Bharathiar University India Mba Books

Research Paper (undergraduate) from the year 2020 in the subject Business economics - Business Management, Corporate Governance, grade: A, , course: Business Administration, language: English, abstract: The paper is a record on the operation in development on the wider exploratory study right into Innovative entrepreneurship in Denmark, which aims to check out the arising patterns Of Innovative entrepreneurship via the experience of people. Based on the literary works of Innovative entrepreneurship the emerging typology of academic entrepreneurship was established to help in choosing the sample. The analysis of the research study was divided right into the following groups: entrepreneurs academics, entrepreneurs scholastic experts, entrepreneurs scholars along instinctive entrepreneur. During the study few arising patterns of Innovative entrepreneurship in Denmark were acknowledged, which can be called 'design one ', 'professional one' and also a 'stretched one' depending upon the instructional, expert along with the experiential history of the business owners. The established patterns will absolutely lay the structure for added growth of training and also educational programs for possible entrepreneurs, supplying specialized cross-disciplined programs not just for students taking a look at entrepreneurship, company economics or organization, but additionally for the trainees from numerous other techniques, therefore improving the opportunity for producing Innovative entrepreneur. It will definitely also allow establishing the ways of utilizing the Innovative ability of people along with attracting them right into entrepreneurship in non-extreme, favorable conditions. This academic write-up meant to recognize the understandings of the phenomenon of the development of small business offered in the literary works as well as the viewpoint of future study studies. A literature testimonial was conducted in significant Journals of Entrepreneurship and Local Company Management, along with in the internet site studies. The material was at first categorized right into a number of categories, which represent the definitions of advancement, antecedents, and consequences. Hereafter category, a technique on the complexity of the feeling as well as on the point of views of study studies existed.

Research Paper (postgraduate) from the year 2020 in the subject Business economics - Economic and Social History, grade: A, , course: Business Administration, language: English, abstract: The basic problem of the Indian economy is the problem of economic development, i.e., providing the minimum means of subsistence to its fast increasing population. Those who have been susceptible to the view that the problem may always evade a solution may take solace from the fact that another neighboring country, viz., China, has done it and has accomplished the task tolerably well. It has shown that the underdeveloped world is not doomed for ever to live in destination. Economic development is an accomplished fact; the need is to create the environment in which development becomes a self-generating process. In this research paper, we will ascertain the features of under-development, trace the forces that cause underdevelopment and identify the factors that promote development.

This Is The First Edition Of The Book On Management Principles And Practices . It Is A Comprehensive Text Book Which Provides A Good Coverage Of The Fundamentals Of Management. The Discussion On Various Chapters Has Been Done In A Simple And Easy To Understand Manner Keeping The Students Of Commerce And Management In View.The Salient Features Of This Book Are: * A Wider Coverage Of The Syllabi Of Ba/B.Com. (Corporate Secretaryship), B.Com., Bba And Bism Of Madras University, Bharathiar University, Bharathidasan University, Anna University, Alagappa University And Pondicherry University (Both Regular And Correspondence). * The Book Is Covering The Syllabus Of M.Com. /Mba/Ma Corporate Secretaryship Of Various Universities In Tamilnadu. * It Covers Master Of Management Programmes As Well As Post-Graduate Management Diploma Programmes Of Distance Education, Pondichery University. * The Explanation Of Various Management Principles And Practices In A Very Comprehensive Manner. * The Book Has The Unique Feature Of Dealing With Case Studies Of Bba And Mba Programmes.

