Acc. No.: 52231 Call No.: 006.3 ISBN: 9781032248493

Summary: Artificial intelligence (AI) has driven businesses to adopt new business practices rapidly, enhance product development and services, has helped to power AI-based market intelligence and customer insights, and improve customer relationship management. This timely book addresses the use of AI in marketing. This book also explores the dark side of AI in marketing management and discusses ethics and transparency of automated decision-making in AI applications, data privacy, cyber security issues, and biases in various facets of marketing. Emerging applications of AI such as Deep Fakes which use deep learning technology could increase risks of manipulation and deception. Hence, apart from leveraging AI capabilities and advantages, the book cautions the need for prevention strategies to deal with potential issues that could arise from the adoption of AI in marketing management. This book will provide practical insights into the role of AI in marketing management. It will be a useful reference for those researching marketing and marketing professionals.

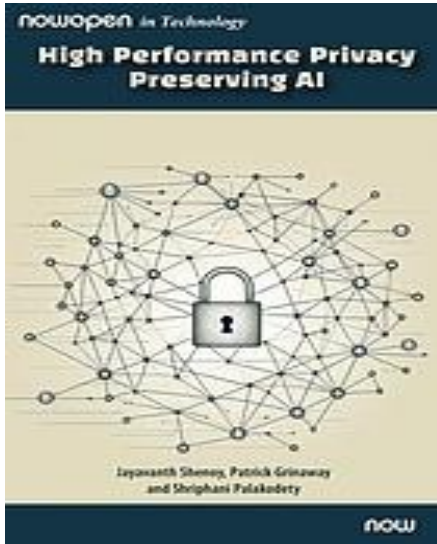


Artificial intelligence governance and the blockchain revolution by Gao, Qiqi

Springer 2024

Acc. No.: 52181 Call No.: 006.3 ISBN: 9789819992102

Summary: This is the first professional academic work in China to discuss artificial intelligence and blockchain together. Artificial intelligence is a productivity revolution, and its development has a significant and profound impact on global changes. However, at the same time, its development also brings a series of challenges to human society, such as privacy, security, and fairness issues. Therefore, the significance of blockchain is even more prominent. Blockchain is a revolution in production relations, which will propose important solutions to the challenges of privacy, security, and fairness that arise after the development of artificial intelligence. The book not only discusses the problems currently faced by the development of artificial intelligence, as well as the new opportunities and challenges that artificial intelligence brings to future global governance, but also explains the further development direction of the intelligent revolution from the perspective of blockchain.

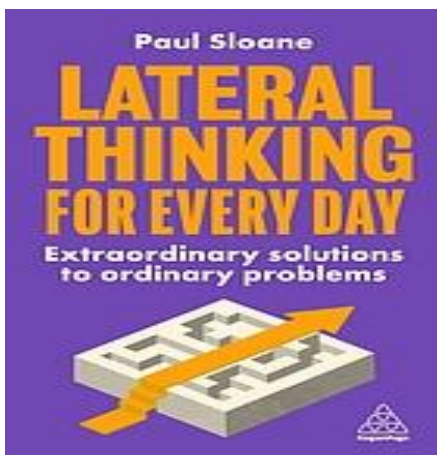


High performance privacy preserving AI by Shenoy, Jayavanth

Now Publishers 2024

Acc. No.: 52173 Call No.: 006.3 ISBN: 9781638283447

Summary: Artificial intelligence (AI) depends on data. In sensitive domains - such as healthcare, security, finance, and many more - there is therefore tension between unleashing the power of AI and maintaining the confidentiality and security of the relevant data. This book - intended for researchers in academia and R&D engineers in industry - explains how advances in three areas-AI, privacy-preserving techniques, and acceleration-allow us to achieve the dream of high-performance privacy-preserving AI. It also discusses applications enabled by this emerging interplay. The book covers techniques, specifically secure multi-party computation and homomorphic encryption, that provide complexity theoretic security guarantees even with a single data point. These techniques have traditionally been too slow for real-world usage, and the challenge is heightened with the large sizes of today's state-of-the-art neural networks, including large language models (LLMs). This book does not cover techniques like differential privacy that only concern statistical anonymization of data points.



Lateral thinking for every day: extraordinary solutions to ordinary problems by Sloane, Paul

Kogan Page 2023

Acc. No.: 52199 Call No.: 153.4 ISBN: 9781398607941

Summary: Harness the power of lateral thinking to develop powerful reasoning techniques, challenge assumptions and help you creatively find unexpected solutions to daily problems.

Mahabharata Unravelling-I

LESSER-KNOWN FACETS OF
A WELL-KNOWN HISTORY



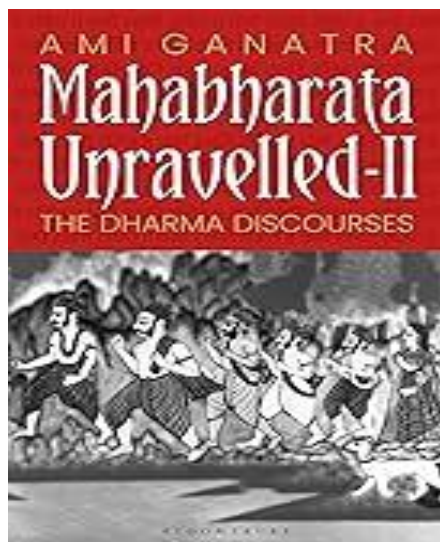
AMI GANATRA
BLOOMSBURY

Mahabharata unravelled: lesser-known facets of a well-known history by Ganatra, Ami

Bloomsbury 2021

Acc. No.: 52152 Call No.: 294.5923 ISBN: 9789354351273

Summary: Millennia have passed since the dharma yudhha of the cousins shook the land of Bharata. But this history of our ancestors continues to fascinate us. Even today, we have passionate discussions about the people and their actions in the epic, fervidly defending our favourites and denouncing others. The number of works on the Mahabharata-adaptations, retellings and fiction-that still get written is a testimony to its enduring relevance. While the general storyline is largely known, a lot of questions and myths prevail, such as-What was the geographical extent of the war? Did Drona actually refuse to take on Karna as his disciple? What were Draupadi's responsibilities as the queen of Indraprastha? Did she ever mock Duryodhana? Were the women in the time of the Mahabharata meek and submissive? What were the names of the war formations during the time? What role did the sons of the Pandavas play? Does the south of India feature at all in the Mahabharata? What happened after the war? These and many other intriguing questions continue to mystify the contemporary reader.

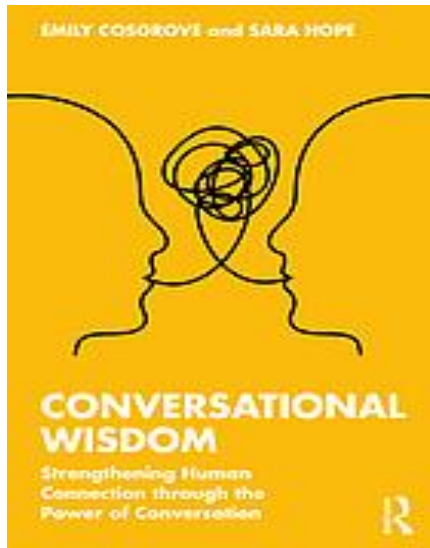


Mahabharata unravelled II: the dharma discourses by Ganatra, Ami

Bloomsbury 2024

Acc. No.: 52153 Call No.: 294.5923 ISBN: 9789356409330

Summary: The first volume of Mahabharata Unravelling covered the itihasa of our ancestors true to the narration of Rishi Veda Vyasa. But the Mahabharata is more than a story of the past. It has extensive discourses on ethics, personal and social interaction, administration, jurisprudence and related topics, in the form of conversations. For instance, the Shanti Parva, the largest of the 18 parvas, is a treatise on Raja Dharma. Advice on the responsibilities and duties of leaders and administrators is imparted to Yudhishtira by Bhishma from his bed of arrows on the field of war. Then there is a profound dialogue between Dhritarashtra and the erudite Vidura that appears in Udyoga Parva, popularly known as Vidura Neeti. Likewise, there is a thought-provoking story narrated by Rishi Markandeya to the Pandavas of a meat-seller who teaches dharma to a Brahmin named Kaushika. In this book, Ami Ganatra highlights the most important lessons from the Dharma discourses found in the Mahabharata. Their teachings hold true even in current times, perhaps more so than ever.

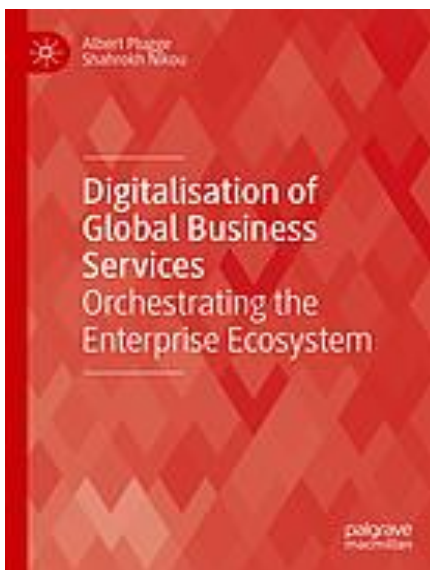


Conversational wisdom: strengthening human connection through the power of conversation by Cosgrove, Emily

Routledge 2023

Acc. No.: 52198 Call No.: 302.346 ISBN: 9781032287614

Summary: Conversation: the heartbeat of our organisations. Right now, we're at risk of losing the art of doing it well. We need to radically change how we talk to each other, to create workplaces where people feel they belong and can thrive. This book will help you understand how to grow your conversational wisdom to create more inclusive and collaborative environments and to make work more meaningful. Conversations carry the greatest potential to impact culture, performance, brand, and engagement. Yet conversation is an under-rated and under-developed skill. Emily Cosgrove and Sara Hope have spent the last 25 years helping people and organisations strengthen human connection through the power of conversation.

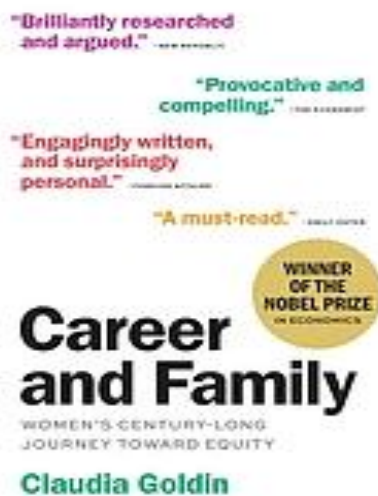


Digitalisation of global business services: orchestrating the enterprise ecosystem by Plugge, Albert

Palgrave Macmillan 2024

Acc. No.: 52211 Call No.: 303.4833 ISBN: 9783031515279

Summary: The concept of Global Business Services (GBS) is well recognised and researched by both scholars and practitioners. However, the complexity of applying GBS has been the subject of various critiques due to its effect on firms' business processes, service portfolio and provisioning of in-house as well as outsourced services. Although GBS results have been much criticised, this book argues that the rise of digitalisation reopens the question of implementing GBS successfully. The findings of this novel research, which is based on a multi-method approach, provide insights in relevant GBS factors and how these factors affect a GBS implementation strategy. Further analysis show how digitalisation, including platforms and AI, enable GBS organisations to decrease implementation issues. Research outcomes illustrate that firms which apply an enterprise ecosystem approach are better able to exchange GBS information. The willingness and ability of firms to intensify the collaboration at managerial and subject matter level will help to overcome GBS implementation challenges. This book puts forward the case that the rise of digitalisation enables GBS organisations to provide benefits and ensure that the GBS business model still matters. It will be of great interest to scholars of digital business.



Career and family: women's century-long journey toward equity by Goldin, Claudia Dale

Princeton University Press 2023

Acc. No.: 52240 Call No.: 305.4 ISBN: 9780691228662

Summary: In this book, the author builds on decades of complex research to examine the gender pay gap and the unequal distribution of labor between couples in the home. The author argues that although public and private discourse has brought these concerns to light, the actions taken - such as a single company slapped on the wrist or a few progressive leaders going on paternity leave - are the economic equivalent of tossing a band-aid to someone with cancer. These solutions, the author writes, treat the symptoms and not the disease of gender inequality in the workplace and economy. Here, the author points to data that reveals how the pay gap widens further down the line in women's careers, about 10 to 15 years out, as opposed to those beginning careers after college. She examines five distinct groups of women over the course of the twentieth century: cohorts of women who differ in terms of career, job, marriage, and children, in approximated years of graduation - 1900s, 1920s, 1950s, 1970s, and 1990s - based on various demographic, labor force, and occupational outcomes. The book argues that our entire economy is trapped in an old way of doing business; work structures have not adapted as more women enter the workforce.

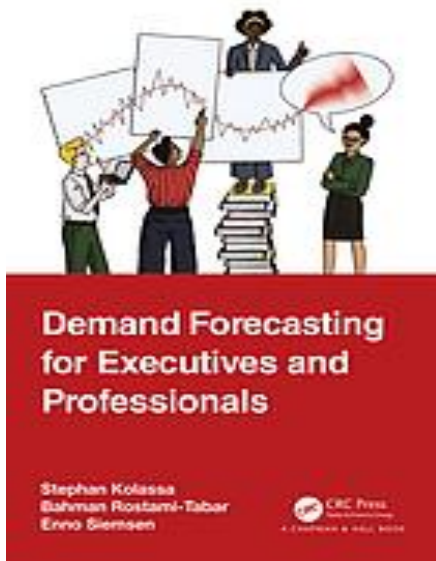


Contests: theory and applications by Bevia, Corchon

Cambridge University Press 2024

Acc. No.: 52249 Call No.: 320.6 ISBN: 9781009504393

Summary: Contest theory is an important part of game theory used to analyse different types of contests and conflicts. Traditional microeconomic models focus on situations where property rights are well defined, and agents voluntarily trade rights over goods or produce rights for new goods. However, much less focus has been given to other situations where agents do not trade property rights, but rather fight over them. Contests: Theory and Applications presents a state-of-the-art discussion of the economics of contests from the perspective of both core theory and applications. It provides a new approach to standard topics in labour, education, welfare and development and introduces areas like voting, industrial organisation, mechanism design, sport, and military conflict. Using elementary mathematics, this book provides a versatile framework for navigating this growing area of study and serves as an essential resource for its wide variety of applications in economics and political science.

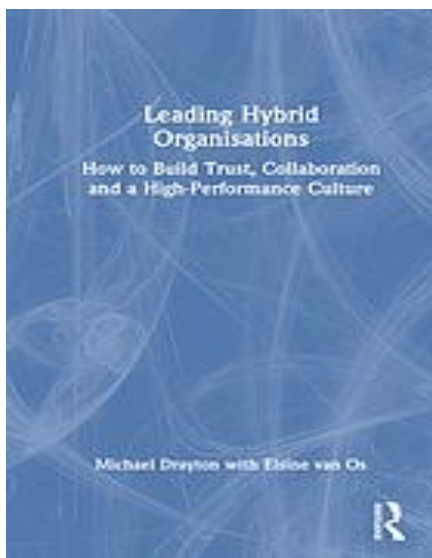


Demand forecasting for executives and professionals by Kolassa, Stephan

CRC Press 2024

Acc. No.: 52187 Call No.: 330.0112 ISBN: 9781032507729

Summary: This book surveys what executives who make decisions based on forecasts and professionals responsible for forecasts should know about forecasting. It discusses how individuals and firms should think about forecasting and guidelines for good practices. It introduces readers to the subject of time series, presents basic and advanced forecasting models, from exponential smoothing across ARIMA to modern Machine Learning methods, and examines human judgment's role in interpreting numbers and identifying forecasting errors and how it should be integrated into organizations. This is a great book to start learning about forecasting if you are new to the area or have some preliminary exposure to forecasting. Whether you are a practitioner, either in a role managing a forecasting team or at operationally involved in demand planning, a software designer, a student or an academic teaching business analytics, operational research, or operations management courses, the book can inspire you to rethink demand forecasting. No prior knowledge of higher mathematics, statistics, operations research, or forecasting is assumed in this book.



