



**Dr. Bhavanam Amarnath Reddy** is working as an Associate Professor, Department of MBA, Vishwa Vishwari School of Business, Hyderabad, and Telangana, India. In his 15 years of teaching and research experience, he has served in an array of designations as Assistant Professor, Associate Professor and HOD of MBA Department, Head, Entrepreneurship Development Cell, President to Institution Innovation Council (IC) and National Institutional Startup Policy (NISIP) under MHRD Innovation Cell, also Mentor to various innovations under Innovation Cell, MHRD. Has authored 5 Books, published 6 patents, 75 National & International Paper Publications, presented papers in 15 International Conferences, Participated in more than 45 FDPs, 81 Webinars, Workshops, Refresher courses and has 21 Coursera Certifications. Has presented many Guest lectures and was Resource person for Workshops & Refresher Courses in several Universities, Engineering Colleges and Business Schools on a variety of topics. His research interests are Portfolio Management Services, Mutual Fund Investments, New Innovation Financial Methods, Marketing Administrative Reforms and Marketing Policy and Implementation.



**Dr. Gaurav Bansal** is a Professor and Head of the Management department at R. D. Engineering College, Ghaziabad. He is Ph. D. (Commerce-Finance) from CCS University Meerut, M. Com, MBA (Finance and Marketing), M.A. (Economics), M.Sc. (IT), DBA and B.Ed. from different universities/Institutions. He has 18 Years of experience in Academics and Administration. As a keen Researcher, his areas of interest includes Financial Accounting, Financial Management, Cost and Management Accounting, Investment Analysis and Portfolio Management, Income Tax and Financial Derivatives. He worked with AIMSR, ICFAI, IIMT-CDL, ABES-BS, ICI and IPM as core/visiting faculty. He has Published 14 Quality Research Papers in Scopus, ABDC, UGC Care, International and National refereed Journals. Also Presented 26 Research papers in leading National and International Conferences at IIM-A, IIT-K, TMU, PUJ, IMS, ITS etc. He has Attended 19 National and International FDPs on various topics. 03 patents were published in his name.



**Dr. Neeraj Sanghi** is working as a professor and Area Head-Finance at I.T.S School of Management, Ghaziabad. He is the associate member of Institute of Cost Accountants of India. Dr. Sanghi completed his doctorate in commerce and has done PGDBM in the area of finance. He has more than twenty-five years of academic experience. He chaired various training sessions in MDPs for middle and senior-level management executives of NTPC. He convened various MDPs, FDPs, Seminars, conferences and workshops in the area of finance. Dr. Sanghi Presented thirty-one papers in national and international conferences organized by IIM Ahmedabad, IIT Kharagpur, various universities and institutions. He published nineteen research papers in reputed journals and books.



**Dr. Y. Siva Reddy** is working as an Associate Professor at the Department of MBA, Vishwa Vishwari School of Business, Hyderabad, and Telangana, India. He has more than 15 years of academic experience in various universities affiliated colleges under JNTUK, ANU & OU. He is a visiting professor to many colleges. As a keen Researcher, his areas of interest includes Financial Accounting, Financial Management, Investment Analysis and Portfolio Management. He is an MBA with Finance & Marketing Specialization from Acharya Nagarjuna University and graduated in Commerce, and done his Ph.D from Rayataseema University, Kurnool. He has published papers in various National & International journals and guided projects to more than 160 students. He is Proactive in organizing Workshops, Guest Lectures and Seminars.

Dr. Bhavanam Amarnath Reddy | Dr. Gaurav Bansal  
Dr. Neeraj Sanghi | Dr. Y. Siva Reddy

PRINCIPLES OF ACCOUNTING



*A Text Book of*  
**Principles of Accounting**

**Dr. Bhavanam Amarnath Reddy | Dr. Gaurav Bansal**  
**Dr. Neeraj Sanghi | Dr. Y. Siva Reddy**

  
**Director**  
R.D. Engineering College  
Duhai, Ghaziabad



ISBN 978-83-19489-08-4



9 788119 489084

Dr. Pankaj Kumar Singh  
Dr. Arnaldo S. De Guzman  
Mr. Sanjay Paliwal

# Innovation in Sustainable Energy and Cleaner Environment



A handwritten signature in blue ink, likely belonging to the Director of R.D. Engineering College.

