

List of E-Books on Commerce and Management

S.No	Title	Author	Publisher	Year
1	Customer Relation Managemen : A Strategic Approach to Marketing	Mukerjee, K.	PHI	2009
2	Customer Relation Management : Modern Trends and Perspectives	Shanmugasundaram, S.	PHI	2008
3	Economic Environment of Business	Pailwar, V. K.	PHI	2012
4	Elements of Banking and Insurance	Sethi, J. & Bhatia, N.	PHI	2012
5	Elements of Software Project Management	Sudhakar, G. P.	PHI	2010
6	Essentials of Project Management	Ramakrishna, K.	PHI	2010
7	International Business : Text and Cases	Misra, S. & Yadav, P.K	PHI	2009
8	Operations Research : Principles and Applications	Srinivasan, G.	PHI	2017
9	Accounting: Text & Cases 13th ed.	Anthony,R.N & Hawkins, D.F	Mc Graw-Hill	2020
10	ADVERTISING: Planning and Implementation	Sharma, S. & Singh, R.	PHI	2010
11	Analysis and Design of Information systems	Rajaraman ,V.	PHI	2011
12	Basic Managerial Skills for All	McGrath E.H.S.J	PHI	2011
13	Basics of Distribution Management: A Logistical Approach	Kapoor, S. K.& Kansal, P.	PHI	2003
14	Behavioural Finance	Chandra, P	Mc Graw-Hill	2020
15	Brand Equity: An Indian Perspective	Trott, S. & Sople, V. V.	PHI	2016
16	Business Process Outsourcing : A Supply Chain of Expertises	Sople V. V.	PHI	2016
17	Business and Managerial Communication	Sengupta ,S.	PHI	2011
18	Business Communication	Dutta , S.	PHI	2013
19	Business Communication	Debashish, S.S.& Das, B.	PHI	2010
20	Business Communication	Kaul, A.	PHI	2011
21	Business Environment	Paliwar, V. K.	PHI	2014
22	Business Environment : Indian and Global Perspective	Faisal Ahmed & Alam , M. A.	PHI	2017
23	Business Ethics	Francis, R & Mishra, M	Mc Graw-Hill	2009
24	Business Ethics and Value systems	Mruthyunjaya, H. C.	PHI	2013

25	Business Law	Bose, D. C.	PHI	2019
26	Business Law	Rao, P. M.	PHI	2013
27	Business Policy and Strategic Management : Concepts and Applications	Gupta, V. & Gollakota,K.	PHI	2009
28	Business Research Methods	Cooper, D.R & Schindler, P.S	Mc Graw-Hill	2019
29	Business Statistics: Theory and Applications	Jani, P.N.	PHI	2014
30	Case Studies in Marketing: The Indian Context	Srinivasan, R.	PHI	2018
31	Cases in Management	Srivastava, S. & Jhajharia, P.	PHI	2011
32	Cases in Operations Management	Krishnaswamy, K.N.& Mathira	PHI	2008
33	Communicate to Conquer : A Handbook of Group Discussions and Job Interviews	Pushp, L. & Kumar, S.	PHI	2010
34	Communication Skills	Sen, L.	PHI	2009
35	Complete Business Statistics-SIE	Aczel,A.D & Sounderpandian,	Mc Graw-Hill	2012
36	Consumer Behaviour : Insights from Indian Market	Majumdar, R.	PHI	2010
37	Core Banking Solution: Evaluation of Security and Controls	Sriram, M R.	PHI	2013
38	Corporate and Compensation Laws	Bhatia, N. & Sethi, J.	PHI	2012
39	Corporate Valuation	Chandra, P	Mc Graw-Hill	2014
40	Crafting & Executing Strategy, (SIE)	Thompson, A.A & Peteraf, M.A	Mc Graw-Hill	2014
41	Customer Relation Management : Concepts and Cases	Rai, A.K.	PHI	2013
42	Data Analysis : Using Statistics and Probability with R Language	Bishnu Partha Bhattacharjee V	PHI	2019
43	Data Analysis and Business Modelling using Microsoft Excel	Manohar Hansa Lysander	PHI	2017
44	Decision Support Systems	Janakiraman,V. S.& Sarukesi, J	PHI	2009
45	E-Book Business Communication	Rentz, K. & Lentz ,P.	Mc Graw-Hill	2018
46	Effective Business Communication	Kaul, A.	PHI	2015
47	Effective Public Relations and Media Strategy	Reddi, C.V. N.	PHI	2019
48	Engineering Economics	Panneerselvam, R.	PHI	2013
49	Entrepreneurship Development	Ramachandran, K	Mc Graw-Hill	2009
50	Entrepreneurship Development	Sharma, S.	PHI	2016