Leading hybrid organisations: how to build trust, collaboration and a high-performance culture by Drayton, Michael

Routledge 2024

Acc. No.: 52225 Call No.: 331.25 ISBN: 9781032481388

Summary: Hybrid working at a large scale arrived suddenly with the COVID-19 pandemic. And it is here to stay. Going beyond the quick-fix solutions that emerged during the transition, this book takes a deeper, systems approach to leading a hybrid organisation to help managers understand the real, 'beneath the surface' issues in hybrid working. Established ways of managing everyday problems, such as workflow, communication, and performance management, now seem inadequate when some members of staff are in the office and others working remotely. In addition to day-to-day management tasks, there are far more complex challenges such as developing a cohesive team and organisational culture and a strong attachment to the organisation when some people like coming into work and others avoid the office.



Psychopathy in the workplace: coping strategies for employees by Germain, Marie-Line

Palgrave Macmillan 2024

Acc. No.: 52227 Call No.: 331.256 ISBN: 9783031552137

Summary: A book of extreme importance as we look at our globalized world of work which is increasingly characterized by greed, narcissistic behavior, ego-centeredness, reckless behavior and aggression. Claude-Hélène Mayer, Professor in Industrial and Organisational Psychology, University of Johannesburg, South Africa. The onset of the pandemic has placed a greater emphasis on mental health, with many organizations making it a business imperative to ensure that employees are fully supported. Research on mental health in the workplace continues to grow, though there is a dearth of scholarly writings taking a micro approach to understanding the impact of negative work environments. This three-book series explores issues related to personality disorders and work-related suicides and the effect on employees and leaders. This volume focuses on the harmful effects of psychopathy in the workplace. The book is divided into three sections: defining psychopathy, identifying it through its effects on workplace productivity and performance, and understanding how that knowledge can limit its effect. With chapter contributions from authors around the world, this collection offers global perspectives on the harmful role that psychopathy can play in the workplace.

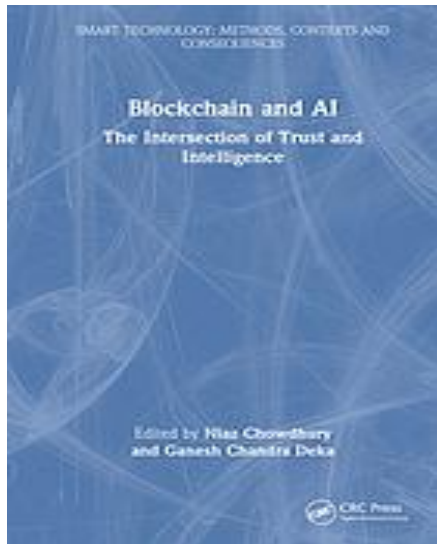


Project management for healthcare by Shirley, David

CRC Press 2024

Acc. No.: 52176 Call No.: 332.1068 ISBN: 9781032548470

Summary: Project Management for Healthcare, Third Edition covers the significant changes in both the direction of healthcare and the direction of project management in the post- COVID pandemic area. A new chapter lets the reader reflect on the COVID pandemic in terms of project management. The third edition features changes related to The Project Management Institute's PMBOK Guide, Seventh Edition and emphasizes tailoring, performance domains, and value delivery systems, all from the perspective of the healthcare field. The book details the prevalence of online data and the need for its protection. The book explains how data can be protected during a project's lifecycle. Another chapter covers how Agile can be applied to projects in healthcare. This new edition also covers green technology and sustainability.

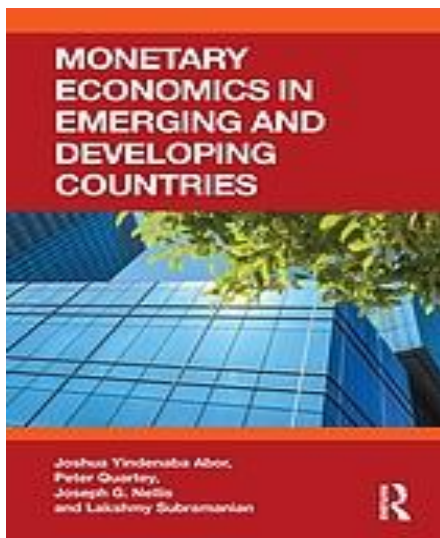


Blockchain and AI: the intersection of trust and intelligence by Chowdhury, Niaz

CRC Press 2024

Acc. No.: 52170 Call No.: 332.178 ISBN: 9780367753313

Summary: In the rapidly evolving landscape of the digital age, two technologies stand out for their transformative potential: Artificial Intelligence (AI) and Blockchain. This book offers an incisive exploration of the confluence between these technological titans, shedding light on the synergies, challenges, and innovations that arise at this intersection. The chapters explore thought-provoking analyses, informed by cutting-edge research and expert perspectives, that navigate the nuanced interplay of decentralised ledger technology and intelligent systems. From potential applications in teaching and learning, finance, healthcare, and governance to ethical considerations and future trajectories, this volume serves as an essential compendium for scholars, professionals, and anyone keen to grasp the future of digital innovation.



Monetary economics in emerging and developing countries by Abor, Joshua Yindenaba

Routledge 2025

Acc. No.: 52247 Call No.: 332.4 ISBN: 9781032824161

Summary: Monetary economics is concerned with the role of money in economic activities. The development of monetary theory and policy plays a significant role in the growth and development of various economies. This has far-reaching implications for various sectors of the economy through several channels including inflation, employment, interest rates, exchange rates, consumption, government spending, investment, and the level of economic activity. Much of the literature to-date has focused on developed economies. This book, however, is an essential guide to the monetary and economic systems of emerging and developing countries. The book contributes to the role of monetary policy in macroeconomic stabilization, examining the characteristics and recent developments in emerging and developing countries' monetary and economic systems, including lessons learned in monetary policy and the associated challenges, the role of building blocks of monetary theory, policy frameworks used in practice, especially, looking at why and how these issues are relevant in these economies. It provides theoretical underpinnings and critical issues relating to various aspects of monetary theory including the role of money, monetary systems, money supply, demand for money, central banking, monetary policy, and the instruments for its implementation in emerging and developing countries.

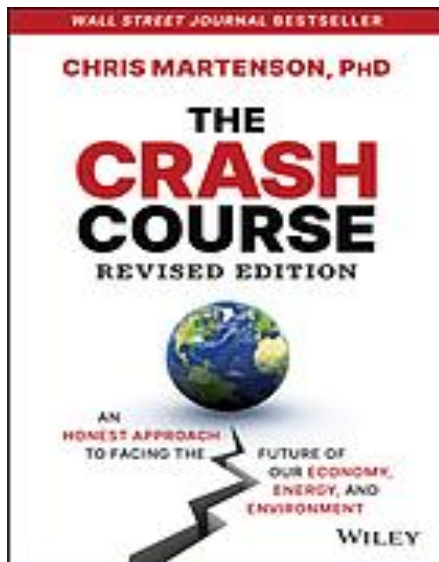


Leading sustainable innovation: a roadmap for technical environments by North, Jo

Kogan Page 2024

Acc. No.: 52134 Call No.: 338.927 ISBN: 9781398616684

Summary: Delve into the strategies, methodologies and tools needed to deliver and embed sustainable innovation in technical programs and projects and create sustainable, future-ready assets and solutions with this comprehensive guide.

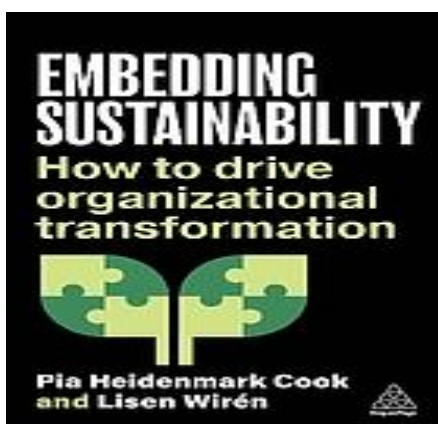


The crash course: an honest approach to facing the future of our economy, energy and environment by Martenson, Chris John

Wiley & Sons 2023

Acc. No.: 52190 Call No.: 338.927 ISBN: 9781394168866

Summary: Energy crises. Financial market chaos. War. Climate instability. Crop failures and food shortages. Supply chain disruptions. Covid. These hot topics are an overwhelming soup of problems and predicaments. There are more to come. How do we make sense of them and what can we do to become more resilient? The Crash Course 2.0 provides a framework for understanding how all of these things are actually interconnected and, because of this, is both explanatory and predictive. The Crash Course 2.0 condenses and covers resilient solutions for the average person in four new chapters on.

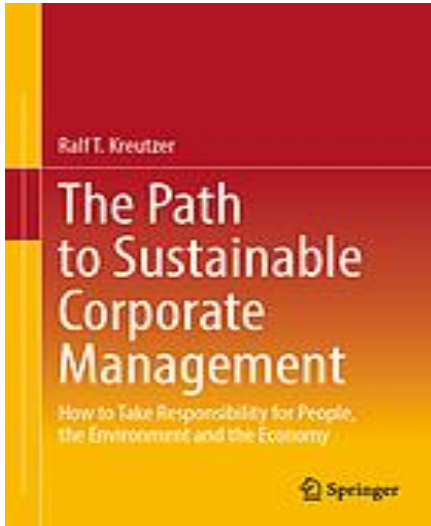


Embedding sustainability: how to drive organizational transformation by Cook, Pia Heidenmark

Kogan Page 2024

Acc. No.: 52133 Call No.: 338.927 ISBN: 9781398615809

Summary: Move from purpose to implementation with this handbook for sustainability managers, leaders and change makers on how to effectively drive sustainability transformation in organizations.



The path to sustainable corporate management: how to take responsibility for people, the environment and the economy by Kreutzer, Ralf

Springer 2024

Acc. No.: 52217 Call No.: 338.927 ISBN: 9783658439736

Summary: This book shows how managers at all levels of the company can master the challenges of sustainable corporate management with confidence. Concrete action plans are presented for this purpose. Climate change and the finite nature of natural resources are already taking their toll worldwide. A rethink towards ecological sustainability is not only urgently needed at a global level. The orientation of corporate strategies is also increasingly determined by the socio-political morals of customers and other stakeholders, where economic and socio-political interests must be in harmony with social and ecological challenges. Using the three-pillar model for sustainability (Triple Bottom Line) and further topics (such as supply chain law and ESG criteria), the author shows in a practical way how companies can successfully meet these major challenges in the long term. The key to success lies in a change in values towards ecological, social and economic sustainability that is defined and practiced at all levels of the company. Nicola Oudejans, Course Director Chief Digital Officer at the University for Continuing Education Krems/Danube University Krems Prof. Dr. Ralf T. Kreutzer has been Professor of Marketing at the HWR Berlin School of Economics and Law as well as Marketing and Management Consultant since 2005.



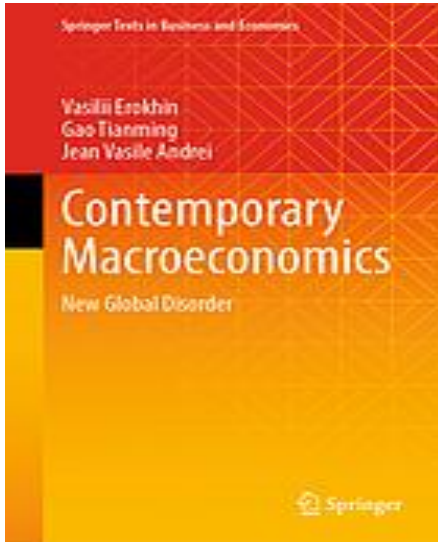
Smart sustainability transformation playbook by Yuen, Belinda K P

World Scientific 2024

Acc. No.: 52141 Call No.: 338.927 ISBN: 9789811287268

Summary: The Smart Sustainability Transformation Playbook aims to demystify the socio-technical systems and processes of sustainability transitions through the study of 12 smart cities — Auckland, Boston, Copenhagen, Gothenburg, Guangzhou, Hangzhou, Medellin, Melbourne, Milan, Seoul, Tokyo, and Vancouver, selected from the IMD-SUTD 2021 Smart City Index. The selection encompasses a range of smart cities and developments on selected critical areas in economic prosperity, social inclusion, and environmental sustainability. The analysis draws on literature review, secondary data, interviews with city officials, and case studies of smart city projects in the 12 cities to better understand how people, organisations, and technologies interact to achieve the city's smart vision for sustainability.

NEW ARRIVALS, MARCH - APRIL 2025

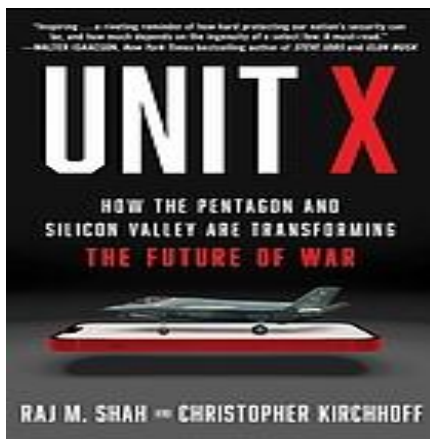


Contemporary macroeconomics: new global disorder by Erokhin, Vasily

Springer 2024

Acc. No.: 52188 Call No.: 339 ISBN: 9789811995415

Summary: This book covers a lot of ground in contemporary macroeconomics, from fundamental theories such as market structures and equilibrium to emerging concepts that reflect the most critical challenges of modern times, including economic slowdowns, the resilience of public health systems, digitalization, environmental footprints, and many more. The COVID-19 outbreak has aggravated the recurrent problems of poverty and income inequality between countries, food insecurity and hunger, unemployment, and social disorders that have resulted in the exacerbation of political, economic, and trade tensions between countries. In view of the damaging consequences of the pandemic for the entire global economy, the book examines how existing macroeconomic tools and policies could be adapted to the new normal to ensure sustainable post-pandemic development and growth. The main text is interspersed with real-life illustrations and cases that demonstrate practical implications of the concepts under study.

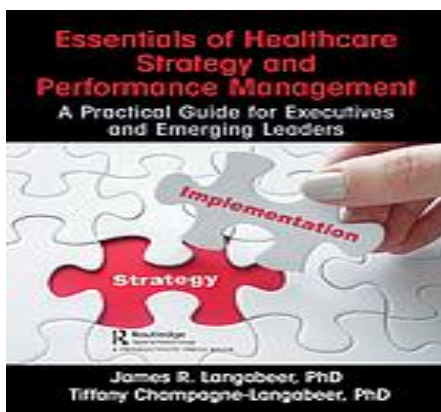


UNIT X: how the pentagon and Silicon Valley are transforming the future of war by Shah, Raj M

Scribner 2024

Acc. No.: 52132 Call No.: 355.07 ISBN: 9781668031384

Summary: A riveting inside look at an elite unit within the Pentagon the Defense Innovation Unit, also known as Unit X--whose mission is to bring Silicon Valley's cutting-edge technology to America's military: from the two men who launched the unit.



Essentials of healthcare strategy and performance management: a practical guide for executives and emerging leaders by Langabeer, James R

Productivity Press 2024

Acc. No.: 52206 Call No.: 362.1068 ISBN: 9781032623702

Summary: Using pragmatic and real-world evidence, this book provides essential briefings on key topics that every current or aspiring leader needs to know in order to better manage strategy and achieve improved performance in their hospital or health system.

