

Government Post Graduate College, Ambala Cantt. Haryana

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PUBLISHED BOOKS (SESSION 2023-24)

Sr. No.	Teacher's Name	Title of the Book	Year of Publication	ISBN No.	Publisher's Name
1.	Dr. Shagun Ahuja	Company Law (English) For B.Com-IIInd Semester	2024	978-93-5540-848-8	Kalyani Publishers
2.	Dr. Shagun Ahuja	Company Law (Hindi) For B.Com-IIInd Semester	2024	978-93-5540-890-7	Kalyani Publishers
3.	Dr. Naib Singh	Principles of Marketing (Hindi) For B.Com-IIInd Semester	2024	978-93-5540-770-2	Kalyani Publishers
4.	Dr. Naib Singh	Principles of Marketing (English) For B.Com-IIInd Semester	2024	978-93-5540-880-8	Kalyani Publishers
5.	Dr. Naib Singh	Consumer Behaviour (English) For BBA-Vth Semester	2024	978-93-5540-623-1	Kalyani Publishers
6.	Dr. Shagun Ahuja and Dr. Naib Singh	Human Resource Development (Hindi) For M.Com-IVth Semester	2024	978-93-5540-918-8	Kalyani Publishers
7.	Dr. Naib Singh	Industrial Relations and Labour Laws (Hindi) For M.Com-IVth Semester	2024	978-93-5540-716-0	Kalyani Publishers
8.	Dr. Ravi Kant and Dr. Naib Singh	Organisational Management	2023	978-93-5868-623-4	Kitab Writing Publication
9.	Dr. Naib Singh	Latest Trends in Business	2024	978-93-6092-400-3	Kitab Writing Publication
10.	Dr. Naib Singh	Latest Trends in Research and Innovation	2023	978-81-957-884-9-1	Vertex Research and Technology
11.	Dr. Gurvinder Singh	Multidisciplinary Aspects of English	2023	978-81-963836-3-3	Vertex Research and Technology
12.	Dr. Anju Tanwar	Plant Taxonomy and Ecology (English) For B.Sc-IIInd Semester	2024	978-93-5755-703-0	Thakur Publishers
13.	Dr. Des Raj Bajwa and Dr. Rajani Saini	Gender Sensitization	2023	978-93-95638-19-7 (PB)	Nation Press

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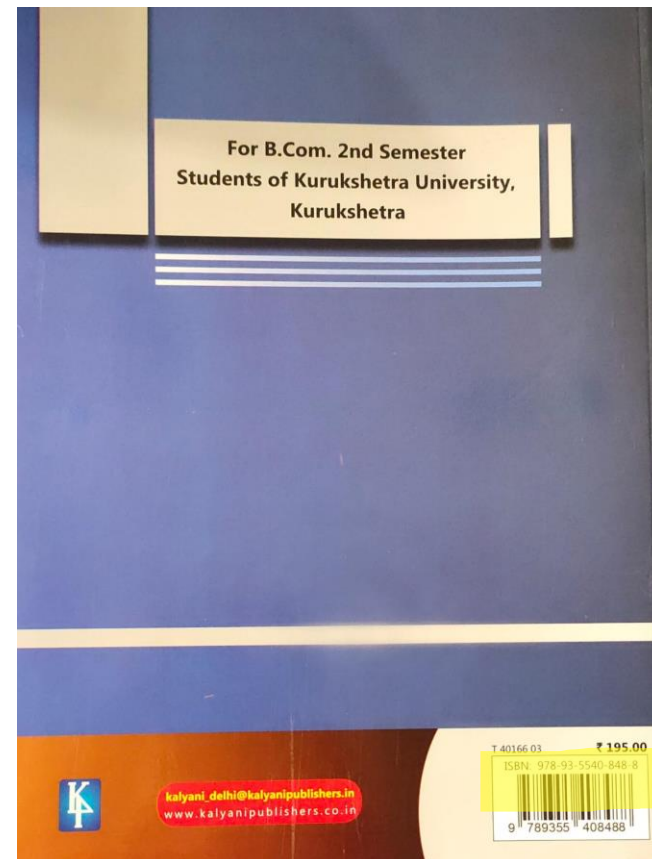