Organisations exist to attain certain goals and objectives through unified team efforts of management and executives.Performance of a business or a company is an amalgam of various activities performed by it in different areas of operations.While appraising or assessing the performance of the company,a fair evaluation should be made regarding the efficiency and effectiveness of the concern in these areas of operations. The important areas of performance appraisal include: production,cost trends and sales,profitability,funds management,financial strength,working capital, value added, fixed assets, social performance,liquidity and productivity.Indian manufacturing sector in liberalised era presents thought-provoking research papers in the field of corporate performance evaluation.The subject matter of the book is structured around six important areas of performance appraisal, which can be advantageously used by research scholars,teachers,financial managers,creditors and businessman.the book provides multidirectional and multidimensional investigation of various aspects of corporate performance evaluation with reference to Indian manufacturing sector in lineralised era.Apart from its extensive coverage and lucid presentation,the strength of the book lies in its Indian background. This book will be of immense use particularly to university and college teachers, chartered accountants, company secretaries, M.Com.,B.Com., and MBA students and other professional courses.In addition, it would be useful reference book for researchers and financial managers.

Research Paper (postgraduate) from the year 2020 in the subject Business economics - Company formation, Business Plans, grade: A, , course: Masters of Business Administration, language: English, abstract: An entrepreneur is different from a manager of a local business in many areas, nonetheless mostly in mindset in addition to method and additionally, the suitable method depends upon suitable entrepreneurial mindsets. The organization has actually increased issues concerning the employability of applicants at access and facility degrees in the organizations. The business mindsets of workers are needed constructs for the success of any kind of type of organization entity. These constructs are of importance in today's context. EA assists in identifying risk-taking and possibility recognition, while individuality disposition is evaluated through demand for success, extroversion along with locus of control. Today research was executed to acknowledge the partnership between employability abilities, Entrepreneurial attitude functions of participants at the start. The writers uncovered that the business attitude positively adds to employability. This connection is much better mediated by the business character. The paper highlights the results of the method as well as also future research studies.

Cities are the next frontier for artificial intelligence to permeate. As smart urban environments become possible, probable, and even preferred, artificial intelligence offers the chance for even further advancement through infrastructure and industry boosting. Opportunity overflows, but without thorough research to guide a complicated development and implementation process, urban environments can become disorganized and outright dangerous for citizens. AI-Based Services for Smart Cities and Urban Infrastructure is a collection of innovative research that explores artificial intelligence (AI) applications in urban planning. In addition, the book looks at how the internet of things and AI can work together to enable a real smart city and discusses state-of-the-art techniques in urban infrastructure design, construction, operation, maintenance, and management. While highlighting a broad range of topics including construction management, public transportation, and smart agriculture, this book is ideally designed for engineers, entrepreneurs, urban planners, architects, policymakers, researchers, academicians, and students.

Design scalable and robust RESTful web services with JAX-RS and Jersey extension APIsAbout This Book• Get to grips with the portable Java APIs used for JSON processing• Design solutions to produce, consume, and visualize RESTful web services using WADL, RAML, and Swagger• A step-by-step guide packed with many real-life use-cases to help you build efficient and secure RESTful web APIs in JavaWho This Book Is ForIf you are a web developer with a basic understanding of the REST concepts but are new to the idea of designing and developing RESTful web services, this is the book for you. As all the code samples for the book are written in Java, proficiency in Java is a must.What You Will Learn• Introduce yourself to the RESTful software architectural style and the REST API design principles•

Make use of the JSR 353 APIs and Jackson API for JSON processing• Build portable RESTful web APIs, making use of the JAX-RS 2.0 API• Simplify API development using the Jersey extension APIs• Secure your RESTful web services with various authentication and authorization mechanisms• Get to grips with the various metadata solutions to describe, produce, and consume RESTful web services• Understand the design and coding guidelines to build well-performing RESTful APIs• See how the role of RESTful web services changes with emerging technologies and trendsIn DetailREST (REpresentational State Transfer) is a simple yet powerful software architecture style to create scalable web services and allow them to be simple, lightweight, and fast. The REST API uses HTTP and JSON, so that it can be used with many programming languages such as Ruby, Java, Python, and Scala. Its use in Java seems to be the most popular though, because of the API's reusability.This book is a guide to developing RESTful web services in Java using the popular RESTful framework APIs available today. You will begin with gaining an in-depth knowledge of the RESTful software architectural style and its relevance in modern applications. Further, you will understand the APIs to parse, generate, transform, and query JSON effectively. Then, you will see how to build a simple RESTful service using the popular JAX-RS 2.0 API along with some real-world examples. This book will introduce you to the Jersey framework API, which is used to simplify your web services.You will also see how to secure your services with various authentication mechanisms. You will get to grips with various solutions to describe, produce, consume, and visualize RESTful web services. Finally, you will see how to design your web services to equip them for the future technological advances, be it Cloud or mobile computing.By the end of this book, you will be able to efficiently build robust, scalable, and secure RESTful web services, making use of the JAX-RS and Jersey framework extensions.Style and approachThis book is written as a step-by-step guide to designing and developing robust RESTful web services. Each topic is explained in a simple and easy-to-understand manner with lots of real-life use-cases and their solutions.