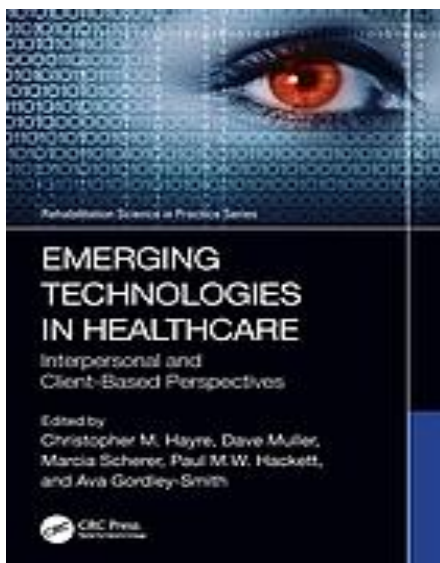


Digital platforms and transformation of healthcare organizations: integrating digital platforms with advanced IT systems and work transformation by Kapur, Rajiv

Routledge 2024

Acc. No.: 52184 Call No.: 362.1068 ISBN: 9781032432779

Summary: COVID-19 accelerated healthcare's transition towards digital technology since it helped expand the capacity of healthcare organizations (HCOs) through extended patient access and isolation. In addition to HCOs, this transition was adopted by other participants in the healthcare ecosystem, such as independent digital health platform (DHP) vendors, self-insured employers, drug chains/pharmacy benefit managers, and insurance companies. It was not long before independent DHPs, payers, and self-insured employers realized the value of digital technology, so they increased their commitment towards this transition. The goal of this book is to help HCOs understand, prepare, implement, and leverage digital transformation. The book opines that, to be successful, digital transformation must be led and supported by senior management.

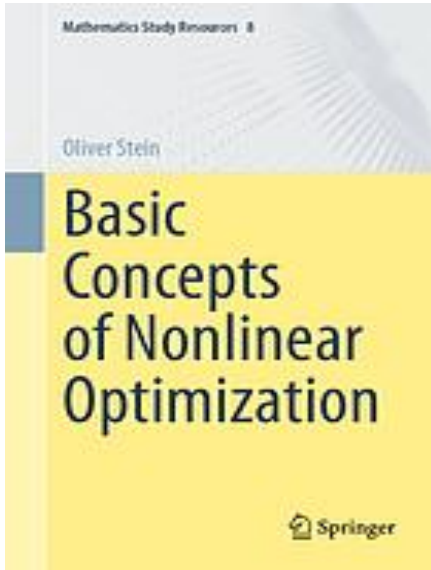


Emerging technologies in healthcare: interpersonal and client based perspectives by Hayre, Christopher M

CRC Press 2024

Acc. No.: 52207 Call No.: 362.1068 ISBN: 9781032224985

Summary: This edited book focuses on the role and use of emerging technologies within the healthcare sector. This text draws on expertise from leading practitioners and researchers who either utilize and/or are at the forefront of researching with emerging technology in anticipation of enhancing patient outcomes. Emerging Technologies in Healthcare: Interpersonal and Client-Based Perspectives focuses on the role of emerging technologies in society and how it may enhance medical treatment, management, and rehabilitation of service users. It offers expert perspectives on topics covering emerging technological advances and how they are being incorporated into healthcare, but also critically appraises forthcoming implementation. The editors draw from recent publications and the growing narrative surrounding technological advances, notably telerehabilitation, virtual reality, augmentation, and mHealth. Subsequent chapters focus on these, coupled with other emerging technologies, providing detailed insight into how these can either enhance and/or hinder patient/service user outcomes.

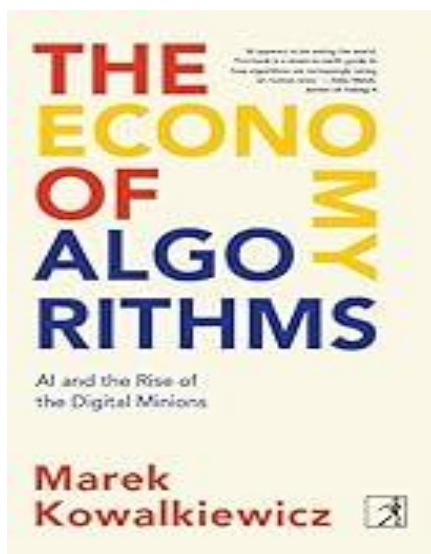


Basic concepts of nonlinear optimization by Stein, Oliver

Springer 2024

Acc. No.: 52168 Call No.: 510 ISBN: 9783662697405

Summary: This textbook is an introduction to nonlinear optimization, which treats mathematical concepts stringently on the one hand, but also motivates them in great detail and illustrates them with 42 figures. Therefore, the book is not only aimed at mathematicians, but also at natural scientists, engineers, and economists who want to understand and apply mathematically sound methods in their field. With just over two hundred pages, the book offers sufficient flexibility to serve as a foundation for various types of lectures on nonlinear optimization. Many geometric approaches for understanding both optimality conditions and numerical methods introduce a new perspective, enriching the existing literature on optimization. This is particularly evident in the detailed treatment of issues arising from different functional descriptions of the same geometry of feasible sets, and the thus motivated introduction of constraint qualifications for deriving derivative-based optimality conditions.



The economy of algorithms: AI and the rise of the digital minions by Kowalkiewicz, Marek

Simon and Schuster 2024

Acc. No.: 52131 Call No.: 511.8 ISBN: 9788196754785

Summary: A damn well-written book . . . a thrilling, entertaining whirlwind tour of different AI algorithms and their industry applications.' Tobias Lange, Senior Vice President, Siemens Digital Industries Software Welcome to the economy of algorithms. It's here and it's growing. In the past few years, we have been flooded with examples of impressive technology. Algorithms have been around for hundreds of years, but they have only recently begun to 'escape' our understanding. We are so impressed by what they can do that we give them a lot of agency. But because they are so hard to comprehend, this leads to all kinds of unintended consequences. In the twentieth century, we had the economy of corporations. In the first two decades of the twenty-first century, we saw the emergence of the economy of people, otherwise known as the digital economy, enabled by the internet.



**Game theory and applications: a guide for students and researchers
by Bartholomae, Florian**

Springer 2024

Acc. No.: 52244 Call No.: 519.3 ISBN: 9783658446079

Summary: This textbook provides an overview of the fundamentals of game theory and its applications in various fields. It introduces game theory as an established toolkit for the mathematical analysis and evaluation of strategic decisions. Through applied exercises, it introduces the basic concepts of game theory and offers students from various disciplines the opportunity to practice the concepts through in-depth training. Written for advanced undergraduate and graduate students with basic mathematical training, the textbook provides student-friendly explanations, a variety of exercises and problems, and useful references to further reading. The book is divided into a beginner-friendly theory section, in which the most important aspects are presented in a compact and clear manner, and an application-oriented problem section, in which the reader can directly check what they have learned and find many application examples.



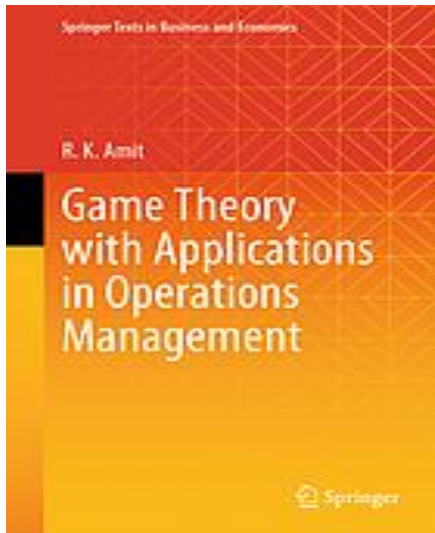
Economics and computation: an introduction to algorithmic game theory, computational social choice and fair division by Rothe, Jorg

Springer 2024

Acc. No.: 52246 Call No.: 519.3 ISBN: 9783031600982

Summary: This textbook connects three vibrant areas at the interface between economics and computer science: algorithmic game theory, computational social choice, and fair division. It thus offers an interdisciplinary treatment of collective decision making from an economic and computational perspective. Part I introduces to algorithmic game theory, focusing on both noncooperative and cooperative game theory. Part II introduces to computational social choice, focusing on both preference aggregation (voting) and judgment aggregation. Part III introduces to fair division, focusing on the division of both a single divisible resource ("cake-cutting") and multiple indivisible and unshareable resources ("multiagent resource allocation"). In all these parts, much weight is given to the algorithmic and complexity-theoretic aspects of problems arising in these areas, and the interconnections between the three parts are of central interest.

NEW ARRIVALS, MARCH - APRIL 2025

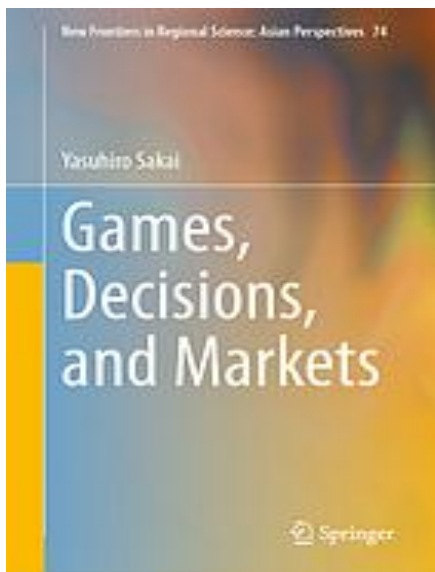


Game theory with applications in operations management by Amit, R K

Springer 2024

Acc. No.: 52242 Call No.: 519.3 ISBN: 9789819948321

Summary: This book provides a broad picture of solution concepts that are highly applicable to operations and supply chain settings and to explicate these concepts with some of the relevant problems in operations management in multi-agent settings. It discusses different strategic situations like games in normal form, games in extensive form, games of incomplete information, mechanism design, and cooperative games, to solve operations problems of supply chain coordination, capacity planning, revenue and pricing management, and other complex problems of matching supply with demand. The recognition and adoption of game-theoretic modeling for operations and supply chain management problems in multi-agent settings have been a hallmark of operations and supply chain literature research during the last few years.

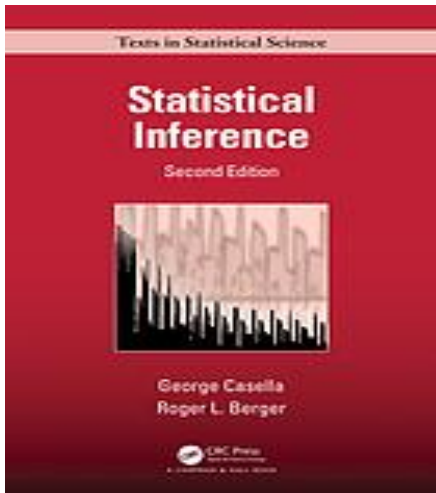


Games, decisions and markets by Sakai, Yasuhiro

Springer 2024

Acc. No.: 52243 Call No.: 519.3 ISBN: 9789819952847

Summary: This book critically discusses the historical backgrounds and new developments of the theories of games, decisions, and markets, with many possible applications to social and economic problems. Consisting of three connected parts, the book sheds new light on the role of merchants in the market economy under conditions of risk and uncertainty. Part I begins with the question of why and how John von Neumann and Oskar Morgenstern did joint work in game theory, namely, the theoretical study of strategic interactions among several decision makers. The duel between Sherlock Holmes and Professor Moriarty in Conan Doyle's famous detective story is recalled as a great inducement to Neumann and Morgenstern to invent zero-sum, two-person games. More general non-zero-sum games and associated Nash solutions are then discussed in relation to the generation-gap problem between a young couple and an elderly couple. Part II explores a set of very fundamental problems of individual decision making.

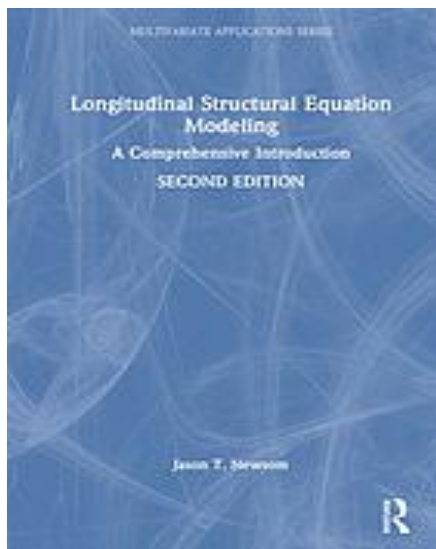


Statistical inference by Casella, George

CRC Press 2024

Acc. No.: 52245 Call No.: 519.5 ISBN: 9781032593036

Summary: This classic textbook builds theoretical statistics from the first principles of probability theory. Starting from the basics of probability, the authors develop the theory of statistical inference using techniques, definitions, and concepts that are statistical and are natural extensions, and consequences, of previous concepts. It covers all the topics from a standard inference course, including distributions, random variables, data reduction, point estimation, hypothesis testing, interval estimation, and regression.



Longitudinal structural equation modeling: a comprehensive introduction by Newsom, Jason T

Routledge 2024

Acc. No.: 52172 Call No.: 519.53 ISBN: 9781032202860

Summary: Longitudinal Structural Equation Modeling is a comprehensive resource that reviews structural equation modeling (SEM) strategies for longitudinal data to help readers determine which modeling options are available for which hypotheses. This accessibly written book explores a range of models, from basic to sophisticated, including the statistical and conceptual underpinnings that are the building blocks of the analyses. By exploring connections between models, it demonstrates how SEM is related to other longitudinal data techniques and shows when to choose one analysis over another. Newsom emphasizes concepts and practical guidance for applied research rather than focusing on mathematical proofs, and new terms are highlighted and defined in the glossary. Figures are included for every model along with detailed discussions of model specification and implementation issues and each chapter also includes examples of each model type, descriptions of model extensions, comment sections that provide practical guidance, and recommended readings. Expanded with new and updated material, this edition includes many recent developments, a new chapter on growth mixture modeling, and new examples. Ideal for graduate courses on longitudinal (data) analysis, advanced SEM, longitudinal SEM, and/or advanced data (quantitative) analysis taught in the behavioral, social, and health sciences, this new edition will continue to appeal to researchers in these fields.

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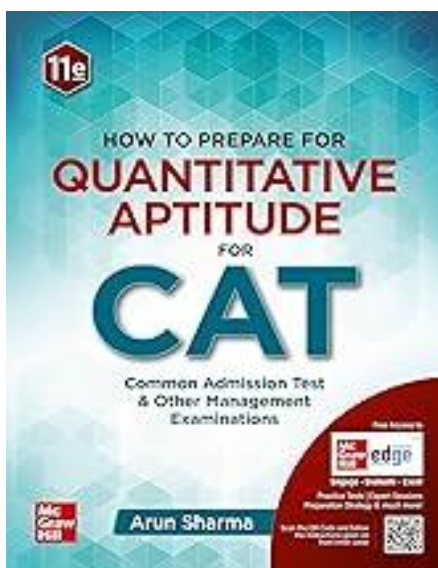


Empirical research in accounting: tools and methods by Gow, Ian D

CRC Press 2025

Acc. No.: 52333 Call No.: 657.072 ISBN: 9781032586502

Summary: This textbook provides the foundation for a course that takes PhD students in empirical accounting research from the very basics of statistics, data analysis, and causal inference up to the point at which they conduct their own research. Starting with foundations in statistics, econometrics, causal inference, and institutional knowledge of accounting and finance, the book moves on to an in-depth coverage of the core papers in capital market research. The latter half of the book examines contemporary approaches to research design and empirical analysis, including natural experiments, instrumental variables, fixed effects, difference-in-differences, regression discontinuity design, propensity-score matching, and machine learning. Readers of the book will develop deep data analysis skills using modern tools. Extensive replication and simulation analysis is included throughout.

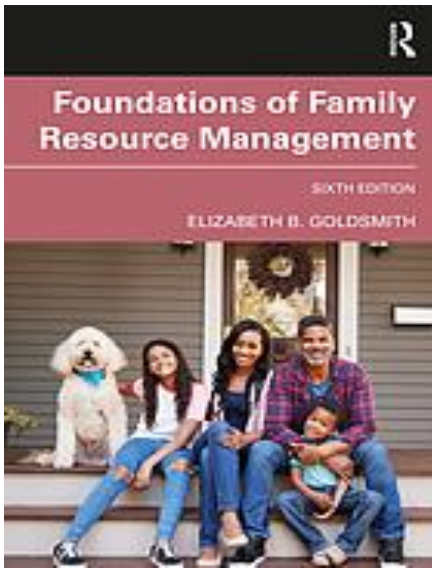


How to prepare for quantitative aptitude for CAT by Sharma, Arun

McGraw Hill 2024

Acc. No.: 52334 Call No.: 658.007 ISBN: 9789355327024

Summary: How to Prepare for Quantitative Aptitude for CAT, 11th edition, is developed as per the latest trend and pattern of the CAT examination. The main emphasis of this book is on how to tackle the quantitative aptitude section of CAT and other management entrance examinations with ease. It includes a new section on 'The CAT Experience' containing mock tests with detailed explanations, and solved CAT 2022 and 2023 papers (QA section). The book also contains Type in The Answer (TITA) questions that have been asked CAT 2015 onwards. All chapters have been updated with new questions across Levels of Difficulty 1-3. Designed as a must-have for aspirants appearing for all management entrance examinations, this book empowers them with the knowledge, preparation strategy and confidence required to crack management entrance examinations.

