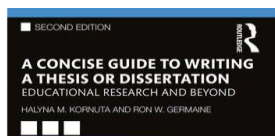


New Arrival List of Books (January - 2022)



Sr. No. 1

Title: A concise guide to writing a thesis or dissertation: educational research and beyond by Kornuta, Halyna M.

London Routledge 2019

Acc. No. 001661

Call No. 808.066378 KOR

Summary: A Concise Guide to Writing a thesis or Dissertation provides clear, succinct, and intentional guidelines about organizing and writing a thesis or dissertation. Part I provides an overview for writing a thesis or dissertation. It describes the big picture of planning and formatting a research study, from identifying a topic to focusing on writing quality.

[Click for more details](#)



Sr. No. 2

Title: Applied meta-analysis for social science research by Card, Noel A.

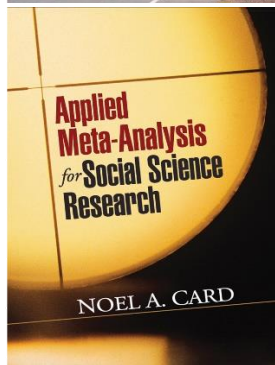
New York Guilford Press 2016

Acc. No. 001662

Call No. 300.72 CAR

Summary: This book is written in an engaging, nontechnical style that makes it ideal for graduate course use or self-study. The author shows how to identify questions that can be answered using meta-analysis, retrieve both published and unpublished studies, create a coding manual, use traditional and unique effect size indices, and write a meta-analytic review. An ongoing example illustrates meta-analytic techniques.

[Click for more details](#)



Sr. No. 3

Title: Becoming metric-wise: a bibliometric guide for researchers by Rousseau, Ronald.

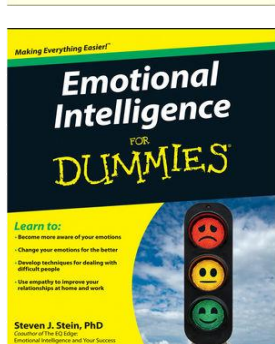
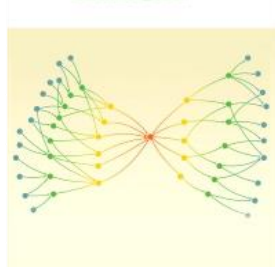
Cambridge Chandos Publishing 2018

Acc. No. 001663

Call No. 020.21 ROU

Summary: Becoming Metric-Wise: A Bibliometric Guide for Researchers aims to inform researchers about metrics so that they become aware of the evaluative techniques being applied to their scientific output. Understanding these concepts will help them during their funding initiatives, and in hiring and tenure. The book not only describes what indicators do (or are designed to do, which is not always the same thing), but also gives precise mathematical formulae so that indicators can be properly understood and evaluated.

[Click for more details](#)



Sr. No. 4

Title: Emotional intelligence for dummies by Stein, Steven J.

Mississauga John Wiley & Sons Canada, Ltd. 2009

Acc. No. 001664

Call No. 152.4 STE

Summary: Emotional Intelligence for Dummies will show you how to take control of your emotions rather than letting your emotions control you! Discover how developing your emotional intelligence can further your relationships with others, in the workplace and at home. Emotional awareness is also a critical skill for career success, and Dr. Stein provides practical exercises for developing this skill and achieving your professional and personal goals.

[Click for more details](#)

Sr. No. 5

Title: *Measuring academic research: how to undertake a bibliometric study* by Andres, Ana

Cambridge Chandos Publishing 2009

Acc. No. 001665

Call No. 010.727 AND

Summary: Measuring Academic Research outlines how to undertake a bibliometric study, a topic of vital importance in academic research today. Scientometrics studies assess scientific productivity and can be applied to all disciplines. Many analyses have been applied in relation to bibliometric studies, but few have shown how to actually carry out the analysis. This book provides a guide on how to develop a bibliometric study, from the first step in which the topic study has to be set, to the analysis and interpretation.

[Click for more details](#)



Sr. No. 6

Title: *Statistics for dummies* by Rumsey, Deborah J.

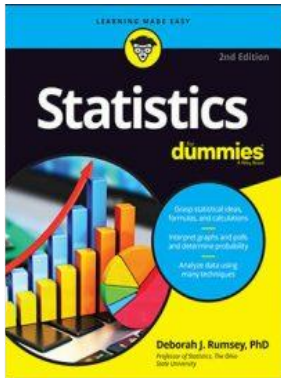
New Jersey Wiley Publishing, Inc. 2011

Acc. No. 001666

Call No. 519.5 RUM

Summary: This friendly guide offers clear, practical explanations of statistical ideas, techniques, formulas, and calculations, with lots of examples that show you how these concepts apply to your everyday life. Statistics For Dummies shows you how to interpret and critique graphs and charts, determine the odds with probability, guesstimate with confidence using confidence intervals, set up and carry out a hypothesis test, compute statistical formulas, and more.

