## Content

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library Usage Statistics</td>
<td>2</td>
</tr>
<tr>
<td>Event</td>
<td>3</td>
</tr>
<tr>
<td>New Arrival Books</td>
<td>4</td>
</tr>
<tr>
<td>List of Journals</td>
<td>12</td>
</tr>
<tr>
<td>Contents of Journals</td>
<td>13</td>
</tr>
<tr>
<td>Suggestions/ feedback</td>
<td>51</td>
</tr>
</tbody>
</table>
### Library Usage Statistics

<table>
<thead>
<tr>
<th></th>
<th>HOME ISSUE</th>
<th>INTERNET</th>
<th>WALK-IN</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>2876</td>
<td>419</td>
<td>18562</td>
</tr>
<tr>
<td>August</td>
<td>3329</td>
<td>273</td>
<td>18210</td>
</tr>
<tr>
<td>September</td>
<td>3647</td>
<td>688</td>
<td>23015</td>
</tr>
</tbody>
</table>

![Chart showing library usage statistics for July, August, and September]
Event

Quick Access VIVA Library

The VIVA Library has introduced QR Code (Quick Response Code) to access the various information about library and its services.

This technology is very simple and user friendly. The library generated and used QR code to connect to library website quickly and user can access electronic magazines, journals, syllabus of UOM and other various important websites of reputed institutions like BCL, ARC & N-list by just scanning QR code through their mobile phones.

VIVA COLLEGE WEBSITE

![QR Code for VIVA College Website]

VIVA COLLEGE LIBRARY

![QR Code for VIVA College Library]

UNIVERSITY OF MUMBAI SYLLABUS

![QR Code for University of Mumbai Syllabus]

Link to Free e-Resources:
- E-Books
- E-Journal
- E-Dictionary
- E-Encyclopedia
- E-Newspaper

Institutional Membership:
- British Council Library
- American Library
- N-List Consortium:
  (1,35,000+E-books & 6000+ Journal)
# New Arrival Books

## ACS

<table>
<thead>
<tr>
<th>SR.NO</th>
<th>ACC. NO.</th>
<th>AUTHOR</th>
<th>TITLE</th>
<th>CLASS. NO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ACS13043</td>
<td>NAIK, RUTUJA</td>
<td>UNTAMED FEELINGS</td>
<td>823/NAI</td>
</tr>
<tr>
<td>2</td>
<td>ACS13044</td>
<td>MAUDUDI, SYED ABUL ALA</td>
<td>DIVYA QURAN</td>
<td>297.122/MAU</td>
</tr>
<tr>
<td>3</td>
<td>ACS13045</td>
<td>KASHYAP, VISHWAS</td>
<td>MAHAMANAV</td>
<td>923.2/KAS</td>
</tr>
<tr>
<td>4</td>
<td>ACS13046</td>
<td>NABOKOV, VLADIMIR</td>
<td>LOLITA</td>
<td>813.54/NAB</td>
</tr>
<tr>
<td>5</td>
<td>ACS13047</td>
<td>NAIPAUL, V.S.</td>
<td>LITERARY OCCASIONS</td>
<td>809/NAI</td>
</tr>
<tr>
<td>6</td>
<td>ACS13048</td>
<td>NAIPAUL, V.S.</td>
<td>BEYOND BELIEF</td>
<td>297.095/NAI</td>
</tr>
<tr>
<td>7</td>
<td>ACS13049</td>
<td>NAIPAUL, V.S.</td>
<td>ENIGMA OF ARRIVAL</td>
<td>823.914/NAI</td>
</tr>
<tr>
<td>8</td>
<td>ACS13050</td>
<td>NAIPAUL, V.S.</td>
<td>MYSTIC MASSEUR</td>
<td>823.914/NAI</td>
</tr>
<tr>
<td>9</td>
<td>ACS13051</td>
<td>NAIPAUL, V.S.</td>
<td>WAY IN THE WORLD</td>
<td>823.914/NAI</td>
</tr>
<tr>
<td>10</td>
<td>ACS13052</td>
<td>MILLMAN, DAN</td>
<td>JOURNEYS OF SOCRATES</td>
<td>813.6/MIL</td>
</tr>
<tr>
<td>11</td>
<td>ACS13053</td>
<td>AARON, RABBI DAVID</td>
<td>INVITING GOD IN</td>
<td>296.43/AAR</td>
</tr>
<tr>
<td>12</td>
<td>ACS13054</td>
<td>OATES, STEPHEN B.</td>
<td>WILLIAM FAULKNER THE MAN AND THE ARTIST</td>
<td>813.52/OAT</td>
</tr>
<tr>
<td>13</td>
<td>ACS13055</td>
<td>FREEDMAN, SAMUEL G.</td>
<td>LETTERS TO A YOUNG JOURNALIST</td>
<td>070.4/FRE</td>
</tr>
<tr>
<td>14</td>
<td>ACS13056</td>
<td>MALLESON, G.B.</td>
<td>INDIAN MUTINY OF 1857</td>
<td>954/MAL</td>
</tr>
<tr>
<td>15</td>
<td>ACS13057</td>
<td>MILLER, ARTHUR</td>
<td>ECHOES DOWN THE CORRIDOR</td>
<td>814.52/MIL</td>
</tr>
<tr>
<td>16</td>
<td>ACS13058</td>
<td>GRIMBERT, PHILIPPE</td>
<td>MEMORY</td>
<td>843.92/GRI</td>
</tr>
<tr>
<td>17</td>
<td>ACS13059</td>
<td>CUDDY, AMY</td>
<td>PRESENCE</td>
<td>158.1/CUD</td>
</tr>
<tr>
<td>18</td>
<td>ACS13060</td>
<td>KAMBLE, SHILPA</td>
<td>NILYA DOLYANCHI MULGI</td>
<td>823/KAM</td>
</tr>
<tr>
<td>19</td>
<td>ACS13061</td>
<td>TALWALKAR, GOVIND</td>
<td>DICKENS AANI TROLLOPE</td>
<td>824/TAL</td>
</tr>
<tr>
<td>No.</td>
<td>Catalog No.</td>
<td>Author(s)</td>
<td>Title</td>
<td>Call Number</td>
</tr>
<tr>
<td>-----</td>
<td>-------------</td>
<td>----------------------------</td>
<td>-----------------------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>20</td>
<td>ACS13062</td>
<td>TALWALKAR, GOVIND</td>
<td>MADHUGHAT</td>
<td>824/TAL</td>
</tr>
<tr>
<td>21</td>
<td>ACS13063</td>
<td>GOKHALE, MANGALA</td>
<td>GNYANPEETH LEKHIKA</td>
<td>920/GOK</td>
</tr>
<tr>
<td>22</td>
<td>ACS13064</td>
<td>DESHPANDE, GOVIND</td>
<td>SATYASHODHAK</td>
<td>822/DES</td>
</tr>
<tr>
<td>23</td>
<td>ACS13065</td>
<td>SONARKAR, VAIBHAV</td>
<td>KASHAY-AKSHARE</td>
<td>821/SON</td>
</tr>
<tr>
<td>24</td>
<td>ACS13066</td>
<td>DESHMUKH, PRASHANT</td>
<td>GOOD MORNING (MARATHI)</td>
<td>824/DES</td>
</tr>
<tr>
<td>25</td>
<td>ACS13067</td>
<td>KADAM, ANANT</td>
<td>UNIQUE LOVE OF NORA BAGKAR</td>
<td>823/KAD</td>
</tr>
<tr>
<td>26</td>
<td>ACS13068</td>
<td>TOFFLER, ALVIN</td>
<td>THIRD WAVE</td>
<td>303.4/TOF</td>
</tr>
<tr>
<td>27</td>
<td>ACS13069</td>
<td>TOFFLER, ALVIN</td>
<td>POWER SHIFT</td>
<td>303.4/TOF</td>
</tr>
<tr>
<td>28</td>
<td>ACS13070</td>
<td>RUCKER, RUDOLF</td>
<td>GEOMETRY, RELATIVITY AND THE FOURTH DIMENSION</td>
<td>516.182/RUC</td>
</tr>
<tr>
<td>29</td>
<td>ACS13071</td>
<td>EINSTEIN, ALBERT</td>
<td>RELATIVITY</td>
<td>530.11/EIN</td>
</tr>
<tr>
<td>30</td>
<td>ACS13072</td>
<td>DIAMOND, JARED</td>
<td>GUNS GERMS &amp; STEEL</td>
<td>303.4/DIA</td>
</tr>
<tr>
<td>31</td>
<td>ACS13073</td>
<td>AGGARWAL, R. S.</td>
<td>A MODERN APPROACH TO VERBAL AND NON-VERBAL REASONING</td>
<td>160/AGG</td>
</tr>
<tr>
<td>32</td>
<td>ACS13074</td>
<td>AGGARWAL, R. S.</td>
<td>QUANTITATIVE APTITUDE</td>
<td>153.94/AGG</td>
</tr>
<tr>
<td>33</td>
<td>ACS13075</td>
<td>KANJI, DINESH</td>
<td>TRIPURATIL ARAJKACHA LAL CHEHRA MANIK SARKAR</td>
<td>320.1/KAN</td>
</tr>
<tr>
<td>34</td>
<td>ACS13078</td>
<td>KANJI, DINESH</td>
<td>TRIPURATIL ARAJKACHA LAL CHEHRA MANIK SARKAR</td>
<td>320.1/KAN</td>
</tr>
<tr>
<td>35</td>
<td>ACS13079</td>
<td>PRABHUDESAI, ANURADHA</td>
<td>SAINIK</td>
<td>355.0092/PRA</td>
</tr>
<tr>
<td>36</td>
<td>ACS13080</td>
<td>PRABHUDESAI, ANURADHA / TRANS. SAHASTRABUDDHE, SHI</td>
<td>SOLDIER</td>
<td>355.0092/PRA</td>
</tr>
<tr>
<td>37</td>
<td>ACS13081</td>
<td>IYER, PICO</td>
<td>OPEN ROAD: THE GLOBAL JOURNEY OF</td>
<td>294.3923092/IY</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>38</td>
<td>ACS13082</td>
<td>THAROOR, SHASHI</td>
<td>INDIA SHAASTRA : REFLECTIONS ON THE NATION IN OUR TIME</td>
<td>954/THA</td>
</tr>
<tr>
<td>39</td>
<td>ACS13083</td>
<td>ALEXIEVICH, SVETLANA / TR. SHAYEVICH, BELA</td>
<td>SECOND-HAND TIME : THE LAST OF THE SOVIETS</td>
<td>335/ALE</td>
</tr>
<tr>
<td>40</td>
<td>ACS13084</td>
<td>MENON, SUDHA</td>
<td>GIFTED</td>
<td>362.40922/MEN</td>
</tr>
<tr>
<td>41</td>
<td>ACS13086</td>
<td>GOVERNMENT OF INDIA</td>
<td>ECONOMIC SURVEY 2016-17</td>
<td>330.9540533/GOV</td>
</tr>
<tr>
<td>42</td>
<td>ACS13088</td>
<td>FEENSTRA, ROBERT C.</td>
<td>ADVANCED INTERNATIONAL TRADE</td>
<td>382.01/FEE</td>
</tr>
<tr>
<td>43</td>
<td>ACS13090</td>
<td>GRIMWADE, NIGEL</td>
<td>INTERNATIONAL TRADE POLICY</td>
<td>382.3/GRI</td>
</tr>
<tr>
<td>44</td>
<td>ACS13094</td>
<td>ALLEN, FRANKLIN / GALE, DOUGLAS</td>
<td>COMPARING FINANCIAL SYSTEMS</td>
<td>332/ALL</td>
</tr>
<tr>
<td>45</td>
<td>ACS13096</td>
<td>SHUBIK, MARTIN</td>
<td>THEORY OF MONEY AND FINANCIAL INSTITUTIONS VOLUME 1</td>
<td>332.4/SHU</td>
</tr>
<tr>
<td>46</td>
<td>ACS13100</td>
<td>ED. UCHIKAWA, SHUJI</td>
<td>LABOUR MARKET AND INSTITUTION IN INDIA : 1990S AND BEYOND</td>
<td>331.120954/UCH</td>
</tr>
<tr>
<td>47</td>
<td>ACS13102</td>
<td>KRUGMAN, PAUL</td>
<td>INTERNATIONAL ECONOMICS</td>
<td>337/KRU</td>
</tr>
<tr>
<td>48</td>
<td>ACS13104</td>
<td>ABBAS, HOVYEDA / KUMAR, RANJAY</td>
<td>POLITICAL THEORY</td>
<td>320/ABB</td>
</tr>
<tr>
<td>49</td>
<td>ACS13106</td>
<td>CAHUC, PIERRE AND OTHERS</td>
<td>LABOR ECONOMICS</td>
<td>331/CAH</td>
</tr>
<tr>
<td>50</td>
<td>ACS13108</td>
<td>MONAPPA, ARUN AND OTHERS</td>
<td>INDUSTRIAL RELATIONS AND LABOUR LAWS</td>
<td>331/MON</td>
</tr>
<tr>
<td>51</td>
<td>ACS13110</td>
<td>SALVATORE DOMINICK</td>
<td>INTERNATIONAL ECONOMICS</td>
<td>337/SAL</td>
</tr>
<tr>
<td>52</td>
<td>ACS13112</td>
<td>DESAI, ANITA</td>
<td>FASTING, FEASTING</td>
<td>823/DES</td>
</tr>
<tr>
<td>53</td>
<td>ACS13114</td>
<td>BANDYOPADHYAY, SARADINDU</td>
<td>MENAGERIE AND OTHER BYOMKESH BAKSHI MYSTERIES</td>
<td>823/BAN</td>
</tr>
</tbody>
</table>
## B.M.S