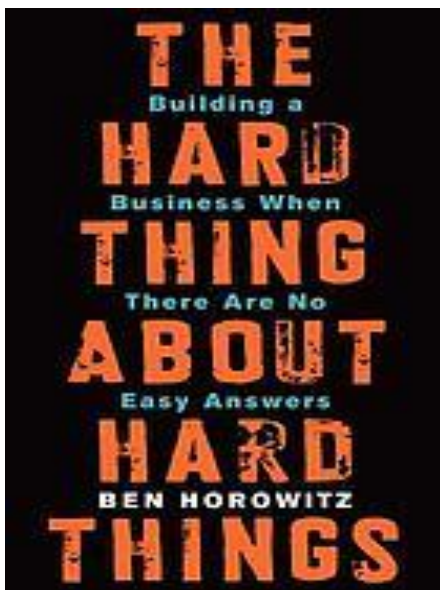


Foundations of family resource management by Goldsmith, Elizabeth B

Routledge 2023

Acc. No.: 52202 Call No.: 658.045 ISBN: 9780367763848

Summary: Foundations of Family Resource Management uses the lenses of consumer science, management and economics and beyond to help students make intelligent decisions about resources, time and energies at the individual and family level. It has a strong interdisciplinary, global and multicultural focus. The sixth edition brings in new material on millennials, delayed marriage, household composition, neuroscience, behavioural economics, sustainable consumption, technology and handling crises. It has been thoroughly updated throughout, in line with the latest census data and academic literature. The text contains lots of features to support student learning, including chapter summaries, 'Did You Know?' questions, glossary of key terms, examples and cases, critical thinking activities and review questions for discussion and reflection. Lecture slides and an instructor manual are available as digital supplements.



The hard thing about hard things: building a business when there are no easy answers by Horowitz, Ben

Harper Business 2014

Acc. No.: 52149 Call No.: 658.11 ISBN: 9780062273208

Summary: In this book, Ben Horowitz, cofounder of Andreessen Horowitz, draws on his own story of founding, running, selling, buying, managing, and investing in technology companies to offer essential advice and practical wisdom for navigating the toughest problems business schools don't cover. His blog has garnered a devoted following of millions of readers who have come to rely on him to help them run their businesses. A lifelong rap fan, Horowitz amplifies business lessons with lyrics from his favorite songs and tells it straight about everything from firing friends to poaching competitors, from cultivating and sustaining a CEO mentality to knowing the right time to cash in. His advice is grounded in anecdotes from his own rise -- from cofounding the early cloud service provider Loudcloud to building the successful Andreessen Horowitz venture capital firm, both with fellow tech superstar Marc Andreessen (inventor of Mosaic, the Internet's first popular Web browser).

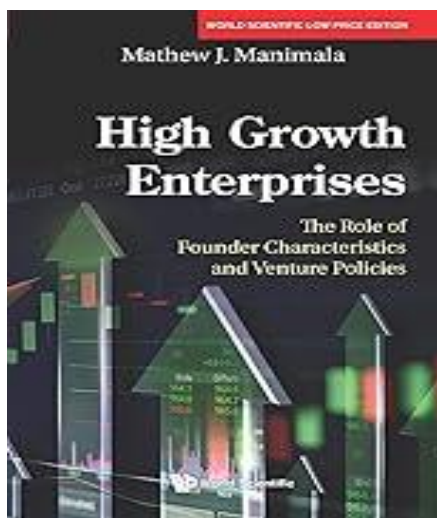


Venture clienting: how to partner with startups to create value by Gutmann, Tobias

Kogan Page 2024

Acc. No.: 52138 Call No.: 658.11 ISBN: 9781398616943

Summary: Harness the transformative power of client venturing and drive effective and agile innovation, collaboration and growth in your organization with this practical guide.



High growth enterprises: the role of founder characteristics and venture policies by Manimala, Mathew J

World Scientific 2025

Acc. No.: 52139 Call No.: 658.11 ISBN: 9798886131147

Summary: The phenomenon of enterprise growth is more a function of the nature of the entrepreneurial person and the policies and strategies adopted by a venture rather than the economic and environmental factors such as profitability or industry growth. This book focuses on the role of founder characteristics and venture policies in promoting enterprise-growth, with special focus on High Growth Enterprises. The research reported in this book is triggered by the fact that almost 95% of business start-ups either get closed down or stagnate, with only about 5% taking to a growth path, even though many more of them are profitable.

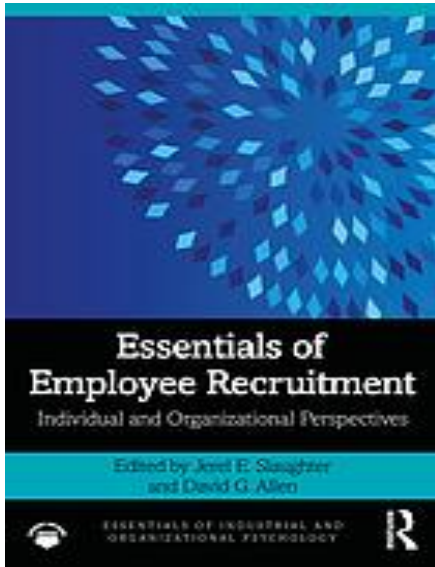


Managing people in changing organizations by Martin, Graeme

Routledge 2025

Acc. No.: 52220 Call No.: 658.3 ISBN: 9781032745350

Summary: Managing People and Organizations in Changing Contexts addresses the contemporary problems faced by managers in dealing with people, organizations and change in a theoretically-informed and practical way. It does so by drawing on classic studies in management, up-to-date research (including the author's own), case studies, and reflective exercises. This textbook approaches people management and organizational development from the perspective of practising and aspiring managers, making it a valuable alternative to existing texts on organizational behaviour, change management, and human resource management. This third edition incorporates new research and recent changes in technology, including artificial intelligence, work and job design, and additional insights into innovation, corporate governance, and sustainability.



Essentials of employee recruitment: individual and organizational perspectives by Slaughter, Jerel E

Routledge 2024

Acc. No.: 52212 Call No.: 658.311 ISBN: 9781032411996

Summary: This book provides an insightful and comprehensive summary of the field of employee recruitment. Written from a scientific evidence-based perspective, and with contributions from global experts, it reviews the relevant research in the various areas of recruitment, considers the most pressing current issues in studying recruitment topics, and designs future research agendas for the field. Organized into four sections, the text begins by presenting an overview of the study of recruitment, before moving on to demonstrate effective ways of attracting talent, covering methodology, practices, and organizational characteristics. The third section focuses on recruiting specific populations, including women, ethnic and racial minorities, college students, and employed job seekers. This book concludes by providing practical perspectives, with chapters describing how the applicant population is changing, how applicants interact with people and technology during recruitment, the interaction of applicant and organizational political ideology, and offering insights on how to design recruitment programs today and in the future.



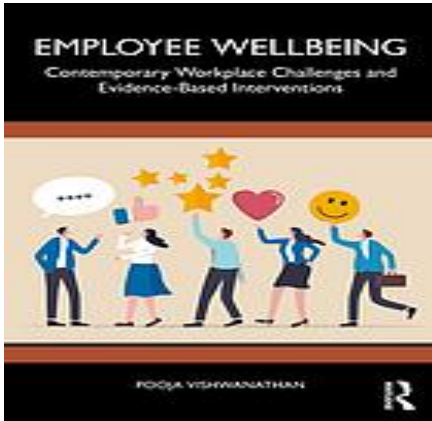
Mindfulness-based strategic awareness training comprehensive workbook: new approach based on free energy and active inference for skillful decision-making by Young, Juan Humberto

John Wiley & Sons 2023

Acc. No.: 52223 Call No.: 658.3124 ISBN: 9781119766971

Summary: The workbook will show in a practical, evidence-based way, how mindfulness training can enhance strategic awareness. Strategic awareness is the key component of skillful decision making, a prerequisite for the analysis, design and implementation of successful strategies and the foundation for managing organizations successfully. With regard to individuals it is the critical element for skillful decisions in professional and private life that ensure sustainable personal well-being and happiness. It is a fundamental premise of this book that such awareness can be increased and that MBSAT training is a powerful means of doing so. The approach to mindfulness training taken in the book is rooted in the secular application of ancient meditative traditions as well as in contemporary psychological research with an emphasis on the new science of positive psychology, behavioural finance and computational neuroscience.

NEW ARRIVALS, MARCH - APRIL 2025

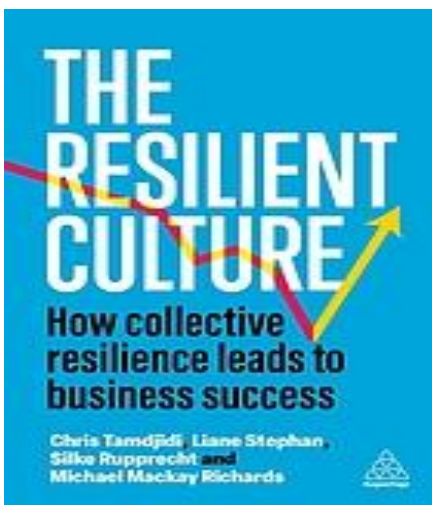


Employee wellbeing: contemporary workplace challenges and evidence-based interventions by Vishwanathan, Pooja

Routledge 2025

Acc. No.: 52241 Call No.: 658.38 ISBN: 9781032704524

Summary: Drawing on work and positive psychology, this insightful book addresses contemporary workplace challenges and analyses evidence-based interventions in the employee wellbeing domain.



The resilient culture: how collective resilience leads to business success by Tamdjidi, Chris

Kogan Page 2024

Acc. No.: 52137 Call No.: 658.401 ISBN: 9781398618305

Summary: The ideal business is productive, collaborative and innovative. But how can you bring these qualities into your organization? The solution is to build a resilient culture. This is a ground-breaking guide to lasting success through practical and original frameworks for building resilience at work. It draws upon the authors' experiences of working with leading organizations such as HSBC, Ikea and a leading F1 team to demonstrate the impact of resilient cultures.

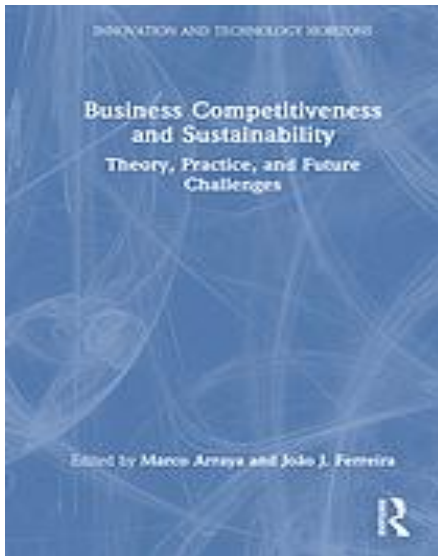


Corporate strategy and sustainability: from excellence to fraud by Nemetz, Peter N

Routledge 2025

Acc. No.: 52215 Call No.: 658.4012 ISBN: 9780367773120

Summary: Corporate Strategy and Sustainability is a substantially updated, detailed overview of sustainability issues for business and economics students. Built to teach the evolution of the history of sustainability practices, this book features a chapter on pandemics and sustainability in business. This edition has expanded coverage of social sustainability issues, non-Western perspectives and sustainable supply chains. Rich in cases, these too have been updated to demonstrate best practice and the practical application of theory. Extensive discussions of tools show how incorporate sustainability issues apply to strategic decision making. The book accentuates the value and importance of a strong sustainability approach in an age of climate change emergency.



Business competitiveness and sustainability: theory, practice and future challenges by Arraya, Marco

Routledge 2025

Acc. No.: 52189 Call No.: 658.4012 ISBN: 9781032696003

Summary: This book presents seven internal dimensions that have a direct impact on an organization's global competitiveness and sustainability: purpose, leadership, passion, people-centered, customer-centric, infrastructure, and viability. An organization operates as a complex adaptive system that is impacted by external factors that make up its environment. These external factors, in turn, compel managers to make decisions and take deliberate actions that stimulate the organization's internal dimensions to enhance its competitiveness. Therefore, a competitive organization achieves a sustained level of productivity that leads to growth and the attainment of its objectives, resulting in increased income and well-being. Chapters in this book provide readers with a framework that demonstrates how these dimensions can be studied and analyzed individually, as well as how cultivating a coherent, mutually reinforcing system can enhance an organization's competitive advantage. This book also includes illustrative case studies and proposes an instrument to measure an organization's competitiveness.



Lean six sigma: a DMAIC roadmap and tools for successful improvements implementation by Al-Rifai, Mohammad H

Routledge 2024

Acc. No.: 52155 Call No.: 658.4013 ISBN: 9781032688336

Summary: This book is a comprehensive guide that equips organizations and individuals with the necessary tools and knowledge to streamline operations, optimize resources, and deliver superior customer value through implementing lean Six Sigma methodologies. It provides a practical roadmap for achieving process, product, and service improvement. The book introduces readers to the powerful framework of lean Six Sigma, combining lean and Six Sigma methodologies. It takes readers through the DMAIC model - Define, Measure, Analyze, Improve, and Control - providing a structured approach to identifying inefficiencies, reducing defects, and enhancing overall business performance. It covers essential topics such as lean Six Sigma leadership, change management, project management, and a detailed explanation of each phase of the DMAIC process.

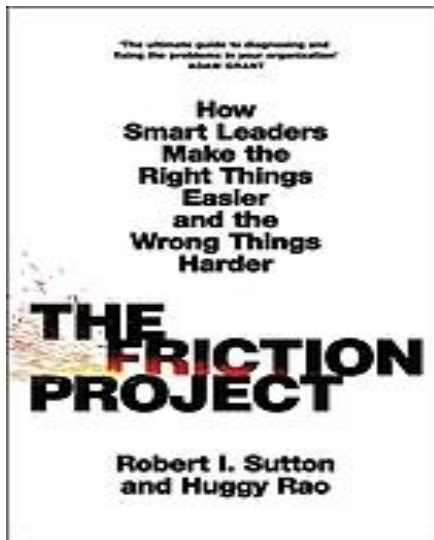


**Multicriteria decision aiding interventions: applications for analysts
by Norese, Maria Franca**

Springer 2023

Acc. No.: 52191 Call No.: 658.403 ISBN: 9783031284649

Summary: This book introduces readers to multicriteria decision aiding (MCDA) interventions used in complex situations. In each chapter, expert analysts propose a piece of the puzzle, while the final, complete puzzle offers an interesting reflection of the main challenges and difficulties associated with decision aiding interventions, as well as the different tools adopted in response. Particular attention is given to the approaches used to identify and overcome specific difficulties. Designed for analysts familiar with several multicriteria methods but seeking detailed information and experience, this book helps to elaborate and validate MC models in real-life decision aiding interventions. In addition, it helps novice analysts appreciate the difficulty of decision aiding and use the available methods to reduce or control them with the help of socio-technical approaches.