Quantitative Methods in ManagementExcel Books India

The focus of this singular work is to discuss the role and importance of bioorganic phase in food products-providing the first major reference source for researchers looking to understand all aspects of the isolation, extraction and application of this major element in natural foods. From the identifying features to its applications through biotechnology and nanobiotechnology, this book covers all of the important aspects of bioorganic phase and points to future uses and methods. With chapters focusing on phase extraction and application, food product synthesis and nanoparticle application, Bioorganic Phase in Natural Food: An Overview covers both conventional and non-conventional approaches for the extraction of bioorganic phase from various food sources. Toxicity studies in nanoparticles are presented, and the vital role played by bioorganic phase toward nanoparticles synthesis is outlined in full. For any researcher looking for complete coverage of all main aspects of bioorganic phase in foods, this work provides a comprehensive and well-researched view of this important subject. .

This book has been developed with a focus on the need to demystify the subject and make it easy for students to grasp the principles and details involved, and make it easily understandable to beginners exposed to the subject for the first time. An attempt has been made to explain things in a logical progression, in the simplest possible way so that neophytes may quickly grasp the concepts and methodology. A novel approach in the book is the illustrative use of computers with TORA package, as a problem-solving tool. In actual practice, situations arise with large and complex problems that are difficult to solve. At such times, using computers to solve problems gives fast and more accurate results. The chapters are arranged so as to progressively explain the workings of various models in actual practice through step-by-step procedures that so simplify and solve them, that even students from a non-mathematics academic background will grasp them quickly. Linear programming, the most powerful tool for managerial decision-making is covered elaborately, including thorough discussion of various LP methods and LP solutions, Duality in LP problems, sensitivity analysis, etc. Models in the book also use Linear Programming to reach solutions including those relating to transportation and transshipment, assignment, and Game Theory&illustrated with screen-shots of a computer with a TORA package. Readers whether students, business executives, managers, researchers and academicians will find that the insights and knowledge obtained from the book will stand them in good stead in both academic as well as occupational pursuits.

Major casting processing advancements have been made in experimental and simulation areas. Newly developed advanced casting technologies allow foundry researchers to explore detailed phenomena associated with new casting process parameters helping to produce defect-free castings with good quality. Moreover, increased computational power allows foundry technologists to simulate advanced casting processes to reduce casting defects. In view of rapid expansion of knowledge and capability in the exciting field of casting technology, it is possible to develop new casting techniques. This book is intended to discuss many casting processing technologies. It is devoted to advanced casting processing technologies like ductile casting production and thermal analysis, casting of metal matrix composites by vortex stir casting technique, aluminum DC casting, evaporative casting process, and so on. This book entitled Advanced Casting Technologies has been organized into seven chapters and categorized into four sections. Section 1 discusses the production of ductile iron casting and thermal analysis. Section 2 depicts aluminum casting. Section 3 describes the casting manufacturing aspects of functionally graded materials and evaporative casting process. Section 4 explains about the vortex stir casting technique to process metal matrix composite castings. All the chapters discussed in detail the processing steps, process parameters involved in the individual casting technique, and also its applications. The goal of the book is to provide details on the recent casting technologies.