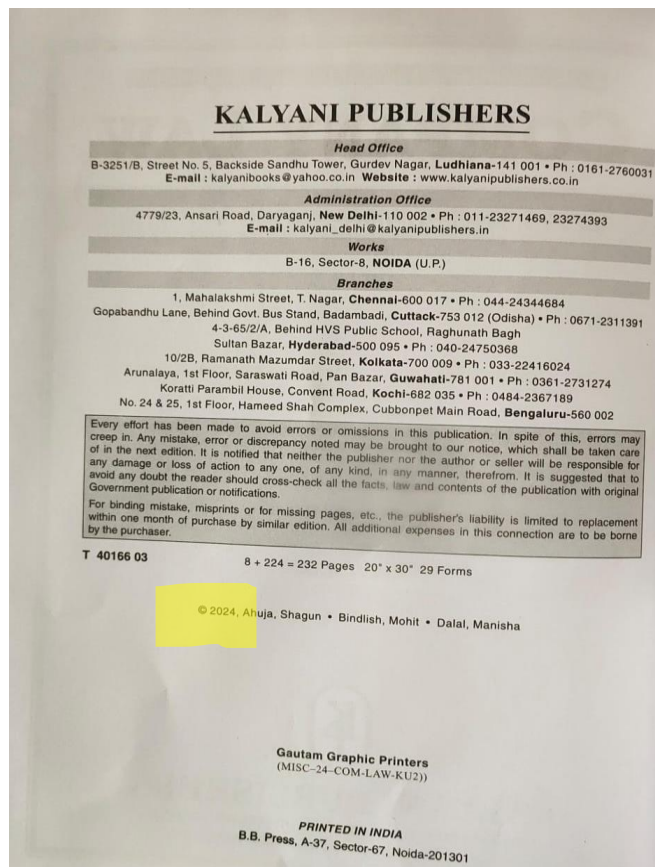
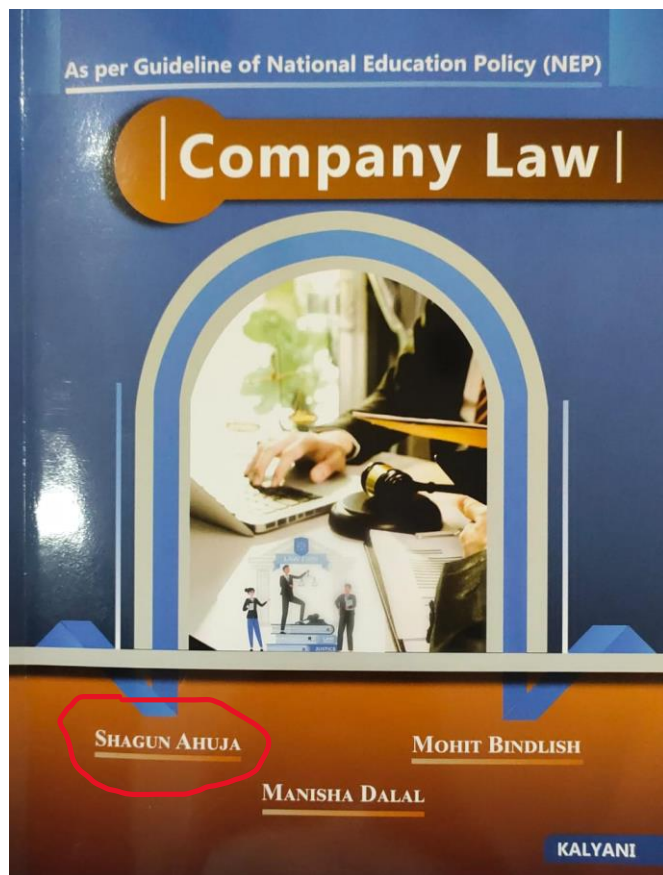


14.	Dr. Rajani Saini	Women Empowerment	2023	978-93-95638-15-9 (PB)	Nation Press
15.	Dr. Des Raj Bajwa and Dr. Shagun Ahuja	Research Methodology Theory and Practice	2024	978-93-95638-13-5 (PB)	Nation Press
16.	Dr. Des Raj Bajwa and Dr. Shagun Ahuja	Research Methodology Tools and Techniques	2023	978-93-95638-13-3 (PB)	Nation Press
17.	Dr. Alka	Physics Fundamentals	2023	978-93-84004-96-5	Vijaya Publications
18.	Dr. Alka	Electricity, Magnetism and EM Theory For B.Sc-IIInd Semester	2024	978-93-84004-08-8	Vijaya Publications
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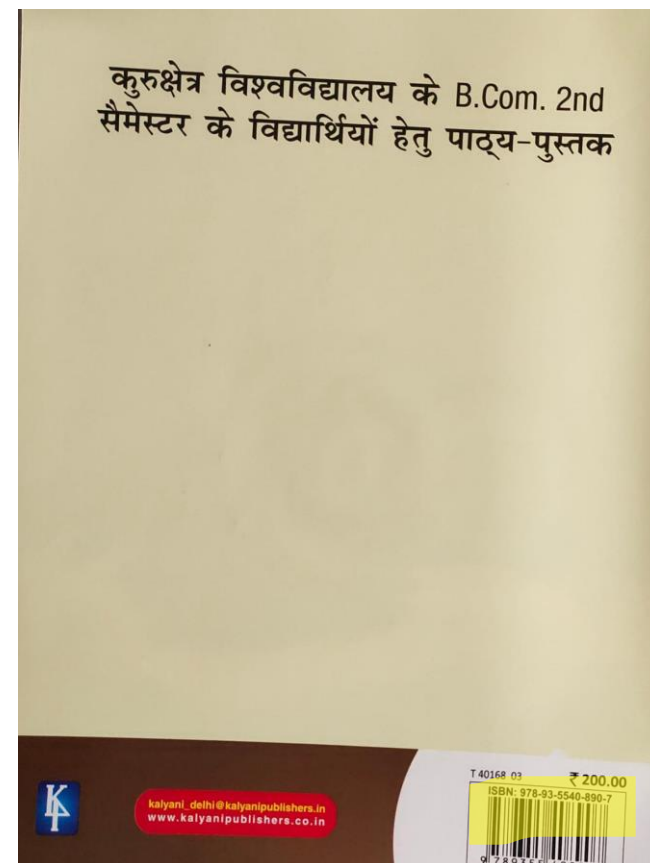
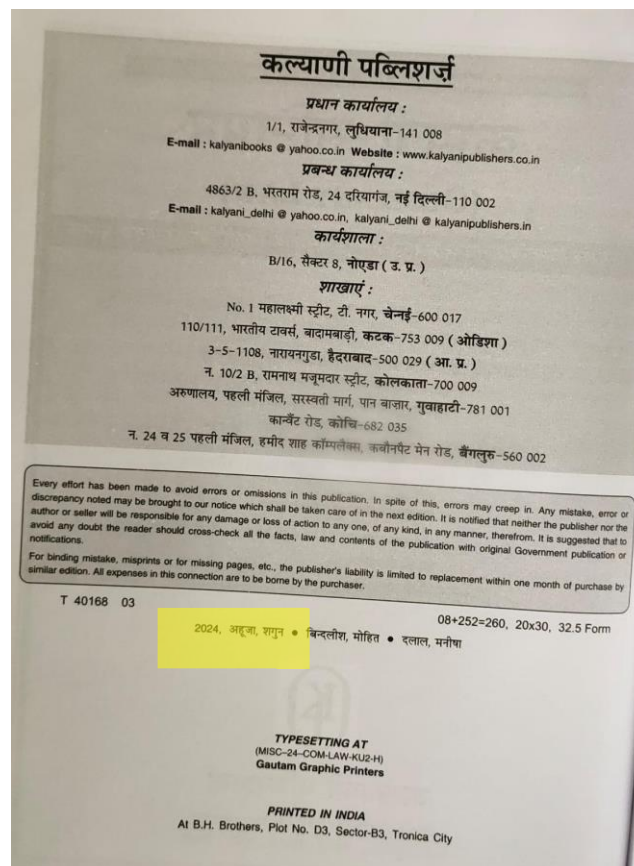
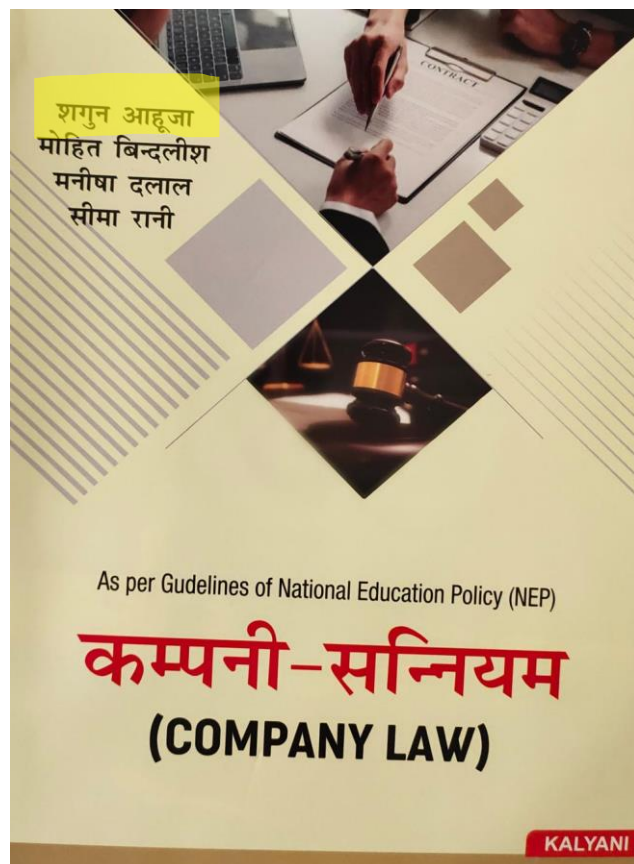
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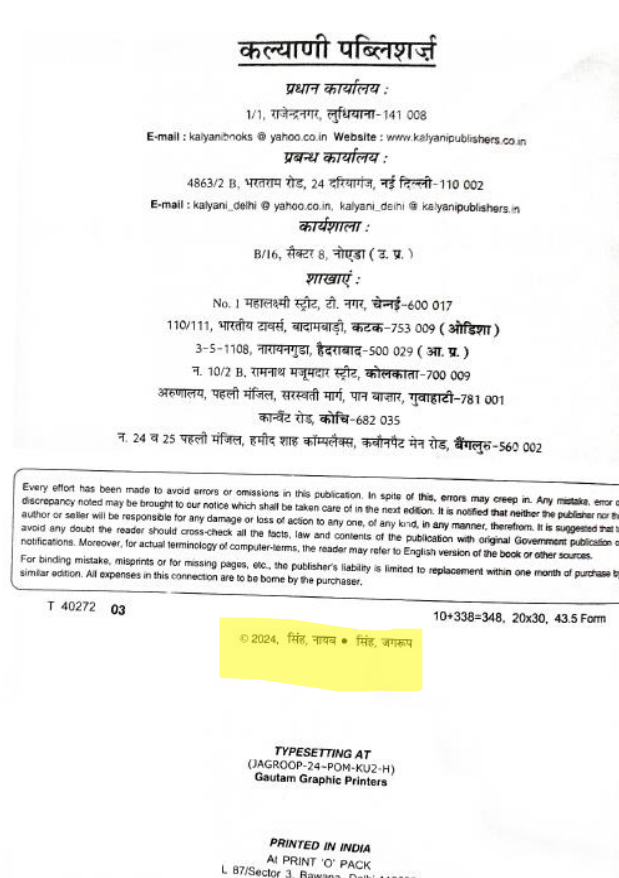
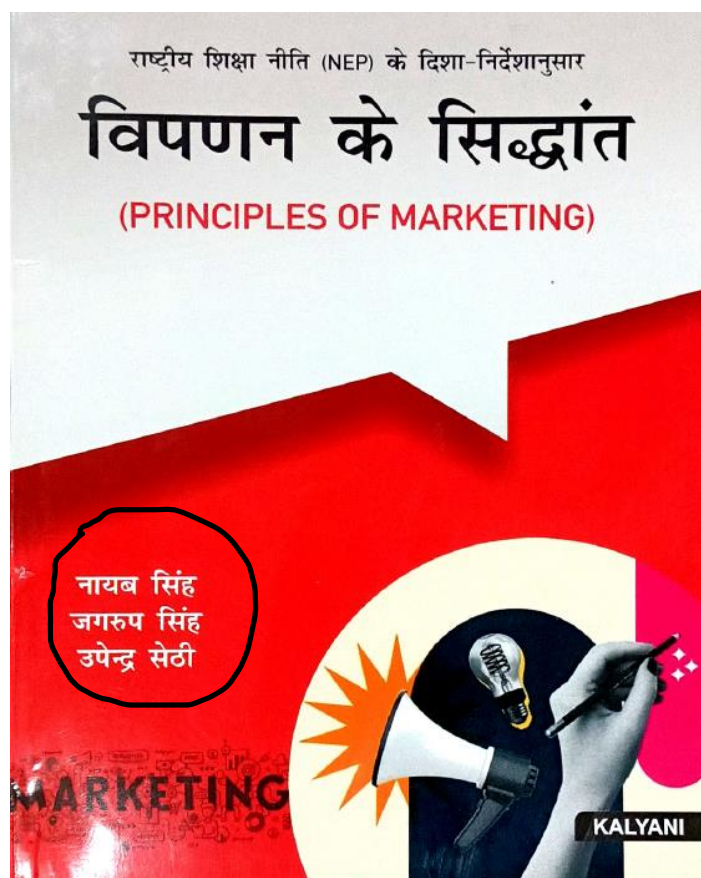
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3.	Dr. Naib Singh	Principles of Marketing (Hindi) For B.Com-IIInd Semester	2024	978-93-5540-770-2	Kalyani Publishers



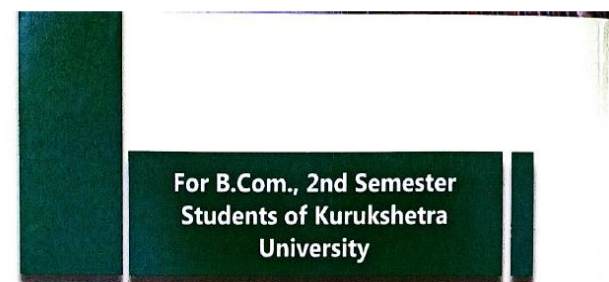
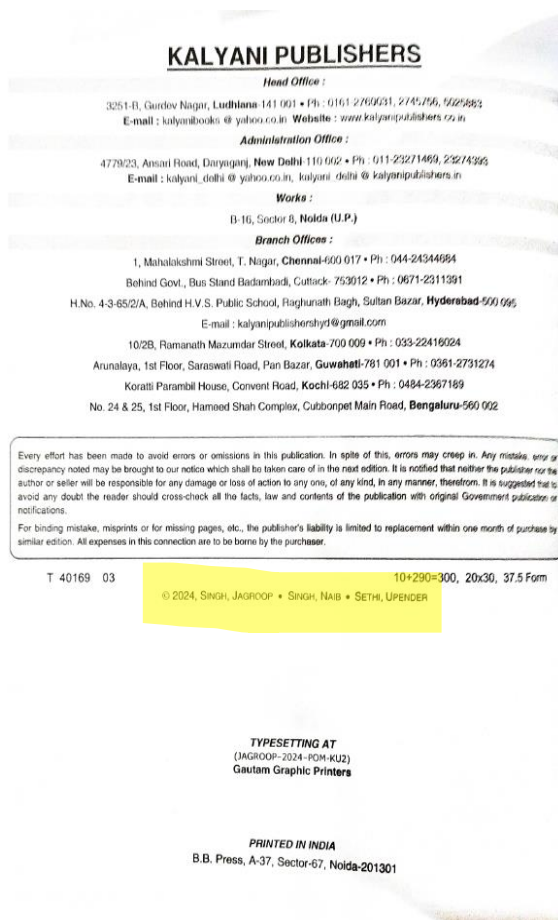
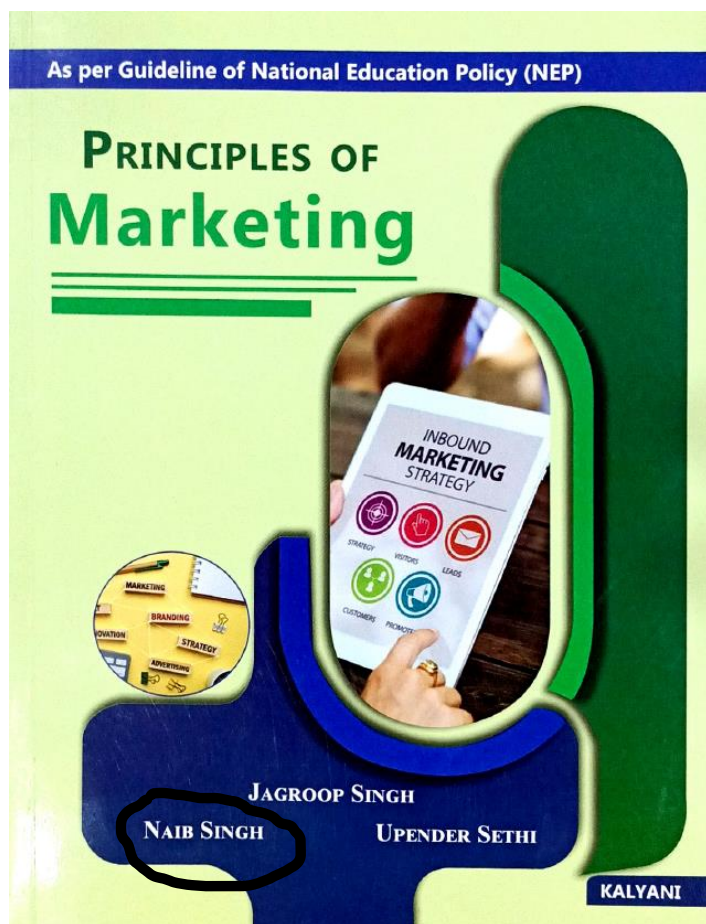
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5.	Dr. Naib Singh	Consumer Behaviour (English) For BBA-Vth Semester	2024	978-93-5540-623-1	Kalyani Publishers

As per (NEP) Syllabus

CONSUMER BEHAVIOUR

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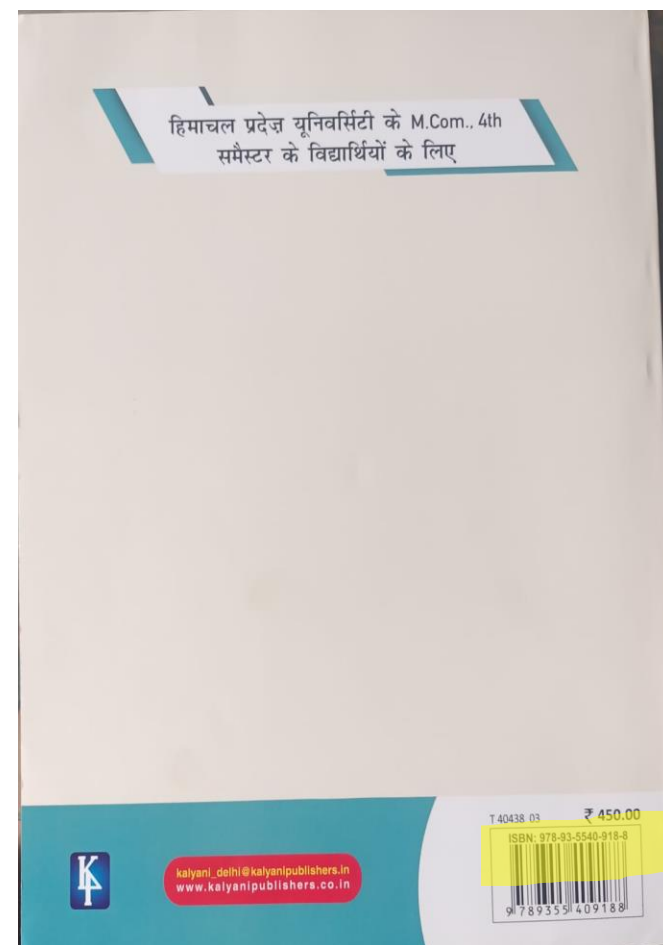
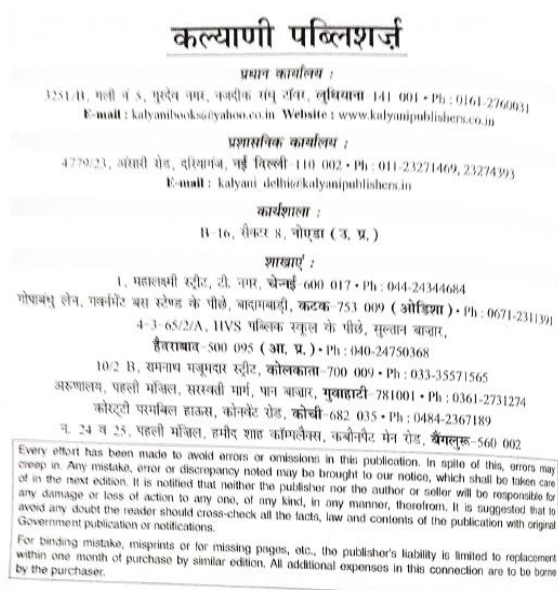
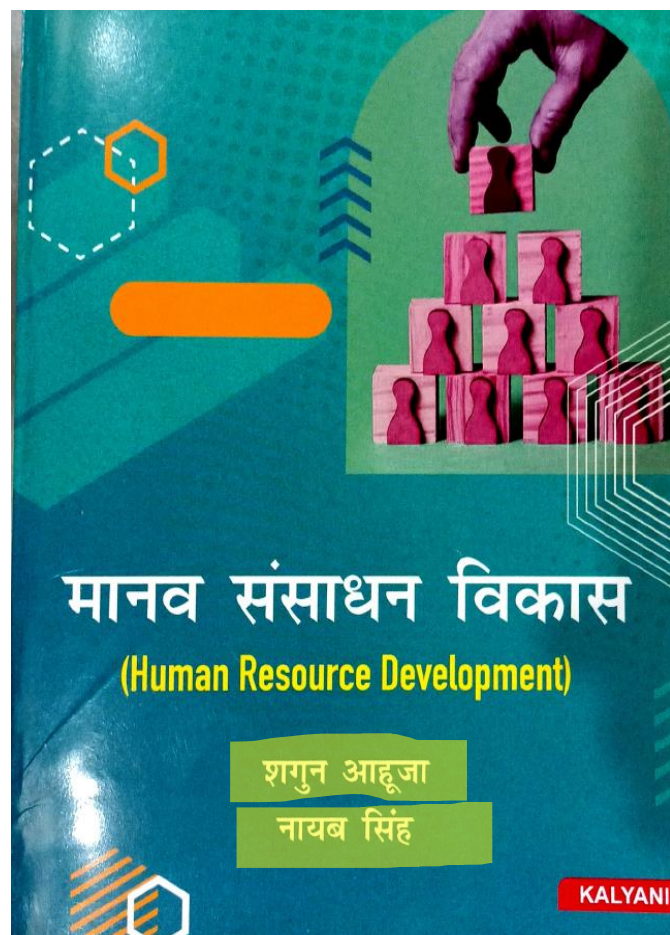