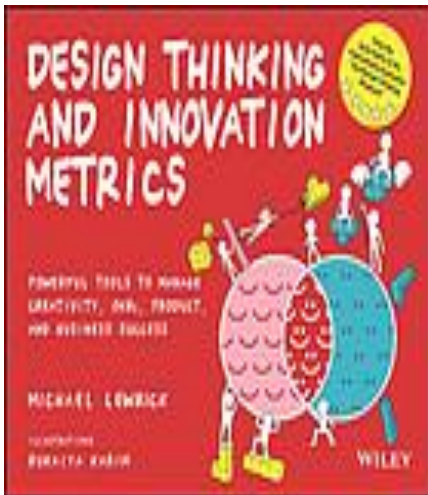
**The friction project: how smart leaders make the right things easier
and the wrong things harder by Sutton, Robert I**

Penguin Books 2024

Acc. No.: 52148 Call No.: 658.403 ISBN: 9780241594858

Summary: Every organization is plagued by destructive friction. Yet some forms of friction are incredibly useful, and leaders who attempt to improve workplace efficiency often make things even worse. Drawing from seven years of hands-on research, Robert I. Sutton and Huggy Rao teaches readers how to become "friction fixers." Sutton and Rao kick off the book by unpacking how skilled friction fixers think and act like trustees of others' time. They provide friction forensics to help readers identify where to avert and repair bad organizational friction and where to maintain and inject good friction. Then their help pyramid shows how friction fixers do their work, from reframing friction troubles they can't fix right now, so they feel less threatening, to designing and repairing organizations. The heart of the book digs into the causes and solutions for five of the most common and damaging friction troubles: oblivious leaders, addition sickness, broken connections, jargon monoxide, and fast and frenzied people and teams.

NEW ARRIVALS, MARCH - APRIL 2025

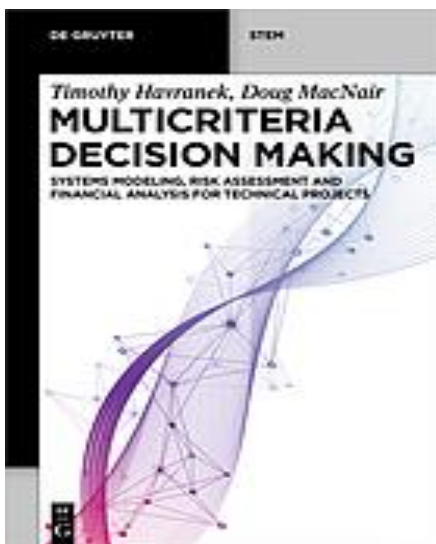


Design thinking and innovation metrics: powerful tools to manage creativity, OKRs, product and business success by Lewrick, Michael

John Wiley & Sons 2023

Acc. No.: 52201 Call No.: 658.403 ISBN: 9781119983651

Summary: In Design Thinking and Innovation Metrics: Powerful Tools to Manage Creativity, OKRs, Product, and Business Success, bestselling author Michael Lewrick delivers a simple and straightforward playbook to manage and measure innovation. In the book, you'll learn how to utilize the design thinking paradigm for innovation success and how successful leaders manage Explore and Exploit portfolios to create impact.



Multicriteria decision making: systems modeling, risk assessment and financial analysis for technical projects by Havranek, Timothy

De Gruyter 2023

Acc. No.: 52195 Call No.: 658.403 ISBN: 9783110765649

Summary: Public corporations and private businesses operate in an increasingly complex, uncertain, and interconnected world. When evaluating investment decisions, business managers can no longer base their decisions primarily on expected financial return. They now must now consider a host of performance value measures (i.e., criteria) pertaining to issues such as environmental and social governance, sustainability, and stakeholder satisfaction. In addition, corporate managers must ensure that their investment decisions are aligned with the company's vision, mission, and values in order to maintain investor confidence and protect brand image. Lastly, to be truly successful, business managers must assess the risks associated with each performance measure and manage their impacts during project implementation. This book takes a pragmatic business and economics view towards evaluating competing investment alternatives and/or capital project strategies. It provides a practical step-by-step process using a structured decision analysis framework to evaluate, understand, quantify, and measure project investment strategies in light of multiple stakeholder objectives and success criteria. This process assists in helping stakeholders (internal and external) achieve a shared understanding of project issues and to facilitate convergence towards a mutually acceptable solution.



Digital product management: frameworks tools cases by Hoffmann, Sascha

Springer 2024

Acc. No.: 52185 Call No.: 658.4038 ISBN: 9783658442750

Summary: The book describes the various areas of digital product management: from vision and strategy development, idea generation and evaluation to actual product development and subsequent performance analysis. The central tasks and touch points are explained from the perspective of the product manager (product owner). In addition to agile methods and working models, the authors also cover specific tools that can be used to manage the development of digital products successfully. A book for anyone working in product management, software development, business development or marketing and sales, as well as for interested students.



Project management: leading change in the age of complexity by Favari, Edoardo

Springer 2023

Acc. No.: 52180 Call No.: 658.404 ISBN: 9783031250309

Summary: This book represents an excellent opportunity for understanding project management in its new form for professionals, undergraduate and post-graduate students, and people willing to prepare the Project Management Professional (PMI-PMP) exam. The distinctive feature of this book consists in the approach, very pragmatic and rich in practical examples. In particular, there are several "myth" and "bad idea" boxes where common problematic scenarios that a project manager can find in its everyday working life are discussed and solved according to the book's contents. In addition, the book includes several original explanations of some business phenomena, such as the "Leadership of the nun", "The gardener project manager", "The hamster", "the change-order dragon" and others. Last but not least, it explores several concepts that aren't included into most of project management books, such as Sustainability in triple bottom line, Management for Stakeholders and social network analysis, and an extensive part on complexity. The last part of the book is dedicated to concepts that are not properly part of project management, but are relevant for a project manager to be aware of in order to be able to interface with colleagues and partners belonging to these contiguous business worlds.

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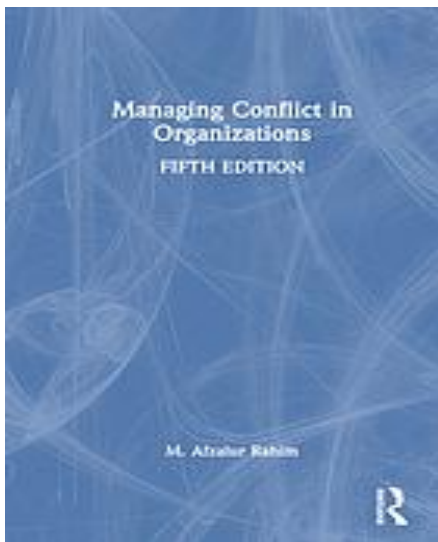


Managing risk in projects by Hillson, David

Routledge 2025

Acc. No.: 52183 Call No.: 658.404 ISBN: 9781032557298

Summary: Projects are risky undertakings, and risk management is recognised as an integral part of managing the project. Managing Risk in Projects places risk management in its proper context in the world of project management and beyond, emphasising the central concepts essential to understanding why and how risk management matters, and presenting proven practical approaches to addressing risk in any project. The risk management world has changed significantly since the first edition, with advances in risk management practice reflected by changes in international standards and guidelines, as well as significant developments in their implementation. This second edition reflects these changes, and has been completely updated to address progress in the practical application of risk management to projects. Two new chapters have been added, the first discussing how to manage risk in complex projects, and the second considering the role and influence of risk leaders outside the project arena in setting the context and environment for successful risk management. New material also addresses enterprise risk management and risky decision-making.



Managing conflict in organizations by Rahim, M Afzalur

Routledge 2023

Acc. No.: 52196 Call No.: 658.4053 ISBN: 9781032258201

Summary: Managing Conflict in Organizations introduces the origins, forms, benefits, and consequences of organizational conflict to students and practitioners and teaches how best to manage conflict to achieve productive outcomes. Conflict has benefits: it may lead to solutions to problems, creativity, and innovation. In contrast, little or no conflict in organizations may lead to stagnation, poor decisions, and ineffectiveness. This book is a vigorous analysis of the rational application of conflict theory in organizations for organizational behaviour students, as well as practitioners looking to practice constructive conflict management in their work. This second edition has been thoroughly updated to reflect the latest research in the field and explains the effect that research has on practice, with an expanded range of practical examples and cases.

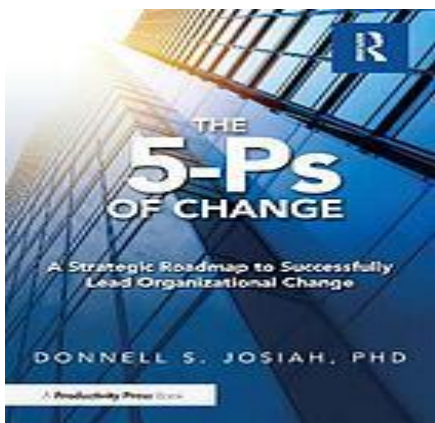


Strategic outsourcing, innovation and global supply chains: a case study from the aviation industry by Cantone, Luigi A N

Routledge 2023

Acc. No.: 52193 Call No.: 658.4058 ISBN: 9781032455396

Summary: Decision-making on outsourcing new product development (especially innovation projects), such as engaging and managing the supply chain, is far from easy. It may involve addressing strategic and operational risks that might cause longer development times and increase innovations costs. It is, therefore, imperative to select suppliers very carefully and set up an effective management strategy vis-vis the supply partners right from the inception phase. Supply chain management is facing enormous challenges, driven by interrelated disruptions that will have a vast and lasting impact. Based on a relevant case study, Boeing 787 Dreamliner programme, this volume offers a comprehensive overview of the decision-making models for outsourcing strategic activities.

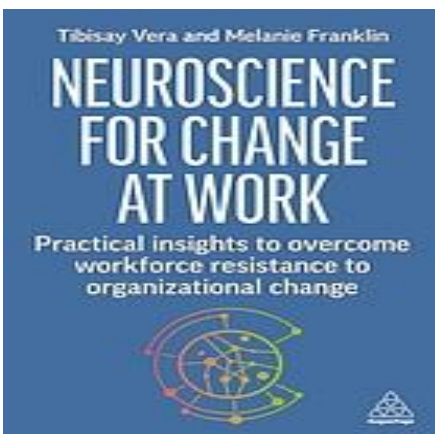


The 5-Ps of change: a strategic roadmap to successfully lead organizational change by Josiah, Donnell

Routledge 2025

Acc. No.: 52214 Call No.: 658.406 ISBN: 9781032894119

Summary: Over the last decade, there has been a growing demand for effective organizational change management strategy in the US business sector, with millions of professionals seeking guidance, especially when considering the significant investments aimed at improving and optimizing organizational systems and processes.



Neuroscience for change at work: practical insights to overcome workforce resistance to organizational change by Vera, Tibisay

Kogan Page 2024

Acc. No.: 52135 Call No.: 658.406 ISBN: 9781398614406

Summary: This practical guide explains how to apply insights from neuroscience to overcome resistance to business change from individuals, teams and the wider organization.

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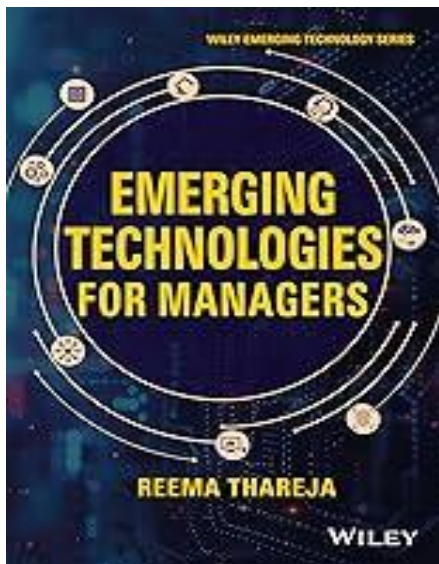


The digital transformation playbook: what you need to know and do by Project Management Institute

Project Management Institute 2023

Acc. No.: 52210 Call No.: 658.4062 ISBN: 9781628258110

Summary: The Digital Transformation Playbook: What You Need to Know and Do - Second Edition is an indispensable resource for you and your organization as you embark on the exciting and challenging journey of digital transformation. It features insightful ideas and best practices that drive digital transformation. Contributors include leading thinkers and practitioners drawn from around the world.



Emerging technologies for managers by Thareja, Reema

Wiley India 2025

Acc. No.: 52340 Call No.: 658.4062 ISBN: 9789363863354

Summary: Step into the forefront of innovation with Emerging Technology for Managers, a comprehensive guide designed for aspiring managers. This book offers an in-depth exploration of the most transformative technologies today, including AI, Virtual Reality, Data Science, Blockchain, IoT, Cloud Computing, Digital Manufacturing, Robotics, and 3D Printing. It not only simplifies these complex fields but also highlights their real-world applications across various industries. Discover how to leverage the opportunities these technologies bring and address the challenges they pose. As we enter a new digital era, this book provides essential insights into the profound impacts on society, the economy, and the environment. Equip yourself with the knowledge to shape the future and take your first step toward technological mastery.



The scaling value playbook: a practical guide for creating innovation networks for impact and growth by Gray, Ian

De Gruyter 2024

Acc. No.: 52200 Call No.: 658.4063 ISBN: 9783110789478

Summary: The Scaling Value Playbook provides an overview of the challenges in moving innovation to scale, offering practical guidance on managing this process. It explores creating new ventures and discusses the road to realizing value at scale. It also provides a framework for developing and implementing a strategy for scaling up and scaling out of innovation, together with tools and templates to enable the reader to create a fit-for-purpose scaling strategy.

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The organization design guide: a pragmatic framework for thoughtful, efficient and successful redesigns by Vantrappen, Herman

Routledge 2024

Acc. No.: 52213 Call No.: 658.4063 ISBN: 9781032612683

Summary: Organization redesign exercises consume enormous time, resources and energy, and yet they so often get stuck midway or fail to deliver the aspired benefits. This ground-breaking book offers a comprehensive guide, enabling executives and their teams to have nuanced and in-depth discussions about substantive design choices. Once these choices are clear, the teams can confidently initiate the change process. The book brings together the building blocks of organization design thinking into a logical flow. It offers a high-quality framework, with each building block broken down into specific design questions. For each of the five categories of design variables - architecture, processes, culture, people and technology - the book enables executives to discover and weigh up a variety of situation-specific design alternatives.

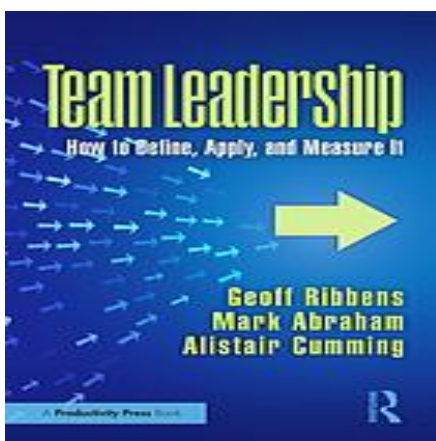


Leadership principles and purpose: developing leadership effectiveness and future-focused capability by Sharpley, David

Routledge 2024

Acc. No.: 52221 Call No.: 658.4092 ISBN: 9781032575063

Summary: This book provides a fresh perspective on leadership and the steps required to achieve high performance. It explores how we create purpose by moving from vision and values through principles to action.

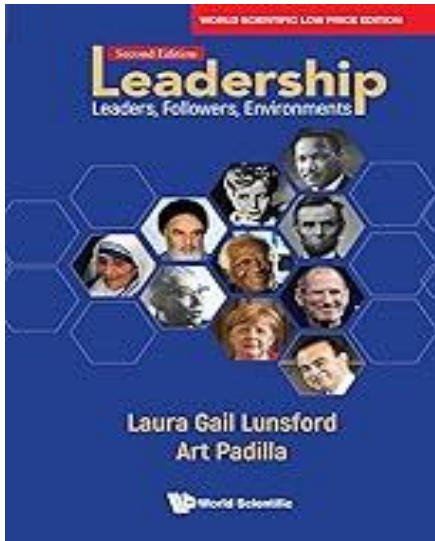


Team leadership: how to define, apply and measure it by Ribbens, Geoff

Productivity Press 2025

Acc. No.: 52222 Call No.: 658.4092 ISBN: 9781032757704

Summary: This work has developed the Leadership Pathway Audit(tm) that measures the effectiveness of leadership for any leader or any team and will, over time, chart how leadership changes as any factor of the leader, the team or the situation changes.