51	Environmental Management : Text and Cases	Krishnamoorthy, B.	PHI	2017
52	Environmental Law	Sengar, D. S.	PHI	2007
53	Essentials of Management	Koontz, H. & Weilrich, H.	Mc Graw-Hill	2012
54	Essentials of Operations Management	Modi, J. A.	PHI	2017
55	Export-Import and Logistics Management	Rai, U. K.	PHI	2010
56	Financial Management: Theory & Practice	Chandra, P.	Mc Graw-Hill	2019
57	Financial Service	Khan, M.Y.	Mc Graw-Hill	2015
58	Fund of Financial management	Chandra, P.	Mc Graw-Hill	2014
59	Fundamentals of Entrepreneurship	Mohanty, S. K.	PHI	2006
60	Fundamentals of Entrepreneurship	Nandan,H.	PHI	2013
61	Game Theory for Managers : Doing business in a Strategic World	Chadha, A.	PHI	2016
62	Hospital information Systems: A concise Study :	Kelkar, S. A.	PHI	2010
63	Human Resource Management	Aswathappa, K.	Mc Graw-Hill	2017
64	Implementing ISO 9001:2008 Quality Management system: a Reference Guide	Singhal, D & Singhal., K.R	PHI	2012
65	Indian Models of Economy, Business and Management	Kanagasabapathi, P.	PHI	2012
66	Industrial Marketing	Phadtare, M. T.	PHI	2014
67	Industrial Relations and Labour Laws	Monappa, A. & Nambudiri , R.	Mc Graw-Hill	2012
68	Industrial Relations and Labour Legislation	Sharma, R.C.	PHI	2016
69	Industrial Relations and Labour Welfare: Text & Cases	Sivarethinamoha, R.	PHI	2016
70	Information Systems : A Concise Study	Kelkar, S. A.	PHI	2008
71	Information Systems Management in Business and Development Organizations(Text and Cases)	Misra, H.	PHI	2013
72	Information Technology Project Management : A Concise Study	Kelkar, S. A.	PHI	2011
73	Interest Tables for Engineering Economics	Panneerselvam,R.	PHI	2007
74	International Business	PAUL, J.	PHI	2014
75	International Business, 6/e (SIE)	Hill, Charles W.L & Jain, A.K	Mc Graw-Hill	2009
76	International Marketing	Srinivisan, R.	PHI	2016