Director  
R.D. Engineering College  
Duhai, Ghaziabad

The logo for Gardener's Inc., featuring a stylized 'G' with a small 'M' inside a square on the left, followed by the text 'ardener's Inc.'  
Gardener's  
Inc.

## Dr. Pankaj Kumar Singh

Ph.D. Civil Engineering & M. Tech. Diversified Engineering  
Director Research, R D Engineering College



**Dr. Pankaj Kumar Singh** is PhD in Civil Engineering and M. Tech. in the Diversified Engineering Stream, He also holds a MBA. Dr Singh is Director Research in R D Engineering College, Ghaziabad. He also serves as Guest Professor in several countries like Philippines, Qatar etc. His research area of interest is Environmental Conservation & Sustainability, Biological Waste water treatment, Plant medicine, Crop recognition & monitoring, AI & Modeling and so on. He wrote 5+ books and book chapter in diversified field. His work is in the field of Patent and till now published more than 30+ national and International Patent and Granted 10+ National and International Patent along with Professors/Researcher of US, Canada, UK, Russia, Syria, Philippines etc. as well as Published many Research Papers in reputed journals like MDPI (SCI), ESCI, ABDC Journal, Scopus, Springer, UGC-

Care etc.

He also holds session Chair in many International Conferences in different countries like Las Vegas, New Jersey, Bali, Geneva, George Town (Australia). After all these achievements, Dr Singh was awarded as Best Research Director in the field of Biological Wastewater treatment & Plant Medicine and many more awards.

## Dr. Arnaldo S. De Guzman

S.Th.D.



**Dr. Arnaldo S. De Guzman** dedicates himself in the fields of Philosophy and Theology specializing in Moral Philosophy and Moral Theology with the experience of more than 30 years.

He finished his Doctorate in Sacred Theology and Licentiate in Sacred Theology from the PontificiaUniversita' della Santa Croce in Rome, Italy; Bachelor in Sacred Theology and Licentiate in Philosophy from the University of Santo Tomas in Manila, Philippines.

Dr. De Guman has an experience of more than 30 years as a professor and administrator in the Higher Education Universities. He is a professor at the University of Perpetual Help System DALTA, University of Perpetual Help Laguna and Dr. Jose G. Tamayo Medical University teaching Philosophy, Bioethics, Business Ethics, Filipino Christian Living among others.

Dr. De Guzman is also a University Administrator having served as a School Director for almost 20 years at the University of Perpetual Help Laguna - GMA Campus, University of Perpetual Help System DALTA Calamba Campus and at present at the University of Perpetual Help System DALTA Las Pinas Campus.

## Mr. Sanjay Paliwal

B.E.; M.Tech.



**Mr. Sanjay Paliwal** is a Renowned Professor in the Mechanical Department at R D Engineering College, Ghaziabad, India.

He has done B.E.; M.Tech. And Published Several Research Papers and National and International Patent to his Credit. He has Attended Several National & International Conferences. He has 5-year Industry & 22-year Teaching Experience.