Advances in technology and changes in consumer buying patterns have forced businesses to alter their traditional marketing approach to incorporate contemporary ideologies that will drive customer satisfaction, meet societal expectations, and boost business performance for competitive advantage. Interest in marketing communication and brand development has increased in recent years due to the proliferation of productions, changing consumer behaviour, increased competition, and technological advancement. Recognising the complexity of these challenges, it has become imperative for firms in emerging economies to understand contemporary issues in marketing to compete

effectively and create value for consumers and stakeholders. The first of this two volume work provides insights into this critical issue in a changing world, including destination brand management, brand avoidance, sponsorship, health and personal branding, and offers a futuristic perspective on marketing communications, including the influence of neuromarketing, artificial intelligence, and virtual reality. Meanwhile, Volume II focuses specifically on the effects of the Covid-19 pandemic, social responsibilities, and emerging technologies. Taken together, this two-volume work is a definitive resource for scholars and students of marketing, branding and international business.

The internet of things (IoT) enhances customer experience, increases the amount of data gained through connected devices, and widens the scope of analytics. This provides a range of exciting marketing possibilities such as selling existing products and services more effectively, delivering truly personalized customer experiences, and potentially creating new products and services. Smart Marketing With the Internet of Things is an essential reference source that discusses the use of the internet of things in marketing, as well as its importance in enhancing the customer experience. Featuring research on topics such as augmented reality, sensor networks, and wearable technology, this book is ideally designed for business professionals, marketing managers, marketing strategists, academicians, researchers, and graduate-level students seeking coverage on the use of IoT in enhancing customer marketing outcomes.

"This book offers the latest the field has to offer in research, methodologies, frameworks, and advances in the field of intelligent information technologies"--Provided by publisher.

A few words about this book on the ''Magnitude of co-operative credit Defaults by Farmers in YSR District of Andhra Pradesh''(with references to primary agricultural co-operative societies). This book is focused on agriculture credit structure in India as well as YSR District and reasons of agricultural credit defaults in primary agricultural co-operative societies in YSR District. Give the suggestions to reduce the agricultural credit defaults and enhance the agriculture credit supply in rural areas. In my hopes book is used to co-operative students at the training centres the students of commerce and co-operation in the colleges and universities would be benefited in understanding through this humble endeavour of mine the techniques of co-operative societies for providing where withal to the million of un organised poor peasants, I shall feel more than rewarded for this venture on my part.

Team Work Quality uses statistical analysis in order to infer how team work quality contributes towards the enhancement of creativity with respect to software organizations.

Inter-organizational information systems play a major role in improving communication and integration between partnering firms to achieve an integrated global supply chain. Current research in enterprise resource planning and electronic commerce is crucial to maintaining efficient supply chain management and organizational competitiveness. Techniques and Tools for the Design & Implementation of Enterprise Information Systems enables libraries to provide an invaluable resource to academicians and practitioners in fields such as operations management, Web engineering, information technology, and management information systems, providing insight into the effective design and implementation of enterprise information systems to improve communication and integration between partnering firms to achieve an integrated global supply chain.

Literature Review from the year 2020 in the subject Business economics - Business Management, Corporate Governance, grade: A, , course: Business Administration, language: English, abstract: Project objectives specify and also are considered lower-level declarations. They describe outcomes: particular, substantial deliverables that the project will certainly produce. Objectives are specified plainly as they are going to affect every choice in the project throughout its life process. Like task objectives, purposes must be measurable as they will certainly determine whether a task is a success or not. The primary reason why effective purposes are essential is that the extra clear your goals are, the more probable they are to be achieved. Plus, the project will be easy to manage. Purposes are critical for they supply a means to structure the task and confirm its success. As a result, the more efficient the objectives, the more effective the project. Consider these purposes as the lodestar your task needs to adhere to. They direct you with every element of the project and also overall its stages. They provide project managers with quantifiable targets to hit as well as make groups comprehend what is anticipated of them.

This book provides a strong foundation in Quantitative Methods for management students who come from different disciplines. It has been designed according to the latest syllabi of the Bharathiar University and Anna University. The book is prepared with utmost care and rules out the necessity of referring any other book as it is self-contained. This book will surely prove to be a good reference book for both the students and teachers.

