



TECNIA INSTITUTE OF ADVANCED STUDIES GRADE "A" INSTITUTE

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INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085

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3. Quality of Teachers and Teaching

- 3(a) No. of teachers with Ph. D.
- 3(b) No. of publications in WoS/SCOPUS/UGC-CARE (Category-I) listed journals in the assessment year
- 3(c) No. of publications in UGC-CARE (Category-II) listed journals in the assessment year
- 3(d) No. of publications in any referred journal other than the above (with ISSN No.) in the assessment year.
- 3(e) No. of publications in conferences in the assessment year
- 3(f) No. of Books / Edited Books / Book Chapters published
- 3(g) Course/teaching plan with details of number of lectures on each unit of curriculum, in the assessment year
- 3(h) No. of courses on Learning Management System (LMS)
- 3(i) Classrooms available with mounted projectors and ICT facilities
(Geo tagged photos should be uploaded and available under mandatory disclosures)
- 3(j) Percentage of teachers using ICT for teaching (having PPTs, Videos, etc.)

3. Quality of Teachers and Teaching

3(a) No. of teachers with Ph. D. (Program wise): 48

Management Sciences	: 30
Journalism & Mass Communication	: 13
Information, Communication & Technology	: 05

Programme Wise Faculty with Ph.D. 2022-23			
Management Sciences			
Sl No:	Name	Present Designation	Qualification
1	Dr. Ajay Kumar	Director Cum Professor	Ph.D.(2008; Mgmt.); MBA
2	Dr. Jagbir Ahlabat	Professor	Ph.D.; MBA; MCA; UGC-NET
3	Dr. Monika Mehrotra	Professor	Ph.D.; MBA in 2002 and 2011;
4	Dr. Surbhi Jain	Professor	Ph.D.(2013:Mgmt.); MBA
5	Dr. Monisha	Professor	Ph.D, M.Phil., MBA
6	Dr. Sandeep Kumar	Professor	Ph.D.(2009:Mgmt.); MBA, M.Sc(Phy.),M.Sc.(Com.Sc.)
7	Dr. Ritwik Sahai Bisariya	Professor	Ph.D., MBA, M.A.
8	Dr. Bhupendra Bahadur Tiwari	Professor	Ph.D., MBA, M.A.
9	Dr. Nivedita	Associate Professor	Ph.D.(2001; Botany); UGC-NET, M.Sc., B.Sc.
10	Dr. Bhoopendra Bharti	Associate Professor	Ph.D.(2019; Commerce), MBA, BCA
11	Dr. Reema Sharma	Associate Professor	Ph.D.; MBA(Fin, HR); M.Com.
12	Dr. Jyoti	Assistant Professor	Ph.D., M.Phil, UGCNET, MA(Eco.)
13	Dr. Garima Singh	Assistant Professor	Ph.D.(2021; Commerce & Mgmt); MBA, PGDCA
14	Dr. Pushpa Rani	Assistant Professor	Ph.D.; M.Phil.; MBA; M.Com.
15	Dr. Sandhya Bindal	Associate Professor	Ph.D.(2014; Mgmt.); MJMC, MBA, MCA
16	Dr. Shalini Gupta	Associate Professor	Ph.D.(2016; Mgmt.); M.Phil.(Mgmt.) UGC(NET, MBA
17	Dr. Archana Dixit	Associate Professor	Ph.D. (2016; Mgmt.); MBA
18	Dr. Nidhi Arora	Associate Professor	Ph.D.(2012;CS&Engg.); MCA, BCA
19	Dr. Mukesh Kumar	Associate Professor	Ph.D.(Mgmt.:2018); MBA
20	Dr. Kanika Gupta	Associate Professor	Ph.D.(2015;Mgmt.); MBE,
21	Dr. Kirti Miglani	Associate Professor	Ph.D.(2019;Mgmt.); MBA
22	Dr. Anamika	Associate Professor	Ph.D.(2001;Psychology), MA(Psychology)
23	Dr. Sheenu Arora	Associate Professor	Ph.D.(2018;Mgmt); MBA, M.Com,
24	Dr. Suhail Ahtesham	Assistant Professor	Ph.D.(2020;Mgmt.); MBA
25	Dr. Monika Pawar	Assistant Professor	Ph.D.(2021;Mgmt.); M.Phil, MBA
26	Dr. Puja Devi	Assistant Professor	PhD,M.Com, NET
27	Dr. Urviza	Associate Professor	Ph.D. (1994;Psychology), MA(Psychology)
28	Dr. Chaitali Bhattacharya	Associate Professor	Ph.D. (Eco.-2010), MA; MBA
29	Dr. Preeti Jindal	Associate Professor	Ph.D.; M.com.; UGC(JRF)
30	Dr. Rubeena Bano	Assistant Professor	Ph.D.(2019;Mgmt.); UGCNET, MBA, B.Sc.
Journalism & Mass Communication			
Sl No:	Name	Present Designation	Qualification
1	Dr. Madhavendra Nath Jha	Professor	Ph.D.(2018;Mgmt.), MBA
2	Dr. Ritesh Chaudhary	Professor	Ph.D(2014;Mass.Comm.), UGC-NET, MA(JMC)
3	Dr. Vipul Partap	Associate Professor	Ph.D.(2012;J&MC), M.Phil., PGDBM, MA(JMC)
4	Dr. Gopal Thakur	Associate Professor	Ph.D.(2014:IT), M.Sc.(IT), PGD in Cyber Journalism, PG
5	Dr. Shaheen Bano	Associate Professor	Ph.D.(2020;Mass.Comm.), MA(MC)
6	Dr. Shivendu Kumar Rai	Associate Professor	Ph.D.(2020;Mass. Comm.) UGCNET, MAMC
7	Dr. Jagriti Basera	Assistant Professor	Ph.D.(2022;Mass &Media Comm.), MJMC,BJMC