[Click for more details](#)



Sr. No. 7

Title: *Statistics II for dummies* by Rumsey, Deborah J.

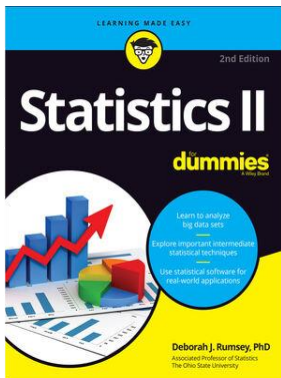
New Jersey Wiley Publishing, Inc. 2022

Acc. No. 001667

Call No. 519.5 RUM

Summary: Completed Statistics through standard deviations, confidence intervals, and hypothesis testing? Then you're ready for the next step: Statistics II. And there's no better way to tackle this challenging subject than with Statistics II For Dummies! Get a brief overview of Statistics I in case you need to brush up on earlier topics, and then dive into a full explanation of all Statistic II concepts, including multiple regression, analysis of variance (ANOVA), Chi-square tests, nonparametric procedures, and analyzing large data sets.

[Click for more details](#)



Sr. No. 8

Title: *Handbook of research methods in social and personality psychology* by Reis, Harry T.

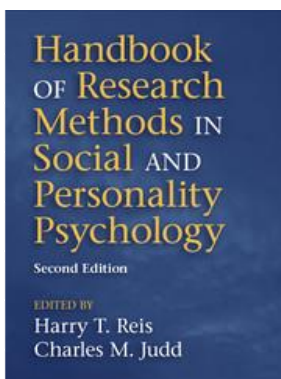
New York Cambridge University Press 2014

Acc. No. 001668

Call No. 302.072 REI

Summary: This indispensable sourcebook covers conceptual and practical issues in research design in the field of social and personality psychology. Key experts address specific methods and areas of research, contributing to a comprehensive overview of contemporary practice. This updated and expanded second edition offers current commentary on social and personality psychology, reflecting the rapid development of this dynamic area of research over the past decade.

[Click for more details](#)





Sr. No. 9

Title: Handbook of research on customer engagement by Hollebeek, Linda D.

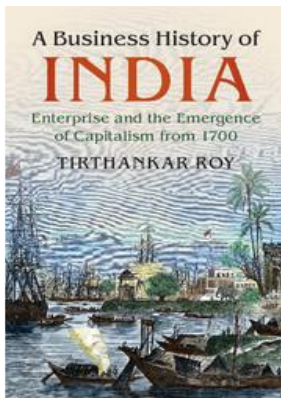
Cheltenham Edward Elgar Publishing Ltd. 2021

Acc. No. 001669

Call No. 658.812 HOL

Summary: In this Handbook, a cadre of international scholars offer an overview of current research on this rapidly growing field of study. Providing vital insights into current theoretical and practical treatments of customer engagement, chapters engage with a broad cross-section of state-of-the-art research. Covering the importance of customer engagement in broader marketing practices, conceptual relationships, organizational performance and networks, this Handbook grapples with both conceptual and empirical research to offer insight into current and rapidly emerging research issues.

[Click for more details](#)



Sr. No. 10

Title: A business history of India: enterprise and the emergence of capitalism from 1700 by Roy, Tirthankar

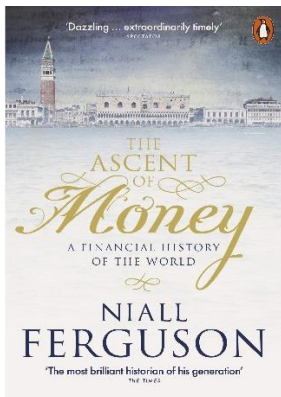
New Delhi Cambridge University Press 2018

Acc. No. 001670-71

Call No. 330.954 ROY

Summary: 'This book is a sweeping study of Indian business history from the eighteenth century to the present. A Business History of India provides an invaluable analytical perspective that elucidates the structure of both Indian and multinational firms in the past and changing business environments ... Highly readable ... would be a superb text in any course on Indian business/economy'.