Entrepreneurship is becoming a sought after profession these days. More and more people get attracted to this due to varied reasons. The activities one needs to take up to form the enterprise, the factors to consider and the other related aspects remain by and large similar or same. Some typical needs for forming the enterprise and starting the operations require one to define the type of business entity, get funding, making the necessary business plans, getting ready with the go-to-market strategy and so on. While people use the trial and error method, many times, a successful role-model will motivate the budding entrepreneur more than anything else. Thus, this book is an attempt to provide all the details for becoming an entrepreneur including ideation, proof of concept, design of the organisation, making the business plan, options for funding the business and role-models for looking up to. Becoming a Woman Entrepreneur can serve as a starter and become a handbook for a well-intentioned entrepreneur.

Industrial houses have, in recent years, begun to favor green products and financial institutions are funneling investible funds to environmentally friendly industries as a priority. Implementation of green policy to support these changes requires economic as well as political support from various influential countries. Success of green policies will inevitably benefit biodiversity and global environmental health. The Handbook of Research on Economic and Political Implications of Green Trading and Energy Use is a scholarly research publication that presents global perspectives on the impact of green financing and accounting on the health of the environment while highlighting issues related to carbon trading, carbon credit, energy use, and energy efficiency and their impact on economic outputs. This reference features a range of topics including environmental policies and sustainable development and is essential for academicians, environmental scientists, policymakers, political scientists, students, and researchers.

The term IoT, which was first proposed by Kevin Ashton, a British technologist, in 1999 has the potential to impact everything from new product opportunities to shop floor optimization to factory worker efficiency gains, that will power top-line and bottom-line gains. As IoT technology is being put to diversified use, the current technology needs to be improved to enhance privacy and built secure devices by adopting a security-focused approach, reducing the amount of data collected, increasing transparency and providing consumers with a choice to opt out. Therefore, the current volume has been compiled, in an effort to draw the various issues in IoT, challenges faced and existing solutions so far. Key Points: • Provides an overview of basic concepts and technologies of IoT with communication technologies ranging from 4G to 5G and its architecture. • Discusses recent security and privacy studies and social behavior of human beings over IoT. • Covers the issues related to sensors, business model, principles, paradigms, green IoT and

solutions to handle relevant challenges. • Presents the readers with practical ideas of using IoT, how it deals with human dynamics, the ecosystem, the social objects and their relation. • Deals with the challenges involved in surpassing diversified architecture, protocol, communications, integrity and security.

This book CROWDFUNDING prepares management professionals who are growing as leaders in their respective field and who are specializing in Finance/Entrepreneur/ Banking /Venture Capitalism as well as other related specialization to understand finance eco-system development for funding process in a professional way can be benefitted out of this book since its entire work is on various situations which the leader faces in real life. The book also caters to the finance professionals and entrepreneurs who are willing to expand their business and have new start-ups. The book also can be a reference material for the HR practitioners and other students of management who specializes in Commerce, Entrepreneurship Management, BBA, MBA, or Business Strategy related subjects, Entrepreneurial practitioners, and includes the dynamic concepts of newer Entrepreneurial Strategies happening across the world, and also caters to the syllabus for BBA and MBA of all the leading Indian Universities specifically to Bangalore University, Anna University, Bharathiar University, Kerala University, Calicut University, and other Indian Universities. These concepts in this book will prepare all Entrepreneurial professionals who are evolving into higher level professionals who can use this book for their challenging and rewarding career. The readers can apply these concepts in their day-to-day management strategy functions to have effective practical advancements in their career.

Businesses are important for economic development of nation and increasing of living standards of people. Also, management is a critical factor for both businesses because it creates utility for businesses. All the success and failure depend upon business functions and management. In this context, this book contains three important factors of business management. In the first part of the book covers strategic management subjects; especially entrepreneurship and human resource management. The second part of the book includes accounting and auditing. The third part of the book is about marketing.