77	International marketing (SIE)	Cateora, P.R. & Money, R.B	Mc Graw-Hill	2020
78	International Marketing: Text and Cases, 2/e	Paul, J. & Kapoor, R	Mc Graw-Hill	2012
79	International Business	Cherunilam Francis	PHI	2020
80	Introduction to Environment Management	Sulphey, M. M. & Safeer, M.M	PHI	2017
81	Introduction to Operations Research	Hillier, F.S & Lieberman, G.J.	Mc Graw-Hill	2017
82	Inventory Management	Bose, D. C.	PHI	2006
83	Investment Analysis and Portfolio	Chandra, P.	Mc Graw-Hill	2012
84	Investment Banking: Concepts, Analyses and Cases	Giri S, Pratap	Mc Graw-Hill	2017
85	IT Services Business Management : Concepts,Processes and Practices	Dubey, S. S.	PHI	2012
86	IT Strategy and Management	Dubey, S. S.	PHI	2018
87	Knowledge Management	Mruthyunjaya, H.C	PHI	2011
88	Logistics Management	Ailawadi, S.C & Singh, R.P	PHI	2012
89	Logistics Management for International Business : Text and Cases	Sudalaimuthu S. & Raj, S. A.	PHI	2009
90	Maintenance and Spare Parts Management	Gopalakrishnan, P.& Banerji, A	PHI	2013
91	Management Accounting	Khan,M.Y & Jain, P.K	Mc Graw-Hill	2013
92	Management Accounting and Financial analysis, For CA Final Examination	Khan,M.Y & Jain, P.K	Mc Graw-Hill	2003
93	Management Information Systems	Sadagopan, S.	PHI	2014
94	Management Information Systems	Chatterjee, I.	PHI	2010
95	Management Information Systems in the Knowledge Economy	Joseph, P.T. S.J.& Mohapatra,S	PHI	2014
96	Management Information systems : A Concise Study	Kelkar, S. A.	PHI	2008
97	Management Information systems Best practices and Applications in Business	Adikesavan, T. A.	PHI	2014
98	Management- Text and Cases	RAJU, R.S. & Parthasarathy, A	PHI	2018
99	Managing Innovations and New Product Development : Concepts and Cases	Chaturvedi, M.& Kumar, A.	PHI	2009
100	Managing Intellectual Property : The Strategic Imperative	Sople ,V. V.	PHI	2016
101	Managing New Ventures: Concepts and Cases in Entrepreneurship	Raichaudhuri ,A.	PHI	2011
102	Marketing Management	Saxena, R.	Mc Graw-Hill	2016

103	Marketing Management	Saxena, R.	Mc Graw-Hill	2020
104	Marketing Management: Concepts, Cases, Challenges and Trends	Govindarajan, M.	PHI	2007
105	Marketing practices in Developing Economy: Cases from South Asia	Dholakia, R. R. & Anwar Ferha	PHI	2009
106	Marketing Research	Arora ,R & Mahankaley, N.R.	PHI	2013
107	Materials Management : A supply Chain Perspective : Text and Cases	Chitale,A. K. & Gupta, R. C.	PHI	2014
108	Materials Management : An integrated Approach	Gopalakrishnan, P.& Sundaresa	PHI	2011
109	Mercantile Law (For CPT Course)	Rao, P. M.	PHI	2011
110	Modern Marketing : Principles and Practice	Bose, D. C.	PHI	2010
111	Money Matters: The ABC's of Personal Finance	Ahuja Gautama	PHI	2011
112	Neuromarketing : A peep into Customers Minds	Sharma, J. K. & Singh, D.	PHI	2010
113	New Paradigms for Gender Inclusivity : Theory and Best practices	Kaul, A. & Singh,M.	PHI	2012
114	Operations Management	Bhattacharya, S.	PHI	2014
115	Operations Management and Productivity Techniques	Mukherjee, P..N & Kachwala,	PHI	2009
116	Operations Research	Panneerselvam, M.R.	PHI	2009
117	Operations Research : Algorithms and Application	Sen, R.P.	PHI	2012
118	Organisational Behaviour	Parikh, M & Gupta, R.	Mc Graw-Hill	2010
119	Principles of Management	Rudani, R.B	Mc Graw-Hill	2020
120	Principles of Management and Administration	Bose, D. C.	PHI	2012
121	Principles of Marketing	Kapoor, N.	PHI	2014
122	Process Planning and Cost Estimation	Panneerselvam, M.R. & Sivasa	PHI	2016
123	Product Design : Creativity, concepts and Usability	Kumar, Prashant	PHI	2012
124	Product Management : Text and Cases	Mukerjee, K.	PHI	2009
125	Product Management in India	Majumdar, R.	PHI	2015
126	Production and Operations Management	Khanna, R.B.	PHI	2015
127	Production and Operations Management	Panneerselvam, R.	PHI	2012
128	Professional Communication	Tyagi, K.& Misra, P.	PHI	2011