[Click for more details](#)



Sr. No. 11

Title: The ascent of money: a financial history of the world by Ferguson, Niall

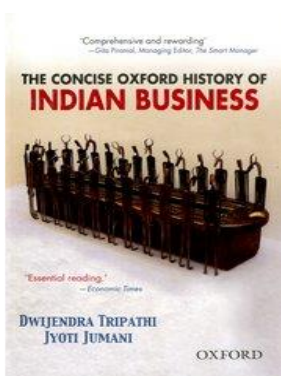
United Kingdom Penguin Random House UK 2019

Acc. No. 001672-74

Call No. 332.09 FER

Summary: The Ascent of Money reveals finance as the backbone of history, casting a new light on familiar events: the Renaissance enabled by Italian foreign exchange dealers, the French Revolution traced back to a stock market bubble, the 2008 crisis traced from America's bankruptcy capital, Memphis, to China's boomtown, Chongqing. We may resent the plutocrats of Wall Street but, as Ferguson argues, the evolution of finance has rivaled the importance of any technological innovation in the rise of civilization. Indeed, to study the ascent and descent of money is to study the rise and fall of Western power itself.

[Click for more details](#)



Sr. No. 12

Title: The concise Oxford history of Indian business by Tripathi, Dwijendra

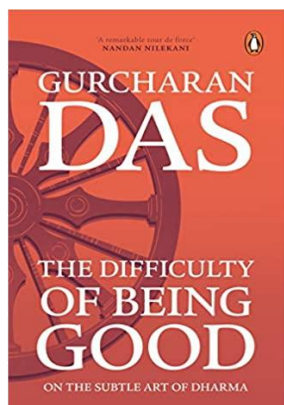
New Delhi Oxford University Press 2006

Acc. No. 001675-76

Call No. 381.0954 TRI

Summary: The Concise Oxford History of Indian Business is an adapted edition of The Oxford History of Business. The author traces the transformation of the Indian business class from merchants to industrialists and, more recently, service providers. The focus of this volume is on the modern or that phase of Indian business in free India and response of Indian business to the call of globalization.

[Click for more details](#)



Sr. No. 13

Title: The difficulty of being good: on the subtle art of dharma by Das, Gurcharan

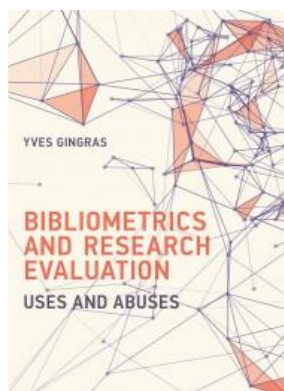
Haryana Penguin Random House India Pvt. Ltd. 2012

Acc. No. 001677-81

Call No. 294.5923 DAS

Summary: Why should we be good? How should we be good? And how might we more deeply understand the moral and ethical failings—splashed across today's headlines—that have not only destroyed individual lives but caused widespread calamity as well, bringing communities, nations, and indeed the global economy to the brink of collapse? In *The Difficulty of Being Good*, Gurcharan Das seeks answers to these questions in an unlikely source: the 2,000-year-old Sanskrit epic, Mahabharata.

[Click for more details](#)



Sr. No. 14

Title: Bibliometrics and research evaluation uses and abuses by Gingras, Yves

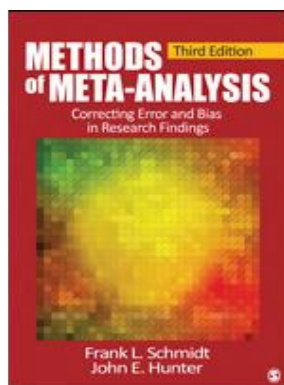
Cambridge MIT Press 2016

Acc. No. 001682

Call No. 020.727 GIN

Summary: This book, Yves Gingras offers a spirited argument against an unquestioning reliance on bibliometrics as an indicator of research quality. Gingras shows that bibliometric rankings have no real scientific validity, rarely measuring what they pretend to. Although the study of publication and citation patterns, at the proper scales, can yield insights on the global dynamics of science over time, ill-defined quantitative indicators often generate perverse and unintended effects on the direction of research. Moreover, abuse of bibliometrics occurs when data is manipulated to boost rankings.

[Click for more details](#)



Sr. No. 15

Title: Methods of meta-analysis: correcting error and bias in research findings by Schmidt, Frank L.

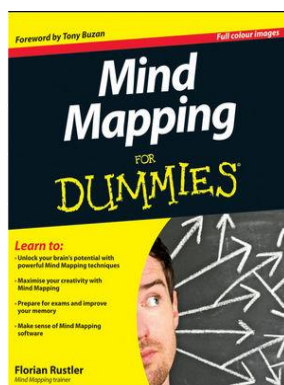
California Sage Publications, Inc. 2015

Acc. No. 001683

Call No. 300.72 SCH

Summary: book that presents a full and usable treatment of the role of study artifacts in distorting study results, as well as methods for correcting results for such biases and errors. Meta-analysis is arguably the most important methodological innovation in the last thirty-five years, due to its immense impact on the development of cumulative knowledge and professional practice. This text, now in its updated **Third Edition**, has been revised to cover the newest developments in meta-analysis methods, evaluation, correction, and more.