8	Dr. Rajni Yadav	Assistant Professor	Ph.D. (JMC); M.Sc.(JMC);
9	Dr. Bharat Kumar	Professor	Ph.D, MA(MC)
10	Dr. Ruchi Srivastava	Associate Professor	Ph.D.(2012;Mgmt.), MBA, MA, UGC-NET
11	Dr. Charusmita	Associate Professor	Ph.D.(2020;Media Studies), MA(Media & Dev.), BA(Eco)
12	Dr. Rajnesh Kumar Pandey	Associate Professor	Ph.D.(2015;Mass. Comm.), MA(MC)
13	Dr. Poonam	Assistant Professor	Ph.D.(Eng.); M.Phil. (Eng.);
Information, Communication & Technology			
Sl No:	Name	Present Designation	Qualification
1	Dr. Sanjeev Manchanda	Professor	Ph.D.(2010-Info. Tech.), MCA, M.Tech, MBA
2	Dr. Gaurav Sinha	Professor	Ph.D.(Electronics Engg.); M.Tech.
3	Dr. Deepak Sonker	Associate Professor	Ph.D.(2012;CS), M.Tech.(CS), B.Tech (CS&Engg.)
4	Dr. Anshu Arora	Assistant Professor	Ph.D.(2021;CS&Appl.) M.Tech, MCA
5	Dr. Arti Bajaj	Associate Professor	Ph.D.; MCA

3(b) No. of publications in WoS/SCOPUS/UGC-CARE (Category-I) listed journals in the assessment year

Total: 22 UGC Care (Category-I) Listed Journals

3(c) No. of publications in UGC-CARE (Category-II) listed journals in the assessment year

Total: 05 UGC Care (Category-II) Listed Journals

3(d) No. of publications in any referred journal other than the above (with ISSN No.) in the assessment year.

