

Pt. Mohan Lal S.D. College For Women, Gurdaspur



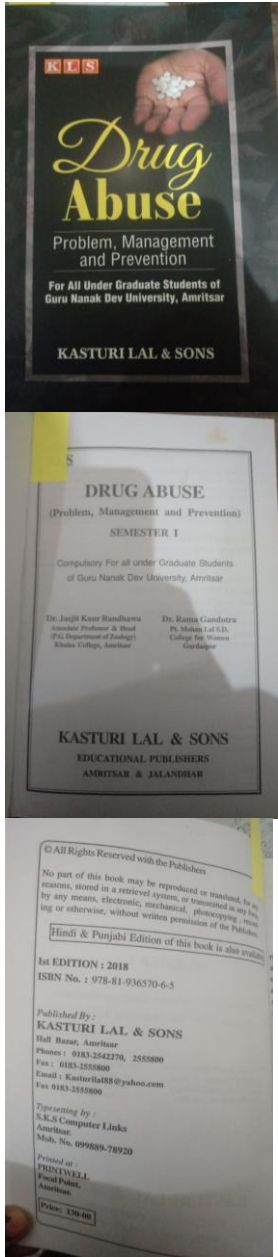
3.3.2

Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five years

Dr. (Mrs.) Neeru Sharma
Principal

Neeru Sharma Principal
Pt. Mohan Lal S.D. College
for Women, Gurdaspur

2019-2020

| S. No. | Name of the teacher | Title of the book/chapters published/Name of the conference | Title of the paper/ Title of the proceedings of the conference | Proofs: |
|--------|---------------------|-------------------------------------------------------------|-------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Dr. Rama Gandotra | Drug Abuse: Problem, Management and Prevention | NA |  <p>The proofs section contains three images of the book. The top image is the front cover, featuring the title 'Drug Abuse' in a large, stylized font, with the subtitle 'Problem, Management and Prevention' below it. The cover also mentions it is for all under-graduate students of Guru Nanak Dev University, Amritsar, and is published by KASTURI LAL & SONS. The middle image is the title page, which repeats the title and subtitle, and lists the authors: Dr. Jagjit Kaur Sandhwa and Dr. Rama Gandotra. The bottom image is the back cover, containing copyright information, a disclaimer about reproduction, and contact details for the publisher, Kasturi Lal & Sons, Amritsar.</p> |

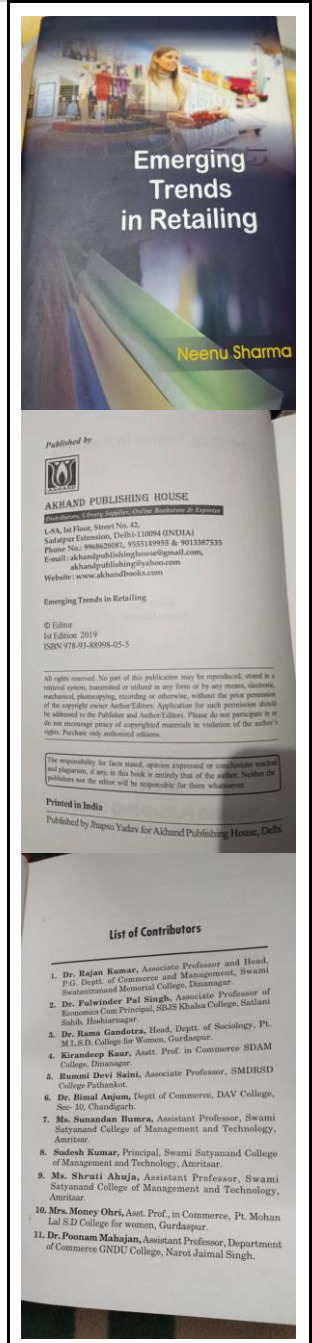

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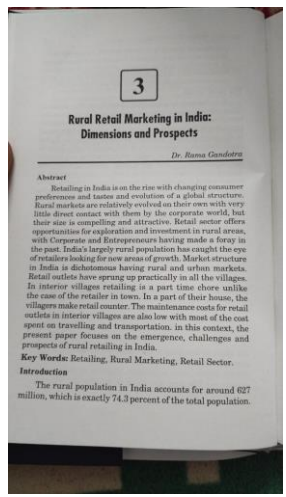
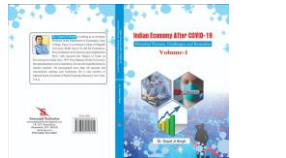
Dr. Rama
Gandotra