### IV Gardeners Incorporation

122, Heera Nagar - A, Ajmer Road, Jaipur-302019

Phone: 98280 36110, 7073063317

Website: [www.fourgardenersinc.com](http://www.fourgardenersinc.com)

E-mail: [info@fourgardenersinc.com](mailto:info@fourgardenersinc.com); [fourgardeners18@gmail.com](mailto:fourgardeners18@gmail.com)

Director  
R.D. Engineering College  
Duhai, Ghaziabad



# Innovation in Sustainable Energy and Cleaner Environment

First Edition : 2023

Author

Dr Pankaj Kumar Singh  
Dr Arnaldo S DE Guzman  
Mr. Sanjay Paliwal

ISBN : 978-81-19145-12-6

© All rights reserved with publisher

Price : ₹ 2495/-

## Disclaimer from Authors & Publishers

Every effort has been made to avoid errors or omissions in this publication. In spite of this, some errors might have crept in. Any mistake, error or discrepancy noted may please be brought to our notice which shall be taken care of in the next edition. It is notified that neither the publishers nor the authors or sellers will be responsible for any damage or loss to any one, of any kind, in any manner, therefrom. The authors and publishers specifically disclaim any implied warranties as to merchantability or fitness of the publication for any particular purpose.

No part of this book may be reproduced or copied in any form or by any means (graphic, electronic or mechanical, including photocopying, recording, taping or information retrieval system) or reproduced on any disc, tape, perforated media or other information storage device, etc., without the written permission of the publishers. Breach of this condition is liable for legal action.

For binding mistakes, misprints or for missing pages, etc., the publisher's liability is limited to replacement within one month of purchase by similar edition. All expenses in this connection are to be borne by the purchaser. All disputes are subject to Jaipur jurisdiction only.

Published by :



**IV Gardeners Incorporation**

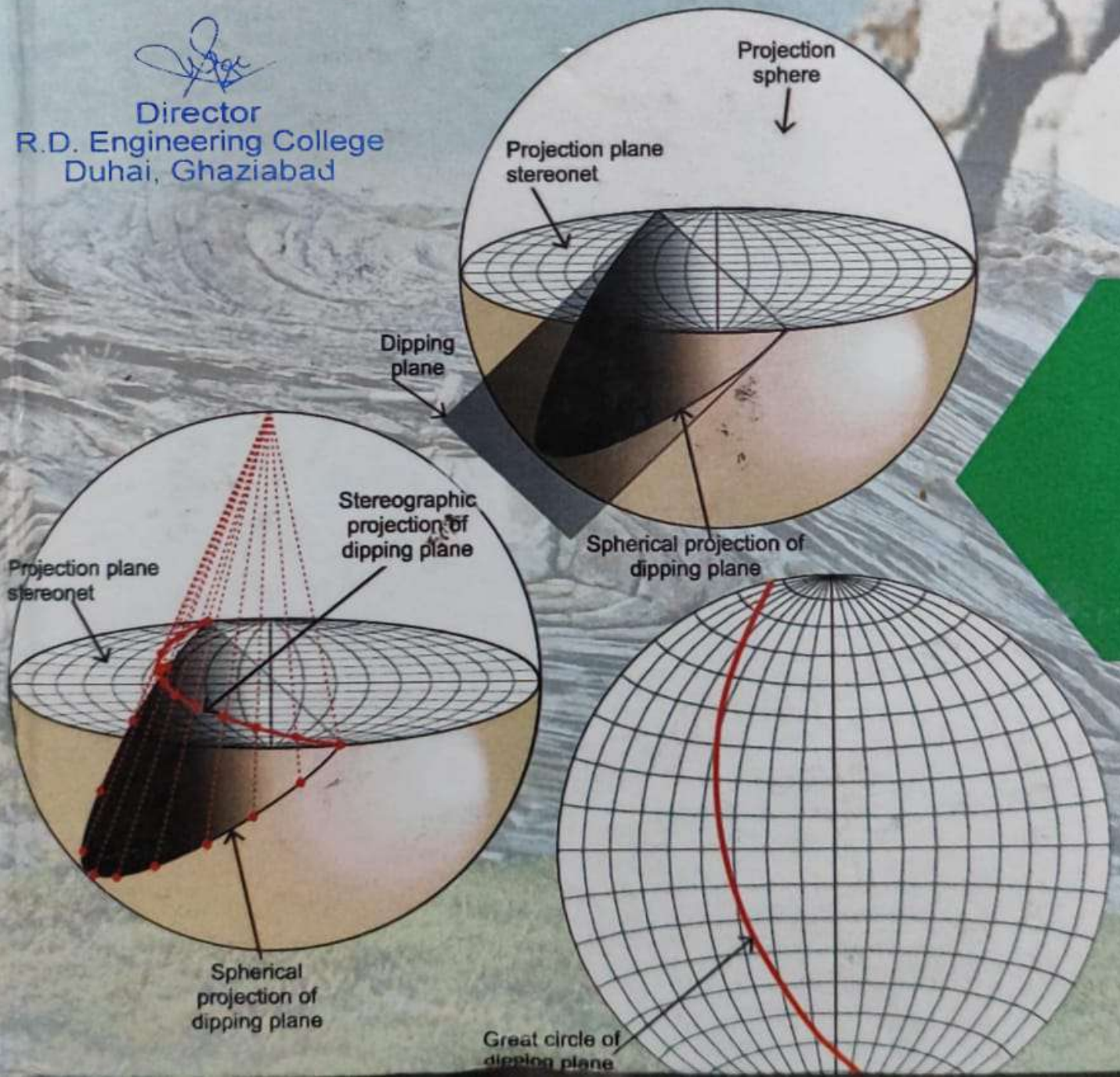
122, Heera Nagar - A  
Ajmer Road, Jaipur-302019  
Phone: 98280 36110, 7073063317  
Website: [www.fourgardenersinc.com](http://www.fourgardenersinc.com)  
E-mail: [info@fourgardenersinc.com](mailto:info@fourgardenersinc.com)  
[fourgardners18@gmail.com](mailto:fourgardners18@gmail.com)