Total: 14 Referred Journals published

SN	Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number
1	BUSINESS TRANSFORMATION THROUGH RESEARCH INNOVATIONS, Page 78-86	Dr. Sandeep Kumar	Management	International Journal of Advance and Innovative Research; Volume 10, Issue 2 (VI): April - June 2023,	2023	2394-7780
2	BUSINESS GROWTH THROUGH DIGITAL TRANSFORMATION, Page 73-77	Dr. Sandeep Kumar	Management	International Journal of Advance and Innovative Research; Volume 10, Issue 2 (VI): April - June 2023,	2023	2394-7780
3	An Analytical Study on Framework of GIG Economy: the New World of Work	Dr. Bhupendra Bahadur Tiwari	Management	American Economic Journal: Applied Economics Published By: American Economic Association	2023	1945-7782
4	"Analysis the review of Product on Social Media in Consumer Buying Process"	Dr. Bhoopendra Bharti	Management	International Journal of Research and Analytical reviews (IJRAR),An international Open	2022	2348-1269

				access peer –reviewed, refereed Journal		
5	Perceived impact of financial perspective of Balance Scorecard on the efficiency of Police personal in Uttar Pradesh	Dr. Ruchi Srivastava	Management	Business, Management and Economics Engineering	2023	2669-2481
6	Evaluations of the adoption of Government schemes implemented for improving the level of Financial Inclusion in Rural population of a developing country : Evidences from Rural India	Dr. Ruchi Srivastava	Management	Anvesak	2023	0378-4568
7	Business Incubation and Performance of Start-up: An Empirical Review	Dr. Sheenu Arora	Management	Purana	2022	0555-7860
8	Online Teaching of Mass Communication during Covid-19 Pandemic in Delhi: The Students' Perspective	Dr. Gopal Thakur	Journalism and Mass communication	Shodhsamhita Journal UGC Care Group1	2022	2277-7067
9	2. Covid-19 Pandemic: Students Problems and Education System during Lockdown Issues in Bihar, India	Dr. Gopal Thakur	Journalism and Mass communication	Bayan College International Journal of Multidisciplinary Research	2022	2710-2432
10	Drone Technology	Dr. Deepak Sonker	ICT	American Journal of Engineering Research (AJER)	2023	2320-0847
11	Drone Technology	Dr. Arti Bajaj	ICT	American Journal of Engineering Research (AJER)	2023	2320-0847
12	Impact of Artificial Intelligence on Jobs	Ms.Sania kukkar	ICT	Journal of Survey in Fisheries Sciences (SFS) Volume 10 - Issue 2 (2023)	2023	2368-7487
13	Network Traffic Monitoring and Detecting Intrusions - An Explainable Framework	Dr. Neha Gupta	ICT	Computer Networks (Elsevier)	2023	1389-1286
14	Role of New Media Technology in Outreach Learning".	Ms. Adity Agrawal	Journalism & Mass Communication	CPJ LAW JOURNAL, July.2023, Issue-1.	2023	0976-3562
15	1. Blockchain and Competitive Business Performance (Scopus indexed) - Published	Dr. Yogendra Pratap Singh	Management	1.Springer, Singapore (Springer Nature Singapore Pte Ltd	2022	2350-0557

- 3(e) No. of publications in conferences in the assessment year**
- **Indexed by WoS/SCOPUS/UGC-CARE (Category-I) : NA**
 - **Indexed by UGC-CARE (Category-II) : NA**
 - **With ISBN Number : 03 Proceedings (34 Paper by Faculty)**
 - **Any other : 02 Faculty chapter published in book**

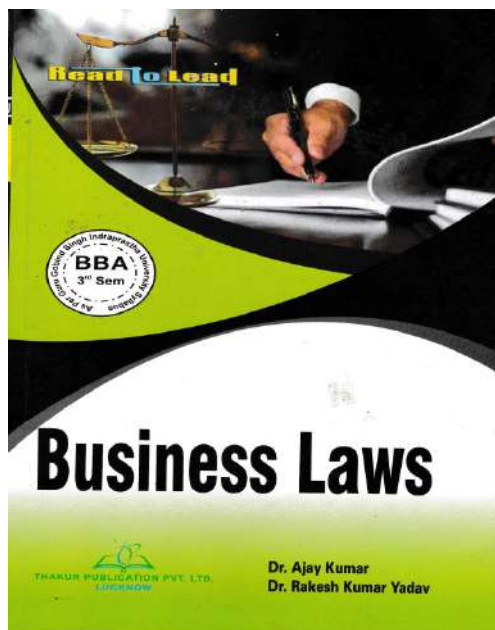
3(f) No. of Books / Edited Books / Book Chapters published

