

Title of the Book / Book Chapter	Author(s)	Edited or Authored	Publisher	ISBN	Type	DOI	Year of Publication
Omnichannel Retailing – A Perspective of Customers' Purc	Dr. Ajai Pal Sharma	Editted	Prestige Publishers	978-81-949428-3-2	National		2021
ROLE OF MARKETING IN PUBLIC ADMINISTRATION	Dr. Ajai Pal Sharma	Editted	KAAV PUBLISHER	978-83-86789-40-2	National		2018
DIGITIZATION IN LINE OF RESHAPING DIGITAL TRANSFO	Dr. Ajai Pal Sharma	Editted	EXCEL INDIA PUBLISHER	978-93-86256-51-5	National		2017
BROADBAND AND E GOVERNANCE	Dr. Ajai Pal Sharma	Editted	BHARTI PUBLICATIONS	978-93-85000-59-1	National		2015
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What determines Entry Level Professionalsto Adopt	Job S& Dr. Neelika Arora	co-authored	Bharti Publishers	9789386608581	National		2018
Understanding and Exploring Employee Commitment	in R Dr. Neelika Arora	Principal Authour	Excel India Publishers	9789384869-18-2	National		2015
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