Emerging
Trends in
Retailing

Rural Retail
Marketing in India:
Dimensions and
Prospects




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| 3 | Dr. Rama Gandotra | <p style="text-align: center;"> Indian Economy After Covid-19 Potential Threats, Challenges and Remedies </p> | <p style="text-align: center;"> Covid-19 and Education Sector- Challenges and Measures </p> |  <p style="text-align: center;"> Indian Economy After COVID-19 Potential Threats, Challenges and Remedies </p> <p style="text-align: center;"> Covid-19 and Education Sector- Challenges and Measures </p> <p style="text-align: center;"> COVID-19 and Education Sector - Challenges and Measures </p> <p style="text-align: center;"> Dr. Rama Gandotra Head, Department of Sociology, Pt. M.L.S.D. College for Women, Gurdaspur, Punjab, India. </p> <p style="text-align: center;"> Abstract COVID-19 pandemic has affected each and every section of the country. Education sector is one of the most severely impacted. The students all around the globe have to bear the pain of the crisis. All educational institutions have to suspend the teaching work. In most of the schools, colleges and universities etc., examinations have been also suspended. In this scenario, online teaching and learning mode have been adopted widely to fill the gap. No doubt, it is an alternative way to the technological innovation being experienced by the teachers and students. The government of India through various measures development strategy also made efforts to ensure online teaching through various guidelines to mitigate the loss of students. However, the use of technology coupled with internet has its own limitations including internet infrastructure particularly in the remote areas. In this background, the present paper aims to assess the challenges and prospects in the education sector in India with special reference to post COVID-19 scenario. Keywords: COVID-19, Education sector, Online learning. </p> <p style="text-align: center;"> Introduction The novel strain of COVID-19 has shocked the entire worldwide in unprecedented manner. Majority of the nations have to impose lockdown to control the spread of virus. The most serious activity all across the globe are at standstill and posing a great challenge to handle the present situation as well as to develop appropriate strategies for post COVID-19 scenario. The greatest lockdown due to COVID-19 pandemic has resulted into vast threats and challenges in every activity. </p> |