Link: <https://tiaspg.tecna.in/books/>

Total : 19 Books

Total : 312 Chapters

1. Technology and Innovation Management
2. Human Resource Management
3. Human Resource Management
4. Cost Accounting.
5. A study on the legal and Fund requirements for new Start-up.
6. Challenges Faced By Women Entrepreneurs in India.
7. A Study on Marketing Strategies On Frozen Food.
8. Visual Communication.
9. Strategic Management.
10. Business Law.
11. Divyangs and Digital Word.
12. Authored book titled-“Entrepreneurship Development & Start Up” ISBN: 978-93-5480-629-2. Thakur Publication Pvt. Ltd., Lucknow.
13. Authored book titled-“Production and Operations Management” ISBN: 978-93-5480-691-9. Thakur Publication Pvt. Ltd., Lucknow.
14. Authored book titled-“Technology and Innovation Management” ISBN: 978-93-5480-986-6. Thakur Publication Pvt. Ltd., Lucknow.
15. Authored book titled- “Communication in Organisations” ISBN: 978-93-5480-591-2. Thakur Publication Pvt. Ltd., Lucknow.
16. Business Communication.



About the Book
This book of “Business Laws” covers the various provisions of Acts related to business. An attempt has been made to bring up-to-date information regarding latest Amendments of various Acts. The content of the book is written in a simple language with detailed information. The text is supported with numerous illustrations to enable peaceful understanding. This Book also contains exercise and case studies to assist the students in preparing for the examinations.

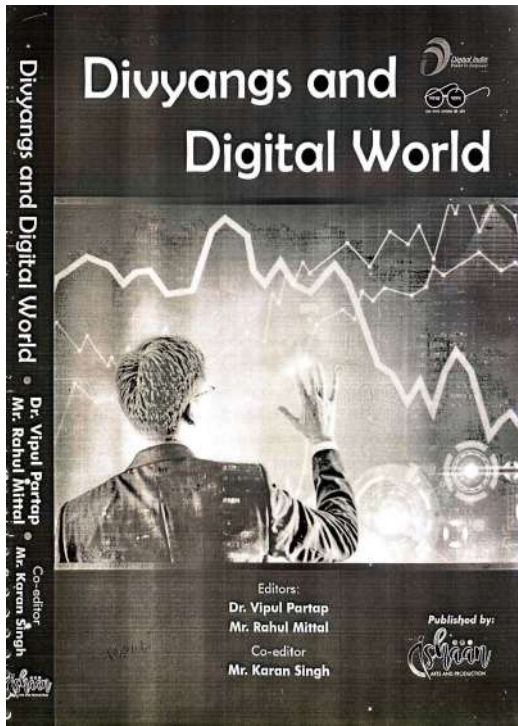
About the Author
Dr. Ajay Kumar is currently working as an Director of Kurita Institute of Advanced Studies. He has done his Ph.D (Management) from IITM and has more than 26 years of experience in the field of education and industry. He has organized and conveyed more than 30 National and International Conferences and has attended several National and International Conferences as Guest of Honor, for a Member of All India Management Association (AIMA) and 16th Term Alumni member of Institute of Management Studies and Research, M.D. University, Raipur. He aims to work innovatively for the enhancement and betterment of education.