Dr. Naib Singh is an Associate Professor of Commerce (H.E.S-1) in the Higher Education Department, Haryana. Presently he is working in Govt. P.G. College, Ambala Cantt. He has 18 years of teaching experience of Graduate and Post Graduate classes. He is Doctor of Philosophy from I K Gujral Punjab Technical University of State Government, Jalandhar (Punjab). He has obtained the degrees of Master of Commerce and Master of Philosophy from Kurukshetra University Kurukshetra (Haryana). He is UGC-NET qualified in Commerce. He has been appointed as the paper setter for various UG and PG semester and annual examinations of Kurukshetra University Kurukshetra and Maharshi Markandeshwar University, Mullana (Haryana). He is on the panel of external examiner for various practical and Viva-Voce examinations of the Kurukshetra University Kurukshetra. He has published 35 books in the subjects of Business Environment, Business Management, Legislation, Statistics, Research Methods, Marketing and Economics. He has got published more than 80 research papers in various reputed edited books, National and International Journals. He has presented research papers in 77 seminars/conferences/Faculty Development Programmes and workshops. He is on the Editorial Board of 15 National and International Journals. He has been awarded with the State Level Award titled "Commendation Certification" by the Red Cross, Haryana State Branch for promoting Red Cross welfare activities and rendering selfless services towards humanity for the year 2020-21. Rotary India Literacy Mission has awarded him the "Nation Builder Award" for his valuable contribution to national building as a teacher in 2023. SWISS School of Business Research, Zurich, Switzerland has included many of his research papers in his 'SSBR's OA. mg Library' for the consultation its Doctorate students. He has been awarded as the 'Appreciation Awardee for the Book Writing'. HIS RESEARCH PAPER TITLED "MAKE IN INDIA AND BUSINESS ENVIRONMENT" HAS BEEN CONSULTED IN THE MEMBER'S REFERENCE SERVICE IN LOK SABHA SECRETARIATE, NEW DELHI, GOVT. OF INDIA.