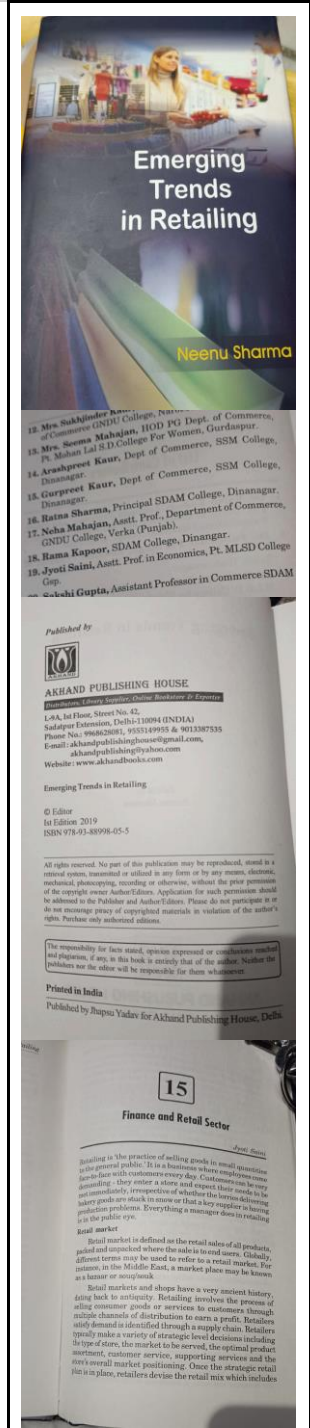

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4

Mrs. Jyoti Saini

Emerging Trends in Retailing

Finance and Retail Sector



Jyoti Saini
Principal
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| <p>5</p> | <p>Dr. Sukhwinder Kaur</p> | <p>Kagji Bhalwaan</p> | <p>Kagzi Bhalwan Kahani di Bantar atte Taat</p> | |
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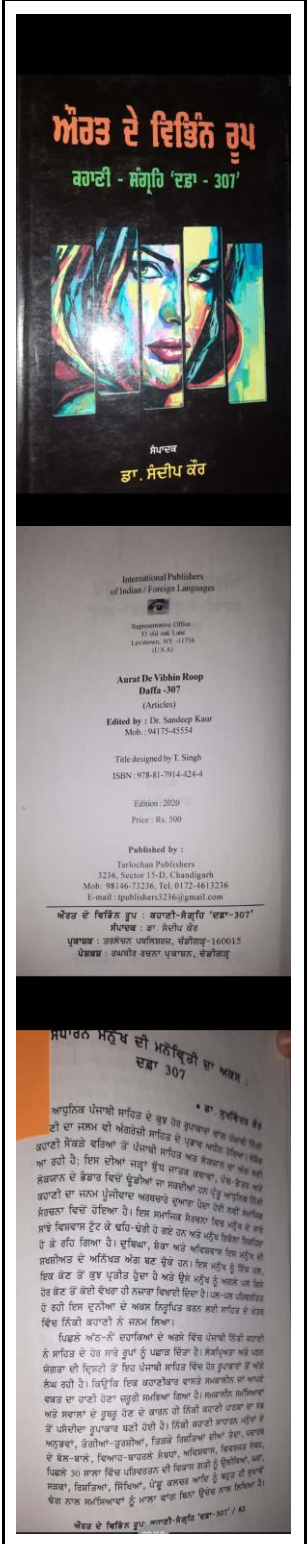
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Dr. Sukhwinder Kaur

Aurat De Vibhin Roop Daffa-307

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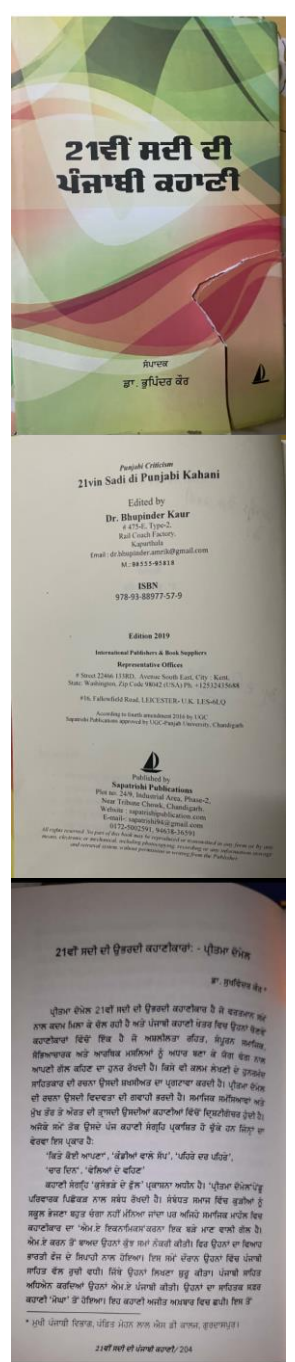
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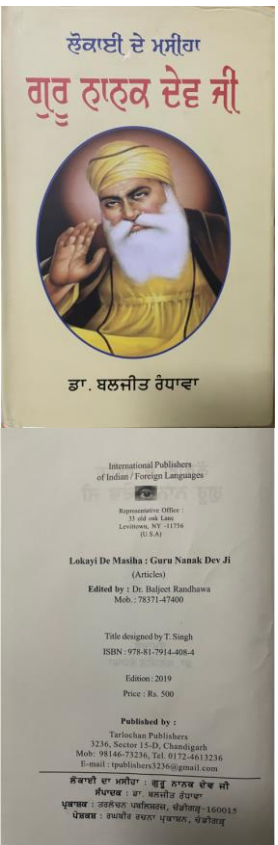
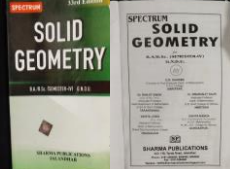
Dr. Sukhwinder Kaur