Dr. Rakesh Kumar Yadav is currently working as an Professor and Head in the Department of Management, School of Business Management, IITM Lucknow. He holds a Ph.D in Commerce from CCS University, Meerut. He completed his MBA in Marketing from MJP Rohilkhand University, Bareilly. He has qualified National Eligibility Test (NET) conducted by University Grants Commission in Management in June, 2009. He has been awarded Visiting Lecturer Of The Yashwantrao Chavan Pratishthan (PAC) 2020 by DHS Foundation, New Delhi, India in collaboration with CAMPBELL University, North Carolina, USA in 2020. On the occasion of Teacher's Day in 2021, He was awarded the “Shiksha Samman” for the Higher Education Department of the State of Uttar Pradesh and MPP Rohilkhand University Bareilly for his important contribution to national education policy. He has authored 3 books. He has published more than 40 research papers in reputed national, ARIIC, listed and UGC approved peer reviewed journals of national and international repute and conference proceedings and book chapters. He has developed 9 Units of Business Environment and 20 Units of Human Resource Management of Self Learning Materials (SLM) for MEdS programme of Uttar Pradesh Rajarshi Tandon Open University, Prayagraj. His four patents have been published in the Official Journal of the Patent Office of India. Presently he is also a teacher, Research Methodology in Ph.D course work. He is also the Director of Internal Quality Assurance Cell (IQAC) of IITM University.

Guru Gobind Singh Indraprastha University, BBA Third Semester	
Subject Name	Author Name
Business Law	Dr. Ajay Kumar, Dr. Rakesh Kumar Yadav
Marketing Management	Dr. Anam Kumar, Dr. Anam, Dr. Shikhar Singh
Human Resource Management	Dr. Sheena Anand, Ms. Reshika Arora
Cost Accounting	Dr. Sunil Sharma
Production and Operations Management	Dr. Mahendra Nath Bha, Ms. Vidushi Prasad
Business Research Methodology	Dr. Subhrajit Bha, Dr. Soham Sharma
Entrepreneurial Studies	Dr. Saikat Kumar, Ms. Vikrant Sharma

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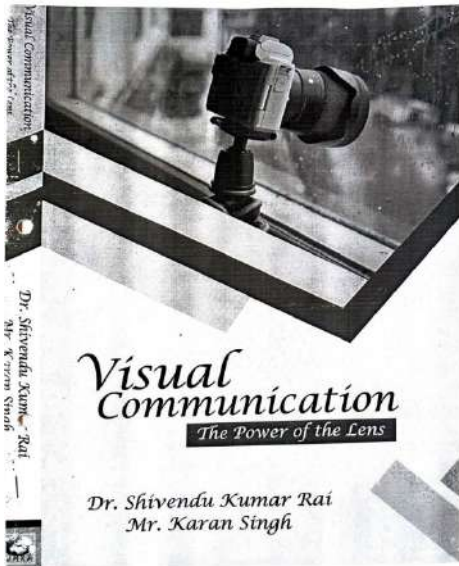
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Book by Mr. Shivendu K. Rai

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Visual Communication: The Power of The Lens

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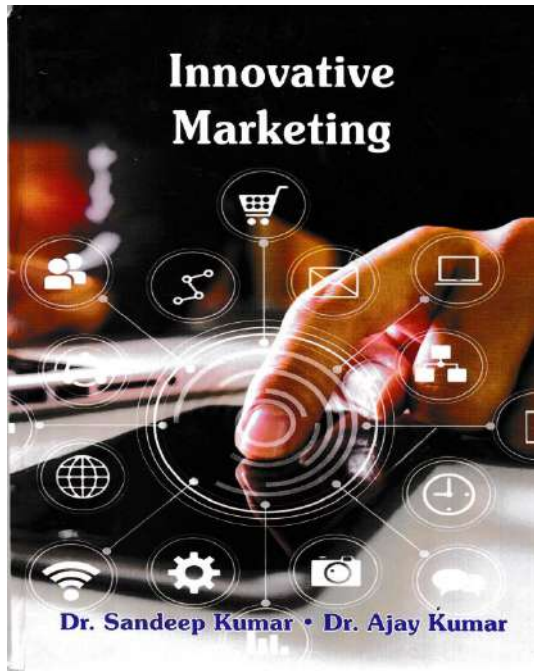
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1. Media and Society: 90 Chapters.
2. Innovative Marketing: 96 Chapters.
3. Thrust Area for Industry 4.0: 126 Chapter.



