

Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during Academic Year: 2019

SI. No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Calendar Year of publication	ISBN number of the proceeding	Name of the publisher	Link
1.	Dr. Namita Mishra	"Impact of Poverty Eradication Programmes through state Bank of India in Kendrapara District, Odisha"		2019	978-81-937833- 0-6	Ishaan Arts and Production	https://naac.tecnia.in/wp- content/uploads/2024/10/ISBN_978- 81-9378333-0-6_DrNamita- Mishra_DMS.pdf
2.	DR. AJAY KUMAR		"Indian Politics & Role of Media" Pg 01-11	2019	978-81- 937833-1-3	Ishaan Arts and Production	https://naac.tecnia.in/wp- content/uploads/2024/10/12th- International-Conference-Indian- Politics-and-Role-of-Media.pdf



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3.	DR. SANDEEP KUMAR	"Use of Social Media in Political Engagement" pg 254-265	2019	978-81-937833- 1-3	Ishaan Arts and Production	https://naac.tecnia.in/wp- content/uploads/2024/10/12th- International-Conference-Indian- Politics-and-Role-of-Media.pdf
4.	DR. SANDEEP KUMAR	"Social Media for Political Mobilization" pg 94-101	2019	978-81-937833- 1-3	Ishaan Arts and Production	https://naac.tecnia.in/wp- content/uploads/2024/10/12th- International-Conference-Indian- Politics-and-Role-of-Media.pdf
5.	DR. SURBHI JAIN	"Role of Television News Channels in Political Achievements in Del1i Region" pg 282-294	2019	978-81-937833- 1-3	Ishaan Arts and Production	https://naac.tecnia.in/wp- content/uploads/2024/10/12th- International-Conference-Indian- Politics-and-Role-of-Media.pdf
6.	MR. RAHUL MITTAL	"Role of Television News Channels in Political Achievements in Del1i Region" pg 282-294	2019	978-81-937833- 1-3	Ishaan Arts and Production	https://naac.tecnia.in/wp- content/uploads/2024/10/12th- International-Conference-Indian- Politics-and-Role-of-Media.pdf



7.	MR. RAHUL MITTAL	"Chunaw Prakriya ki Chunoutiyan awam Chunaw Ayog (About Loksabha Election 2019)" pg320-323	2019	978-81-937833- 1-3	Ishaan Arts and Production	https://naac.tecnia.in/wp- content/uploads/2024/10/12th- International-Conference-Indian- Politics-and-Role-of-Media.pdf
8.	MR. RAHUL MITTAL	"Awareness of Exit Poll among the res i dents of Krishna Nagar East Delhi" pg 368-374	2019	978-81- 937833-1-3	Ishaan Arts and Production	https://naac.tecnia.in/wp- content/uploads/2024/10/12th- International-Conference-Indian- Politics-and-Role-of-Media.pdf
9.	DR. SHAMBHOO SHARAN GUPTA	"Paid News, Main Stream Media and Indian Politics: issue & Self Regulation" Pg 190-196	2019	978-81- 937833-1-3	Ishaan Arts and Production	https://naac.tecnia.in/wp- content/uploads/2024/10/12th- International-Conference-Indian- Politics-and-Role-of-Media.pdf
10.	DR VIPUL PARTAP	"Media as an Emerging Tool for Political Institution in Present Scenario"	2019	978-81-937833- 1-3	Ishaan Arts and Production	https://naac.tecnia.in/wp- content/uploads/2024/10/12th- International-Conference-Indian- Politics-and-Role-of-Media.pdf



11.	DR. SANJAI KR SRIVASTAVA	"Study on Soci Media and Indian Politics Pg 272-281	978-81- 937833-1-3	Ishaan Arts and Production	https://naac.tecnia.in/wp- content/uploads/2024/10/12th- International-Conference-Indian- Politics-and-Role-of-Media.pdf
12.	MR. MAYANK ARORA	"Privacy and Media Intrusio : Subtle Compatibility" pg307-319	978-81- 937833-1-3	Ishaan Arts and Production	https://naac.tecnia.in/wp- content/uploads/2024/10/12th- International-Conference-Indian- Politics-and-Role-of-Media.pdf
13.	MR. SUNIL KUMAR JHA	"Is Indian Mec a Truly Strengthening Democratic Structure?"	978-81- 937833-1-3	Ishaan Arts and Production	https://naac.tecnia.in/wp- content/uploads/2024/10/12th- International-Conference-Indian- Politics-and-Role-of-Media.pdf
14.	MR. RAKESH KUMAR	"Women, Med and Politics" F 250-253	978-81-937833- 1-3	Ishaan Arts and Production	https://naac.tecnia.in/wp- content/uploads/2024/10/12th- International-Conference-Indian- Politics-and-Role-of-Media.pdf



15.	MR. RAKESH KUMAR	"Study on Social Media and Indian Politics" Pg 272-281	2019	978-81- 937833-1-3	Ishaan Arts and Production	https://naac.tecnia.in/wp- content/uploads/2024/10/12th- International-Conference-Indian- Politics-and-Role-of-Media.pdf
16.	MR. AJOY KUMAR BANERJEE	"Women in Politics" pg 362- 367	2019	978-81-937833- 1-3	Ishaan Arts and Production	https://naac.tecnia.in/wp- content/uploads/2024/10/12th- International-Conference-Indian- Politics-and-Role-of-Media.pdf
17.	DR. AJAY KUMAR	"McKinsey 7S Framework: Improve Management Effectiveness through Organization Structure" pg1-7	2019	978-93-88465- 11-3	A K Publications	https://naac.tecnia.in/wp- content/uploads/2024/10/35th- National-Conference-on-Mckinsey- 7S-Model-Innovation-Growth- Sustainability-and-Scalability-of- Business-Management.pdf



