

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) Accredited by National Assessment and Accreditation Council (NAAC)

3. Quality of Teachers and Teaching

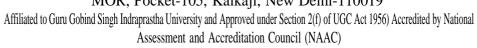
3(d) Summary of Number of books and book chapters inedited volumes/books published

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



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Number of books and chapters in edited volumes/books published										
SI. No	Name of the teacher	Title of the book/chapt ers published	National / Internation al	Year of publicatio n	ISBN/ISSN number of the proceeding	Affiliating Institute at the time of publication	Name of the publishe r			
1	Dr. Shivani Sharma	Generative AI tools and marketing Industry	Internation al	2024	accepted, not published yet	Jagannath Internation al Manageme nt School	Taylor and Francis			
2	Dr. Surbhi Gosain	Generative AI tools and marketing Industry	Internation al	2024	accepted, not published yet	Jagannath Internation al Manageme nt School	Taylor and Francis			
3	Dr. Ruchi Srivastava	Key strategic issues in manageme nt and engineering	Internation al	2024	ISBN: 97881955109 93	Jagannath Internation al Manageme nt School	IIFARD			



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BOOK CHAPTERS FOR A.Y. 2023-24



Aastha Behl <aastha.behl@jagannath.org>

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

1 message

Shivani Sharma <shivani.sharma@jagannath.org>
To: Aastha Behl <aastha.behl@jagannath.org>

Fri, Apr 12, 2024 at 3:55 PM

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

From: Editor GenAl <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



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Dr. Shivani Sharma

ABOUT THE EDITOR

Dr. Ruchi Srivastava is presently working as Professor and HOD in IIMS Kalkali (Indraprastha University Dellin), 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 CSIM University and HOD in various institutes of Lucknow and Delhi. She is a dynamic

Dr. Ruchi Savastava has taught several courses like MBA, PGDM, BBA, and B
Com. (Hons). Her area of interest as HR, OB and General Management papers. Her research interest are
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 threebooks on Team building
and Leadership. IRBM and Corporate Governance. She has presented many papers at national and
international semistars and conferences. She is a Management Trainer and has taken several seasons on
Team Blanding and Effective Cammunication skills. She has been also associated with Lacknew
University, College of Tourism, Lucknow and EDI, Lucknow as visiting faculty for several years.

3.00 m

20

Prof. (Dr.) Prayeen Komar Mathur over an academic career spanning 22 years in various engineering and management colleges. He taught with distraction 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. Phal, M.B.A., Ph. D.

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

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



Price : (599)





EDITOR: Dr. Ruchi Srivastava

co - EDITOR Dr. Praveen Kumar Mathur



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Key Strategic Issues in Management and Engineering

Dr Ruchi Srivastava Dr. Praveen Kumar Mathur

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