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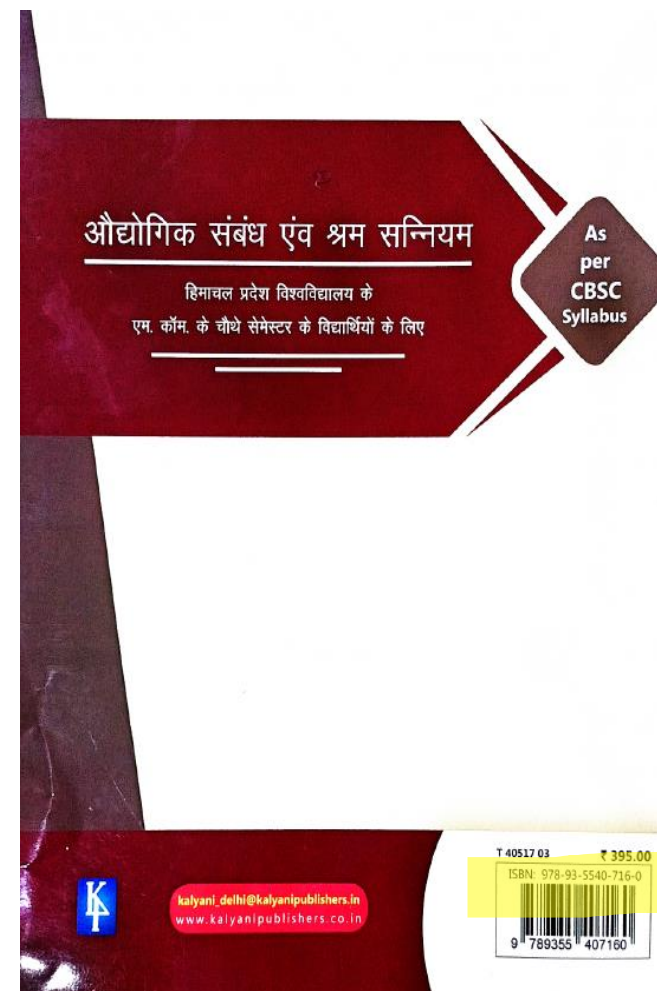
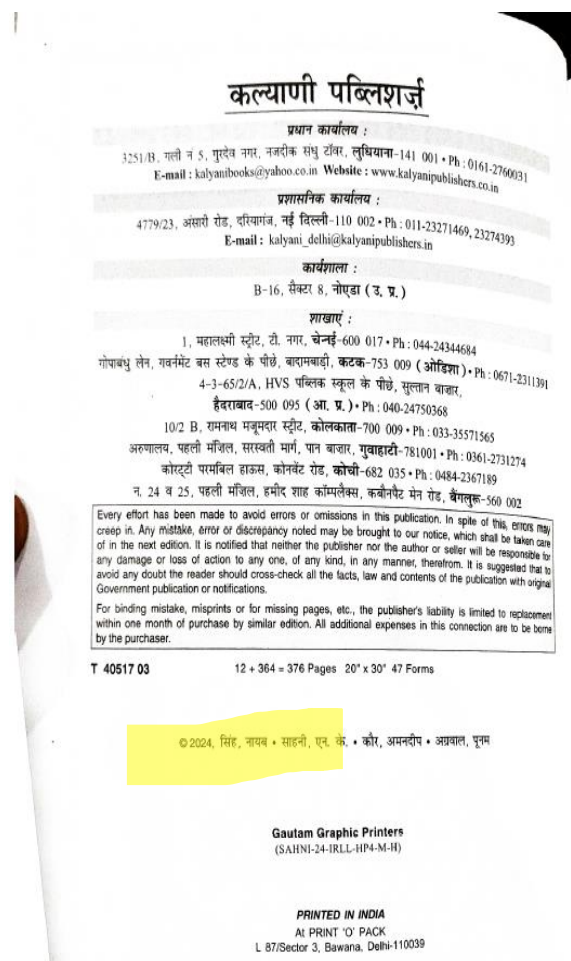
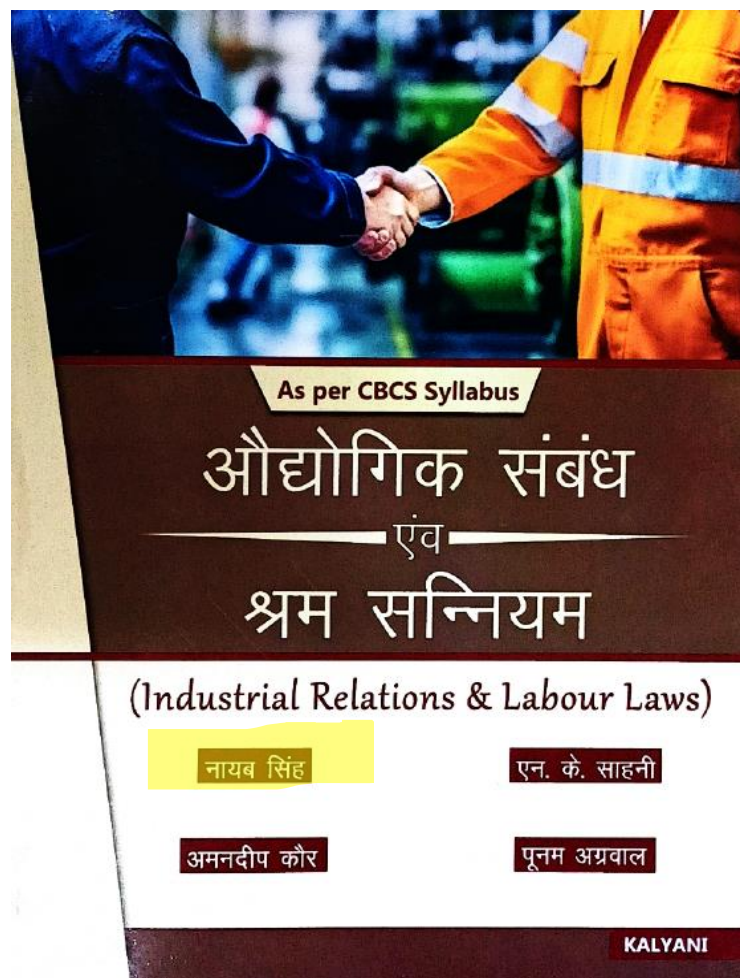
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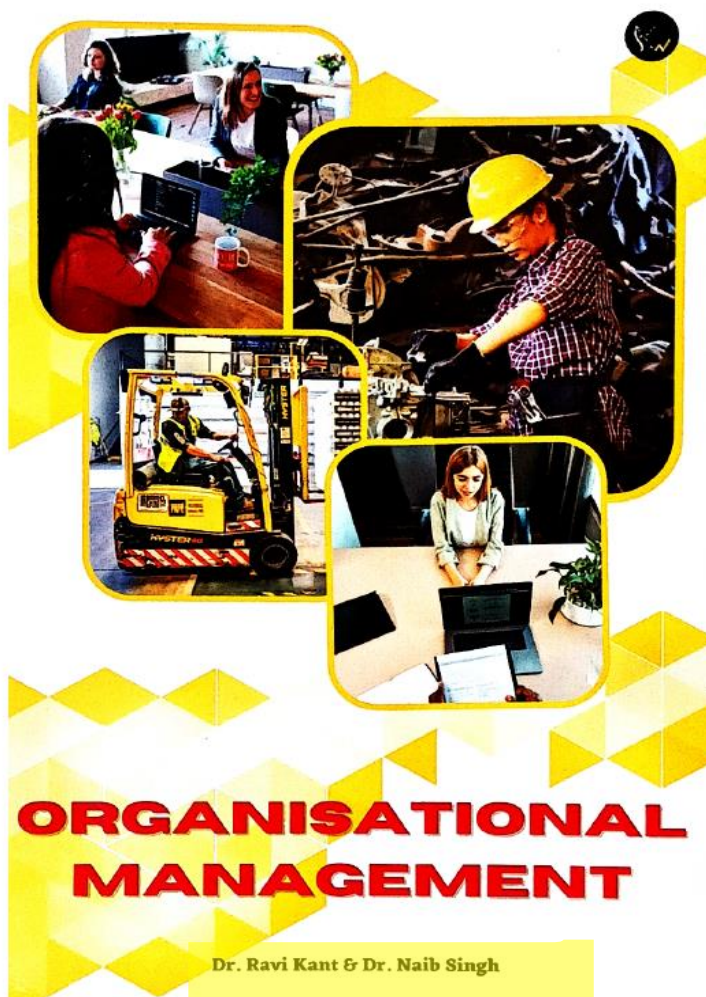
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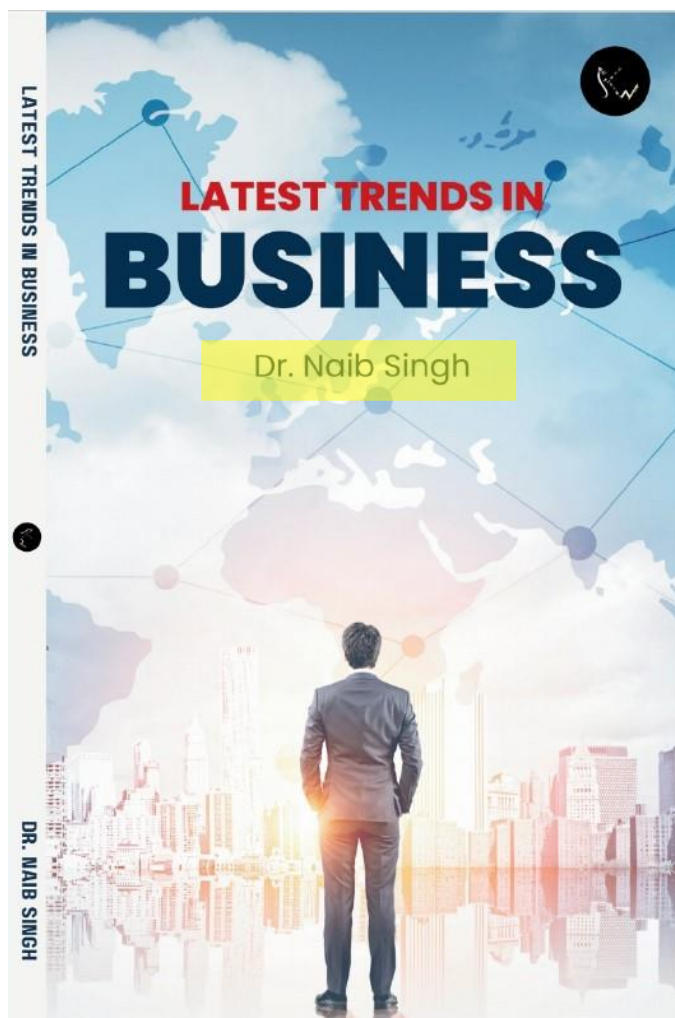
