NIET Business School, Greater Noida

Book Chapters Published

S. No.	Name of Faculty	Title of Paper / Book / Chapter / Case Study	Type of Publication (Journal / Conference / Book / Chapter / Case)	Name of Journal / Publisher / Conference	ISSN / ISBN	Year of Publication	Indexed In (Scopus / Web of Science / UGC CARE / Others)
1	Ms. Mahima Dogra	Human Capital Analytics in Industry 5.0	Book Chapter	Human Capital Analytics: Exploring the HR Spectrum in Industry 5.0		2025	Scopus
2	Ms. Mahima Dogra	Empowering Personalized Marketing: Leveraging Data Engineering for Customer Segmentation	Book Chapter	Data Engineering for Data-Driven Marketing	ISBN: 978-1-83662-327-4	2025	Scopus
3	Ms. Mahima Dogra	Strategic Repositioning in times of Corporate Crisis	Book Chapter	Green Marketing and Branding	97-983-6935-9129	2025	Scopus
4	Ashish Diwakar	Blended learning system	Book Chapter	In Todays Multidisciplinary Research Perspective Volume-4 (Thanuj International Publisher)	· ISBN-978-93-94638-99-0	2024 august	Thanuj international
5	Ashish Diwakar	Digital innovation in education system	Book Chapter	In Todays Multidisciplinary Research Perspective Volume-4 (Thanuj International Publisher)	· ISBN-978-93-94638-99-1	2024 august	san international
6	Ashish Diwakar	Guide to Financial Management	Book Chapter	Emerald	ISBN-978-81-971289-0-5s	2024 may	Emerald
7	Dr. Veena Grover & Ms. Mahima Dogra	Empowering Personalized Marketing: Leveraging Data Engineering for Customer Segmentation	Book Chapter	Data Engineering for Data-Driven Marketing	ISBN: 978-1-83662-327-4	10-03-2025	Taylor and Francis Group
8	Dr. Veena Grover & Ms. Mahima Dogra	Smart Computing for Green Sustainability	Book Chapter	Intelligent Computing and Optimization for Sustainable Development	eBookISBN: 9781032625829	19-12-2024	IGI Global
9	Ms. Mahima Dogra & Dr. Veena Grover	Green Marketing and Branding	Book Chapter	Strategic Repositioning in the times of Corporate Crisis	ISBN13: 9798369359129	01-12-2024	IGI Global
10	Ms. Mahima Dogra	Challenges and Limitations of Explainable AI in Healthcare	Book Chapter	Analyzing Explainable AI in Healthcare and the Pharmaceutical Industry	10.4018/979-8-3693-5468-1.ch005	Jun-24	Taylor and Francis Group
11	Ms. Mahima Dogra	Smart Global Value Chain: Applications across various sectors	Book Chapter	Smart Global Value Chain	https://doi.org/10.1201/9781003461432	01-08-2024	Apress
12	Dr. Veena Grover & Ms. Mahima Dogra	Supply Chain Management Strategy and Practices: Traditional vs Advanced	Book Chapter	Blockchain, IoT, and AI Technologies for Supply Chain Management	https://link.springer.com/chapter/10.1007/979-8-8688-0315-4_1	01-08-2024	TJPRC PVT LTD
13	Dr. Niyati	Strategic Marketing Management	Book Chapter	N.A	978-81-967998-5-4	Jun-24	N.A
14	Ashish Diwakar	In Todays Multidisciplinary Research Perspective Volume-5	Book Chapter	In Todays Multidisciplinary Research Perspective Volume-5		16-08-2024	IGI Global
15	Dr. Veena Grover	Education System Using Cloud Computing: A Proposed Model. In Educational Perspectives on Digital Technologies in Modeling and Management	Book Chapter	Educational Perspectives on Digital Technologies in Modeling and Management	ISBN-13. 979-8369345887	Jan-24	Apress
16	Dr. Anjali Saluja	Metaverse Technology in HR and Evaluating its Impact on Balance Scorecard Metric	Book Chapter	Advancements in Business for Integrating Diversity, and Sustainability	9.78E+12	23-Feb	Emerald Publications