

Session 2018-19

3.3.3 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five years

Sl. No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Year of publication	ISBN/ISSN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
1	Dr. Ajit Singh, Dr. Des Raj Bajwa, Dr. Shagun Ahuja	Marketing Management: Theoretical and Practical Implications	Marketing Management: Theoretical and Practical Implications				2018	Edited Book/Proceedings of seminar ISBN:978-93-87436-24-4, Nation Press, New Delhi	Government P.G. College Ambala Cantt	Nation Press, New Delhi
2	Dr. Shagun Ahuja, Ms. Nidhi Rawat	Industrial Management	Industrial Management				2018	Reference Book: ISBN: 978-93-87436-16-9	Government P.G. College Ambala Cantt	Nation Press, New Delhi



MARKETING MANAGEMENT

Theoretical and
Practical Implications

Ajit Singh • Des Raj Bajwa • Shagun Ahuja



Marketing Management: Theoretical and Practical Implications

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3	Dr. Ajit Singh, Dr. Shagun Ahuja	Marketing Management: Trends and Practices	Marketing Management: Trends and Practices				2018	Edited Book ISBN:978-93-87436-25-1, Nation Press, New Delhi	Government P.G. College Ambala Cantt	Nation Press, New Delhi

MARKETING MANAGEMENT

TRENDS AND PRACTICES



TEAMWORK



STRATEGY



ANALYSIS



RESEARCH

INNOVATION



PLANNING



Ajit Singh • Shagun Ahuja

About the Book

Marketing Management focuses upon the psychological and physical factors of marketing. The marketing managers are responsible for influencing the level, timing and composition of customer demand accepted definition of term. While the psychological factors focus upon discovering the needs and wants of the consumer and the changing patterns of buying behavior, habit etc. The physical factors focus upon fulfilling those needs and demands, buy better product design, channel of distribution and other functions. Due to the effects of globalization and technological developments, the marketing sector is passing through curious and interesting phase. The firms cannot scrap the old techniques, but at the same time they have to accept and make applicable the new techniques. There are rapid changes in marketing techniques, strategies and tools. The industries have to pick up them suddenly, if they want to sustain in competition.

This book provides an insight to the various trends and developments in marketing management like recent developments in marketing mix, in Indian industry, in online marketing etc are discussed in detail. The case studies of various private and public sector companies are also highlighted in this present book.

About the Editors

Dr. Ajit Singh is presently working as Associate Professor and Head, Postgraduate department of Commerce and Management, Govt. Postgraduate College, Ambala Cantt. He has teaching experience of more than 26 years in various prestigious educational institutions of Haryana. He has published more than 20 text and edited books in the various subjects related to commerce and management stream. He has published more than 2 dozen Research Papers in various reputed national and international journals. He has completed Major Research Project financed by University Grants Commission, New Delhi. He has visited USA, Croatia and Thailand for presenting paper in International Conferences. Dr. Ajit Singh has presented paper in more than 40 National conferences held in different parts of the country. He is acting as Reviewer of Research Papers for publication in various reputed international journals and is also acting as Member Academic Council of Kurukshetra University, Kurukshetra. He is a Life member of Indian Commerce Association and has also worked for many years in the panel of examiners of Institute of Chartered Accountants of India. He has also worked as State Nodal Officer, EDUSAT programme of Haryana Government for more than 8 years.

Dr. Shagun Ahuja, is an Assistant Professor in Department of Commerce at Government P.G. College, Ambala Cantt. She has 13 years of teaching experience. She is doctorate in Human Resource Management from Panjab University, Chandigarh. She has published 14 text books covering the syllabi of KUK, MDU, PTU, HPU, UPTU, Odissa etc. in the subjects of Human Resource Management, Marketing and Company Accounts and 10 research books in the field of Human Resource Management. She has published more than 20 research papers in the National as well as International Journals. She has attended more than 50 seminars and workshops and presented papers in almost all of them. She has guided two M.Phil dissertations and has three Ph.D thesis under her supervision. She is also a reviewer of International Journal of Engineering, Science and Humanities. She has organized many national level seminars and also acted as a resource person in various seminars.



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4	Dr. Alka	Gender Sensitization Issues and Challenges	Why co-education is better than single gender education				2019	Proceedings of Seminar: ISBN 978-93-82-968-89-4	Government P.G. College Ambala Cantt	Avni Publications, New Delhi

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Issues and Challenges

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Dr. Raj Pal Singh

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5	Mr. Ashok	Data Base Management Systems/ Big Data (Chapter 21)	Big Data (Chapter 21)				2019	ISBN: 13-987-93-81252-78-9 Bharat Publications	Government P.G. College Ambala Cantt	Bharat Publications, New Delhi



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