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9.	Dr. Naib Singh	Latest Trends in Business	2024	978-93-6092-400-3	Kitab Writing Publication



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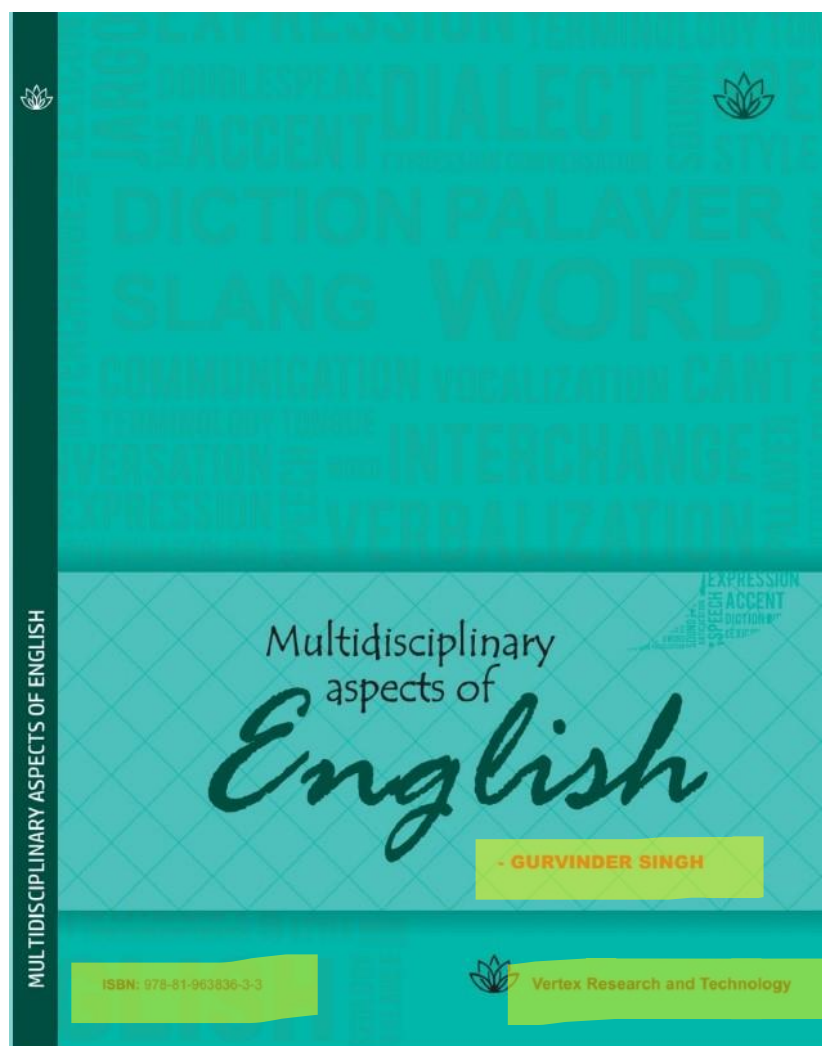
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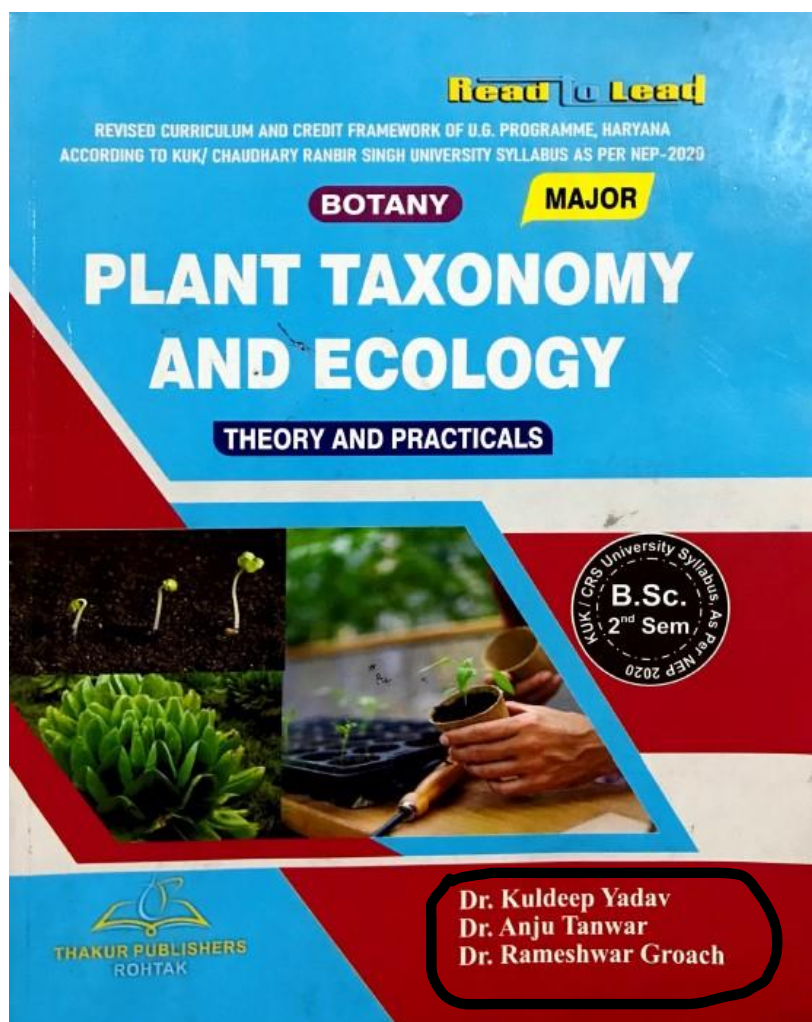
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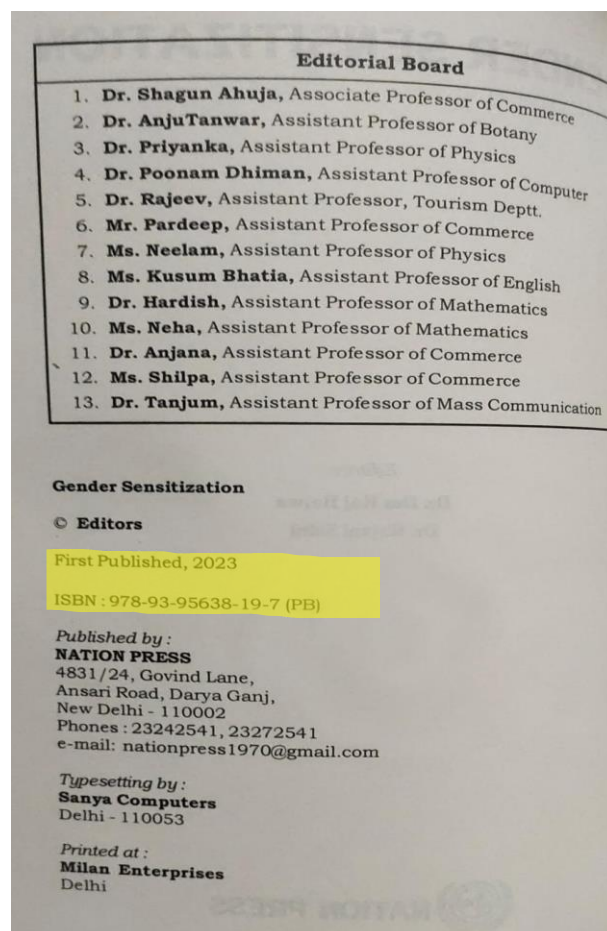
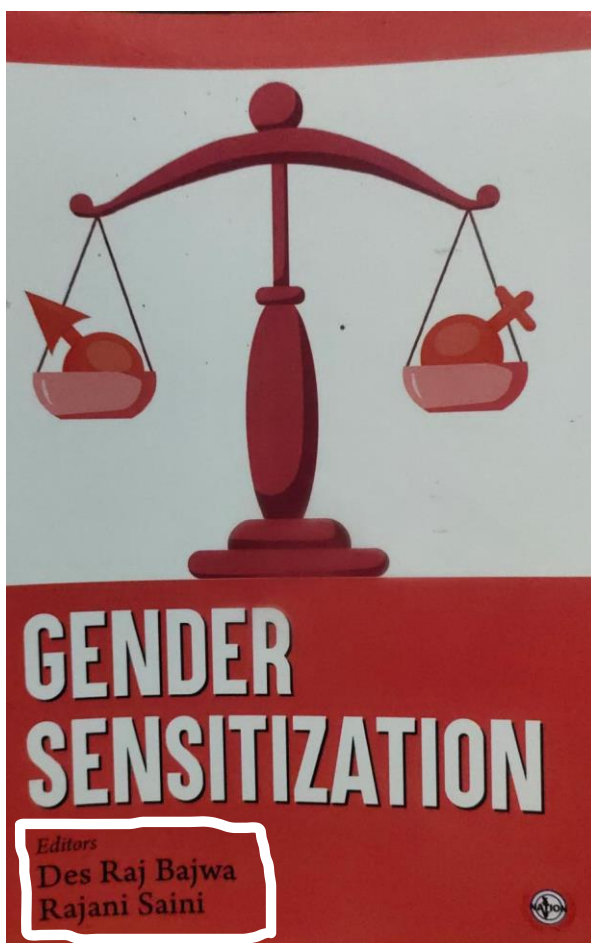