[Click for more details](#)



Sr. No. 16

Title: Mind mapping for dummies by Rustler, Florian

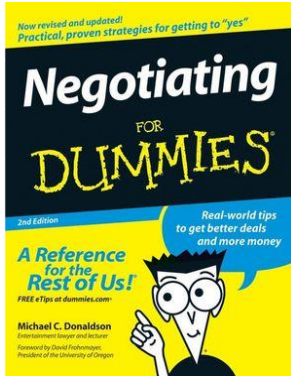
Chichester John Wiley & Sons Ltd. 2012

Acc. No. 001684

Call No. 153.43 RUS

Summary: Mind mapping is a popular technique that can be applied in a variety of situations and settings. Students can make sense of complex topics and structure their revision with mind mapping; businesspeople can manage projects and collaborate with colleagues using mind maps, and any creative process can be supported by using a mind map to explore ideas and build upon them.

[Click for more details](#)



Sr. No. 17

Title: Negotiating for dummies by Donaldson, Michael C.

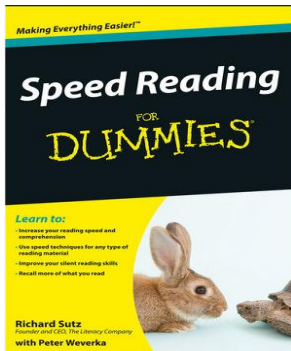
Hoboken Wiley Publishing, Inc. 2007

Acc. No. 001685

Call No. 658.4052 DON

Summary: People who can't or won't negotiate on their own behalf run the risk of paying too much, earning too little, and always feeling like they're getting gypped. Negotiating For Dummies, Second, Edition offers tips and strategies to help you become a more comfortable and effective negotiator. And it shows you negotiating can improve many of your everyday transactions—everything from buying a car to upping your salary.

[Click for more details](#)



Sr. No. 18

Title: Speed reading for dummies by Sutz, Richard

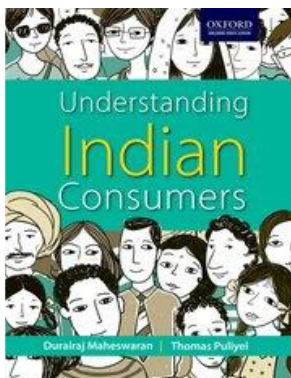
Hoboken John Wiley & Sons, Inc. 2009

Acc. No. 001686

Call No. 428.432 SUT

Summary: Speed Reading for Dummies changes the way people read, showing them how to process information more quickly while improving comprehension, retention, and recall. Covering the latest speed-reading techniques and tips, this breakthrough guide will help people read quickly and successfully no matter what they read—books, newspapers, magazines, e-mails, or technical journals.

[Click for more details](#)



Sr. No. 19

Title: Understanding Indian consumers by Maheswaran, Durairaj

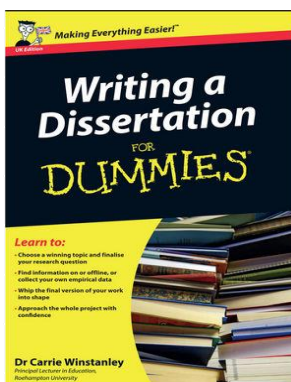
New Delhi Oxford University Press 2018

Acc. No. 001687

Call No. 658.83420954 MAH

Summary: Marketing to India's diverse and rapidly changing consumers requires constant refreshment of knowledge and skills. To the keen MBA student specializing in marketing as well as its ardent practitioner, this book blends practical insights with theoretical frameworks. Understanding Indian Consumers is a compilation of 20 articles from among some of the best minds in academia and business.

[Click for more details](#)



Sr. No. 20

Title: Writing a dissertation for dummies by Winstanley, Carrie

Chichester John Wiley & Sons Ltd. 2010

Acc. No. 001688

Call No. 808.066378 WIN

Summary: Writing a Dissertation for Dummies walks you through all the practical and theoretical aspects of writing a dissertation to help you produce a first-class work. This guide is ideal for any student in the broad range of the social sciences, from anthropology to law, psychology to media studies. From choosing a topic, to researching the literature, utilising your supervisor, managing your time, and structuring and writing your dissertation, you'll be able to avoid all the common mistakes and stay on top of your workload throughout the process.

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