ABOUT THE AUTHOR

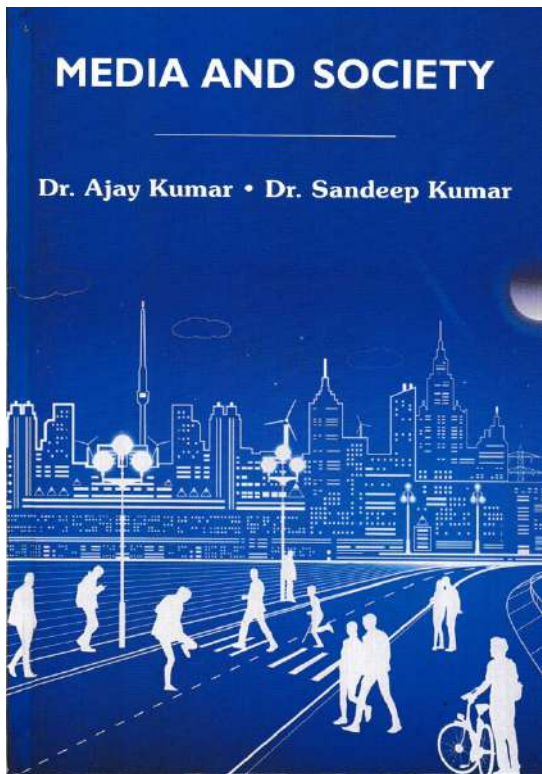
Dr. Sandeep Kumar at present is Professor in Deptt. of Management at Technia Institute of Advanced Studies, Delhi. He has 26 years of teaching and industrial experience at various levels. He has authored a number of papers published in different National and International Journals and also presented at various Conferences. He has authored 15 books in management and allied subject. He is also reviewer of International Journal - 'Emerald Journal of Emerging Market', UK, Business & Management Journal USA, Redfame journal of Business & Marketing, USA, IBIMA journal, Spain Journal of Management and Training for, Industries, Japan, Financial Markets, Institutions and Risks (FMIR), Ukraine and International Journal of Electronic Communications Engineering Advanced Research (JECEAR). He is associated with I.C.W.A.I, L.I.C.S.I., I.C.A.I., A.I.M.A., GGS IP University, Mewar University (Chittorgarh), ICFAI University. His area of interest is Marketing Management, Operations Research, Business Statistics, Information technology, Human Resource Management and Research Methodology.

Dr. Ajay Kumar at present is Director at Technia Institute of Advanced Studies, NAAC Accredited Grade "A" Institute, Approved by AICTE, Ministry of HRD, GOI and affiliated to GGSIP University, Delhi. He has 27 Years of teaching and Industrial Experience at various levels including Head of Institution at MRDAV IMS Rohtak and IMT Faridabad of MDU Rohtak. He has conceptualized and convened more than 35 National and 12 International Conferences, 25 seminars, 30 workshops and 11 FDP's. He has contributed couple of papers published in National and International Journals. He has also authored number of books titled "Dynamics of Social Entrepreneurship", "Internet computing & Communications" and "Heuristic approach of Marketing". He actively involved in supervising of Ph.D. researchers. He is life member of AIMA & DMA. He is the alumni of MD University, Rohtak. He has given consultancy to industries like LIC of India. His areas of interest are Strategic Management, Business Environment, Managerial Economics, Business Law, International Business Environment, Consumer Behaviour, HRM, Organizational Behaviour, Sales & Distribution Management and Advertising Management.

