

3. Quality of Teachers and Teaching

3(d) Summary of Number of books and book chapters inedited volumes/books published

S.No.	Number of books/book chapters published	Department
1	02	BBA
2	01	B.Com.(H)

Number of books and chapters in edited volumes/books published							
Sl. No.	Name of the teacher	Title of the book/chapters published	National / International	Year of publication	ISBN/ISSN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
1	Dr. Shivani Sharma	Generative AI tools and marketing Industry	International	2024	accepted, not published yet	Jagannath International Management School	Taylor and Francis
2	Dr. Surbhi Gosain	Generative AI tools and marketing Industry	International	2024	accepted, not published yet	Jagannath International Management School	Taylor and Francis
3	Dr. Ruchi Srivastava	Key strategic issues in management and engineering	International	2024	ISBN: 9788195510993	Jagannath International Management School	IIFARD



Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

(Affiliated to Guru Gobind Singh Indraprastha University and Approved under
Section 2(f) of UGC Act 1956)



BOOK CHAPTERS FOR A.Y. 2023-24



Aastha Behl <aastha.behl@jagannath.org>

Fwd: Submission-Book Chapter(Overview of Generative AI tools)

1 message

Shivani Sharma <shivani.sharma@jagannath.org>

Fri, Apr 12, 2024 at 3:55 PM

To: Aastha Behl <aastha.behl@jagannath.org>

----- Forwarded message -----

From: **Editor GenAI** <gatfaa2023@gmail.com>

Date: Fri, 15 Mar, 2024, 11:02pm

Subject: Re: Submission-Book Chapter(Overview of Generative AI tools)

To: Shivani Sharma <shivani.sharma@jagannath.org>

Dear Author/s,

Greetings of the day...!!!

Congratulations...!!! Your **chapter proposal** has been approved and selected to publish in the Book entitled "**Generative AI from Algorithms to Applications**" by Talor & Francis (CRC Press).

The final full chapter must be sent on or before 20th March, 2024.

Please send your full chapter, keeping the following things into consideration:

1. ORCiDs should be included for each chapter (Mandatory for each Author) with Author name, Affiliation, and Email address
2. Full Chapter in Word file (not in pdf file). Content Details of the Chapter must be like:

For Example: Suppose Chapter 1:

1.1

1.2

1.2.1

1.2.2

1.2.3

1.3

1.4 etc

3. An image should be in EPS format/.tiff/ .jpg or in acceptable quality (Minimum of 300 dpi)
4. Separate images are to be sent along with the full chapter.
5. All the references must be in the form Chicago Manual of Style, 17th edition. (Details can be found in the attached file)
6. Index terms used in full chapter in an excel file.
7. Plagiarism report must be less than 12% as per the publisher norm else final chapter can't be considered for publication.
8. Sample Chapter and guidelines for Text Preparation Instructions are attached herewith.
9. Cite all the articles in the chapter, provided in the attached file (Referencs.doc)

Please upload the full chapter on the link (only) :

<http://tinyurl.com/v48rxxx2>

Chapters submitted in the form of separate mails will not be considered.

For any queries regarding the submission, please feel free to contact.

Regards
Priyanka Sharma,
Editor GATFAA 2023

On Fri, Mar 1, 2024 at 1:37PM Shivani Sharma <shivani.sharma@jagannath.org> wrote:

Dear Sir,Mam

I have submitted below book chapter on 15 Feb 2024. Please update the status.

Regards
Dr.Shivani Sharma

----- Forwarded message -----

From: **Shivani Sharma** <shivani.sharma@jagannath.org>

Date: Mon, 15 Jan, 2024, 5:42pm

Subject: Submission-Book Chapter(Overview of Generative AI tools)

To: gatfaa2023@gmail.com <gatfaa2023@gmail.com>

Dear Editor,

I would like to submit a book chapter named "Generative AI Tools and Marketing Industry". Please address all correspondence concerning this chapter to me at shivani.sharma@jagannath.org.

Regards
Dr. Shivani Sharma



Aastha Behl <aastha.behl@jagannath.org>

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ABOUT THE EDITOR



Dr. Ruchi Srivastava is presently working as Professor and HOD in JIMS Kalkaji (Indraprastha University Delhi), Delhi. She has an enriched experience of 23 years in teaching, research and administration at Management institutes in Lucknow, Orissa and Delhi. She has served as an approved Principal from Lucknow and CSJM University and HOD in various institutes of Lucknow and Delhi. She is a dynamic and versatile Personality.

Dr. Ruchi Srivastava has taught several courses like MBA, PGDM, BBA, and B.Com. (Hons). Her area of interest is HR, OB and General Management papers. Her research interest area is HR and General Management. She has written several research papers which are published in the national, international, UGC care and Scopus Journals. She has published three books on Team building and Leadership, HRM and Corporate Governance. She has presented many papers at national and international seminars and conferences. She is a Management Trainer and has taken several sessions on Team Building and Effective Communication skills. She has been also associated with Lucknow University, College of Tourism, Lucknow and EDI, Lucknow as visiting faculty for several years.



Prof. (Dr.) Praveen Kumar Mathur over an academic career spanning 22 years in various engineering and management colleges. He taught with distinction a number of professional courses both at UG and PG level. He has guided and produced many research works and has a strong academic background with M. Sc., M. Phil., M.B.A., Ph.D.

He has written three books Business Statistics, Business Mathematics, Engineering Mathematics. Presently he is working in RIMT, Lucknow affiliated to Dr. APJ Abdul Kalam Technical University, India.

Dr. Mathur has attended a number of national conferences and published papers in National and International Journals.

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KEY STRATEGIC ISSUES IN MANAGEMENT & ENGINEERING



EDITOR:

Dr. Ruchi Srivastava

CO - EDITOR

Dr. Praveen Kumar Mathur

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*Dr Ruchi Srivastava
Dr. Praveen Kumar Mathur*

A Peer Reviewed Book



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