<table>
<thead>
<tr>
<th>SR. NO.</th>
<th>ACC. NO.</th>
<th>AUTHOR</th>
<th>TITLE</th>
<th>CLASS. NO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>BMS3368</td>
<td>JADHAV, H. V./PUROHIT, S. H.</td>
<td>ENVIRONMENTAL MANAGEMENT</td>
<td>333.7/JAD</td>
</tr>
<tr>
<td>2</td>
<td>BMS3408</td>
<td>SANCHLA, RIMPLE</td>
<td>INFORMATION TECHNOLOGY IN BUSINESS MANAGEMENT - I</td>
<td>658.00285/SAN</td>
</tr>
<tr>
<td>3</td>
<td>BMS3428</td>
<td>KALE, N. G./AHMED, MEHTAB</td>
<td>ADVERTISING</td>
<td>659.1/KAL</td>
</tr>
<tr>
<td>4</td>
<td>BMS3443</td>
<td>LALWANEY, CHAMPA/VARGHESE, NITHYA</td>
<td>CONSUMER BEHAVIOUR</td>
<td>658.8342/LAL</td>
</tr>
<tr>
<td>5</td>
<td>BMS3473</td>
<td>UPADHYAY, VINIT/ROHATGI, NAVEEN</td>
<td>BASICS OF FINANCIAL SERVICES</td>
<td>658.15/UPA</td>
</tr>
<tr>
<td>6</td>
<td>BMS3509</td>
<td>NAIK, AMIT A./BRAHMANKAR, PANKAJ B.</td>
<td>INFORMATION TECHNOLOGY IN BUSINESS MANAGEMENT - I</td>
<td>658.00285/NAI</td>
</tr>
<tr>
<td>7</td>
<td>BMS3529</td>
<td>GHORPADE, AMRUTA V.</td>
<td>MOTIVATION AND LEADERSHIP</td>
<td>658.314/GHO</td>
</tr>
<tr>
<td>8</td>
<td>BMS3539</td>
<td>SRINIVASA IYENGAR, K.R.</td>
<td>RECRUITMENT SELECTION</td>
<td>658.311/IYE</td>
</tr>
<tr>
<td>9</td>
<td>BMS3549</td>
<td>SHAH, MILONI</td>
<td>BASICS OF FINANCIAL SERVICES</td>
<td>332.1/MIL</td>
</tr>
</tbody>
</table>

## F.M.

<table>
<thead>
<tr>
<th>SR. NO.</th>
<th>ACC. NO.</th>
<th>AUTHOR</th>
<th>TITLE</th>
<th>CLASS. NO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FM1482</td>
<td>NIHALANI, UMESH</td>
<td>INTRODUCTION TO FINANCIAL SYSTEM - FYBFM - SEMESTER - I</td>
<td>332/NIH</td>
</tr>
<tr>
<td>2</td>
<td>FM1497</td>
<td>KAUR, HARDEEP / MANKU, AMANDEEP SINGH</td>
<td>EQUITY MARKETS - I - SYBFM - SEMESTER - III</td>
<td>332.642/KAU</td>
</tr>
<tr>
<td>3</td>
<td>FM1507</td>
<td>SHAH, KINJAL D.</td>
<td>COMMODITIES MARKETS - SYBFM - SEMESTER III</td>
<td>332.6328/SHA</td>
</tr>
<tr>
<td>4</td>
<td>FM1517</td>
<td>SOOD, ABHISHEK</td>
<td>FINANCIAL DERIVATIVES - TYBFM - SEMESTER - V</td>
<td>332.6457/SOO</td>
</tr>
<tr>
<td>5</td>
<td>FM1527</td>
<td>CHOPDE, L.N. / APTE, JAYANT</td>
<td>CORPORATE ACCOUNTING - TYBFM - SEMESTER - V</td>
<td>657.95/CHO</td>
</tr>
<tr>
<td>6</td>
<td>FM1537</td>
<td>SHAH, KINJAL D.</td>
<td>ORGANIZATIONAL</td>
<td>302.35/SHA</td>
</tr>
<tr>
<td>SR.NO.</td>
<td>ACC. NO.</td>
<td>AUTHOR</td>
<td>TITLE</td>
<td>CLASS. NO.</td>
</tr>
<tr>
<td>--------</td>
<td>----------</td>
<td>--------</td>
<td>--------</td>
<td>------------</td>
</tr>
<tr>
<td>1</td>
<td>BBI1739</td>
<td>CHOPDE, L.N. AND OTHERS</td>
<td>FINANCIAL ACCOUNTING - FYBCBI - SEMESTER I</td>
<td>657/CHO</td>
</tr>
<tr>
<td>2</td>
<td>BBI1747</td>
<td>KALKOTI, G.K. / RAJALAKSHMY, G.</td>
<td>BUSINESS ECONOMICS - FYBCBI - SEMESTER I</td>
<td>330/KAL</td>
</tr>
<tr>
<td>3</td>
<td>BBI1752</td>
<td>HAIT, ANURADHA / MISHRA, ALOK</td>
<td>QUANTITATIVE METHODS - FYBCBI - SEMESTER I</td>
<td>330.0151/HAI</td>
</tr>
<tr>
<td>4</td>
<td>BBI1757</td>
<td>AHERKAR, JITENDRA / PATEL, LAILA</td>
<td>ENVIRONMENT AND MANAGEMENT OF FINANCIAL SERVICES - FYBCBI – SEM. I</td>
<td>332.1/AHE</td>
</tr>
<tr>
<td>5</td>
<td>BBI1762</td>
<td>CHAUHAN-LAD, BHAVANA / PUNJABI, NAVIN</td>
<td>PRINCIPLES OF MANAGEMENT - FYBCBI - SEMESTER I</td>
<td>658/CHA</td>
</tr>
<tr>
<td>6</td>
<td>BBI1767</td>
<td>SHINDE, P.G. / BHAGWAT, MAHESH</td>
<td>FOUNDATION COURSE - FYBCBI - SEMESTER I</td>
<td>361/SHI</td>
</tr>
<tr>
<td>7</td>
<td>BBI1772</td>
<td>KISHNADWALA, H.V. / WANDREKAR, H.A.</td>
<td>FINANCIAL ACCOUNTING - F.Y.B.C.B.I. - SEMESTER I</td>
<td>657/KIS</td>
</tr>
<tr>
<td>8</td>
<td>BBI1777</td>
<td>CHOUDHURY, NINA</td>
<td>BUSINESS COMMUNICATION - I - F.Y.B.C.B.I. - SEMESTER I</td>
<td>651.7/CHO</td>
</tr>
<tr>
<td>9</td>
<td>BBI1782</td>
<td>SWAMINATHAN, SARASWATHY</td>
<td>BUSINESS ECONOMICS - I - F.Y.B.C.B.I. - SEMESTER I</td>
<td>330/SWA</td>
</tr>
</tbody>
</table>
### ACC AND FIN