21vi Sadi Di Punjabi Kahani

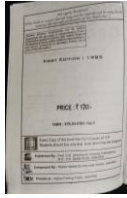

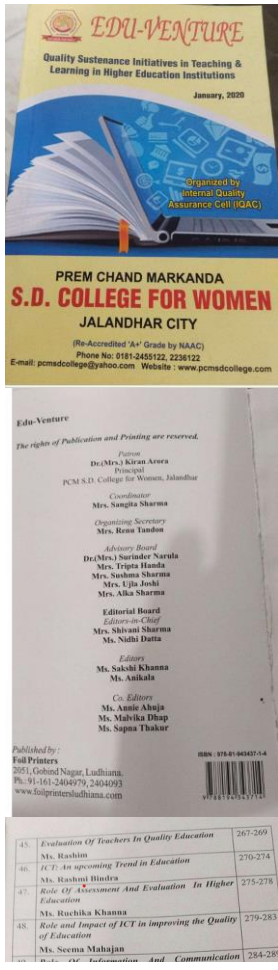
21vi Sadi di Ubhardi Kahanikaara- Prtima Dumeel



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|----|------------------------|-------------------------------------|-------------------------------------------------------|---------------------------------------------------------------------------------------|
| 10 | Mrs. Harjit Kaur Kalsi | Lokayi De Masiha: Guru Nanak Dev Ji | Shri Guru Nanak Dev Ji Di Baani sa Sansaar Nu Sandesh |  |
| 11 | Mrs. Savita Nanda | Solid Geometry | NA |  |

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|----|-------------------------|----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| | | | |  |
| 12 | Ms. Sandeep Kaur Goraya | Trends and Challenges in Computer and Communication Technology | Cyber Civilization: Moral Responsibilities and Professional Ethics |  |
| 13 | Mrs. Seema Mahajan | Edu-Venture Quality Sustenance initiatives in Teaching & Learning in Higher Education Institutions | Role and Impact of ICT in improving the quality of Education |  |

Seema Mahajan Principal
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| | | | |
| 14 | Mrs. Seema Mahajan | Emerging Trends in Retailing | Mobile Commerce: An Overview |


Risk and Impact of ICT in improving the Quality of Education
 Ms. Seema Mahajan
 Asst. Prof. in Commerce
 Pt. Mohan Lal S.D. College for Women, Gurdaspur
 Email: seemamahaj2004@gmail.com

Abstract
 Information and Communication Technologies (ICTs) is becoming very important part of the education system. It has changed many aspects of the lives. These changes have caused educational institutions, administrators, teachers to rethink their roles, teaching and vision for the future. ICT has opened new challenges for quality education. ICT enables self-paced learning through various tools such as e-learning, computer etc as a result of this the teaching learning enterprise has become more productive and meaningful. ICT helps facilitating the transaction between producers and users by keeping the students updated and enhancing teachers capacity and ability. Learning is live contact between the teacher and the student through e-mail, chalk session, e-learning, web-based learning etc. Educational technology has become very powerful media for interactive participation of experts and learners and it makes the unmanageable. Emerging learning technology (ELT) of blogging, Integrated Learning Modules, 4 post card, Web Enhancement of Bloggers, e-learning, M-learning, U-learning have started making rapid strides in teaching learning processes. The purpose of this paper is to discuss the use of emerging learning technologies, benefits of Information Communication Technology use in education.


Keywords: ICT, Education systems, teaching and learning process, e-learning, M-learning.

Introduction
 The education has very important role in formation of society. It is one of the most important needs for the well being of individual and the society. Quality education helps to empower the nation in all aspects. There are many ways to increase the learner's knowledge, and technology is the most effective way. ICT is an acronym that stands for Information Communication and communication of information, technologies for the manipulation and communication of information, mobile Broad definition of ICT includes radio, television, satellite, internet phones, computers and the internet. It can be divided into two groups: traditional ICT namely radio, television and the new ICTs like internet and telecommunications. Learning through new ICTs is also called e-learning. Impact of ICT in education includes two things-ICT and education. It includes any communication device, application

279



Emerging Trends in Retailing
 Neenu Sharma

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| ISBN | Page |
|------------------------------------------------------------------------------------------------|------|
| 10. Mobile Commerce: An Overview —Mrs. Seema Mahajan | 99 |
| 11. Indian Retail Banking Industry: Opportunities and Challenges —Anshu Kumar & Charvi Kaur | 109 |
| 12. Impact of Online Shopping —Rama Sharma | 120 |
| 13. Challenges and Strategies in Retail Marketing —Nisha Mehra | 127 |
| 14. Small Retailers Face Off-Big Challenges —Rama Kapoor | 133 |
| 15. Finance and Retail Sector —Ayati Saini | 147 |