Designed to facilitate understanding and retention of the material presented, each chapter contains the following pedagogical features:u Opening Case: Each chapter begins with an opening case highlighting strategies and actions followed by Indian companies while trying to exploit the opportunities present in a competitive environment.u Real World Examples: Each chapter contains a number of real- world examples illustrating how a particular firm has exploited the gaps present in the environment, using its own resources to best advantage. u Terminology: Key ideas and terms that are vital to understanding strategic management have been highlighted throughout the book and explained at the end in a summarised formu References: Each chapter is also supported by carefully selected references for the benefit of readers who might be interested in exploring the topic(s) further.u Personality Profiles: Personality sketches of leading corporate heroes have also been provided at appropriate places, illustrating the manner in which they fought against heavy odds and emerged as winners in the end.u Review and Discussion Questions : Following the terminology, review and discussion questions offer an opportunity to focus on each of the key ideas illustrated at the beginning of each chapter and stimulate clear thinking.u Research Inputs: The book provides a comprehensive coverage of a vast, growing subject well-supported by a wealth of research data collected from multifarious sources.u Concluding Case: Each chapter contains a thoroughly researched and widely-acclaimed case, picked up from Business Today, relevant to the topic in question.u Student Oriented Text: The subject matter has been presented in a simple and lucid manner, keeping the unique requirements of students in mind.

Knowledge is a valuable resource that must be managed well for any organization to thrive. Proper knowledge management practices can improve business processes by creating value, however, the available tools meant to aid in the creation, collection, and storage of information have drastically changed since the emergence of social media. By using this collaborative online application for engaging with information, organizations are able to precisely disseminate knowledge to the correct audience. Harnessing Social Media as a Knowledge Management Tool explores the usage of social media in managing knowledge from multiple dimensions highlighting the benefits, opportunities and challenges that are encountered in using and implementing social media. This publication endeavors to provide a thorough insight into the role of social media in knowledge management from both an organizational and individualistic perspective. This book elucidates emerging strategies perfect for policy makers, managers, advertisers, academics, students, and organizations who wish to effectively manage knowledge through social media.

Design scalable and robust RESTful web services with JAX-RS and Jersey extension APIs About This Book Get to grips with the portable Java APIs used for JSON processing Design solutions to produce, consume, and visualize RESTful web services using WADL, RAML, and Swagger A step-by-step guide packed with many real-life use-cases to help you build efficient and secure RESTful web APIs in Java Who This Book Is For If you are a web developer with a basic understanding of the REST concepts but are new to the idea of designing and developing RESTful web services, this is the book for you. As all the code samples for the book are written in Java, proficiency in Java is a must. What You Will Learn Introduce yourself to the RESTful software architectural style and the REST API design principles Make use of the JSR 353 APIs and Jackson API for JSON processing Build portable RESTful web APIs, making use of the JAX-RS 2.0 API Simplify API development using the Jersey extension APIs Secure your RESTful web services with various authentication and authorization mechanisms Get to grips with the various metadata solutions to describe, produce, and consume RESTful web services Understand the design and coding guidelines to build well-performing RESTful APIs See how the role of RESTful web services changes with emerging technologies and trends In Detail REST (REpresentational State Transfer) is a simple yet powerful software architecture style to create scalable web services and allow them to be simple, lightweight, and fast. The REST API uses HTTP and JSON, so that it can be used with many programming languages such as Ruby, Java, Python, and Scala. Its use in Java seems to be the most