<table>
<thead>
<tr>
<th>SR.NO.</th>
<th>ACC. NO.</th>
<th>AUTHOR</th>
<th>TITLE</th>
<th>CLASS. NO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>A/F2328</td>
<td>CHOPDE, L.N. AND OTHERS</td>
<td>FINANCIAL ACCOUNTING (SPECIAL ACCOUNTING AREAS) SYBCAF SEMESTER III</td>
<td>657/CHO</td>
</tr>
<tr>
<td>2</td>
<td>A/F2338</td>
<td>CHOPDE, L.N. AND OTHERS</td>
<td>COST ACCOUNTING (METHODS OF COSTING - II) SYBCAF SEM III</td>
<td>657.42/CHO</td>
</tr>
<tr>
<td>3</td>
<td>A/F2348</td>
<td>SINGAVI, VIJAY AND OTHERS</td>
<td>TAXATION - II (DIRECT TAXES PAPER - I) SYBCAF SEMESTER III</td>
<td>336.294/CHO</td>
</tr>
<tr>
<td>4</td>
<td>A/F2358</td>
<td>GOPAL, V.S. / GOPAL, SUMATHI</td>
<td>BUSINESS LAW SYBCAF SEMESTER III</td>
<td>346.07/GOP</td>
</tr>
<tr>
<td>5</td>
<td>A/F2368</td>
<td>SHAH, KINJAL D.</td>
<td>FINANCIAL MARKET OPERATIONS</td>
<td>332/SHA</td>
</tr>
<tr>
<td>6</td>
<td>A/F2378</td>
<td>KALKOTI, G.K.</td>
<td>BUSINESS ECONOMICS - II (MACRO ECONOMICS)</td>
<td>330/KAL</td>
</tr>
<tr>
<td>7</td>
<td>A/F2388</td>
<td>AINAPURE, VARSHA / AINAPURE, MUKUND</td>
<td>DIRECT TAX</td>
<td>336.294/AIN</td>
</tr>
<tr>
<td>8</td>
<td>A/F2398</td>
<td>NAGARKAR, LATA</td>
<td>BUSINESS LAW</td>
<td>346.07/NAG</td>
</tr>
<tr>
<td>9</td>
<td>A/F2408</td>
<td>AINAPURE, VARSHA</td>
<td>COST ACCOUNTING</td>
<td>657.42/AIN</td>
</tr>
<tr>
<td>10</td>
<td>A/F2418</td>
<td>KANNAN, V. S.</td>
<td>FINANCIAL MARKET OPERATIONS (FOUNDATION COURSE)</td>
<td>361/KAN</td>
</tr>
<tr>
<td>11</td>
<td>A/F2428</td>
<td>KISHNADWALA, H.V. / WANDREKAR, H.A.</td>
<td>SPECIAL ACCOUNTING AREAS (F.A. -II) S.Y.B.C.A.F. - SEMESTER - III</td>
<td>657/KIS</td>
</tr>
<tr>
<td>SR.NO.</td>
<td>ACC. NO.</td>
<td>AUTHOR</td>
<td>TITLE</td>
<td>CLASS. NO.</td>
</tr>
<tr>
<td>--------</td>
<td>-----------</td>
<td>----------------------------</td>
<td>----------------------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>1</td>
<td>TB9802</td>
<td>DSOUZA, EUGENE J.</td>
<td>HISTORY OF MODERN INDIA. F.Y.B.A. SEM - I</td>
<td>954/D'SO</td>
</tr>
<tr>
<td>2</td>
<td>TB9817</td>
<td>DSOUZA, EUGENE J.</td>
<td>ANCIENT INDIA S.Y.B.A. SEM - III</td>
<td>954/D'SO</td>
</tr>
<tr>
<td>3</td>
<td>TB9832</td>
<td>DSOUZA, EUGENE J.</td>
<td>LANDMARKS IN WORLD HISTORY (1300 A.D. - 1945 A.D.) S.Y.B.A. SEM - III</td>
<td>909/D'SO</td>
</tr>
<tr>
<td>4</td>
<td>TB9847</td>
<td>DSOUZA, EUGENE J.</td>
<td>HISTORY OF MODERN INDIA T.Y.B.A SEM - V</td>
<td>954/D'SO</td>
</tr>
<tr>
<td>5</td>
<td>TB9862</td>
<td>GORE, MANGESH</td>
<td>PAYABHUT ABHYAS - 1 F.Y.B.A. SEM - I</td>
<td>361/GOR</td>
</tr>
<tr>
<td>6</td>
<td>TB9877</td>
<td>PAWAR, NIRMALA/PATIL, CHANDRAKANT TUKARAM</td>
<td>ECONOMICS - I (MICROECONOMICS) F.Y.B.A. SEM - I</td>
<td>338.5/PAW</td>
</tr>
<tr>
<td>7</td>
<td>TB9907</td>
<td>LOKHANDE, AJAYKUMAR</td>
<td>ADHUNKI BHARATACHA ITIHAS (1857 - 1947) F.Y.B.A. SEM - I</td>
<td>954/LOK</td>
</tr>
<tr>
<td>8</td>
<td>TB9922</td>
<td>BHOSALE, HARSHAD</td>
<td>POLITICS - II (POLITICAL THEORY) S.Y.B.A. SEM - III</td>
<td>320.011/BHO</td>
</tr>
<tr>
<td>9</td>
<td>TB9942</td>
<td>AREKAR, BHUSHAN</td>
<td>INDIAN POLITICAL SYSTEM F.Y.B.A. SEM - I</td>
<td>320.1011/ARE</td>
</tr>
<tr>
<td>10</td>
<td>TB9962</td>
<td>KAMBALE, BABASAHEB BASVANT SHYANYAKKA</td>
<td>ITIHAS - 3 (PURATAN KALA PASUN1000 PARYATCHA PRACHIN BHARAT) S.Y.B.A. SEM - III</td>
<td>954/KAM</td>
</tr>
<tr>
<td>11</td>
<td>TB9977</td>
<td>MORE, KISHOR P.</td>
<td>ITIHAS (JAGTIK ITIHASATIL MAHATVACHAY KHUNA 1300 - 1999) S.Y.B.A. SEM - III</td>
<td>954/MOR</td>
</tr>
<tr>
<td>12</td>
<td>TB9992</td>
<td>PATIL, SANJAY MARUTI/SONAWANE, NEETIN</td>
<td>POLITICS - III (PUBLIC ADMINISTRATION) S.Y.B.A SEM - III</td>
<td>351/PAT</td>
</tr>
<tr>
<td>13</td>
<td>TB10012</td>
<td>PAWAR, NIRMALA/DANDEKAR.</td>
<td>ECONOMICS - II (MICROECONOMICS) S.Y.B.A. SEM - III</td>
<td>338.5/PAW</td>
</tr>
<tr>
<td>No.</td>
<td>Code</td>
<td>Author/Author(s)</td>
<td>Title/Subject</td>
<td>Code/Author</td>
</tr>
<tr>
<td>-----</td>
<td>---------</td>
<td>-------------------------------------</td>
<td>----------------------------------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>14</td>
<td>TB10027</td>
<td>RAHUL KAMBALE, BABASAHEB BASVANT</td>
<td>HISTORY - II</td>
<td>954/KAM</td>
</tr>
<tr>
<td>15</td>
<td>TB10042</td>
<td>KAMBALE, BABASAHEB BASVANT SHYANYAKKA</td>
<td>HISTORY - III (ANCIENT INDIA FROM EARLIEST TIMES TO 1000 A.D.) S.Y.B.A. SEM - III</td>
<td>954/KAM</td>
</tr>
<tr>
<td>16</td>
<td>TB10057</td>
<td>VIBHUTE, SOMNATH / DESHMUKH, MAHADEV</td>
<td>ARTHASHASTRA SYBA - 2 SEMESTER III AND IV</td>
<td>330/VIB</td>
</tr>
<tr>
<td>17</td>
<td>TB10087</td>
<td>BHAMRE, JITENDRA</td>
<td>AADHUNIK BHARATACHA ITIHAS FYBA SEMESTER - I AND II</td>
<td>954/BHA</td>
</tr>
<tr>
<td>18</td>
<td>TB10102</td>
<td>LIMAN, M.S. / WAGHMARE, S.J.</td>
<td>PAYABHUT ABHYAS - 1 FYBA SEMESTER I AND II</td>
<td>361/LIM</td>
</tr>
<tr>
<td>19</td>
<td>TB10117</td>
<td>SAYANEKAR, SHYAM M.</td>
<td>HISTORY (ANCIENT INDIA FROM EARLIEST TIMES TO 1000 A.D.) SYBA SEMESTER III</td>
<td>954/SAY</td>
</tr>
<tr>
<td>20</td>
<td>TB10132</td>
<td>BHAMARE, JITENDRA</td>
<td>JAGACHYA ITIHASATIL MAHATVACHE TAPPE - SYBA</td>
<td>909/BHA</td>
</tr>
<tr>
<td>21</td>
<td>TB10147</td>
<td>LIMAN, M.S.</td>
<td>PAYABHUT ABHYAS - AAJCHYA SAMASYA - SYBA - SEMESTER III AND IV</td>
<td>361/LIM</td>
</tr>
<tr>
<td>22</td>
<td>TB10162</td>
<td>SAYANEKAR, SHYAM M.</td>
<td>HISTORY OF MODERN INDIA - TYBA</td>
<td>954/SAY</td>
</tr>
<tr>
<td>23</td>
<td>TB10172</td>
<td>BHAMRE, JITENDRA</td>
<td>MARATHYANCHA ITIHAS - TYBA</td>
<td>954/BHA</td>
</tr>
<tr>
<td>24</td>
<td>TB10187</td>
<td>BHAGWAT, MAHESH / VERA, MONIKA</td>
<td>POLITICS - FYBA - SEMESTER I AND II</td>
<td>320/BHA</td>
</tr>
<tr>
<td>25</td>
<td>TB10207</td>
<td>VAZ, MICHAEL / VAZ, AURORA</td>
<td>FOUNDATION COURSE S.Y.B.COM SEM - III</td>
<td>361/VAZ</td>
</tr>
<tr>
<td>26</td>
<td>TB10247</td>
<td>VAZ, MICHAEL / VAZ, AURORA</td>
<td>ADVERTISING S.Y.B.COM. SEM - III</td>
<td>659.1/VAZ</td>
</tr>
<tr>
<td>27</td>
<td>TB10287</td>
<td>VAZ, MICHAEL / VAZ, AURORA</td>
<td>COMMERCE - III S.Y.B.COM. SEM - III</td>
<td>658/VAZ</td>
</tr>
<tr>
<td>28</td>
<td>TB10327</td>
<td>NAGARKAR, LATA</td>
<td>BUSINESS LAW S.Y.B.COM. SEM - III</td>
<td>346.07/NAG</td>
</tr>
<tr>
<td>30</td>
<td>TB10407</td>
<td>AINAPURE, VARSHA / AINAPURE, MUKUND</td>
<td>ACCOUNTANCY AND FINANCIAL MANAGEMENT - III S.Y.B.COM. SEM - III</td>
<td>657/AIN</td>
</tr>
<tr>
<td>31</td>
<td>TB10447</td>
<td>AINAPURE, VARSHA / AINAPURE, MUKUND</td>
<td>INTRODUCTION TO MANAGEMENT ACCOUNTING S.Y.B.COM. SEM - III</td>
<td>657.42/AIN</td>
</tr>
<tr>
<td>32</td>
<td>TB10487</td>
<td>DUTTA, BAISHAKHI AND OTHERS</td>
<td>CONTEMPORARY ISSUES (FOUNDATION COURSE - II) S.Y.B.COM. SEMESTER - III</td>
<td>361/DUT</td>
</tr>
<tr>
<td>33</td>
<td>TB10497</td>
<td>KALE, N.G. / AHMED, M.</td>
<td>ADVERTISING - S.Y.B.COM. - SEMESTER III</td>
<td>659.1/KAL</td>
</tr>
<tr>
<td>34</td>
<td>TB10507</td>
<td>KALE, N.G. / AHMED, M.</td>
<td>MANAGEMENT - S.Y.B.COM. - SEMESTER - III</td>
<td>658/KAL</td>
</tr>
<tr>
<td>35</td>
<td>TB10517</td>
<td>VENKATARAMAN, KALAIVANI</td>
<td>BUSINESS LAW - 1 S.Y.B.COM.</td>
<td>346.07/VEN</td>
</tr>
</tbody>
</table>
# List of Journals