Director  
R.D. Engineering College  
Duhai, Ghaziabad

# STRUCTURAL GEOLOGY

Dr. Pankaj Kumar Singh

Director  
R.D. Engineering College  
Duhai, Ghaziabad



## Dr. Pankaj Kumar Singh

Ph.D. Civil Engineering & M. Tech. Diversified Engineering  
Director Research, R D Engineering College



**Dr. Pankaj Kumar Singh** is Ph.D. in Civil Engineering and M. Tech. in the Diversified Engineering Stream, He also holds a MBA. Dr Singh is Director Research in R D Engineering College, Ghaziabad. He also serves as Guest Professor in several countries like Philippines, Qatar etc. His research area of interest is Environmental Conservation & Sustainability, Biological Waste water treatment, Plant medicine, Crop recognition & monitoring, AI & Modeling and so on. He wrote 5+ books and book chapter in diversified field. His work is in the field of Patent and till now published more than 30+ national and International Patent and Granted 10+ National and International Patent along with Professors/Researcher of US, Canada, UK, Russia, Syria, Philippines etc. as well as Published many Research Papers in reputed journals like MDPI (SCI), ESCI, ABDC Journal, Scopus, Springer, UGC-Care etc.

He also holds session Chair in many International Conferences in different countries like Las Vegas, New Jersey, Bali, Geneva, George Town (Australia). After all these achievements, Dr. Singh was awarded as Best Research Director in the field of Biological Wastewater treatment & Plant Medicine and many more awards.

Director  
R.D. Engineering College  
Duhai, Ghaziabad



### IV Gardeners Incorporation

122, Heera Nagar - A, Ajmer Road, Jaipur-302019

Phone: 98280 36110, 7073063317

Website: [www.fourgardenersinc.com](http://www.fourgardenersinc.com)

E-mail: [info@fourgardenersinc.com](mailto:info@fourgardenersinc.com); [fourgardners18@gmail.com](mailto:fourgardners18@gmail.com)



# STRUCTURAL GEOLOGY

A Practical Guide to Quantitative Surface and Subsurface Map Interpretation

First Edition : 2023

Author

**Dr. Pankaj Kumar Singh**

Ph.D. Civil Engineering and M.Tech. Diversified Engineering  
Director Research, R.D. Engineering College, Ghaziabad