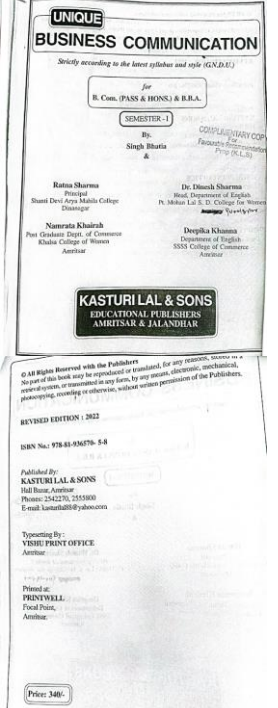
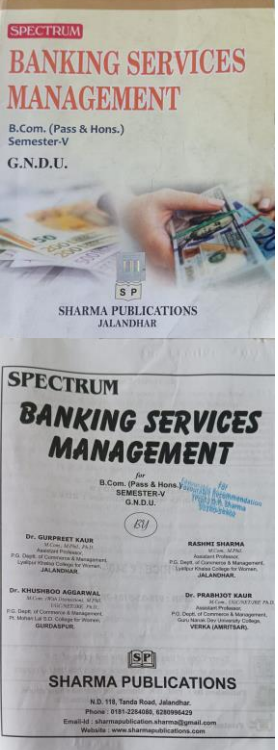
Seema Mahajan Principal
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| 15 | Mrs. Money Ohri | Edu-Venture Quality Sustenance initiatives in Teaching & Learning in Higher Education Institutions | ICT in Higher Education | |

M. Mohan Lal
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| 17 | Dr. Ravneet Kaur | Ethnography of Strategic Leadership towards sustainability | Permission Marketing strategies in terms of promotion and communication |  <p>Ethnography of Strategic Leadership towards Sustainability 15 Years of Celebrating the Indian Dr. Ravneet Kaur Dr. Deep Malik Malhotra</p> <p>KUNAL BOOKS Plot No. 10, Sector 15, Gurgaon Haryana - 122002, India Phone: +91 98765 43210 Email: kunalbooks@gmail.com Website: www.kunalbooks.com</p> <p>© Editors First Edition: 2016 ISBN: 978-93-90224-44-1</p> <p>7 Permission Marketing Strategies in Terms of Promotion and Communication</p> <p>ABSTRACT Permission marketing is a great practice to increase the sales of the product. The practice involves the company to get the permission of the customer before sending any promotional message. This practice is very effective as it helps the company to reach the customer who is interested in the product. This practice is also very cost-effective as it helps the company to reach the customer who is interested in the product. This practice is also very effective as it helps the company to reach the customer who is interested in the product.</p> <p>INTRODUCTION In the present era, the marketing practices are changing rapidly. The marketer has to adopt the new marketing practices to reach the customer. The marketer has to adopt the new marketing practices to reach the customer. The marketer has to adopt the new marketing practices to reach the customer.</p> |
| 18 | Dr. Ravneet Kaur | Consumer Behaviour | NA |  <p>CONSUMER BEHAVIOUR (Under the supervision of Dr. C. Ram, V. Semester (Professional) students of Guru Nanak Dev University)</p> <p>RAVNEET KAUR Dr. A.S. KAHLON</p> <p>KALYANI PUBLISHERS LUDHIANA, 110 005, INDIA NEW DELHI, 110 002, INDIA BANGALORE, 560 002, INDIA CHENNAI, 600 002, INDIA</p> <p>Gautam Graphic Printers (TARUN-17-CON-BEH-GD5-B) ISBN 978-93-272-7977-1</p> <p>PRINTED IN INDIA At AHT Printers, Old Mayapour, Shahdara, Delhi and published by Mrs. Usha Raj Kumar for Kalyani Publishers, New Delhi-110 002</p> |
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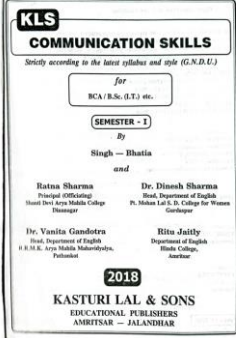
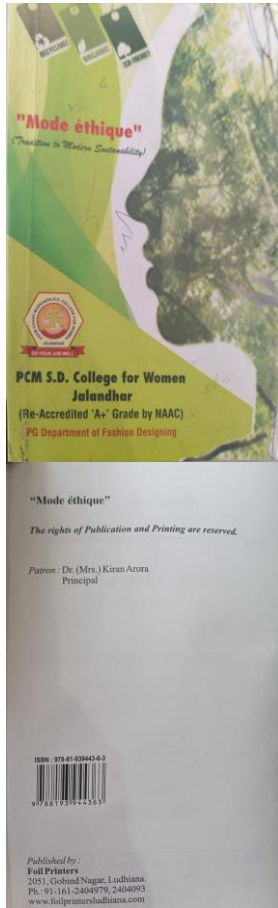
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| 20 | Dr. Dinesh Sharma | Business Communication | NA |  |
| 21 | Dr. Khushboo Aggarwal | Banking Services Management | NA |  |