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Title</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Arts &amp; Commerce Section</strong></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Aapla Paryavaran</td>
<td>Monthly</td>
</tr>
<tr>
<td>2.</td>
<td>Economic and Political Weekly</td>
<td>Weekly</td>
</tr>
<tr>
<td>3.</td>
<td>Indian Literature</td>
<td>Monthly</td>
</tr>
<tr>
<td>4.</td>
<td>Indian Management</td>
<td>Monthly</td>
</tr>
<tr>
<td>5.</td>
<td>Marathi Vignyan Parishad Patrika</td>
<td>Monthly</td>
</tr>
<tr>
<td>7.</td>
<td>National Geographic</td>
<td>Monthly</td>
</tr>
<tr>
<td>8.</td>
<td>Seminar</td>
<td>Monthly</td>
</tr>
<tr>
<td>9.</td>
<td>The Economist</td>
<td>Weekly</td>
</tr>
<tr>
<td>10.</td>
<td>The IUP Journal of Accounting Research and Audit Practices</td>
<td>Quarterly</td>
</tr>
<tr>
<td>11.</td>
<td>The IUP Journal of Applied Economics</td>
<td>Quarterly</td>
</tr>
<tr>
<td>12.</td>
<td>The IUP Journal of Applied Finance</td>
<td>Quarterly</td>
</tr>
<tr>
<td>13.</td>
<td>The IUP Journal of Bank Management</td>
<td>Quarterly</td>
</tr>
<tr>
<td>15.</td>
<td>The IUP Journal of Marketing Management</td>
<td>Quarterly</td>
</tr>
<tr>
<td>16.</td>
<td>The IUP Journal of Organizational Behavior</td>
<td>Quarterly</td>
</tr>
<tr>
<td>17.</td>
<td>The IUP Journal of Soft Skills</td>
<td>Quarterly</td>
</tr>
<tr>
<td>18.</td>
<td>Udyojak</td>
<td>Monthly</td>
</tr>
<tr>
<td>19.</td>
<td>University News</td>
<td>Weekly</td>
</tr>
</tbody>
</table>
Contents of Journal

1. आपलं पर्यावरण

पर्यावरण दक्षता मंडळाचा उपक्रम
भाग १४ अंक २ जुलै २०१७ लेख

- वाढवंटीकरण : एक समस्या. लेखक :- निलिमा कुलकर्णी पान. नं. ५
- भूवैज्ञानिक जलीय परिसंस्था. लेखक :- पुरुषोत्तम काळे पान. नं. ९
- Desertification and India. BY Akash Vaishishtha Page – २८
- Desertification : Forgotten side. BY Santiago Miret Page - ३०

1.1 आपलं पर्यावरण

पर्यावरण दक्षता मंडळाचा उपक्रम
भाग १४ अंक ३ ऑगस्ट २०१७ लेख

- वाहतूक ... सण... उद्योग आणि धनियप्रदूषण. लेखक :- निलिमा कुलकर्णी पान. नं. ५
- समुद्र आणि महासागरांमधील धनियप्रदूषण... लेखक :- संजय जोशी पान. नं. ६
- कारखान्यांतील धनिय प्रदूषण : अपवाय आणि उपाय. लेखक :- साधन रहाठकर पान. नं. ७
- आणि वसंत संध्या झाला. लेखक :- सीमा दिलेते पान. नं. १५
- Noise Pollution in the Oceans. BY Sanjay Joshi Page – २९
- Black Breasted Weaver. BY Vinod Verma Page – ३१
- Environmental Game. BY Shreelata Menon Page - ३३

1.2 आपलं पर्यावरण

पर्यावरण दक्षता मंडळाचा उपक्रम
भाग १४ अंक ४ ऑगस्ट २०१७ लेख

- पृथ्वीचे ऋण.... लेखक :- निलिमा कुलकर्णी पान. नं. ५
- मंगल वने वाचूयाचा.... लेखक :- निरेंजना व्याख्या पान. नं. ७
- भूवैज्ञानिक जलीय परिसंस्था लेखक :- पुरुषोत्तम काळे पान. नं. ९
2. Economic & Political Weekly

Sameeksha Trust Publication (www.epw.in) ISSN: 0012-9976

Articles

Underlying drivers of india’s potential Growth. BY C Rangarajan Page – 69
Indian Governance feminism and the 2013 rape law reforms. BY Prabha Kotiswaran Page 78
Do Producers Gain From Selling Milk. BY Nilabja Ghosh Page – 88

2.1 Economic & Political Weekly

Sameeksha Trust Publication (www.epw.in) ISSN: 0012-9976
Vol.- LII No.- 27 July 8, 2017. Frequency: Weekly

Articles

Emerging Challenges of Metropolitan Governance in India. BY Sahil Gandhi Page – 55
Gender (in) justice across spheres: women men and work in Vidarbha. BY Natasha S. K. Page 68
Are Our Contributory Pension Schemes Failing the Poor. BY D Rajasekhar Page - 77

2.2 Economic & Political Weekly

Sameeksha Trust Publication (www.epw.in) ISSN: 0012-9976

Articles

Analysing the lazy Mother Argument Inspired by the maggi Controversy: Evidence from junk Food intake in India. BY Arzi Adbi Page – 49
Gold Mining Institutions in Nilgiri – Wayanad : A Historical Institutional Perspective. BY Amalendu BY 57
 Primitive Accumulations at the Margins: Commodification of Land and Labour in Chhattisgarh. BY Kamei Aphun Page – 64

2.3 Economic & Political Weekly

Sameeksha Trust Publication (www.epw.in) ISSN: 0012-9976

Indian Business Groups and Their Dominance in the Indian Economy. BY Aditya Mohan Jadhav Page – 85
Community based Natural Resource Management in the Sundarbans: Implications of customary rights, Law and Practices. BY Amrita Sen Page - 93

2.4 Economic & Political Weekly

Sameeksha Trust Publication (www.epw.in) ISSN: 0012-9976

Inequality in India – I. BY Dipak Mazumdar Page – 47
Manufactured Silence: Political Economy and Management of the 1984 Bhopal Disaster. BY Adam B Lerner Page - 57

2.5 Economic & Political Weekly

Sameeksha Trust Publication (www.epw.in) ISSN: 0012-9976
Vol.- LII No.- 31 Aug 05, 2017. Frequency: Weekly Articles

Riskless Capitalism in India: Bank Credit and Economic Activity. BY Rohit Azad Page – 85
Constituency Development funds in India: do They Invite a Political Business Cycle. BY Harry Blair Page – 99
From Groundwater Regulation to Integrated Water Management the Biophysical case. BY Veena Srinivasan Page - 107
2.6 Economic & Political Weekly

Sameeksha Trust Publication (www.epw.in)  
ISSN: 0012-9976
Frequency: Weekly

Articles

✦ Improving the Drought Resilience of the Small Farmer Agroecosystem. BY Pranab Ranjan Choudhury Page – 41
✦ Does Citizenship Abate Class: Evidence and Reflections from a South Indian City. BY Siddharth Swaminathan Page – 47
✦ Inequality in India – ii The wage sector. BY Dipak mazumdzr Page – 58

2.7 Economic & Political Weekly

Sameeksha Trust Publication (www.epw.in)  
ISSN: 0012-9976
Frequency: Weekly

Articles

✦ Shift in MGNREGS from UPA to NDA. BY Ashok Pankaj Page – 59
✦ Citizenship at Sea: Environmental Displacement and State Relation in the Indian Sundarbans. BY Arne Harms Page – 69
✦ Colonial shock and New Institutional Ecocomics. BY Rahul A Sirohi Page – 85

2.8 Economic & Political Weekly

Sameeksha Trust Publication (www.epw.in)  
ISSN: 0012-9976
Frequency: Weekly

Articles

✦ Designed to fail: Techno – politics of Disavowal and Disdain in an Urbanising Frontier. BY Shubhra Gururani Page – 38
✦ Preparing to Teach: Elementary Teacher Education at a District Institute. BY Hisako Akai Page – 47
✦ The Western ghats imbroglio in Kerale: A Political Economy Perspective. BYNisha Velappan Page - 56
### 2.9 Economic & Political Weekly

<table>
<thead>
<tr>
<th>Sameeksha Trust Publication (<a href="http://www.epw.in">www.epw.in</a>)</th>
<th>ISSN: 0012-9976</th>
</tr>
</thead>
</table>

**Articles**

- Trade Liberalisation and Women’s Employment Intensity: Analysis of Manufacturing Industries. BY Purna Banerjee Page – 37
- Distortions in land Markets and Their Implications for credit Generation in India. BY K P Krishnan Page – 48
- Futures Markets: old Style Speculation or Financialisation. BY Surobhi Mukherjee Page – 56
- Neo-liberal Political Economy and Social Tensions: Simmering Dalit Unrest and Competing Castes in Gujarat. BY Ghanshyam Shah Page – 62

### 2.10 Economic & Political Weekly

<table>
<thead>
<tr>
<th>Sameeksha Trust Publication (<a href="http://www.epw.in">www.epw.in</a>)</th>
<th>ISSN: 0012-9976</th>
</tr>
</thead>
</table>

**Articles**

- Social Responsibility of the Historian: The Annales Agenda in Perspective. BY Arundhati Virmani Page – 46
- The Derozio Affair: An Annal of Early Calcutta. BY Rudrangshu Mukherjee Page 54