129	Professional Ethics and Human Values	Govindarajan, M. & Natarajan,	PHI	2013
130	Professional Practice	Krishnamurthy,K.G & Ravindr	PHI	2014
131	Project Management	Panneerselvam, M.R & Senthil	PHI	2009
132	Project Management	Khanna, R. B.	PHI	2011
133	Project Management	Gupta, R.M.	PHI	2014
134	Project Management : A Life Cycle Approach	Kanda, A.	PHI	2011
135	Project Management and Control	Das, S. C.	PHI	2012
136	Quality Management	Panneerselvam, M.R. & Sivasa	PHI	2014
137	Quantitative Models in Operations and Supply Chain Management	Srinivasan,G.	PHI	2018
138	Quantitative Techniques for Decision Making	Gupta, M. P.& Khanna, R. B.	PHI	2014
139	Quantitative Techniques for Managerial Decisions	Khanna, R. B.	PHI	2012
140	Quantitative Techniques in Management,5E	Vohra, N.D	Mc Graw-Hill	2017
141	Relationship Marketing : Concepts, Theories and Cases	Biswas, S.	PHI	2014
142	Research Methodology	Panneerselvam, R.	PHI	2014
143	Research Methodology	Gupta, M. & Gupta, D.	PHI	2011
144	Research Methodology : A Guide for Researchers in Management and Social	Taylor, B.& Sinha, G.	PHI	2016
145	Schaum's Easy Outline of Accounting	Lerner, J. & Cashin, J.A	Graw Hill Internat	2001
146	Schaum's Easy Outline of Bookkeeping and Accounting	Lerner, J.J	Graw Hill Internat	2003
147	Schaum's Outline of Basic Business Mathematics	Don,E. & Lerner, J.	Graw Hill Internat	2009
148	Schaum's Outline of Bookkeeping and Accounting	Lerner, J. & Gokarn, R.	Graw Hill Internat	2009
149	Schaum's Outline of Business Statistics	Kazmier, L.	Graw Hill Internat	2009
150	Schaum's Outline of Financial Management	Shim, J. & Siegel, J.	Graw Hill Internat	2009
151	Schaum's Outline of Intermediate Accounting I	Englard, B.	Graw Hill Internat	2006
152	Schaum's Outline of Intermediate Accounting II	Englard, B.	Graw Hill Internat	2009
153	Schaum's Outline of Investments	Taylor, R. & Francis, J.	Graw Hill Internat	2000
154	Schaum's Outline of Managerial Accounting	Shim, J.K & Siegel, J.	Graw Hill Internat	1998

155	Schaum's Outline of Theory and Problems of Financial Accounting	Shim, J.K & Siegel, J.G	Graw Hill Internat	1999
156	Services Marketing : The Indian Context	Srinivasan, R.	PHI	2014
157	Simplified Six Sigma : Methodology, Tools and Implementation	Gopalakrishnan, N.	PHI	2012
158	Software Project Management: A Concise Study	Kelkar,S. A.	PHI	2013
159	Statistical Methods for Quality, Reliability and Maintainability	Muralidharan, K.& Syamsunda	PHI	2012
160	Statistics for Business and Marketing Research	Das, K. K. & Bhattacharya, D.	PHI	2011
161	Statistics for Management	Chandrasekaran, N. & Umapar	PHI	2016
162	Strategic IT Management : A Concise Study	Kelkar, S. A.	PHI	2010
163	Strategic Management	Pearce, J.A. & Robinson, R.B	Mc Graw-Hill	2011
164	Strategic Management & Business Policy	Kazmi, A & Kazmi, A.	Mc Graw-Hill	2015
165	Strategic Management : Concepts and Cases	Phadtare, M. T.	PHI	2011
166	Strategic Management : Text and Cases	Prasad ,K.	PHI	2015
167	Strategic Management : The Indian Context	Srinivasan, R.	PHI	2014
168	Strategic Management: Concepts, Skills and Practices	Srivastava, R.M & Verma, S	PHI	2012
169	Strategic Marketing : Making Decisions for Strategic Advantage	Sahaf, M. A.	PHI	2019
170	Supply Chain Management: Concepts and Cases	Altekar,R.V	PHI	2012
171	Technology and Innovation Management	Dubey, S. S.	PHI	2020
172	Total Quality Management	Mukherjee, P.N.	PHI	2006
173	Total Quality Management	Suganthi, L & Samuel, A.A	PHI	2011
174	Total Quality Management : Text and Cases	Janakiraman, B. & Gopal, R. K	PHI	2006
175	Values and Ethics in Business and Profession	Manna, S. & Chakraborti, S.	PHI	2011