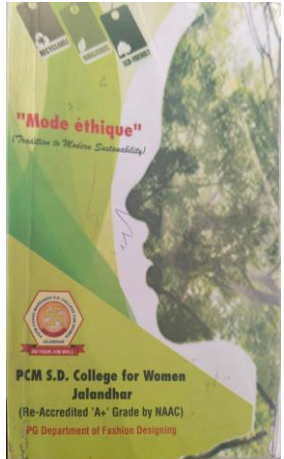
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| 22 | Dr. Dinesh Sharma | Communication Skills | NA | |
| 23 | Dr. Dinesh Sharma | Communication Skills | NA | |

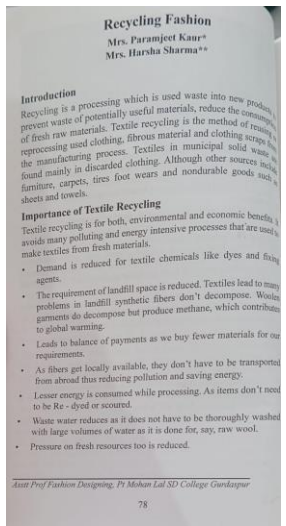
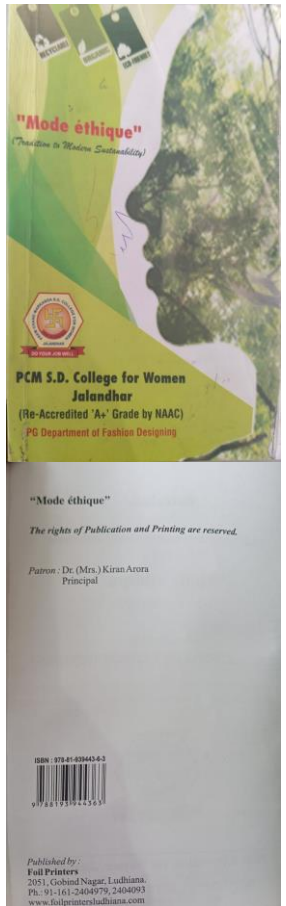
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| | | | |  |
| 24 | Ms. Harsha Sharma | Mode ethique | Recycling fashion |  |


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| | | | | <p style="text-align: center;">Recycling Fashion Mrs. Paramjeet Kaur** Mrs. Harsha Sharma**</p> <p>Introduction Recycling is a processing which is used waste into new products, prevent waste of potentially useful materials, reduce the consumption of fresh raw materials. Textile recycling is the method of reusing or reprocessing used clothing, fibrous material and clothing scraps from the manufacturing process. Textiles in municipal solid waste are found mainly in discarded clothing. Although other sources include furniture, carpets, tires foot wears and nondurable goods such as sheets and towels.</p> <p>Importance of Textile Recycling Textile recycling is for both, environmental and economic benefits, it avoids many polluting and energy intensive processes that are used to make textiles from fresh materials.</p> <ul style="list-style-type: none"> • Demand is reduced for textile chemicals like dyes and finishing agents. • The requirement of landfill space is reduced. Textiles lead to many problems in landfill synthetic fibers don't decompose. Woolen garments do decompose but produce methane, which contributes to global warming. • Leads to balance of payments as we buy fewer materials for our requirements. • As fibers get locally available, they don't have to be transported from abroad thus reducing pollution and saving energy. • Lesser energy is consumed while processing. As items don't need to be Re-dyed or scoured. • Waste water reduces as it does not have to be thoroughly washed with large volumes of water as it is done for, say, raw wool. • Pressure on fresh resources too is reduced. <p style="text-align: right;"><small>Asst Prof Fashion Designing, Pt Mohan Lal SD College Gurdaspur</small> 78</p> |
| 25 | Ms. Paramjeet Kaur | Mode ethique | Recycling fashion |  <p style="text-align: center;">"Mode éthique" <i>(Transition to Modern Sustainability)</i></p> <p style="text-align: center;">PCM S.D. College for Women Jalandhar (Re-Accredited 'A' Grade by NAAC) PG Department of Fashion Designing</p> <p style="text-align: center;">"Mode éthique" <i>The rights of Publication and Printing are reserved.</i></p> <p style="text-align: center;">Patron : Dr. (Mrs.) Kiran Atora Principal</p> <p style="text-align: center;">ISBN : 978-81-83443-6-3 9 788183 443663</p> <p style="text-align: center;"><small>Published by: Full Printers 2051, Gobind Nagar, Ludhiana. Ph. 0161-2404979, 2404093 www.fullprintersludhiana.com</small></p> |

