Chandigarh Business School of Administration				
Department of Commerce				
BOOK CHAPTER PUBLICATIONS 2025-26				
S.No.	**Title of the Book Chapter**	**Name of the conference/ Book Publisher**	**Name of the Author**	**ISSN / ISBN no.**
1	Guardian to the Policyholders: Ensuring Data Security in Insurance Industry	IGI Global	Dr. Kamalpreet Kaur	9798337318820
2	AI and the Future of Hospitality Workforce: Balancing Automation and Human Touch	IGI Global	Ms. Jasvir Kaur	9798337318820
3	Co- Lending Framework: A Technological Evolution in the Insurance	IGI Global	Ms. Kirti Rani	9798337318820
4	Customer Perceptions and Preferences for Bancassurance Services in Public and Private Sector Banks of Punjab	Emerald	Dr.Diksha Verma	978-1-83662-188-1
5	Strategic Design and Execution of Omnichannel Political Marketing: Enhancing Voter Engagement in the Digital Democratic Era	Emerald	Dr. Diksha Verma	ISBN electronic: 978-1-83708-712-9 ISBN print: 978-1-83708-713-6
6	Sustainable Development: Bridging Trnasitional Gap from Scared Ecology to ESG	Green Grove	Dr. Kamalpreet Kaur	978-81-696-5903-1
7	Sustainable Development: Bridging Trnasitional Gap from Scared Ecology to ESG	Green Grove	Dr. Diksha Verma	978-81-696-5903-1
8	Bhartiyata and Sustainable Management: Integrating Cultural Values into Contemporary Business	Green Grove	Ms. Kirti Rani	978-81-696-5903-1
9	Bhartiyata and Sustainable Management: Integrating Cultural Values into Contemporary Business	Green Grove	Dr. Ramneet Kaur	978-81-696-5903-1

10	ICT ICT IN HIGHER EDUCATIONAND ROLE OF NEP 2020: THE WAY AHEAD	National Press Associates	Ms.Sarabjit Kaur	ISBN : 978-93-48843-43-2
11	Rising Pollution Levels and Roadmap to Sustainability: pg 150-159	GGN Graphics	Ms.Sarabjit Kaur	ISBN: 978-81-961671-7-2
12	Entrepreneurship : Exploring Various Aspects and Challenges	Saptrishi Publications	Ms.Sarabjit Kaur	ISBN : 978-81-990351-1-9
13	Deep Learning and Machine Learning Techniques for Analyzing the Impact of Big Data and Analytics on Firm Profitability	3rd International Conference on Self Sustainable Artificial Intelligence Systems (ICSSAS), Erode, India	Dr. Seema Rani	
14	Role of Artificial Intelligence in Stock Market: A Literature review	Role of Multidisciplinary & Technology Led Approach: An Inch Closer to Attainment of Vikisit Bharat 2047	Dr. Sonia Garg and Dr. Seema Rani	978-93-47303-13-5
15	Leveraging Machine Learning for Workforce Retention: An Attrition Prediction Model	Proceedings of 10th INTERNATIONAL CONFERENCE ON INNOVATIVE COMPUTING AND COMMUNICATION (ICICC 2026)	Dr Ramneet Kaur	
16	Metaverse Founderscape: Evaluating Entrepreneurial Ideation, Team Dynamics, and Pitch Performance in Immersive Virtual Incubation Platforms	2026 IEEE International Conference on Emerging Computing and Intelligent Technologies, In May, 2026	Dr. Kamalpreet Kaur	