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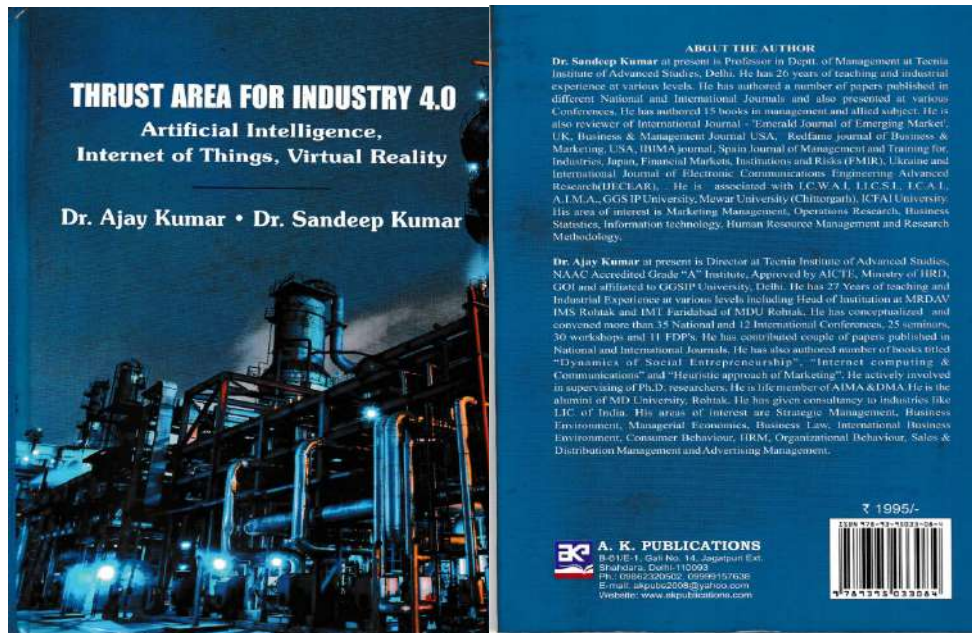
Dr. Ajay Kumar at present is Director at Technia Institute of Advanced Studies, NAAC Accredited Grade "A" Institute, Approved by AICTE, Ministry of HRD, GOI and affiliated to GGSIP University, Delhi. He has 27 Years of teaching and Industrial Experience at various levels including Head of Institution at MRDAV IMS Rohtak and IMT Faridabad of MDU Rohtak. He has conceptualized and convened more than 35 National and 12 International Conferences, 25 seminars, 30 workshops and 11 FDP's. He has contributed couple of papers published in National and International Journals. He has also authored number of books titled "Dynamics of Social Entrepreneurship", "Internet computing & Communications" and "Heuristic approach of Marketing". He actively involved in supervising of Ph.D. researchers. He is life member of AIMA & DMA. He is the alumni of MD University, Rohtak. He has given consultancy to industries like LIC of India. His areas of interest are Strategic Management, Business Environment, Managerial Economics, Business Law, International Business Environment, Consumer Behaviour, HRM, Organizational Behaviour, Sales & Distribution Management and Advertising Management.

Dr. Sandeep Kumar at present is Professor in Deptt. of Management at Technia Institute of Advanced Studies, Delhi. He has 26 years of teaching and industrial experience at various levels. He has authored a number of papers published in different National and International Journals and also presented at various Conferences. He has authored 15 books in management and allied subject. He is also reviewer of International Journal - 'Emerald Journal of Emerging Market', UK, Business & Management Journal USA, Redfame journal of Business & Marketing, USA, IBIMA journal, Spain Journal of Management and Training for, Industries, Japan, Financial Markets, Institutions and Risks (FMIR), Ukraine and International Journal of Electronic Communications Engineering Advanced Research (JECEAR). He is associated with I.C.W.A.I, L.I.C.S.I., I.C.A.I., A.I.M.A., GGS IP University, Mewar University (Chittorgarh), ICFAI University. His area of interest is Marketing Management, Operations Research, Business Statistics, Information technology, Human Resource Management and Research Methodology.

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3(g) Course/teaching plan with details of number of lectures on each unit of curriculum, in the assessment year

Total no. of Lectures: 197

MBA	: 43
BBA	: 44
BCA	: 55
BA(JMC)	: 55

3(h) No. of courses on Learning Management System (LMS)

Total no. of Courses: 197

**3(i) Classrooms available with mounted projectors and ICT facilities
(Geo tagged photos should be uploaded and available under mandatory disclosures)**

Every Class Room equipped with Projectors



3(j) Percentage of teachers using ICT for teaching (having PPTs, Videos, etc.)

100% Faculty using ICT for teaching PPTs, Videos etc

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