popular though, because of the API's reusability. This book is a guide to developing RESTful web services in Java using the popular RESTful framework APIs available today. You will begin with gaining an in-depth knowledge of the RESTful software architectural style and its relevance in modern applications. Further, you will understand the APIs to parse, generate, transform, and query JSON effectively. Then, you will see how to build a simple RESTful service using the popular JAX-RS 2.0 API along with some real-world examples. This book will introduce you to the Jersey framework API, which is used to simplify your web services. You will also see how to secure your services with various authentication mechanisms. You will get to grips with various solutions to describe, produce, consume, and visualize RESTful web services. Finally, you will see how to design your web services to equip them for the future technological advances, be it Cloud or mobile computing. By the end of this book, you will be able to efficiently build robust, scalable, and secure RESTful web services, making use of the JAX-RS and Jersey framework extensions. Style and approach This book is written as a step-by-step guide to designing and developing robust RESTful web services. Each topic is explained in a simple and easy-to-understand manner with lots of real-life use-cases and their solutions. Outsourcing is a concept which is fast gaining acceptance from all sectors of business. The outsourcing concept has existed for about 30 years but it came into prominence only around 25 years ago. The manufacturing industry in USA was the first to adopt outsourcing due to the strong dollar and competition from other countries. The next major development was the beginning of the call centre industry and the shifting of this industry to offshore destinations like Indian and Philippines. Around ten years after this, came the knowledge process outsourcing industry, including offshore destinations, which is growing at a very fast pace. The next important development was the outsourcing of business processes called "business process transformation outsourcing". The first major player in the offshore business process outsourcing industry was India. This was mainly due to the availability of English language skills and educated low cost manpower in the country. However, other countries followed suit and the next major player is Philippines whose English language skills are better than India. It also has a huge manpower with accountancy skills. China too is likely to become a major player especially for Asian language business process outsourcing. The Dalian region in China has people who know Chinese, Korean and Japanese and it is becoming a hub for BPO operations in China. Other countries like Sri Lanka, South Africa are also in the process of becoming BPO hubs. This book traces the evolution and growth of the outsourcing industry from manufacturing to service. It delves into the practice of outsourcing related to manufacturing, BPO, and KPO business process transformation. It also discusses the experiences of various countries in the outsourcing business.

Human Resource Development (HRD) is fundamental in generating and implementing the tools needed to manage and operate the organization right from the production, management, marketing and sales to research and development, in order to be more productive. This can be done by making people sufficiently motivated, trained, informed, managed, utilized and empowered. Thus, HRD forms a major part of human resource management activities in the organizations. This book has been carefully developed keeping in mind the requirements of all the varied segments that could use this book extensively and specifically for the students who have chosen HR elective and scholars pursuing research in the broad field of HR. The book is divided into nineteen chapters and each chapter is backed by illustrations, exercises and case studies, appropriately. The first two chapters start with the introduction to the field. The third and fourth chapters give an introduction to how HRD plays a role in learning the behavior of employees. Rest of the chapters â€“ five to eighteen â€“ deal with various functions of HRD. Finally, the last chapter brings out a detail methodology of how to develop a validated instrument which could be used for survey research in the HR field. The book has been written in very simple and easily understandable manner with relevant quoted references from earlier researches in this field. This will definitely help the readers to refer the source material, if detail reading is required. Collection assessment can be defined as the systematic quantitative and qualitative measurement of the degree to which a library's collections meet the library's goals, objectives, and the needs of its users. E-resources are creating new challenges for collection assessment, which require that the collection be measured, analyzed, and judged according to specific criteria for relevancy, size, quality, and use. The Handbook of Research on Digital Content Management and Development in Modern Libraries is a critical scholarly resource that examines collection management and quality within information services. Featuring a wide range of topics such as e-resources, knowledge management, and consortia, this book is ideal for professionals, academicians, academic librarians, researchers, and students in the fields of library and information science, education, computer science, and information technology. Moreover, the book will provide insights and support executives concerned with the management of expertise, knowledge, information, and organizational development in different types of work communities and environments.

A woman is a culmination of emotions, desires, aspirations, strengths, and weaknesses. Are you one of those powerful, economically independent women not able to get a grip on your personal life? Are you that vulnerable mother confused as to how to prepare your daughter for an unpredictable tomorrow? Are you that tensed father trying to figure out a good future for your gorgeous daughter? Are you that beautiful daughter or handsome son who never was able to find love in your life? Saagarika has answers to all your queries as she relates all that happened to 'HER SMILE'.