

Chandigarh Business School of Administration

MBA Department

Book Chapter Publication (2024-25)

S.No.	Title of the Book Chapter	Name of the conference/ book publisher	Name of the author	ISSN / ISBN no.
1	Shores of Success: Building a Sustainable Blue Economy Through HR Excellence	Harnessing AI to Transform Human Resources in Future Workplace Practices	Dr. Pallavi, Dr. Ruby, Dr. Aaruni,	ISBN13: 9798369386699 ISBN13 Softcover: 9798369386705 EISBN13: 9798369386712
2	Humanizing AI: The Role of Employer Branding in Attracting and Retaining Top Talent	Artificial Intelligence and Machine Learning in Marketing	Dr. Pallavi, Dr. Ruby, Dr. Aaruni,	ISBN13: 9798337334769 ISBN13 Softcover: 9798337334806 EISBN13: 9798337334776
3	Exploring the Future of AI in Marketing and the Evolution of Consumer Insight Analysis	Artificial Intelligence and Machine Learning in Marketing	Dr. Aaruni, Dr. Pallavi, Dr. Ruby	ISBN13: 9798337334769 ISBN13 Softcover: 9798337334806 EISBN13: 9798337334776
4	Heading Towards the Solution of Employability Issues Through Interdisciplinary Management Education	Interdisciplinary Approaches in Management Education	Dr. Ruby, Dr. Pallavi	E-Book ISBN: 9781003495499
5	Consumer Preferences for NIVEA Deodorant Spray in Bangalore	Shaping the Future: Global Trends in Management Paradigms	Dr. Baljinder Kaur & Dr. Stuti	ISBN: 978-93-48639-32-5