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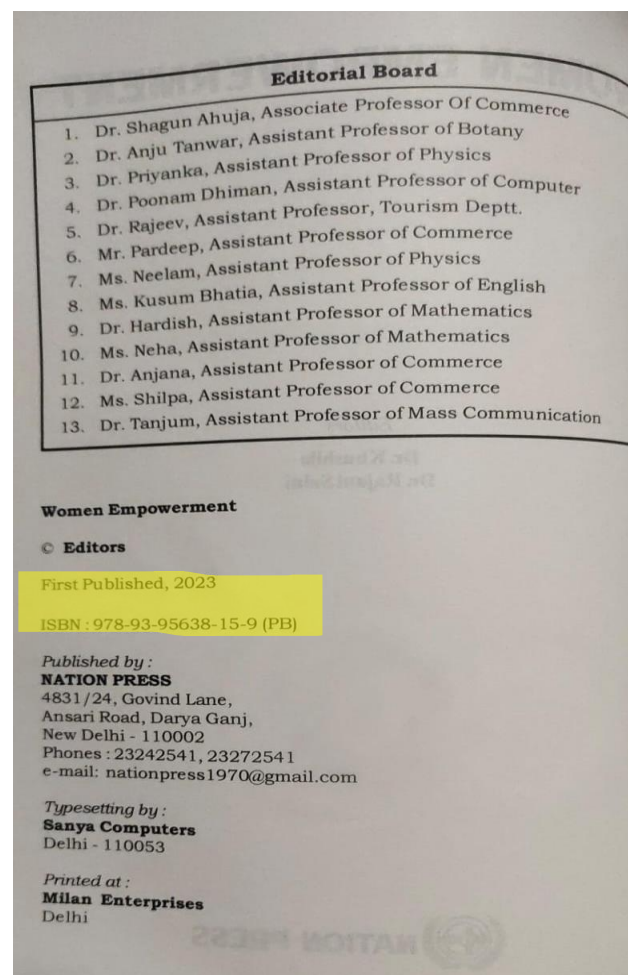
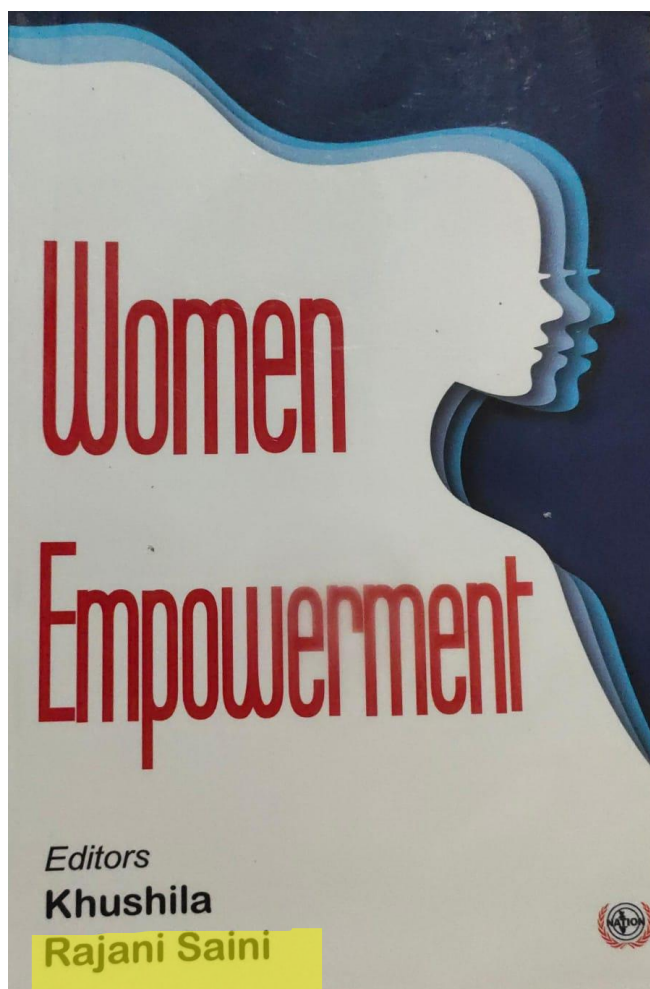
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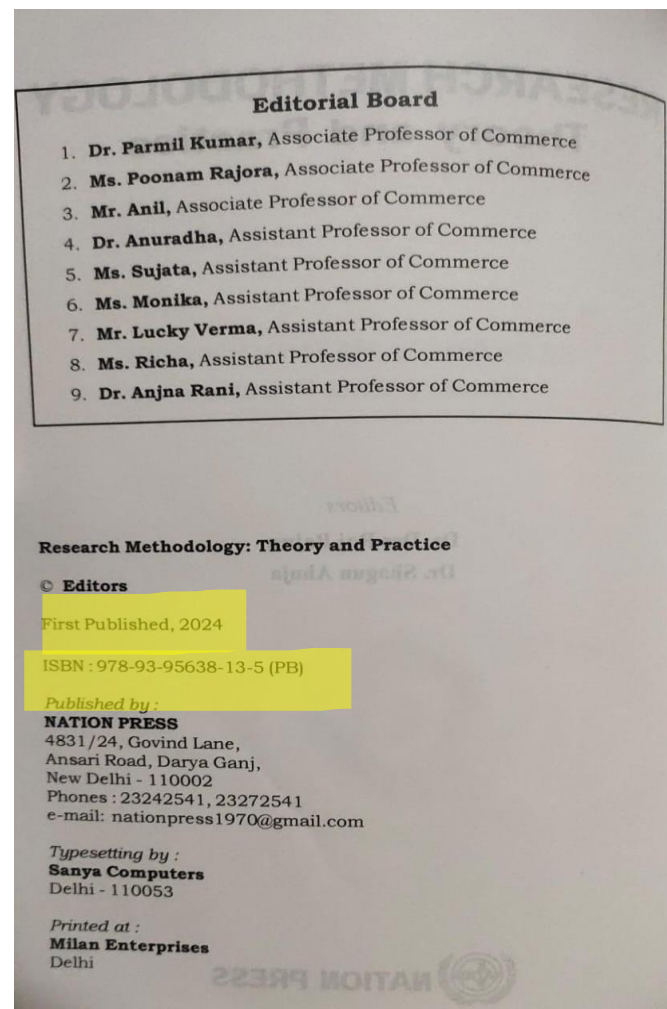
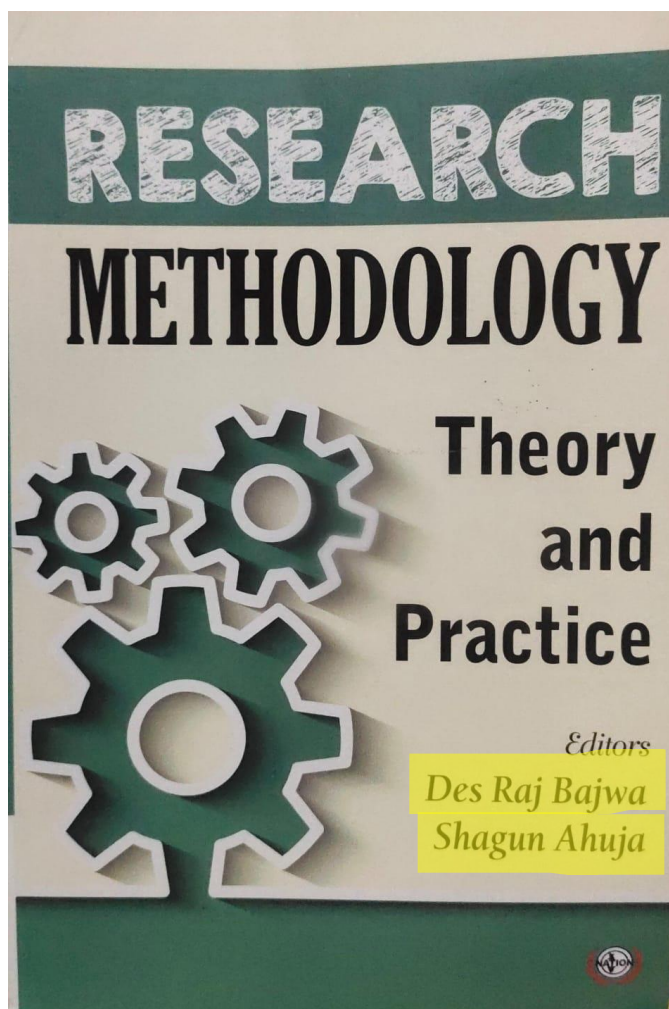
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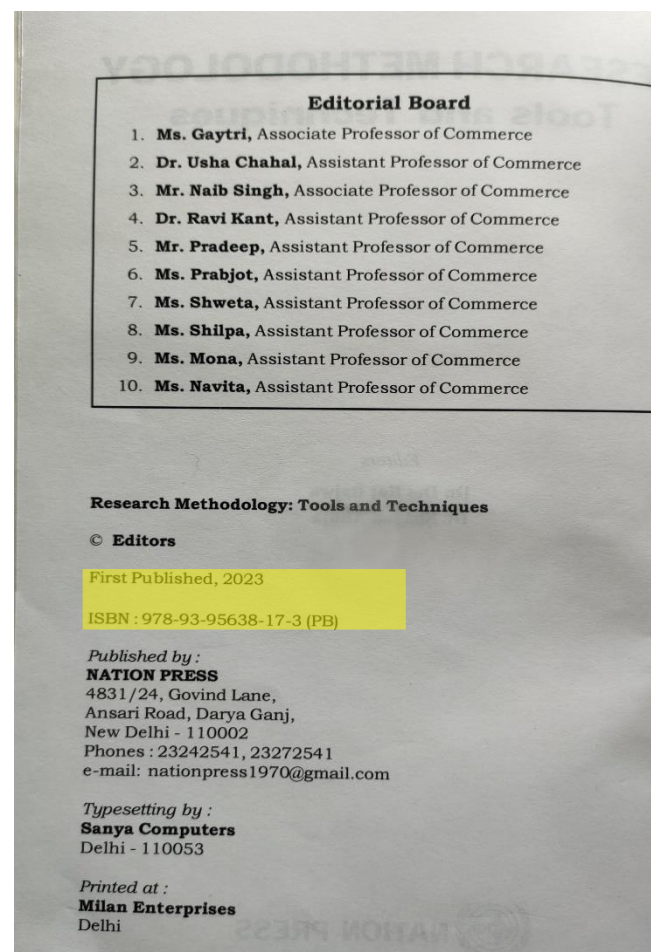
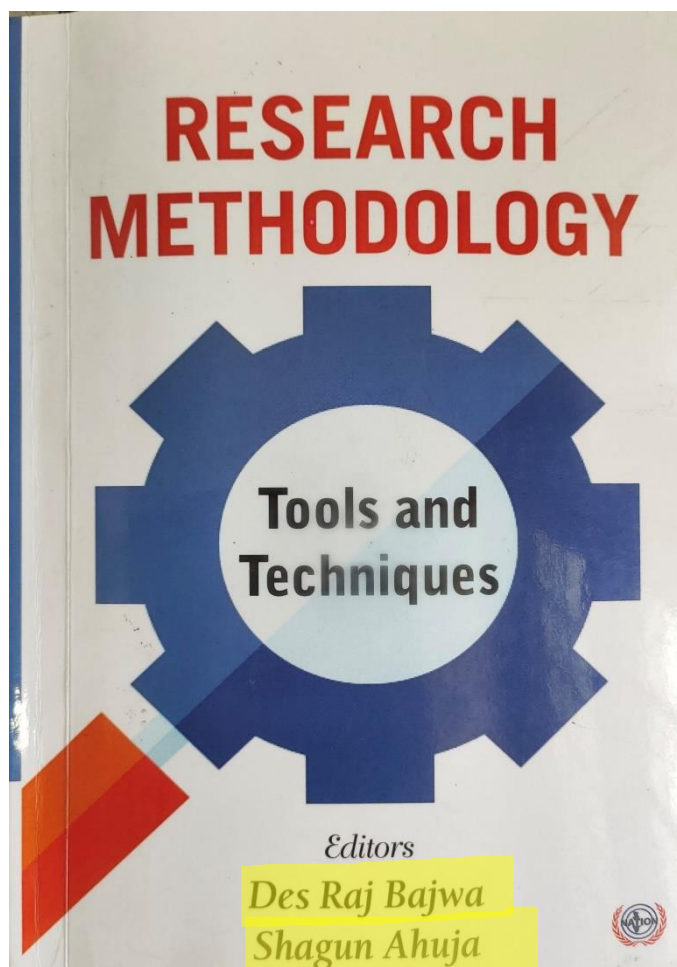