### 2.11 Economic & Political Weekly

<table>
<thead>
<tr>
<th>Sameeksha Trust Publication (<a href="http://www.epw.in">www.epw.in</a>)</th>
<th>ISSN: 0012-9976</th>
</tr>
</thead>
</table>

**Articles**

- Privacy and Security of Aadhaar: A Computer Science Perspective. BY Shweta Agrawal Page – 93
- We are the river, the River is Us. BY Ashish Kothari Page – 103
2.12 Economic & Political Weekly

Sameeksha Trust Publication (www.epw.in)   ISSN: 0012-9976

Articles

- Towards Streamlining Panchayat finance in India: A Study Based on gram Panchayats in Kerala. BY M A Oommen Page – 49
- Compensatory Afforestation: Compensating loss of Forests or Disguising forest offsets. BY Soumitra Ghosh Page - 67

3. Indian Literature

Sahitya Akademi’s   ISSN: 00195804
Vol.- LX No. -03 May/June 2017. Frequency: BI - Monthly

Articles

- Masters of lyrics ballad of the Sun-Lion. BY Utpal K. Banerjee Page -11
- Bhanusingher Padavali (Excerpts). BY Rabindranath Tagore Page -14

POETRY

- Hindi. BY Vishwanath Prasad Tiwari Page -27
- Malayalam. BY R. Manoj Page -35
- Odia. BY Ranjita Nayak Page -42
- English. BY Maaz Bilal Page -48
- Hindi. BY Vartika Nanda Page -51
- English. BY Chinmoy K. Bose Page -56

LITERARY CRITICISM

- Translating an Indian way of Thinking. BY Umasankar Patra Page-62
- The Sublime and the Silly: Reflections on Our Current Treatment of Mythological Characters and Episodes. BY Manoj Das Page -86
INTERVIEW

- On Translation and Beyond: Interview with Mini Krishnan. Page -93

PLAY

- Preface to The Legend of Manteswami. BY H.S.Shivaprakash Page -99
- Translator’s Note. BY Maithreryi Karnoor Page -101
- The Legend of Manteswami. BY H.S.Shivaprakash Page 103

STORYTIME

- The Crack. BY Khursheed Alam Page -132
- Fish: A Threatening Story! BY K.P.Ramanunni Page -137
- Metamorphosis. BY Harshita Lall Page -149

TRAVEL

- Absolute Travel. BY Nilakshi Borgohain Page -151

FROM THE MARGINS

- Orature of the Badagas.BY Indu K. Mallah Page -159
- Badaga Poems. BY Indu K. Mallah Page-161

REVIEWS

- K. Satchindanandan Death Anniversary. BY K.P.Ramanunni Page -172
- Amar Mudi Double Rainbow. BY KRG Nair Page -177
- M. Asaduddin Tarikh-I Firozshahi: An English Translation. BY Ishtiyaq Ahmad Zilli Page -179
- Lipipuspa Nayak Sunny Rain-n-Snow: An Olio of Poetry for Pleasure. BY U Atreya Sarma Page -183

3.1 Indian Literature

Sahitya Akademi’s
Vol.- LX No -.04 July/ August, 2017.

ISSN: 00195804
Frequency: BI - Monthly

- MASTERS. BY Sankha Ghosh Page – 12
A very Personal Note on Sankha Ghosh. BY Nirmal Kanti Bhattacharjee Page – 21

INTERVIEW

Sankha Ghosh in Conversation with Nirmal Kanti Bhattacharjee. Page -26

POETRY

Malayalam. BY K. Satchidanandan Page -34
Hindi. BY Padma Sachdev Page -45
Hindi. BY Leeladhar Jaguri Page -48
English. BY E.V. Ramakrishnan Page -58
Marathi/ Hindi. BY Chandrakant Patil Page -60
English. BY Bibhu Padhi Page -69
English. BY Shanta Acharya Page -75
English. By Jonaki Ray Page -80

STORYTIME

Where’s My Home. BY Mukunda Ramarao Page -85
In Kipling’s Shadow. BY Malashri Lal Page -91
Brief Meaning of Life. BY Rakesh Neelakandan page -95
Brainfever Birds. BY Adithyan M. Raman Page -97

LITERARY CRITICISM

Meera Bai: Dwarfed, Diminished and Divided. BY Madhav Hada Page- 100
Ambikasutam Mangad’s Enmahaje: An Exemplar of Environmental Justice Poetics. BY U. Sumathy Page -108
Agha Shahid Ali’s Poetry: Writing Time and Loss. BY Deeba Shireen Page -114

TRAVELOGUE

An African Journey (Excerpts). BY Paul Zacharia Page -123

FROM THE MARGINS

Augusto do Rosario Rodrigues. BY Pepino Page -141

PLAY

The Legend of Manteswami (Concluding Section). BY H.S. Shivaprakash Page -148
EPILOGUE

- The Manteswami Folk Tradition. BY Maithreyi Karnoor Page -171
- YOUNGLIFE.BY Sukanya Basu Mallik Page -174

REVIEWS

- Namrata Chaturvedi The Complete Plays of J. P. Das. BY Nirmal Kanti Bhattacharjee Page -180
- Parvathy K. J Ten Sentences about the Cow and Other Poems.BY N.G. Unnikrishnan Page-184
- Rati Agnihotri Selected Poems 1990-2015. BY Hemant Divate Page -188

4. Indian Management

A Spenta Multimedia Publication
Vol.- 56 No.- 07 July , 2017 Frequency : Monthly
Articles

- Rolling out Change it is for businesses to rethink and reshape their overall operations strategy. BY K Shankar Page – 16

- A New Beginning There is much more to GST than a horde of challenges. BY NISHANK GOYAL Page -20

- Mixed Bag Impact of GST on the IT /ITes sector. By Ganesh Natarajan Page - 24

- Maced Impact Will GST be a boon or a bane for MSMEs? BY Sanjay Bhatia Page- 28

- Boost For Brand India stands to gain significantly in terms of business opportunities if GST Is implemented well. By Nishant Shah Page -32

- Embrace The Digital SMEs should adapt to changes sweeping the business landscape. By Rahul Garg Page – 34
Reshaping The Future AR and VR technologies have immense potential to change The nature of many industries. BY Ninad Chhaya Page – 36

Beyond The ‘Blue Sky, innovation is not just about out –of –the –box solutions. BY Gary Peacock Page – 42

Smooth Transition the role of transition coaches in getting newlyhired executives speep. By Professor Michael D Watkins Page – 46

Mind The Middle the importance of offering training to mid –level management. BY vipul Singh.

4.1 Indian Management

A Spenta Multimedia Publication
Vol.- 56 No.- 08 Aug, 2017 Frequency : Monthly

Articles

Management is team work and not sold practice. BY Jagdish N Sheth Page -16

Mediocrity and its acceptance destroy excellence. By Vinita Bali Page -18

Resist the temptation to seize control. BY Larry Sternberg Page -20

Goods leaders are always great managers. BY Chandru Kalro Page -22

It is not about you, but about the team and the goal. BY Morgen Witzel Page -24

THC+HUMOUR is the formula for a good manager. BY Walter Vieira Page -26

Mind Matters. BY Quy Huy Page -28

Fighting the fire an untoward incident lands an SME in an administrative tangle, underlining the need for leadership preparedness to deal with such crises. BY Debashish Sengupta Page -32
Rethinking recruitment how recruitment as a function has transformed over the years. BY Lakshmi Murthy Page -42

Jack trout: In Search Of The Obvious Remembering the father of positioning. Page -46

New frontiers the need to prepare for the future financial landscape in the digital ecosystem.BY Sreedevi Sreeekumar Page -50

4.2 Indian Management

A Spenta Multimedia Publication
Vol.- 56  No.- 9    Sept. 2017    Frequency : Monthly

Articles

Living to buy what drives and influence your customer?.BY David Abikzir page -12

Sighting the insight turning customer data into growth. BY Harish Bijoor Page -16

Third eye companies need to elevate their perspective for their customer insight programme to drive growth. BY Julie Williamson page -20

The new normal the changing face of behavior. BY Rich Allen Page -24

Future of work augmented workforce will reshape jobs and careers in the future. BY Pallavi Jha Page -28

Captain’s call lessons in leadership. BY Sanjay Kothari Page -32

Leveraging ambiguity how causal ambiguity can lead to competitive advantage. BY Subir Sen Page -34

Hitting the bull’s eye targeted marketing is the key to conversion. BY Saahil Goel Page -40

A Spenta Multimedia Publication

Vol.- V No.- 05 June 2017 Frequency : Monthly

Articles

Empowerment of women through higher education in India: Realities and Challenges.
BY Indrajit Prasad Roy Page – 1

Leveraging the spiritual brand – A study on Brand “Patanjali and its spoke person “Baba Ramdev”. BY Sushant Nanda Page -6

Recent Trend in Trade Marks “. BY Shelar Shivani S Page- 17


Sustainable tourism: A Way Ahead for Tourism Growth in the state of Maharashtra. BY Rashmi Agnihotri Page -25

Economic Empowerment of Minorities in India – An Overview. BY Rajesh H. Bhoite Page -31

Tourism in India, A Booming Sector. By Kalpana Prabodh Nayar Page-36
- Vision of Clean India. By Maninder Kaur Walia Page -40
- Strengthening Urban Road Transport in India: Lessons from select Global Cities. BY Minal Mapuskar Page -44
- Human Resources Challenges for Startups in India. BY Pooja Bhatt Page -50
- Vision of Clean India Campaign ‘Swachh Bharat Abhiyan’: Prospects and Challenges. BY Tabish Ahmed Khan Page -54
- Role of Technology in Developing Women Entrepreneurs in unorganized Sector. BY Renu. Khandelwal Page -57
- An Overview of Goods and Service Tax Reform in India. BY Aarti Vyas Varma Page -62
- Local Pharmaceutical Manufacturing in Nigeria- Opportunities and Challenges. BY Sandeep M. Shede Page -69
- The use of ICT to Teach Drama: A Case Study of the Glass Menagerie. BY Dhananjay Prabhakar Deolalkar Page -83
- New Women in the Novel of Shobha De. BY Parveen Khan Page -88


A Spenta Multimedia Publication

ISSN: 2319 2429

Vol.- V No.- 06 July 2017 Frequency : Monthly

Articles

- Performance of India’s Agriculture Trade: A Post Reform Analysis. BY Kalpana.K.S Page -1
- Customer Relationship Management with Perspective to Banking Sector. BY Farookh Shaikh Page -7
- Unethical Behaviour in Human Resources Management. BY Rajeshkumar Yadav Page -11
- Green Marketing: An Emerging Trend in Global Market. BY Priyanka Singh Page -16
A Study to Analyse the Changing Trends in Succession Planning. By Princy Tinish Page -22