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| 26 | Ms. Jagjeet Kaur | Mode ethique | <p>The impact of fashion bloggers and magazines on the society</p> |  <p>"Mode éthique" <i>(Transition to Modern Sustainability)</i></p> <p>PCM S.D. College for Women Jalandhar (Re-Accredited 'A' Grade by NAAC) PG Department of Fashion Designing</p> <p>"Mode éthique" <i>The rights of Publication and Printing are reserved.</i></p> <p>Patron : Dr (Mrs.) Kiran Atora Principal</p> <p>ISBN : 978-81-83443-6-3 9 788183 443663</p> <p>Published by: Full Printers 2051, Gobind Nagar, Ludhiana. Ph. 91-161-2404979, 2404093 www.fullprintersludhiana.com</p> |

J. Kaur Principal
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| | | | | <p style="text-align: center;">The Impact of Fashion Bloggers and Magazines on the Society Ms. Jagjeet Kaur*</p> <p>Abstract</p> <p>Fashion bloggers are becoming the most influential force within the fashion industry, which has been facilitated by the growth of new media. However, very little research has looked at the influence of fashion bloggers on consumers, and their adoption of fashion trends. The purpose of this exploratory study was to understand how fashion bloggers influence the attitudes and behaviors of their readers. Six interviews with 19-28 year old females were conducted, and thematic analysis was used to identify several themes. The findings revealed some blogs can be viewed as "tools" which operate within the fashion blog network. Within this network, the diffusion of information and ideas, similar to the diffusion of a product within the marketplace, takes place. Secondly, fashion blogs are more likely to be influential in the collective level rather than at the individual level as purchase behavior and trend adoption was not the result of reading one blog but several blogs. Lastly, fashion blogs were often used for social interaction purposes when managing one's self-concept. By reading a variety of blogs, the blog readers can avoid adopting a trend that they do associated with an undesirable of fashion choice, a sign that fashion designers are beginning to lose over the power that these bloggers wield (Schaefer, 2011). Likewise, companies have also been quick to offer their products to bloggers in the hope that they will share their brand experiences with their readers (Charlton, 2010). However, very little research has looked at the impact that personal fashion bloggers have on their readers. The purpose of this exploratory study is to gain a greater understanding of how fashion bloggers influence the attitudes and behaviors of their readers, which in turn may lead to the adoption of fashion trends.</p> <p>In an age defined by technology the power of fashion bloggers in the millennial era has had a lasting influence on consumers, facilitated by the rapid growth of social media and new technologies. In 2015 alone it is reported that 41 % of consumer trends were influenced by their favorite fashion bloggers while a further 23 % of consumers declared that they made direct purchases through their 'shoppable' feed rather than go to the site to buy. Creating an inter-relationship between 'brand setting' and directly 'persuading' consumers to buy their clothes the influence of fashion bloggers on consumers is increasingly prevalent in modern culture. Self-described as the new 'opiums of the masses'</p> <p>*<i>Thesis: Professor in Fashion Designing, Pt. Mohan Lal S. D. College for Women, Gurdaspur.</i></p> <p style="text-align: center;">228</p> |
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