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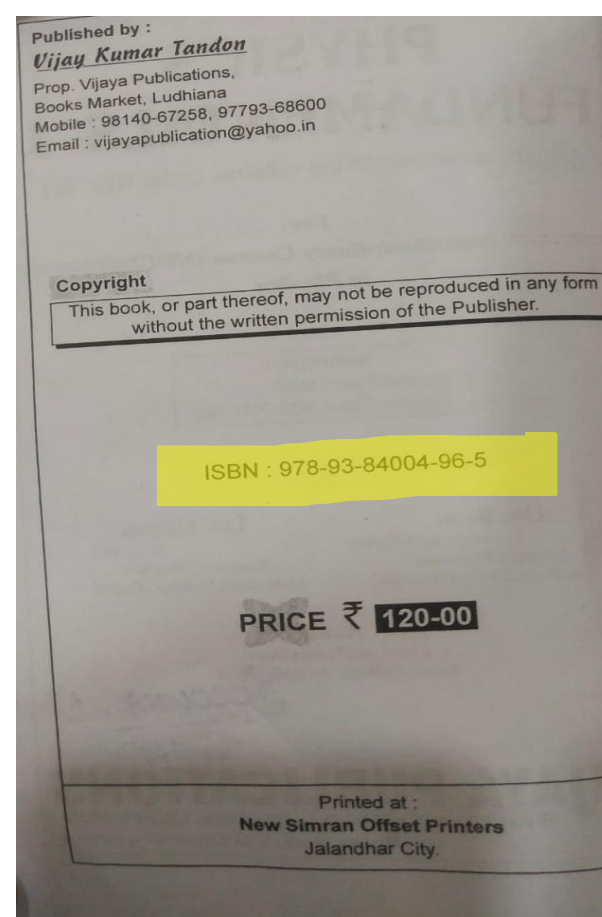
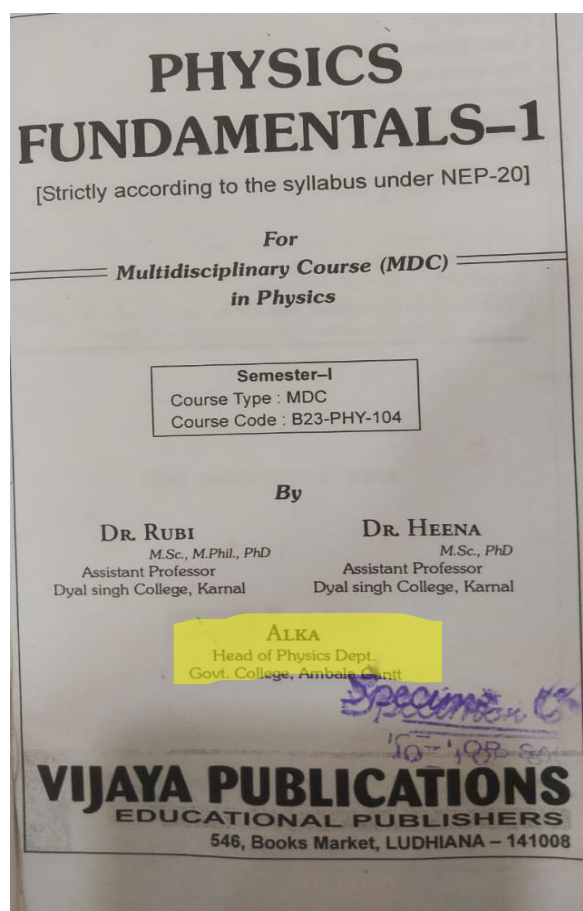
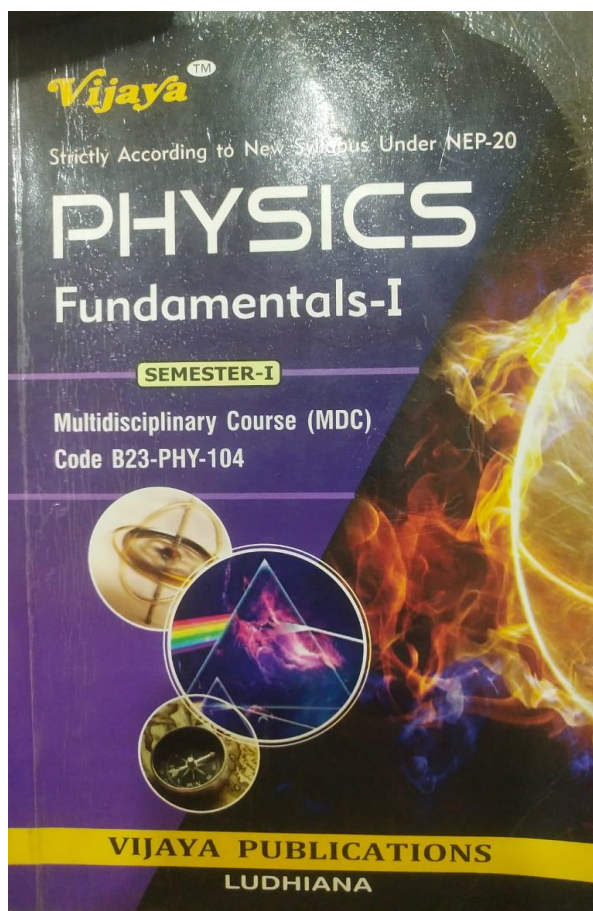
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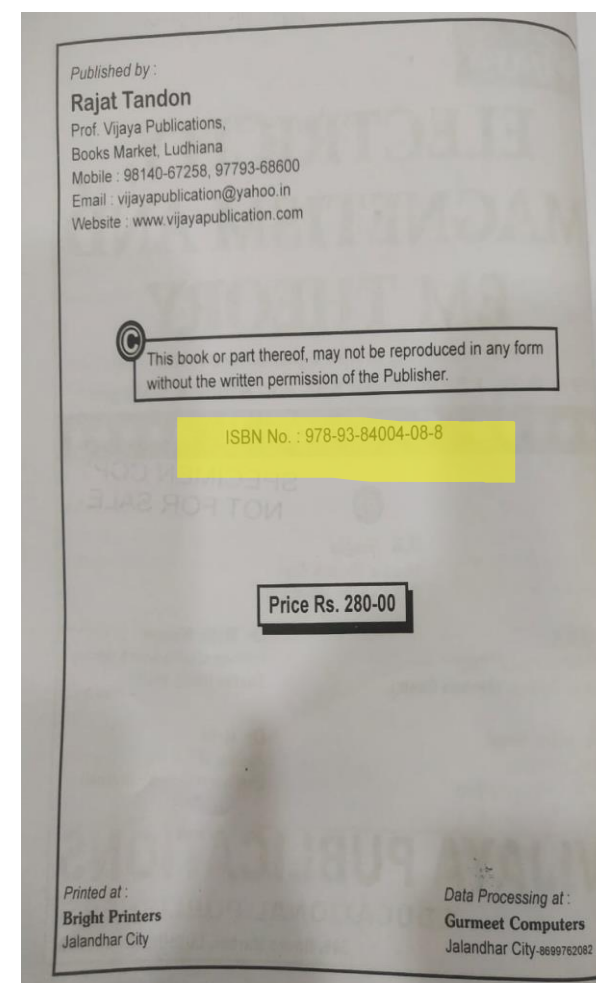
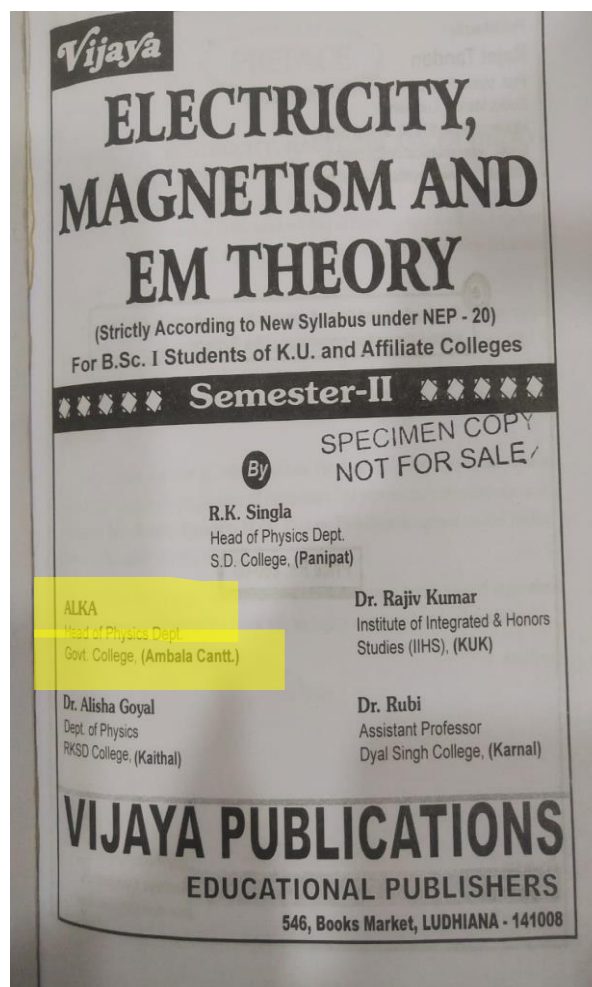
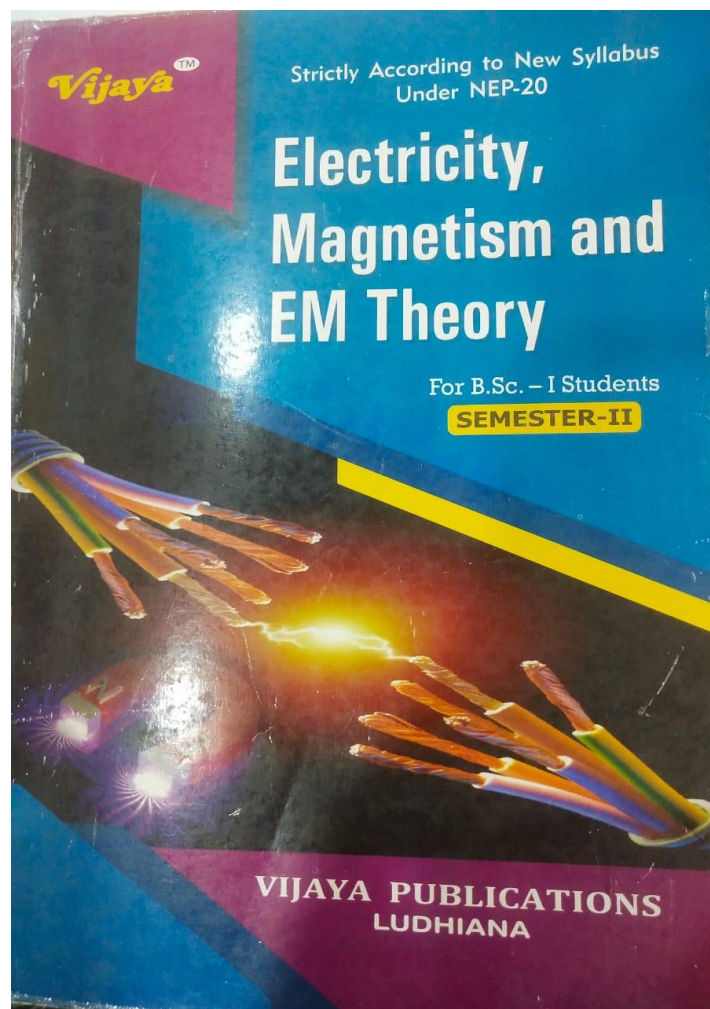
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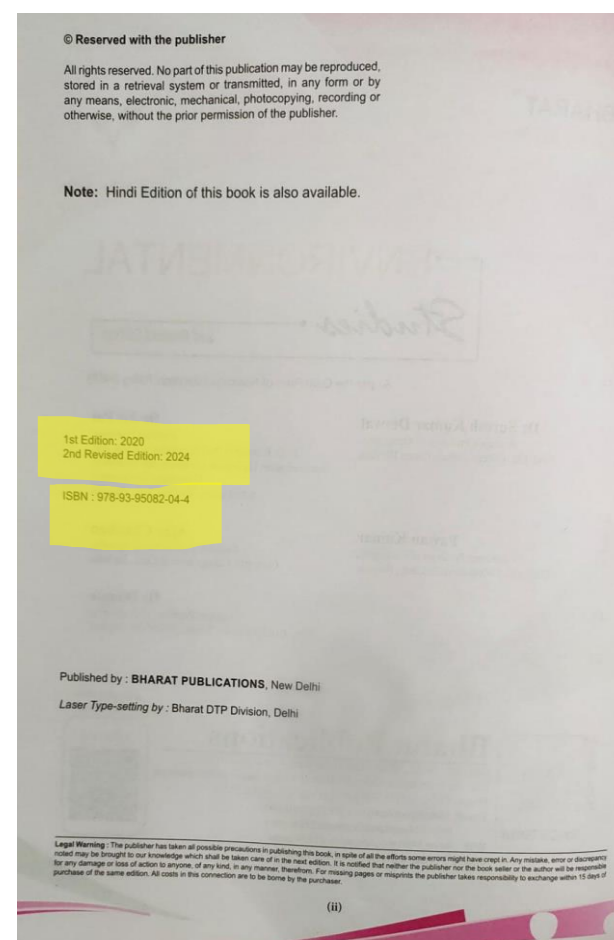