Demonetization and its effects on Banking Sector in India. BY Alka Dhingra Page -28

Can Medical Tourism to be India’s Next Success Story? BY Susan Alex Page -32

India’s Biggest Tax Reform-GST. BY Rachna A. Bhayani Page -37

Mudra –A Way towards Financial Inclusion. BY Medhavini Khare Page -40

Creating a Platform for stakeholders and Deliberate Discussions on the changing Phase and Revolutionary Phase in India. BY Sushama Satpute Page – 43

Impact of Social Media Marketing on Consumer Behaviour. BY Ravikant Page -47

The Study of Awareness and Utilization of Practo Healthcare Application among Smartphone Users .BY Riddhi Shah Page -50

Role of IT in Transforming India. BY Vaikhari Patil Page -56

Global Marketing and Domestic Marketing.BY Varsha chugh Page – 62

A Study of-Roadmap of Indian Indirect Taxes – Then and Now. BY Neha Punit Gada Page - 69

A Study of Mudra Yojana on Financial Inclusion. BY N.S.Rathi Page -75

Interrelationship between Financial and social Inclusion with Special Reference to poor in Mumbai Slums. By Mahida Vijay K Page – 83

Customer Relationship Management in Banking Sector. BY Neena Paul Kollannur Page -86

A Spenta Multimedia Publication
Vol.- V No.- 07 Aug 2017 ISSN: 2319 2429 Frequency : Monthly

Articles

✦ Traditional Media: A Study of its Relevance, Implementation and Effectiveness in Rural Development in India. BY C K Singh Page -1

✦ A Study on Financial Performance of ICICI Bank. BY Shweta Kumari Page -6

✦ Agricultural Credit in Bihar. BY Mukesh Kumar Singh Page -11

✦ Accident Just Don’t Happen, They are Caused. BY Manoj Kumar Ray Page -16

✦ Current Scenario of Energy Sector in Bihar.BY Priyatam Kumar Page -23

✦ Financial Inclusion and Economic Development: An Overview. BY Anamika Kumari Page -30

✦ Patents and Healthcare in India. BY C.V.Achhra Page -36

✦ Training and Development Programme of State Bank of India with special Reference to Purnea, Bihar. BY Garima Mishra Page -43

✦ A Study of Life insurance Fund of LIC: An Analysis. BY aditya Narayan Page -52

✦ Asia Asset Management. BY Rishika Bhojwani Page -57

✦ Mobile Banking in India: Issues and Challenges. BY Mukesh Kumar Singh Page -63

✦ Products and Services of E-Banking in India. BY Rahul kumar page -67

✦ Role of SBI and its associate Banks in Socio- Economic Development. BY Mritunjay Kumar Manish Page -77

✦ Role of Urbanization in Rural Development of Bihar. BY Sujit Kumar Page -85
The National Geographic Society (ngm.com)
Vol.: 4 Issue No. 12 July 2017 Frequency: Monthly

Articles

- The crisis on the ice a dramatic rise in sea level is coming. But when? BY Douglas Fox Page 38
- The beauty below the ice a photographer finds plenty of life flourishing under Antarctic ice. BY Laurent Ballesta Page 56
- Flight School High- speed cameras freeze hummingbirds in time and reveal the secrets of their darts and dives. BY Brendan Borrell Page 76
- The last honey hunter only one man can harvest the honey guarded by the world’s largest honeybees. BY Mark Synnott Page 96
- Desperate for a cure in Venezuela, public hospitals turn patients away for lack of supplies and most basis medicines are impossible to find. Out of option, the sick resorts to spiritual healers. BY Meridith Kohut Page 114
- Yellow river at risk rapid development is fueling China’s rise. The cost may be a vital resource. BY Lan The Page 120

7.1 National Geographic
The National Geographic Society
Vol.: 5 Issue No. 01 Sept. 2017 Frequency: Monthly

Articles

- Shoot for the moon again can money be made by into space? BY Sam Howe Verhovek Page 34
- A moon museum as private firms try to launch a moon industry, artifacts of the first landings may be threatened. BY Brad Scriber Page 66
- Space odyssey what does space smell like? Astronaut Scott Kelly reveals that and more in this excerpt from his upcoming memoir, Endurance. Page 70
Warriors to the rescue Kenyans Shelter orphaned elephants. Page -80

A place to go outdoor defecation threatens health. Page -86

Bolt from the blue the shortfin mako, Earths fastest shark. Page -110

7. 2 National Geographic

The National Geographic Society
Vol.: 5 Issue No.02 August 2017 Frequency: Monthly

Articles

The addicted brain how science can help people fight the craving that fuels self-defeating habits. BY Fran Smith Page-46

Stewards of the sea Baja California communities are preserving their fisheries – and a way of life. BY Erik Vance Page -68

The Gorillas Dian fossey saved today the great apes face new challenges. BY Elizabeth Royte Page -88

A tiny country feeds the world the Netherlands has become an agricultural giant, producing abundant crops using reduced resources – and pioneering new ways to fight hunger. BY Frank Viviano Page - 104

8 Seminar

Malvika Singh Publisher (www.india-seminar.com) ISSN: 0971-6742
Vol. - 695 July 2017 Frequency: Monthly

Articles

Shifting Camel Cultures. BY Ilse Kohler- Rollefson Page -17
Pastoralist landscapes and natural resources. BY Saverio Kratli Page -22
Cows, bulls and calendars. BY Anisha palat Page -28
Jallikattu, local breeds and more. BY Aparna Karthikeyan Page -32
Floods and revaluations: Revisiting India’s dairy sector. BY L.C.Murray Page -36
Pastoralism in the Himalaya: Tarachand’s last walk? BY Janaki Lenin  Page -41
Shaping landscapes through development interventions. BY Ovee Thorat Page -46
The Australian camel landscape. BY Paddy McHugh Page -53
What good about milk, meat and eggs? BY Nitya Sambamurti Ghotge Page -57

8. 1 Seminar

Malvika Singh Publisher (www.india.seminar.com) ISSN: 0971-6742
Vol. - 696 August 2017 Frequency: Monthly

Articles

A tryst with darkness. BY Rudrangshu Mukherjee. Page – 16
Mother India to Mother Cow. BY Salman Khurshid. Page -20
Faith In India’s Destiny. BY Sueata Bose . Page -24
Challenging the Nehruvian Consensus. BY Swapan Dasgupta. Page -28
Solving Endemic Problems. BY Shubhashis Gangopadhyay. Page-36
Reflections on Indian Foreign Policy. BY Krishnan Srinivasan. Page-41
Nature’s Nation. BY Mahesh Rangarajan. Page-46
The Exclusions My Inclusion Demands. BY S.Anand. Page-53
Counterfactual History. BY Gopalkrishna Gandhi. Page – 58

8. 2 Seminar

Malvika Singh Publisher (www.india.seminar.com) ISSN: 0971-6742
Vol. - 697 September 2017 Frequency: Monthly

Articles

Those Were the Days-Or Were They? BY K. Shankar Bajpai. Page-16
Designing A Better Society. BY Ashoke Chatterjee. Page-20
All For The Cause. BY Nandita Haksar. Page-25
A Continuing Struggle for Democracy And Secularism. BY Shahida Lateef. Page -29
The Fork in The Road. BY A. G.Krishna Menon. Page – 34
Reminiscences. BY Trilokesh Mukherjee. Page -37
A Personal Tribute. BY Valmik Thapar. Page – 40
A GOOD Season, A Liberal Education. BY Gerson Da Cunha. Page – 42
Proofreaders Of The Nation. BY Krishna Kumar. Page – 46
Freedom Of Speech and Constitutional Nostalgia. BY Arudra Burra Page – 50
Activst Mentors. BY Dinesh Mohan. Page -56
The High Noon Of Populism. BY Ashis Nandy. Page -65
The Progressives Of Yesteryear. BY Vir Sanghvi. Page -69

9 The Economist

Economist.com
Volume 424, Number 9051,
Frequency : Weekly
July 29th - August 4th 2017

Articles

Venezuela Is Sliding From Economic Catastrophe To Dictatorship. What The World Should Do; Leader. Page – 7
Nicolas Maduro’s Attempt to Impose Dictatorship Could End Bloodily. Page – 16
Britain and America Suffer from Similar Delusions When It Comes To trade: Leader. Page – 8
More And More Westerners Have No Offspring. They Should Not Be Criticised For It: Leader. Page – 10
Rising Childlessness Is Much Less Worrying Than It Appears. Page – 46
Left For dead After The Dotcom boom, A Low-Profile Internet Company Has Staged An Impressive Comeback. Page – 48
Tech Stocks have Regained Their Dotcom-Era Highs: Buttonwood. Page – 56
If Markets Are So Good At Directing Resources, Why Do Firms Exist? The First In Our Summer Series ON Big Economic Ideas. Page – 53

A Chance Finding May Lead To A Treatment For AS Terrible Illness. Page 62

9.1 The Economist

Economist.com  Frequency : Weekly
Volume 424, Number 9052,  July 5th - August 11th 2017

Articles


A Placid Election Campaign has failed To Acknowledge The hard Choices Facing Europe’s Leading Economy: Charlemagne. Page – 40

Do They Change Vladimir Putin’s Behaviour? Page – 37

America May at Last Be Willing To Offer Ukraine Weapons. Page – 38

Another Tumultuous Election, With A Renewed Fear Of Violence. Page – 33

As the Armed Wing Of China’s Communist Party Celebrates Its 90th Anniversary, One Of Xi Jinping’s Biggest Reforms Enters A New Phase. Page – 21

IT Has Long Been A good Idea. Today It Is becoming An Urgent One. Page – 45

The Poor Performance Of The Country’s State-Owned Companies Grows Ever More Stark. Page 47
Emmanuel Macron Has Promised To Nationalise France’s Biggest Shipyard. He Is Entering dangerous Waters: Leader, Page 8

The World Is In The Grip Of The Sixth Mass Extinction. It Is Also About To See A Riot Of New Species. Page – 62

9.2 The Economist

Economist.com Frequency : Weekly
Volume 424, Number 9053, August 12th - August 18th 2017

Articles


The Battery industry Has Vaulting Ambitions>Can It Achieve Them? Page – 15

Atomic Power Stations That Float On The Ocean, Or are Anchored Beneath It, May Have Advantages Over Those Built On Land. Page – 59