18.	DR. RAJESH BAJAJ	"McKinsey 7S Model Vs TQM" Pg 263-270	2019	978-93-88465- 11-3	A K Publications	https://naac.tecnia.in/wp- content/uploads/2024/10/35th- National-Conference-on-Mckinsey- 7S-Model-Innovation-Growth- Sustainability-and-Scalability-of- Business-Management.pdf
19.	DR. SANDEEP KUMAR	"Strategic Management in the 21st Century McKinsey 7S Model" pg 77- 85	2019	978-93-88465- 11-3	A K Publications	https://naac.tecnia.in/wp- content/uploads/2024/10/35th- National-Conference-on-Mckinsey- 7S-Model-Innovation-Growth- Sustainability-and-Scalability-of- Business-Management.pdf
20.	DR. SACHIN SABHARWAL	"Innovations in Service Delivery- Requirement of the Modern World" pg 135- 152	2019	978-93-88465- 11-3	A K Publications	https://naac.tecnia.in/wp- content/uploads/2024/10/35th- National-Conference-on-Mckinsey- 7S-Model-Innovation-Growth- Sustainability-and-Scalability-of- Business-Management.pdf



21.	MR. RAHUL TRIPATHI	"Export Marketing in India" Pg 122- 127	2019	978-93-88465- 11-3	A K Publications	https://naac.tecnia.in/wp- content/uploads/2024/10/35th- National-Conference-on-Mckinsey- 7S-Model-Innovation-Growth- Sustainability-and-Scalability-of- Business-Management.pdf
22.	MS. GEETIKA	"The McKinsey 7S Model Helps in strategy Implementation: A Theoretical Foundation" pg167-177	2019	978-93-88465- 11-3	A K Publications	https://naac.tecnia.in/wp- content/uploads/2024/10/35th- National-Conference-on-Mckinsey- 7S-Model-Innovation-Growth- Sustainability-and-Scalability-of- Business-Management.pdf
23.	DR. VARUN KUMAR	"Innovations in Service Delivery- Requirement of the Modern World" pg 135- 152	2019	978-93-88465- 11-3	A K Publications	https://naac.tecnia.in/wp- content/uploads/2024/10/35th- National-Conference-on-Mckinsey- 7S-Model-Innovation-Growth- Sustainability-and-Scalability-of- Business-Management.pdf



24.	MS. SHILPA BHANDARI	"A Study on Effectiveness of Digital Marketing" Pg 204-211	2019	978-93-88465- 11-3	A K Publications	https://naac.tecnia.in/wp- content/uploads/2024/10/35th- National-Conference-on-Mckinsey- 7S-Model-Innovation-Growth- Sustainability-and-Scalability-of- Business-Management.pdf
25.	MS. KOMAL GANGI	"The 7S Model – Application" Pg 178-184	2019	978-93-88465- 11-3	A K Publications	https://naac.tecnia.in/wp- content/uploads/2024/10/35th- National-Conference-on-Mckinsey- 7S-Model-Innovation-Growth- Sustainability-and-Scalability-of- Business-Management.pdf
26.	DR. AMIT KUMAR	"McKinsey 7S Model for academic Libraries" Pg 153-158	2019	978-93-88465- 11-3	A K Publications	https://naac.tecnia.in/wp- content/uploads/2024/10/35th- National-Conference-on-Mckinsey- 7S-Model-Innovation-Growth- Sustainability-and-Scalability-of- Business-Management.pdf



27.	DR. KANIKA GUPTA	"Brand Management and McKinsey's 7S Model: A Case of Perfect Correlation!" Pg 185-191	2019	978-93-88465- 11-3	A K Publications	https://naac.tecnia.in/wp- content/uploads/2024/10/35th- National-Conference-on-Mckinsey- 7S-Model-Innovation-Growth- Sustainability-and-Scalability-of- Business-Management.pdf
28.	MS. JYOTSNA	"A Study on Effectiveness of Digital Marketing" Pg 204-211	2019	978-93-88465- 11-3	A K Publications	https://naac.tecnia.in/wp- content/uploads/2024/10/35th- National-Conference-on-Mckinsey- 7S-Model-Innovation-Growth- Sustainability-and-Scalability-of- Business-Management.pdf
29.	DR. S. CHINNATHAMBI	"Payment Banks in India: Opportunities and Challenges" Pg 212-224	2019	978-93-88465- 11-3	A K Publications	https://naac.tecnia.in/wp- content/uploads/2024/10/35th- National-Conference-on-Mckinsey- 7S-Model-Innovation-Growth- Sustainability-and-Scalability-of- Business-Management.pdf



30.	DR. SURBHI JAIN	"Digital	2019	978-93-88465-	АК	https://naac.tecnia.in/wp-
		Marketing in		11-3	Publications	content/uploads/2024/10/35th-
		India: Trends				National-Conference-on-Mckinsey-
		and				7S-Model-Innovation-Growth-
		Innovations" Pg				Sustainability-and-Scalability-of-
		284-290				Business-Management.pdf