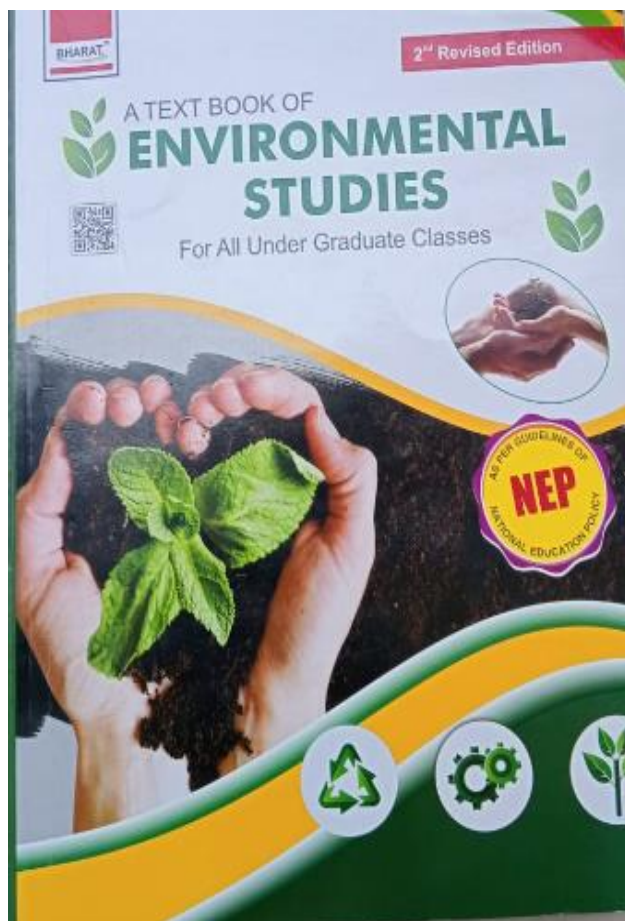
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19.	Dr. Ajay Chauhan and Mr. Pawan Kumar	A Text Book of Environmental Studies	2024	978-93-95082-04-4	Bharat Publications



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20.	Dr. Naresh Kumar	Indian Economic Issues and Policies	2023	978-93-91962-67-8	Avni Publications