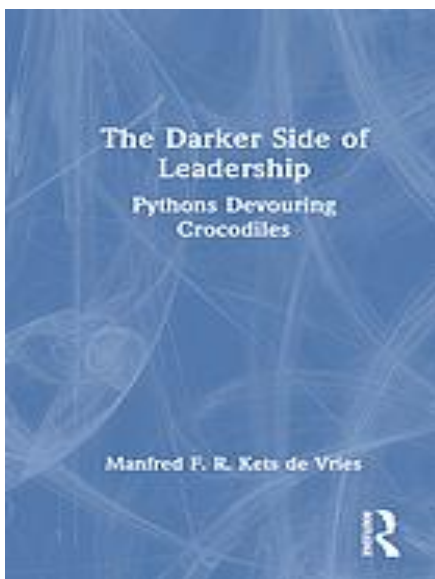


Leadership: leaders, followers environments by Lunsford, Laura Gail

World Scientific 2025

Acc. No.: 52140 Call No.: 658.4092 ISBN: 9798886131130

Summary: Leadership is more than a being a leader. This textbook presents a holistic and readable overview of leadership. The dynamics of leadership involve leaders, followers and their environments — the organizational contexts within which leading and following take place. This triangle approach illustrates a more comprehensive view of leadership by focusing on all three dynamics. Students benefit from taking the evidence-based inventories to learn more about their leadership preferences. Six in-depth case studies add to the textbook and invite students to explore the application of leadership theory to practice. Each chapter ends with key terms, comprehension questions, and class activities. Chapters in this book draw on contemporary research and mini-cases to engage students in learning about themes of leadership focused on topics such as: ethics, effective communication, teams, mentoring, and toxic leadership. This book features integration of the case studies in the chapters along with updated literature and mini-cases. Chapter summaries, test banks, sample syllabi, and slide decks, designed by the authors, are a new addition for instructors.



The darker side of leadership: pythons devouring crocodiles by Vries, Manfred F R Kets De

Routledge 2024

Acc. No.: 52226 Call No.: 658.4092 ISBN: 9781032705200

Summary: Manfred Kets de Vries is one of the most authoritative voices on organizational dynamics, leadership, executive coaching, and psychotherapy today. In all his roles, he has noticed that increasingly questions are now, in fact, coming back to one thing - the wider state of the world. Using an engaging and highly readable style throughout the book, Manfred helps us to make sense of some of the confusing and, some might say, psychotic times, in which we now live. Revealing the darker side of leadership, Manfred explores the tendency for people to adopt 'sheeple' or herd-like behavior, the populist threat that we are facing, the dangers that come with feelings of perceived injustice, the rise of dictatorships, and the impact of the Leviathan (neo-authoritarian) leadership behavior. Guided by theoretical concepts, the book provides readers with a better understanding of the underlying forces that drive these phenomena to the surface. What are the psychological dynamics at play? Why do groups of people behave in this manner?

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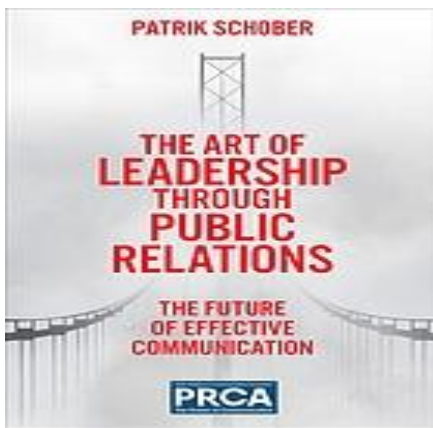


Storytelling for leaders: tales of sorrow and love by Kets de Vries, Manfred F R

Routledge 2025

Acc. No.: 52229 Call No.: 658.4092 ISBN: 9781032815619

Summary: Stories matter. Written by renowned psychoanalyst, leadership scholar, and executive coach, Manfred Kets de Vries, this book uncovers, explains and captures the power and art of storytelling at work and in life, and how it can be applied in organizations to powerful effect. Our talent in telling stories makes us more effective. When we talk about events, characters, actions, themes, feelings, and ideas, storytelling is a way to communicate our message. The stories we tell inform, influence, entertain, and shape our lives and those of other people.

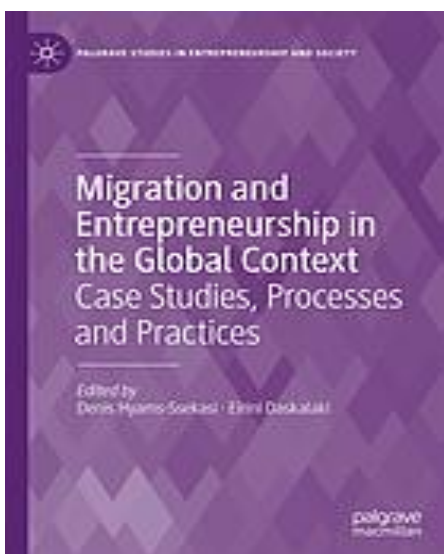


The art of leadership through public relations: the future of effective communication by Schober, Patrik

Emerald Publishing 2023

Acc. No.: 52224 Call No.: 658.4092 ISBN: 9781837536337

Summary: The book highlights the challenges that leaders in the field of public relations will face in the future and how to communicate effectively to achieve leadership success.



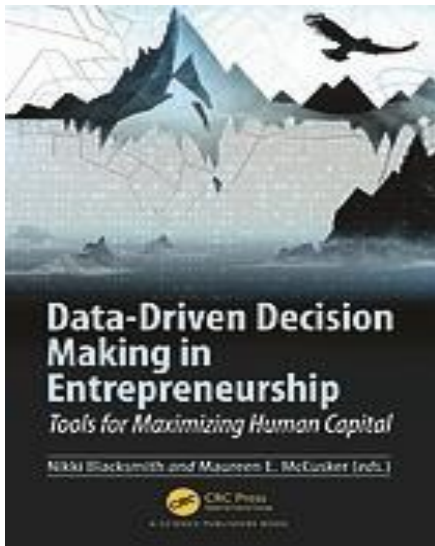
Migration and entrepreneurship in the global context: case studies, processes and practices by Hyams-Ssekasi, Denis

Palgrave Macmillan 2024

Acc. No.: 52204 Call No.: 658.421 ISBN: 9783031340666

Summary: Presenting a collection of case studies on immigrant and migrant entrepreneurship, this book offers an understanding of the phenomenon as a creation of a distinctive labor market that leads to innovation, productivity, and economic growth. As such, it contributes to SDG 8: 'Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.' Reflecting on the increasing interest in the subject, contributors provide new perspectives of migrants in diaspora, thus offering a better grasp of lived experiences. Chapters explore the common adversities that immigrant entrepreneurs face, such as the lack of knowledge in terms of operations of the host country market, dealing with unfair treatment, and the subsequent challenge of building long term relationships with locals.

NEW ARRIVALS, MARCH - APRIL 2025



Data-driven decision making in entrepreneurship: tools for maximizing human capital by Blacksmith, Nikki

CRC Press 2024

Acc. No.: 52248 Call No.: 658.421 ISBN: 9781032052786

Summary: Since the beginning of the 21st century, there has been an explosion in startup organizations. Together, these organizations have been valued at over \$3 trillion. In 2019, alone, nearly \$300 billion of venture capital was invested globally (Global Startup Ecosystem Report 2020). Simultaneously, an explosion in high volume and high velocity of big data is rapidly changing how organizations function. Gone are the days where organizations can make decisions solely on intuition, logic, or experience. Some have gone as far as to say that data is the most valuable currency and resource available to businesses, and startups are no exception.

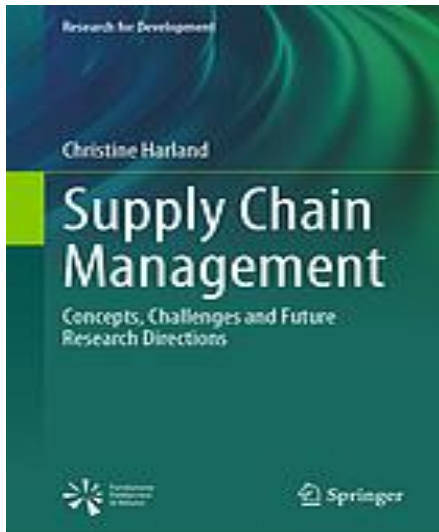


Management communication: a case analysis approach by O'Rourke, James S

Routledge 2023

Acc. No.: 52197 Call No.: 658.45 ISBN: 9781032363493

Summary: This new edition of Management Communication is a case-based textbook that introduces students to the strategic communication methods that are crucial to master in order for them to develop into effective and ethical managers at all levels of business. Effective communication skills are necessary for success in the business world, and O'Rourke has written a highly readable book filled with anecdotes and examples to engage students in the learning process. This seventh edition includes both classic and new features: The strategic approach is integrated throughout the book, allowing students to understand how a communicated message impacts the business as a whole. The new case studies provide students with hands-on experience of scenarios they will encounter in the real world, looking at global companies including Facebook and Nike. Further updates include new content on technology, corporate culture and disinformation. An ethical thread is woven through the text, demonstrating how ethical decision making can be applied in all aspects of communication. Chapters on intercultural communication, nonverbal communication and conflict management provide students with the skills to build relationships and influence stakeholders, key skills for any manager.

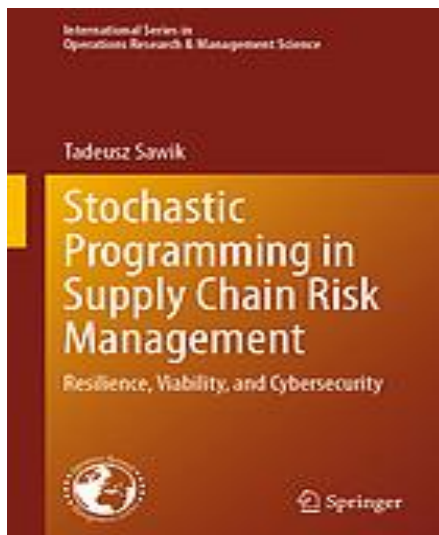


Supply chain management: concepts, challenges and future research directions by Harland, Christine

Springer 2024

Acc. No.: 52166 Call No.: 658.7 ISBN: 9783031522468

Summary: The book focuses on the development of the concept of supply chain management and the current state of knowledge on supply chain structure and infrastructure. It draws together knowledge from materials management, purchasing and supply management, operations management, industrial marketing and logistics perspectives, as well as industrial economics, organizational behaviour, systems thinking, and strategic management.

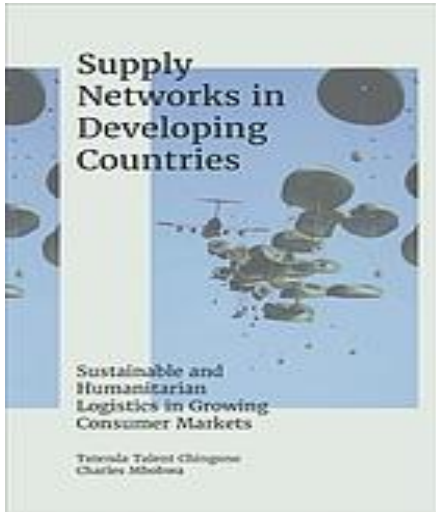


Stochastic programming in supply chain risk management: resilience, viability and cybersecurity by Sawik, Tadeusz

Springer 2024

Acc. No.: 52169 Call No.: 658.7 ISBN: 9783031579264

Summary: This book offers a novel multi-portfolio approach and stochastic programming formulations for modeling and solving contemporary supply chain risk management problems. The focus of the book is on supply chain resilience under propagated disruptions, supply chain viability under severe crises, and supply chain cybersecurity under direct and indirect cyber risks. The content is illustrated with numerous computational examples, some of which are modeled on real-world supply chains subject to severe multi-regional or global crises, such as pandemics. In the computational examples, the proposed stochastic programming models are solved using an advanced algebraic modeling language AMPL and GUROBI solver. The book seamlessly continues the journey begun in the author's previously published book "Supply Chain Disruption Management: Using Stochastic Mixed Integer Programming." It equips readers with the knowledge, tools, and managerial insights needed to effectively model and address modern supply chain risk management challenges. As such, the book is designed for practitioners and researchers who are interested in supply chain risk management. Master's and Ph.D. students in disciplines like supply chain management, operations research, industrial engineering, applied mathematics, and computer science will also find the book a valuable resource.



Supply networks in developing countries: sustainable and humanitarian logistics in growing consumer markets by Chingono, Tatenda

Talent Emerald Publishing 2023

Acc. No.: 52171 Call No.: 658.7 ISBN: 9781801171953

Summary: Contributing to research, knowledge, and discourse on humanitarian logistics and supply chains in Africa, Supply Networks in Developing Countries introduces a unique perspective on the developing world, and how their supply networks can be enhanced and optimized.



Supply chains in reverse logistics: the process approach for sustainability and environmental protection by Stanisławski, Robert

Routledge 2024

Acc. No.: 52161 Call No.: 658.7 ISBN: 9781032445281

Summary: Currently, it is obvious that new types of production (Industry 4.0) are accompanying new ways of distribution, which advance logistics, physical distribution science, and even supply chain management. The changing environment for carrying out logistics activities is also important for the development of the supply chain. Care for ecology, the recent pandemic, and the situation in Ukraine are other reasons to adapt logistics to the needs of an individual customer/recipient. It would be impossible without developing an appropriate strategy and applying appropriate tools for managing supply chains in the national and international dimensions. This book specifically addresses these issues. When analyzing the needs and structure of modern supply chains, in the context of their safety and risk reduction, it is impossible to ignore the problem of digitization, which allows for logistic analysis of the company, determining optimal routes, designing logistic systems, optimizing storage processes and costs, and predicting possible threats (crisis situations) and their effects (losses).

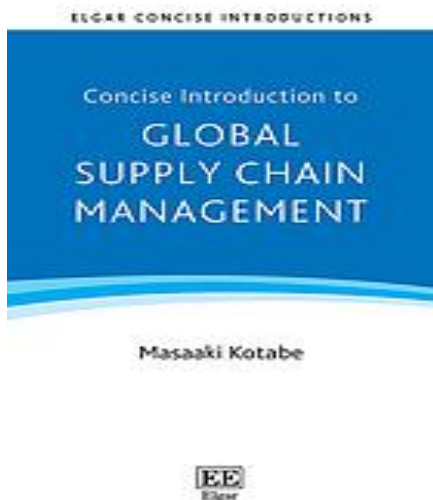


Sustainable supply chains 2.0: towards environmental, social and economic resilience by Tundys, Blanka

Palgrave Macmillan 2024

Acc. No.: 52162 Call No.: 658.7 ISBN: 9783031503368

Summary: Sustainable supply chains are one of the development trends of modern business strategies. They are a response to economic challenges and trends, while at the same time being a creator of value and competitive advantage. This book identifies environmental, social, and economic issues not only as the basis for configuring a sustainable supply chain, but also as important determinants of supply chain resilience. By presenting a new model, Sustainable Supply Chain 2.0, this book combines academic theory with practical demonstration on how to build resilient supply chains that implement the principles of sustainable development. It will be of great interest to students of management, supply chain and logistics studies, as well as researchers in the field and business practitioners, including supply chain managers.



Concise introduction to global supply chain management by Kotabe, Masaaki

Edward Elgar Publishing 2024

Acc. No.: 52192 Call No.: 658.7 ISBN: 9781800372900

Summary: Our Elgar Concise Introductions are inspiring and considered. They explain the key principles in business and are expertly written by some of the world's leading scholars. The aims of the series are two-fold: to pinpoint essential concepts of business and management, and to offer insights that stimulate critical thinking. This Concise Introduction provides clear insights into the various issues involved in the global supply chain. Covering materials procurement, sourcing, and physical distribution, Masaaki Kotabe examines the global supply chain from a strategic perspective, while also addressing the sustainability concerns which arise in this arena. Key Features: Considers the long-term implications of current global supply chain methods. Provides a detailed overview of the historical evolution of global supply chain management. Assesses global supply chain management from both a strategic and sustainability perspective. Contains detailed case studies to illustrate various global supply chain matters such as variations in physical distribution costs, the ethics of offshore sourcing and international retailers entering foreign markets.