If You Want To Fix A System That Is Buckling Under Pressure, look To Europe. Page – 28

By Refusing To Allow Observers At Next Month’s Zapad 2017 Military Exercise, Vladimir Putin Is Stoking Fear And Suspicion: Leader – 9 Why NATO Is So Alarm ed. Page – 38

As The Opposition Contests The Count, A Peaceful Vote Is Threatened By Violence. Page – 34

Donald Trump’s Bluster May Thwart Efforts To Get The Nuclear Dictatorship To Negotiate. Page – 18


There Were Better Ways Of Dealing With An Outspoken Employee Than Immediately Sacking Him: Leader, Page – 9
An internal Memo Inflames The Debate About Sexism And Free Speech At Work. Page 47

Even As Big Tech Firms Thrive, They Are facing More Government Scrutiny Than Ever. Page – 45

When Janet Yellen’s Term Ends, Who Will Be The Fed’s Next Chair? Page – 54

Investors Rarely Make The Best Political Analysts: Buttonwood. Page – 55


9.3 The Economist

Economist.com

Frequency : Weekly

Volume 424, Number 9054,

August 19th - August 25th 2017

Articles

This Week has Shown That Donald Trump Has No Grasp Of What It Means To Be President: Leader. Page – 7

Mr Trump’s Failure Of Character Emboldens America’s Far Right. Page – 28

American business Breakas With The President. Page – 51

Heather Heyer, legal Assistant, Was Killed At The Charlottesville Rally: Obituary. Page 74


The Government’s New Brexit Papers Are Welcome, But They Cannot Disguise Contradictions In Its Ultimate Goals. Page – 44

As Its Election Campaign Kickas Off, The Country’s North-South Split Is Ever Starker, Page – 40

Where To Go For A Lack Of Sun. Page – 15

The Eclipse Will Show The Changing nature Of America’s Electricity Grid. Page – 18

34
Productivity IN The Industry Is Notoriously Low. It Need Not Be: Leader. Page – 8

Builders Have Resisted Investment And Consolidation. Page – 49

The Threat To Free Trade In North America Has Turned Into An Opportunity TO Boost It: Leader. Page – 9

The First Round Of Talks Get Under Way. Page – 57

China’s Communist Party Is Trying To Redefine What It Meant To Be Chinese. Page 26

The E-Mail Larry page Should have Written To James Damore. Page – 46

9.4 The Economist

Economist.com
Volume 424, Number 9055,  
Frequency : Weekly  
August 26th – September 1st 2017

Articles

In World Of bad Choices For The Middle East, Crude Repression Will Make Everything Worse: Leader. Page – 9

Can Politacal Islam Come To Terms With Liberal Democracy? Briefing. Page – 18

Donald Trump’s Populist Chief Strategist Has Gone-But His Remain Potent. Page – 29

A Public Split With Mr Trump Has Not Sapped Corporate Bosses’ Desire For Reform. Page – 53

Technology And Capitalism Shaped America In Unexpected Ways After The Civil War. Page – 67

The rule Of Law Is the Territory’s Most Precious Asset. China Is Endangering It. Leader. Page – 10
Prison Sentences For Three Young Pro-Democracy Campaigners trigger Outrage. Page 25

How Developing Countries Should Improve It: Leader. Page 11

In Poor Countries It Is Easier Than Ever To see A Medic. But Is still hard To Find One Who Will Make You Better. Page – 49

Undue Reverence For Company Founder harms Both Indian Firms And The Wider Economy: Leader, Page – 12

An Ill-Timed Tussle At The Top Of An Indian Outsourcing Group. Page – 52

As It Gets Easier To Do Business, It will Get Harder To Earn Huge Profits: Schumpeter. Page – 55

They Are Surging In Continental Europe, As American and Home-Grown Funds Test their Mettle, Page – 51

The Creators Of Market Indices are Growing In Power, And facing Greater Scrutiny, Page – 59

Genetic Engineering Can Now Be Used To Grow Leather Without Any Need To Raise And Kill Animals. Page – 64

9.5 The Economist

Economist.com
Volume 424, Number 9057, August 9th – September 15th 2017

Articles


Ever Better And Cheaper, The technology Is Spreading Quickly, Page – 53

How artificial Intelligence Is Used To Spote Signs Of Sexuality. Page – 67
Researchers Produce Images Of People’s Face From Their Genomes. Page – 68

Germany’s Chancellor Must Become Bolder In Her (Almost Inevitable) Fourth Term: Leader. Page – 8

She Is Changing, And Not Changing, Germany. Page - 15

The Struggling Social Democrats Are Already looking TO The Next Election Page – 43


Deterring A Nuclear-Armed North Korea Requires Clarity And Consistency From America’s Government : Leader. Page – 9

South Koreans Want to Bolster Their Own Military Capabilities In Response To The North’s Nuclear Test. Page – 19

Investors Have Faith That China Is dealing With Its Industrial Overcapacity. They Should Look More Closely: Leader – 10

Capacity Cuts Fuel A Commodity Rally And A Debate. Page – 59

The Burmese Government Must At Least Try To Stop The Army’s Attacks on the Rohingya Minority: Leader. Page – 11

A Massacre In Myanmar’s Rakhine State Triggers An Exodus Of Refugees To Bangladesh. Page – 21

In Rich Countries, Just As In Developing Ones, Digital Technology Could Make Financial Struggles Easier To Manage. Its Potential Has Scarcely Been Tapped. Page – 51

To Understand Britain, Read Its Spy Novels: Bagehot, Page – 49

George Smiley, In Perhaps his Final Venture, Is As Enigmatic As Ever. Page – 71
8.6 The Economist

Economist.com                                                                 Frequency: Weekly
Volume 424, Number 9058,                                                      August 16th – September 22nd 2017
Articles


- MR Trump’s Distaste For Barack Obama’s Deal To Restrain Iran’s Nuclear Capabilities Could make The World A More Dangerous Place. Page – 18

- A Powerful Position For Iran In Post-War Syria Has Israel Worried. Page – 19

- How Caribbean Countries Must Change The Way They Plan For Disasters: Leader. Page 12

- Counting The Cost On The Islands, Page – 37

- The Caribbean Is A Pioneer In Disaster Insurance. Page – 38

- Hurricanes provide Opportunities For the Unscrupulous. Page – 33

- The Past 15 Years have Seen Spectacular Falls In poverty And Ill Health. The Next 15 are Unlikely To Be As Good. Page – 52

- Why Donald Trump Should Reappoint Janet Yellen To lead America’s Central Bank: leader. Page – 14

- The Fed Prepares For Its Balance-Sheet, And Its board, To shrink, Page – 63

- Stanley Fischer And The Twilight Of The Technocrat: Free Exchange. Page – 68
The Company handled Its hack Spectacularly badly. Other Firms, Take Note: leader. Page – 15

The Personal Information Of Millions Of Americans Has Been Compromised, Page – 65

The Market in Services To Counter Identity Theft. Page – 66

Is Margrethe Vestager The Champion Of Consumers Or Of Her Own Political Career? Page – 55

A Crusade Against The Threats Posed By The Technology Giant. Page – 73

Modern families And Differing National Law On Sperm Donation Mean Opportunities For Companies. Page – 60

9.7 The Economist

Economist.com Frequency: Weekly
Volume 424, Number 9059, August 23rd – September 29th 2017

Articles

Commercial Competition From China Will only Get Fiercer. That calls For Cool Heads And Wise Policies: Leader. Page – 11

A New Generation Of Chinese Entrepreneurs Will have A Powerful Worldwide Impact. Page – 18


It Requires A Better Answer Than An Unconstitutional Independence Referendum: Leader. Page – 12
The Discontents And Divisions Behind The Vote. Page – 21

They Are Ditching Centrist Triangulation In favour Of Economic Populism. Page – 35

Alabama’s Senate Primary Drives A Wedge Between Donald Trump And His Closest Supporters: Lexington. Page – 40

To make Sports Cleaner And More Fun, Legalise Betting: Leader. Page – 13

Match-Fixing Is More Common Than Ever. Regulators Need To UP Their Game. Page 51

What If large Tech Firms Were Regulated like Sewage Companies?

The Internet has Grown up, And So Must Its Biggest Companies: Leader. Page – 12

Tech Giants Are In The Political Hot Seat. Page – 54

The Worlds Biggest Oil Company Has A Good Story To Tell-So long As It can Unravel Its Image From That Of The Kingdom. Page – 53

New Estimates Of How Much Carbon Dioxide Can Be Emitted To Meet Climate Target Leave No Room For Complacency. Page – 67

10 The IUP Journal of Accounting Research and Audit Practices

IUP Publications ISSN: 0972-690x
Vol .- XVI No .- 03 July 2017 Frequency: Quarterly

Articles


Accounting for farms in India: an Analysis in the Context of Recognition, Measurement and Presentation of financial Data. BY Haripriya Dutta Page -34

Conceptual issues in Lean Accounting: A Review. BY Vineeta Arora Page -54

11 The IUP Journal of Applied Economics

IUP Publications ISSN: 0972-6861
Vol .- XVI No .- 03 July 2017 Frequency : Quarterly

Articles

An Empirical Analysis of the Relationship Between FPI and Nifty Returns. BY Parul Kumar Page -7

Macroeconomic Regimes and Foreign Exchange Rate Volatility in India. BY Trilochan Tripathy Page -25

Efficiency of Futures Market in India: Evidence from Agriculture Commodities. BY VDMV Lakshmi Page -47

Estimating Consumer Price Indices Through Engel Curve and Linear Expenditure System: An Exploratory Note. BY Kaushik Bhattacharjee Page -69

12 The IUP Journal of Applied Finance

IUP Publications ISSN: 0972-5105
Vol .- 23 No .- 03 July 2017 Frequency : Quarterly

Articles

CNX NIFTY Index Reorganizations and Firm Performance. BY Abdul Rahman Page -5

Deposit Money Banks Efficiency and Financial Inclusion in Nigeria: A DEA Approach. BY Taofeek O Ayinde Page -28

External Commercial Borrowing in India and Its Sensitivity to Macroeconomic Factors: An Empirical Analysis. BY Surya Dev Page -47
An Analysis of Portfolio VaR: Variance- Covariance Approach. BY Poornima B G and Y V Reddy Page -63

13 The IUP Journal of Bank Management

IUP Publications
ISSN: 0972-6918
Vol.- XVI No .- 03 August 2017 Frequency : Quarterly

Articles

- Risk Management in Indian Banks: Primary Data Analysis. BY Muneesh Kumar Page -7
- Income Diversification: A Study on Indian Banking Industry. BY Shraddha Sharma Page41
- Factors Affecting the Financial Inclusion of SHG Members: an Empirical Study in Tripura. BY Sankharaj Roy Page -59

14 The IUP Journal of Financial Risk Management

IUP Publications
ISSN: 0972-916x
Vol.- XIV No .- 2 JUne 2017 Frequency : Quarterly

Articles

- Volatility Contagion Between India and Selected Stock Markets. BY Karam Pal Narwal Page -7
- Covered Interest rate Parity and efficiency of foreign Exchange Market in India: An Econometric Investigation. BY Suman Sikdar Page -40
- Applicability of Black- Scholes and Black’s Option Pricing Models in Indian Derivatives Market. BY Felcy R Coelho Page -61
- Carbon Risk and Impact assessment from the Perspective of an Institutional Investor. BY Tirthank Shah Page -70

42
15 The IUP Journal of Marketing Management

IUP Publications               ISSN: 0972-687X
Vol.- XVI No.- 03              August 2017    Frequency: Quarterly

Articles

❖ An Analysis of the Determinants of Consumer Purchase Behavior Towards Green FMCG Products. BY Manvinder Singh Tandon Page -7

❖ Indian Automobile Industry and Effective Advertising: A Qualitative Analysis. BY Prateek Maheshwari Page -22


16 The IUP Journal of Organizational Behavior

IUP Publications               ISSN: 0972-687X
Vol.- XVI No.- 03              July 2017      Frequency: Quarterly

Articles

❖ Antecedents and Consequences of Employee Engagement: A Literature Review. BY Sukhmeet Kaur Page -7

❖ The Relationship Between Job Satisfaction and Organization Commitment among Faculty Members in select Management Educational Institutions. BY J Geetha Madhuri Page -33

❖ An Empirical Study on Measuring the Trait Emotional Intelligence of B-School Students in South India. BY S N Raghavendra Page -52

❖ The Impact of Conflict Resolution Mechanism on Employees Motivation: A Study of Bank Employees. BY Himani Sharma Page -65
The IUP Journal of Soft Skills

IUP Publications
Vol. XI No. 02 June 2017 Frequency: Quarterly

Articles

- Beyond the Business Communication Course: A Historical Perspective of the Where, Why, and How of Soft Skills Development and Job Readiness for Business Graduates. BY Catherine MacDermott Page -7

- The Need for Oral Communication in Large and Medium Enterprises of the Manufacturing Sector of India. BY C Shanmuga Priya Page -25

- Hari Sadu Versus Subordinates: An Analysis of the Interpersonal Dynamics at the Workplace. BY Nikhil K Mehta Page -35

- The Art of Giving Feedback. BY Revathi Turaga Page -53

- Understanding Nonverbal Cues: A Key to Success in Interviews. BY Sonali Ganguly Page 62
18.1 उद्योजक

महाराष्ट्र उद्योजकता विकास केंद्र याचे प्रकाशन
Vol.- XXVLL No.- IX Sept. 2017 Frequency : Monthly

लेख

- तरुणानी तरुणांसारख्या वागाते. लेखक : संजय नाथपान. := 10
- शून्यातून मिळालेल्या संपादक सोने. लेखक : दिनेश वंजी लोहार पान. := 13
- महिलांचे कर्नूम सागराशीरा यायला हवे. लेखक : लीला पाटील := 23
- व्यावसायिक अम्बासेकरांतून स्वयंसेवकाच्या संधी. लेखक : शशिमोहन सिरसाट पान. := 29
- महिलाविषयी दृष्टिकोण बदलतापण्याची गरज. लेखक : तुव्वूरीशा घुरस्वर पान. := 33
- सक्षमीकरणासाठी उपयुक्त योजना. लेखक : अर्जन देवीरे पान. := 39
- कवियापासून उपयुक्त ऊर्जा स्रोत. लेखक : सुरेश दंडगवाळ भाते पान. := 42
18.2 उद्योजक

Maharashtra Udhyogakta Vikas Kendra Yache Prakashan

Vol.- XXVLL  No.- VIII  August 2017  Frequency : Monthly

लेख

- जीएसटीची बुलेट क्रेन : वेगाने विकास मार्गांवर धावणार. लेखक: हेमंत देसाई पान: 11
- आयुर्वेदमध्ये सेवा व्यवसायांचे भर. लेखक : सुरेंद्र पटकर्ण पान: 13
- बालमनावर उद्योजकतळीस संस्कार गरजेचे. लेखक: लीला पार्टील पान: 16
- स्वतंत्र:ची स्वतंत्र शरीर असलेले. लेखक: जीवन मुळ पान: 17
- तंत्रज्ञान :व्यवसाय लोकल दूर रोबिल करा. लेखक: अक्षय अण्णासाहेब निकम पान: 20
- तंत्रज्ञानशी मैत्री, संघीची खात्री. लेखक : शशीमोहन सिरसार नान: 23
- जीएसटी कर यंत्रेत बिलाचे महत्त्व. लेखक : बिलास सावजी पान: 48

19  University News

The Association of Indian Universities  ISSN: 0566-2257


Articles

- Education, Research and practice in yogo : A Study of PH. D. Researches Conducted in Indian Universities and Institutions from 1920 to 2013. BY Sushim Dubey Page – 3

- Exploring Spirituality in Education. BY M S Kurhade Page - 10

- Yoga: A Stress Buster. BY Satyam Shankara Bhaktula Page – 21

- Effect of Spiritual Attitude on Parents of Mentally Challenged.BY Sarika Sharma and Anash Kumar Das Page23

- Education for Public Good.BY Rajesh Tandon Page27
19. 1 University News

The Association of Indian Universities  
ISSN: 0566-2257
Vol.- 55  No.- 26  June – 26 July 2, 2017  
Frequency : Weekly

Articles

- Utilisation of Plan Grants by the Universities in India:A Critique . BY K Viyyanna Rao and V Jyothi - Page3
- Introduction of Human-Animal Studies in Higher Education. BY Nachiketa Bandypoadhyay Page – 8
- Growth of Universities in India: Issues of Enrollment,Gender Parity and Expenditure on Higher Education. BY Gaurang Rami Page – 15
- Library Consortia in India: An Overview.BY Babita Gaur and Arun Ruhela Page - 24
- Medicine is an Art Which Doctors Should Practice by Heart. BY M Venkaiah Naidu Page – 28

19. 2 University News

The Association of Indian Universities  
ISSN: 0566-2257
Vol.- 55  No.- 27  July 03 - 09, 2017  
Frequency : Weekly

Articles

- World Class Universities:Can We Create Them? BY S N Hegde Page – 3
- Benchmarking as a Tool for Total Quality Management in Higher Education in India. BY S N Hegde Page – 5
- Bebe Analysis of Researches on MOOCs in India: Status and Challenges. BY Pallavi D Khedkar,Meera Subramanian and Manisha Pathak Page – 14
- Exploring Horizon of Oppertunities for Serving Humanity. BY Goverdhan Mehta Page – 23
19.3 University News

The Association of Indian Universities
ISSN: 0566-2257
Vol.- 55  No.- 28  July 10 - 16, 2017
Frequency : Weekly

Articles

✦ Autonomy in Indian Higher Education. BY N C Wadhwa Page – 3
✦ Skill Development in Higher Education: Trends, Opportunities and Prospects. BY Ankush L More Page – 15
✦ Nurturing Scholarship for Strengthening Democracy. BY Pranab Mukherjee Page – 23

19.4 University News

The Association of Indian Universities
ISSN: 0566-2257
Vol.- 55  No.- 29  July 17 - 23, 2017
Frequency : Weekly

Articles

✦ A New Report for Policy Makers On Higher Education. BY G Palanithurai Page – 3
✦ Government-University-Industry Roundtables for Collaborative Research.BY Bhagwati Prakash Sharama Page -7
✦ Developmental Impact of Illegal Drugs on Students. BY G Shreekumar Menon Page -9
✦ Impact of Information and Communication Technology on the World of Instruction.BY Indu H,S Maragatham and Premavathy Vijayan Page -11
✦ Great Achievements at the Edge.BY C D Mote Page -14
19.5 University News

The Association of Indian Universities
ISSN: 0566-2257

Articles

✦ On Interdisciplinary Formations. BY Ravindra K S Choudhary Page -3

✦ Best Practices in ICT for Enhancing Higher Education and University Governance. BY K Byrappa and Wajeeda Bano Page – 9
✦ Quest for Quality Assurance in Teacher Education. BY Harendra Singh Page – 16

✦ Continuing Professional Development of College Teachers: Resolving Conceptual Issues. BY Chandra B P Singh and Sidam Singh Munda Page – 24

✦ Cultivating Right Choicess for a Brighter Tomorrow. BY K K Paul Page – 31

19.6 University News

The Association of Indian Universities
ISSN: 0566-2257
Vol.- 55 No.- 31 July 31 – August 06, 2017 Frequency : Weekly

Articles

✦ Education in Quest of Peace. BY Chhaya Goel and Devraj Goel Page – 3

✦ Whole Person Education: An Indian Perspective. BY Anjali D Souza Page – 9

✦ Paradigm Shift of Teacher Education Programme: A Revamping Approach. BY Bobby Mahanta Page – 16

✦ Flexible Learning: Role of IGNOU in Enhancing Access to Higher Education. BY Sanjeev Pandey Page – 19

✦ Science Serving the Cause of Humanity. BY Anil Kakodkar .BY Page – 25

49
19. 7 University News

The Association of Indian Universities
ISSN: 0566-2257
Vol.- 55 No.- 34 August 21 - 27, 2017 Frequency: Weekly

Articles

- Dynamics of Leadership. BY M S Kurhade. Page -3
- Science, Values and Ethics. BY Sanjay Gupta and Suresh Garg. Page -14
- Social Work Education Through Distance Mode in India: Opportunities and Challenges. BY Rafat Aara. Page -18
- ICT in Higher Education: Opportunities and Challenges. BY P Aravindan. Page -22
- Five Virtues: Making of A Good Health Care Professional. BY Joanna Flynn AM. Page -30

19. 8 University News

The Association of Indian Universities
ISSN: 0566-2257

Articles

- Effective Skill Learning For Enhancing Employability. BY M Sen Gupta. Page -3
- Reflections on Two-Years B Ed Curriculum. BY Reena Agarwal. Page -14
- Use of Conceptual Model in Research Process. BY Asha Mane. Page -14
- Education for Achieving Greater Goals of Life. BY M Venkaiah Naidu. Page -21

50
Suggestions/ feedback

_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________

Name: _________________________
Department: __________________
Sign: _______________________

For more details contact Librarian...

Library@vivacollege.org