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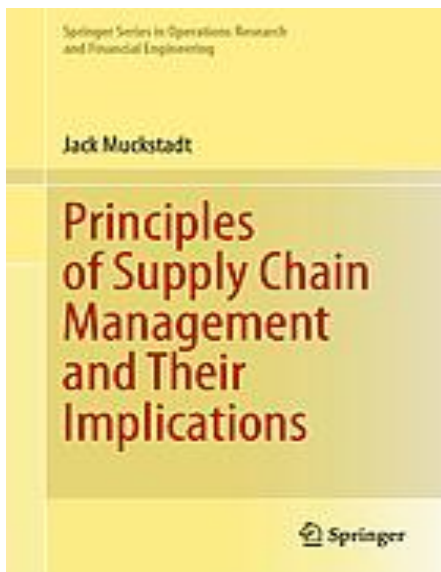


Frontiers in supply chain finance and risk management by Kouvelis, Panos

Now Publishers 2023

Acc. No.: 52159 Call No.: 658.7 ISBN: 9781638282488

This monograph contains eight thought-leading contributions on various topics related to supply chain finance and risk management: “Disruption Mitigation and Pricing Flexibility” by Oben Ceryan and Florian Lücker. “Optimal Newsvendor IRM with Downside Risk” by Paolo Guiotto and Andrea Roncoroni. “Competitive Forward and Spot Trading Under Yield Uncertainty” by Lusheng Shao, Derui Wang, and Xiaole Wu. “The Impact of Commodity Price Uncertainty on the Economic Value of Waste-to-Energy Conversion in Agricultural Processing” by Bin Li, Onur Boyabatlı, and Buket Avci. “Corporate Renewable Procurement” by Selvaprabu Nadarajah. “Blockchain-Based Digital Payment Obligations for Trade Finance” by Jing Hou, Burak Kazaz, and Fasheng Xu. “Long-term Service Agreement in Power Systems” by Panos Kouvelis, Hirofumi Matsuo, Yixuan Xiao, and Quan Yuan. “The Bullwhip Effect in Servicized Manufacturers” by Jiang Shenyang, Jiang Zhibin, Niu Yimeng, and Wu Jing.

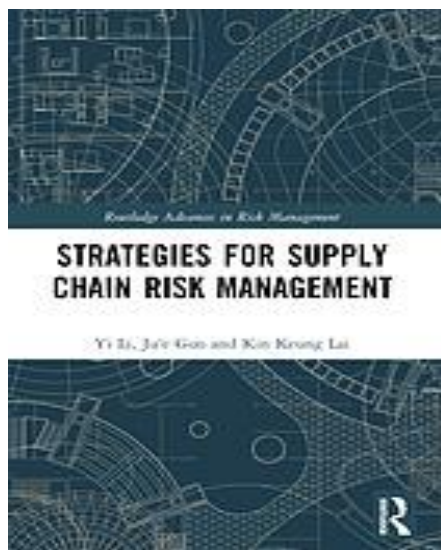


Principles of supply chain management and their implications by Muckstadt, Jack

Springer 2024

Acc. No.: 52167 Call No.: 658.7 ISBN: 9783031661112

Summary: The text begins with a discussion of the basic principles of supply chain management and some attributes of certain industries. The remainder of the text is devoted to developing and applying mathematical concepts needed to address the many issues associated with managing supply chains and, in particular, uncertainty, in a variety of real-world settings. In particular, the final chapter is devoted to the design and operation of a vaccine distribution system during a pandemic along with a critique of the way the system used in the United States performed.

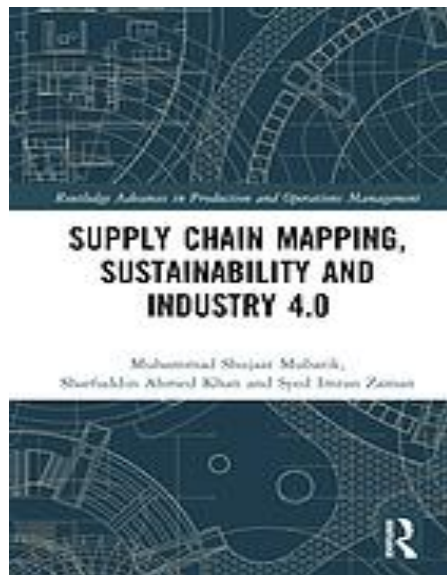


Strategies for supply chain risk management by Li, Yi

Routledge 2023

Acc. No.: 52164 Call No.: 658.7 ISBN: 9781032344195

Summary: Examining the negative consequences that arise from supply chain risks, such as production interruption and profit shrinkage, this book systematically explores firms' responses to these risks in different practical situations. In particular it focuses on sourcing strategies of firms under supply chain risks and the different mitigation tools they use, such as supplier development and multisource. Supply chains have expanded extensively as firms attempt to find new markets and cheap resources all over the world. Under the pressure of cost reduction, many firms try to take advantage of outsourcing of their raw materials and critical components. Though firms can reap significant benefits due to the globalization of supply chains and the widespread use of outsourcing, they have to deal with increasing and intensifying supply chain risks. In general, supply chain risks are various and may be originated from natural disasters, machine breakdowns, labor strikes, fires, etc. These risk incidents can cause serious damage to firms' profit performance.



Supply chain mapping, sustainability and industry 4.0 by Mubarik, Shujaat

Routledge 2024

Acc. No.: 52194 Call No.: 658.7 ISBN: 9781032305813

Summary: During the COVID-19 pandemic, supply chain (SC) mapping appeared as one of the critical SC capabilities that could make a striking difference in organizations' SC performance and improve sustainable operations. Despite its crucial role in responding to SC disruptions, there is a void in the literature on this topic. This book aims to address this gap demonstrating the importance of SC mapping, sustainability in the Industry 4.0 era. The book explores how SC mapping contributes to sustainability from social, economic, and environmental perspectives, the role of SC mapping in upstream, midstream, and downstream SC sustainability, as well as the role of technology advancement and the impact of blockchain and Industry 4.0 in SC mapping. Adopting a multidisciplinary approach, this edited collection features international authors from a diverse range of disciplines including SC management, operations management, technology and innovation management, and sustainability.



Customer centric support services in the digital age: the next frontier of competitive advantage by Sheth, Jagdish N

Palgrave Macmillan 2024

Acc. No.: 52232 Call No.: 658.812 ISBN: 9783031370960

Summary: This book explores how customer service can become the singular competitive differentiator for organizations in the digital era. Given the pace of digitization and the rise in customer expectations post-pandemic, organizations must focus on customer-centricity in all functions in the digital age, providing factors, enablers, and processes for customer service and sharing best practices based on research from global experts. The book is a valuable resource for students and researchers keen on understanding the new digital landscape in customer service to develop, maintain, and enhance customer relationships. Prof. Jagdish N. Sheth holds the Charles H. Kellstadt Professor of Business at Emory University, Georgia, USA, and has published more than 300 research papers and 30 books. He is a Fellow of the American Psychological Association, American Marketing Association, and Academy of Marketing Science. Prof. Varsha Jain is AGK Chair Professor of Marketing at MICA, India. She is Associate Editor of four global A journals, has authored 140+ publications, and received 25 awards.



The new customer experience management: why and how the companies of the future address their customers' needs proactively by Yorgov, Ivaylo

Routledge 2023

Acc. No.: 52234 Call No.: 658.812 ISBN: 9781032313412

Summary: A comprehensive guide to a burgeoning field, this book shows how to design and implement a future-proof post-sales service program focused on proactively addressing customers' needs in a personalized way. For too long, companies have detached from customers after the moment of purchase and done post-sales service in a way that is reactive, generic, and not scalable. Empowered by the boom in data availability and analytics, future-ready companies will offer their customers proactive personalized post-sales service, and reap tangible benefits including higher customer satisfaction and retention, and less negative word of mouth - leading to increased sales and customer lifetime value. As the stories in this book demonstrate, companies like Amazon, Adobe, Garmin, and Liberty Global are leading the way, but companies do not have to be global giants to capitalize on the techniques presented in this guide.



Strategic brand design: designing brand identity from a marketing perspective by Stavorinus, Roel

Routledge 2025

Acc. No.: 52218 Call No.: 658.827 ISBN: 9781032765143

Summary: Translated from its original Dutch, Strategic Brand Design offers students and professionals a clear overview of the most important steps in developing brand identity from a marketing perspective. It aims to bridge the gap between marketer and designer, by containing all the knowledge that both parties need to understand and work together successfully on branding projects. Consisting of four parts, the book begins with a clear explanation of the most important marketing concepts in part 1, followed by a clear step-by-step plan for research and strategy in part 2. Part 3 provides a comprehensive toolkit for brand design based upon that strategy, while part four contains a plethora of methods, tools, and models for practice, as well as questions and assignments to support classroom teaching. Practical, accessible, and firmly grounded in research and theory, this book is an ideal reference guide for higher vocational students, and students on modules and programs relating to the fields of brand, design, marketing, and communication

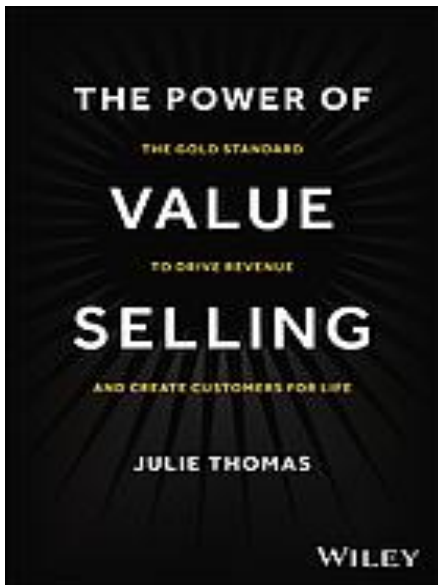


Consumer behavior: new essays on the study of consumption by Holbrook, Morris B

Routledge 2025

Acc. No.: 52219 Call No.: 658.8342 ISBN: 9781032908854

Summary: Consumer Behavior presents an autobiographical view of Morris B. Holbrook's contributions to the study of consumer behavior, describing his life and work over the past sixty years via a collection of subjective personal introspective essays. This new collection extends, enlarges, and elaborates on the insights garnered over Holbrook's career to provide a lively and thought-provoking exploration of the evolution of consumer research. Using SPI, Holbrook shares aspects of his own journey in developing insights into such topics as the consumption experience; consumer value; the jazz metaphor; marketing education; and various controversies that have interested the scholarly community. Early chapters portray Holbrook's evolution in college, graduate school, and faculty membership while later chapters trace his approaches to understanding the role of consumption as the essence of the human condition. Throughout, SPI is used to illuminate the ways in which academic struggles have led toward deeper understandings of consumers.



The power of value selling: the gold standard to drive revenue and create customers for life by Thomas, Julie

John Wiley & Sons 2023

Acc. No.: 52237 Call No.: 658.85 ISBN: 9781394182565

Summary: The Power of Value Selling offers a fresh perspective on how salespeople can adopt a customer-centric approach to reverse engineer how modern buyers want to buy. This field-honed guidebook enables sales professionals to become the trusted business advisors buyers crave in unpredictable environments. Julie Thomas provides an actionable guide to having better business conversations, the kind that build trust, forge human-to-human connections, and enable sellers to compete on value, not price. In fast-paced chapters, Thomas guides sales professionals through the concept of value in modern sales, creating winnable opportunities that result in premium pricing, making it easy for buyers to buy, selling to the C-suite, negotiating on value, and how to close more business, expand your footprint and generate renewal sales year after year. The result is a comprehensive guide to a simple yet powerful framework that will accelerate sales results regardless of your product, service, or industry. Whether you're a veteran or just starting your sales career, this book will help you Keep it Simple.



The influencer industry: the quest for authenticity on social media by Hund, Emily

Princeton University Press 2023

Acc. No.: 52239 Call No.: 658.872 ISBN: 9780691231020

Summary: Before there were Instagram likes, Twitter hashtags, or TikTok trends, there were bloggers who seemed to have the passion and authenticity that traditional media lacked. The Influencer Industry tells the story of how early digital creators scrambling for work amid the Great Recession gave rise to the multibillion-dollar industry that has fundamentally reshaped culture, the flow of information, and the way we relate to ourselves and each other. Drawing on dozens of in-depth interviews with leading social media influencers, brand executives, marketers, talent managers, trend forecasters, and others, Emily Hund shows how early industry participants focused on creating and monetizing digital personal brands as a means of exerting control over their professional destinies in a time of acute economic uncertainty. Over time, their activities coalesced into an industry whose impact has reached far beyond the dreams of its progenitors and beyond their control. Hund illustrates how the methods they developed for creating, monetizing, and marketing social media content have permeated our lives and untangles the unforeseen cultural and economic costs.

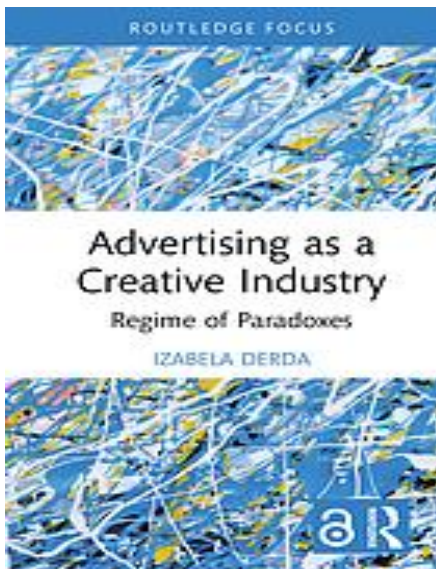


Creative advertising concept and copy: a practical, multidisciplinary approach by Miliopoulou, Georgia-Zozeta

Routledge 2024

Acc. No.: 52238 Call No.: 659.1 ISBN: 9781032362045

Summary: Considering perspectives on creative advertising through a unique media and communications lens, this book encompasses both the theory and practical tools needed to approach and understand creativity in advertising with an original eye. Drawing from diverse subject areas including Social Anthropology, Narrative Theory, Consumer Psychology, Semiotics and Cultural Studies, Creative Advertising provides a solid grounding in advertising education away from the traditional business and marketing literature. Notwithstanding the need for independent inspiration and originality, the author guides readers through the entire process of campaign planning, moving from strategy to creative idea to finished piece whilst employing concepts and principles relevant to 'design thinking'. Taking into account ethics and regulations, the use of text and images, and storytelling across radio, TV and video platforms, readers will come to a holistic understanding of what advertising can (and cannot) do, and how to achieve the best results.

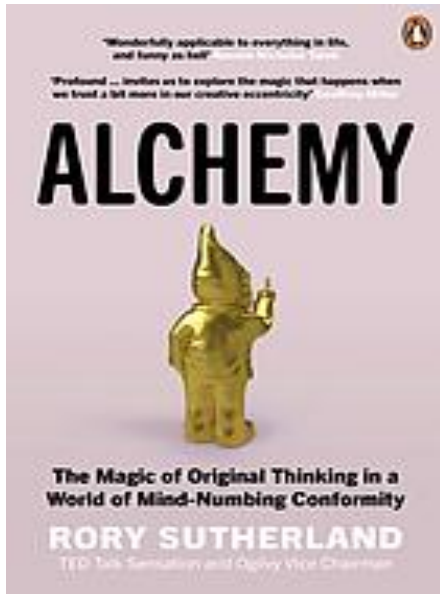


Advertising as a creative industry: regime of paradoxes by Derda, Izabela

Routledge 2024

Acc. No.: 52236 Call No.: 659.1 ISBN: 9781032203010

Summary: At the crossroads of culture and commerce, the advertising industry is a regime of paradoxes. This book examines the place of advertising in today's creative industries, exploring the major challenges advertisers confront as they engage with other creative sectors. Author, media scholar and industry expert, Izabela Derda, offers insights into how the industry keep deconstructing its own creative processes and collaborative models as it attempts to stay relevant. Through extensive case studies and interviews with industry professionals and thought leaders, this book examines the sector's struggle to adapt to new business models and to monetize creativity in today's media landscape, from re-engaging audiences through media more typical of arts and entertainment, to managing intricate cross-sectoral creative collaborations. From re-designing workplaces to satisfy the expectations of the youngest generations of creatives to reconsidering the paradigm of conventional creative teams, the advertising sector has swiftly adjusted to the seismic changes in today's media landscape.



Alchemy: the magic of original thinking in a world of mind-numbing conformity by Sutherland, Rory

WH Allen 2020

Acc. No.: 52336 Call No.: 709.4 ISBN: 9780753556528

Summary: We think we are rational creatures. Economics and business rely on the assumption that we make logical decisions based on evidence. But we aren't, and we don't. In many crucial areas of our lives, reason plays a vanishingly small part. Instead we are driven by unconscious desires, which is why placebos are so powerful. We are drawn to the beautiful, the extravagant and the absurd from lavish wedding invitations to tiny bottles of the latest fragrance. So, if you want to influence people's choices you have to bypass reason. The best ideas don't make rational sense: they make you feel more than they make you think. Rory Sutherland is the Ogilvy advertising legend whose TED Talks have been viewed nearly 7 million times. In his first book he blends cutting-edge behavioural science, jaw-dropping stories and a touch of branding magic, on his mission to turn us all into idea alchemists. The big problems we face every day, whether as an individual or in society, could very well be solved by letting go of logic and embracing the irrational.



Fashion supply chain management: integrating sustainability through the fashion supply chain by Grose, Virginia

Routledge 2023

Acc. No.: 52165 Call No.: 746.92 ISBN: 9780367697457

Summary: Fashion Supply Chain Management provides a comprehensive guide to the entire supply chain management process as it relates to the fashion industry: how fashion supply chains work from raw material to finished product, and how generic supply chain concepts are applied in the fashion context.

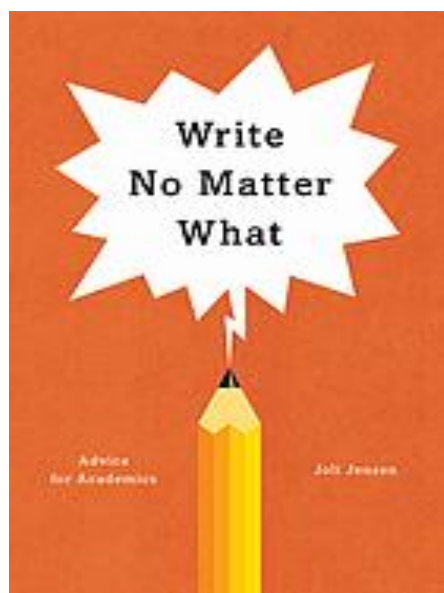


Fashion business and digital transformation: technology and innovation across the fashion industry by Gallery, Charlene

Routledge 2024

Acc. No.: 52233 Call No.: 746.92 ISBN: 9781032428475

Summary: Fashion Business and Digital Transformation provides a practical and holistic overview of the fashion industry and the key technologies impacting the fashion supply chain. It covers product design and development, production, sales and customer experiences in physical, online and virtual environments. The key technologies impacting the ecosystem are explored, including Artificial Intelligence, Virtual Reality, Augmented Reality, Digital Fashion Design, NFTs, 3D textiles, and Blockchain. Strategic concepts such as 'Retail-tainment', 'Phy-gital', Gamification and A-commerce, are analysed, alongside the effect of these key strategies for both the retailer and the customer. Theoretical foundations are supported by extensive use of examples, interviews and case studies drawn from a wide range of global fashion disrupters and cutting-edge brands. Engaging activities, exercises, and technical step-by-step guides are incorporated throughout, which will both consolidate how technology is driving change in the industry, but also equip the reader with the key skills and digital literacy capabilities required by future practitioners.

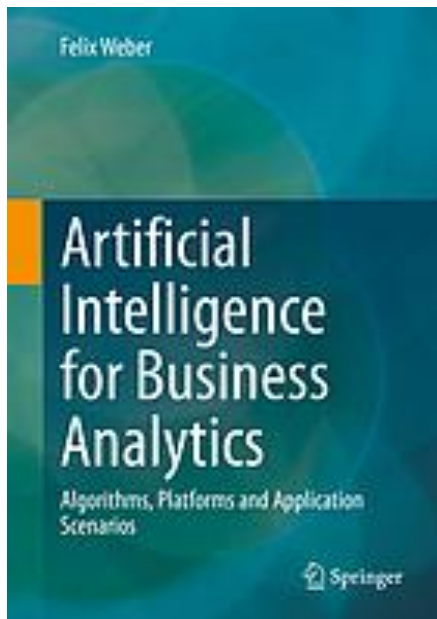


Write no matter what: advice for academics by Jensen, Joli

The University of Chicago Press 2017

Acc. No.: 52151 Call No.: 808.02 ISBN: 9780226461700

Summary: With growing academic responsibilities, family commitments, and inboxes, scholars are struggling to fulfill their writing goals. A finished book or even steady journal articles may seem like an impossible dream. But, as Joli Jensen proves, it really is possible to write happily and productively in academe. Jensen begins by busting the myth that universities are supportive writing environments. She points out that academia, an arena dedicated to scholarship, offers pressures that actually prevent scholarly writing. She shows how to acknowledge these less-than-ideal conditions, and how to keep these circumstances from draining writing time and energy. Jensen introduces tools and techniques that encourage frequent, low-stress writing. She points out common ways writers stall and offers workarounds that maintain productivity. Her focus is not on content, but on how to overcome whatever stands in the way of academic writing. She draws on popular and scholarly insights into the writing process and stems from Jensen's experience designing and directing a faculty writing program.

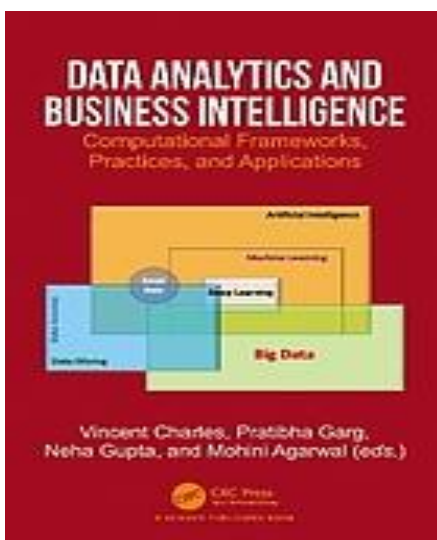


Artificial intelligence for business analytics: algorithms, platforms and application scenarios by Weber, Felix

Springer 2023

Acc. No.: 52157 Call No.: 658.47(A) ISBN: 9783658375980

Summary: While methods of artificial intelligence (AI) were until a few years ago exclusively a topic of scientific discussions, today they are increasingly finding their way into products of everyday life. At the same time, the amount of data produced and available is growing due to increasing digitization, the integration of digital measurement and control systems, and automatic exchange between devices (Internet of Things). In the future, the use of business intelligence (BI) and a look into the past will no longer be sufficient for most companies. Instead, business analytics, i.e., predictive and predictive analyses and automated decisions, will be needed to stay competitive in the future. The use of growing amounts of data is a significant challenge and one of the most important areas of data analysis is represented by artificial intelligence methods. This book provides a concise introduction to the essential aspects of using artificial intelligence methods for business analytics, presents machine learning and the most important algorithms in a comprehensible form based on the business analytics technology framework, and shows application scenarios from various industries. In addition, it provides the Business Analytics Model for Artificial Intelligence, a reference procedure model for structuring BA and AI projects in the company.

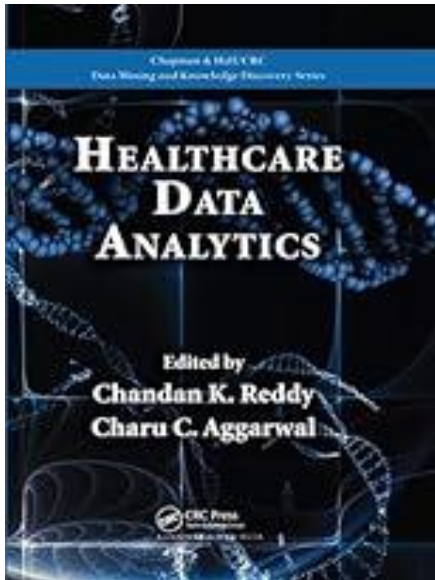


Data analytics and business intelligence: computational frameworks, practices and applications by Charles, Vincent

CRC Press 2023

Acc. No.: 52174 Call No.: 658.47(A) ISBN: 9781032039046

Summary: Business Analytics, one of the most popular research areas today, is driven by expanding requisites from the real world. This book reveals advances in data analytics and business intelligence that can assist industries in problem-solving exercises, with a view to driving competitive advantage. The book contains a wide range of knowledge, insights, and directions that can help master the analytics skills needed to improve, innovate, and formulate new or existing processes, products, and services. In addition, this book demonstrates how to go beyond conventional analytical tools to reach the depth of the data and how the insights derived can be used for decision-making and for telling compelling stories.

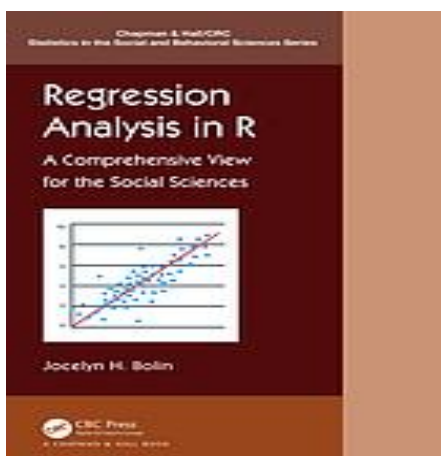


Healthcare data analytics by Reddy, Chandan K

CRC Press 2025

Acc. No.: 52335 Call No.: 658.47(A) ISBN: 9781032527802

Summary: At the intersection of computer science and healthcare, data analytics has emerged as a promising tool for solving problems across many healthcare-related disciplines. Supplying a comprehensive overview of recent healthcare analytics research, Healthcare Data Analytics provides a clear understanding of the analytical techniques currently available to solve healthcare problems. The book details novel techniques for acquiring, handling, retrieving, and making best use of healthcare data. It analyzes recent developments in healthcare computing and discusses emerging technologies that can help improve the health and well-being of patients. Written by prominent researchers and experts working in the healthcare domain, the book sheds light on many of the computational challenges in the field of medical informatics. Each chapter in the book is structured as a "survey-style" article discussing the prominent research issues and the advances made on that research topic. The book is divided into three major categories: Healthcare Data Sources and Basic Analytics - details the various healthcare data sources and analytical techniques used in the processing and analysis of such data Advanced Data Analytics for Healthcare covers advanced analytical methods, including clinical prediction models, temporal pattern mining methods, and visual analytics Applications and Practical Systems for Healthcare covers the applications of data analytics to pervasive healthcare, fraud detection, and drug discovery along with systems for medical imaging and decision support Computer scientists are usually not trained in domain-specific medical concepts, whereas medical practitioners and researchers have limited exposure to the data analytics area.



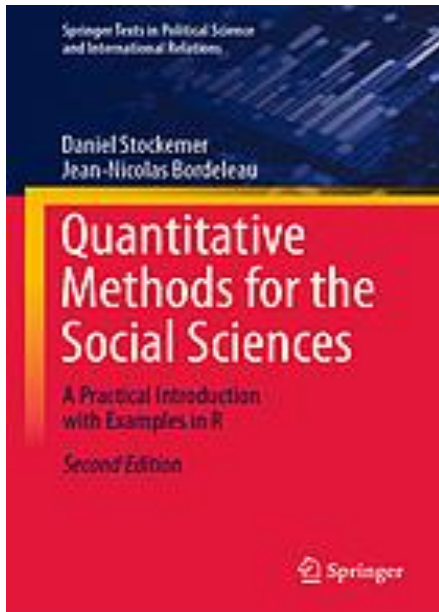
Regression analysis in R: a comprehensive view for the social sciences by Bolin, Jocelyn H

CRC Press 2023

Acc. No.: 52160 Call No.: 658.47(R) ISBN: 9780367272586

Summary: The subject for this book is multiple linear regression. It will cover very basic applications of multiple linear regression all the way up through more complex regression applications and extensions. This book will be written for graduate level students in social science disciplines. This book will provide examples using real data and R software.

NEW ARRIVALS, MARCH - APRIL 2025

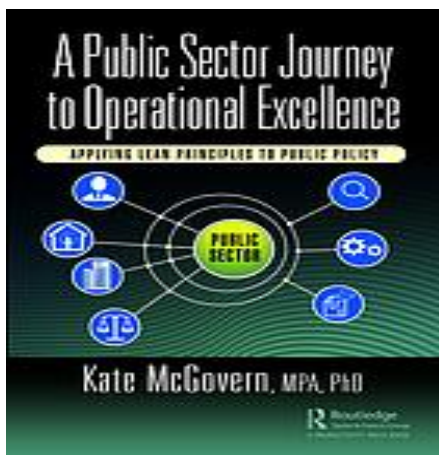


Quantitative methods for the social sciences: a practical introduction with examples in R by Stockemer, Daniel

Springer 2023

Acc. No.: 52208 Call No.: 658.47(R) ISBN: 9783031345821

Summary: This textbook offers an essential introduction to survey research and quantitative methods with clear instructions on how to conduct statistical tests with R. Building on the premise that we need to teach statistical methods in a holistic and practical format, the book guides students through the four main elements of survey research and quantitative analysis: (1) the importance of survey research, (2) preparing a survey, (3) conducting a survey and (4) analyzing a survey. In detail, students will learn how to create their own questionnaire on the basis of formulating hypotheses; sampling participants; disseminating their questionnaire; creating datasets; and analyzing their data. The data analytical sections of this revised and extended edition explain the theory, rationale and mathematical foundations of relevant bivariate and multi-variate statistical tests. These include the T-test, F-test, Chi-square test and correlation analyses, as well as bivariate and multivariate regression analyses. In addition, the book offers a brief introduction to statistical computing with R, which includes clear instructions on how to conduct these statistical tests in R. Given the breadth of its coverage, the textbook is suitable for introductory statistics, survey research and quantitative methods classes in the social sciences.

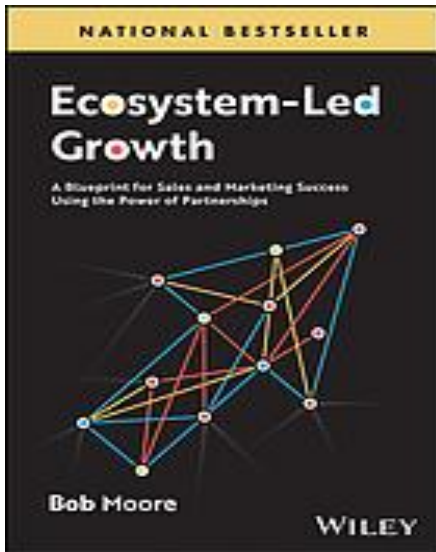


A public sector journey to operational excellence: applying lean principles to public policy by McGovern, Kate

Routledge 2024

Acc. No.: 52156 Call No.: 658.5(OS) ISBN: 9781032445441

Summary: Lean management can lead to operational excellence, but toward what end? This book examines the power of linking Lean government operations with purposeful public policy. When Lean process improvement principles and techniques entered the public sector after decades of proven effectiveness in private industry, they brought the same transformative potential.



Ecosystem-led growth: a blueprint for sales and marketing success using the power of partnerships by Moore, Bob

John Wiley & Sons 2024

Acc. No.: 52235 Call No.: 658.81(S) ISBN: 9781394226832

Summary: Everything is breaking. With a recession looming and company valuations plummeting, every salesperson, marketer, and executive is re-evaluating their company's path to success. Meanwhile, growth playbooks have stopped working -- cold calling is dead, email inboxes are saturated, and ad targeting has been defanged by regulation. Not to mention the massive disruption that AI will cause to just about any growth strategy without real human relationships at its core. But there is hope. A growing universe of sales and marketing professionals have found a secret weapon right under their noses. They are wielding it to build an endless stream of leads, crush sales quotas, scale companies, and build generational businesses. That secret weapon is their Partner Ecosystem. Partnerships are no longer just the domain of "partner people" doing "hugs and chugs" at conferences -- they unlock treasure troves of data, relationships, and scalable growth plays. In this book, modern go-to-market professionals will learn about transformational technologies that bring partner data to their fingertips -- while learning about the savvy companies and executives who are converting that data into untapped growth opportunities.