ISBN : 978-81-19145-22-5

© All rights reserved with publisher

Price : ₹ 2495/-

### Disclaimer from Authors & Publishers

Every effort has been made to avoid errors or omissions in this publication. In spite of this, some errors might have crept in. Any mistake, error or discrepancy noted may please be brought to our notice which shall be taken care of in the next edition. It is notified that neither the publishers nor the authors or sellers will be responsible for any damage or loss to any one, of any kind, in any manner, therefrom. The authors and publishers specifically disclaim any implied warranties as to merchantability or fitness of the publication for any particular purpose.

No part of this book may be reproduced or copied in any form or by any means (graphic, electronic or mechanical, including photocopying, recording, taping or information retrieval system) or reproduced on any disc, tape, perforated media or other information storage device, etc., without the written permission of the publishers. Breach of this condition is liable for legal action.

For binding mistakes, misprints or for missing pages, etc., the publisher's liability is limited to replacement within one month of purchase by similar edition. All expenses in this connection are to be borne by the purchaser. All disputes are subject to Jaipur jurisdiction only.

Published by :



**IV Gardeners Incorporation**

122, Heera Nagar - A

Ajmer Road, Jaipur-302019

Phone: 98280 36110, 7073063317

Website: [www.fourgardenersinc.com](http://www.fourgardenersinc.com)

E-mail: [info@fourgardenersinc.com](mailto:info@fourgardenersinc.com)  
[fourgardners18@gmail.com](mailto:fourgardners18@gmail.com)

Director

R.D. Engineering College  
Duhai, Ghaziabad

# Geoinformatics in Theory and Practice



**Dr. Pankaj Kumar Singh**  
**Dr. Sanjeev Singh**  
**Lorena C. Ilagan**

Director  
R.D. Engineering College  
Duhai, Ghaziabad



## Dr. Pankaj Kumar Singh

Ph.D. Civil Engineering & M. Tech. Diversified Engineering  
Director Research, R D Engineering College



**Dr. Pankaj Kumar Singh** is Ph.D. in Civil Engineering and M. Tech. in the Diversified Engineering Stream, He also holds a MBA. Dr Singh is Director Research in R D Engineering College, Ghaziabad. He also serves as Guest Professor in several countries like Philippines, Qatar etc. His research area of interest is Environmental Conservation & Sustainability, Biological Waste water treatment, Plant medicine, Crop recognition & monitoring, AI & Modeling and so on. He wrote 5+ books and book chapter in diversified field. His work is in the field of Patent and till now published more than 30+ national and

International Patent and Granted 10+ National and International Patent along with Professors/Researcher of US, Canada, UK, Russia, Syria, Philippines etc. as well as Published many Research Papers in reputed journals like MDPI (SCI), ESCI, ABDC Journal, Scopus, Springer, UGC-Care etc.

He also holds session Chair in many International Conferences in different countries like Las Vegas, New Jersey, Bali, Geneva, George Town (Australia). After all these achievements, Dr. Singh was awarded as Best Research Director in the field of Biological Wastewater treatment & Plant Medicine and many more awards.

---

## Dr. Sanjeev Singh

B.Tech. in Civil Engineering  
M.Tech. and Ph.D. in Geotechnical Engineering



**Dr. Sanjeev Singh** is B.Tech. in Civil Engineering and he had done his M.Tech. and Ph.D. in Geotechnical Engineering, (Geo-Environmental Engg) from IIT BHU. Presently, Dr. Sanjeev is Professor at KIET Group of Institutions, Ghaziabad.

He wrote 07 books and published more than 20 research paper in reputed journals. He published 10+ national and international patents.

---

## LORENA C. ILAGAN, MS-ECE., PECE,

DEAN, College of Engineering  
University of Perpetual Help System Dalta Las Pinas, Philippines



**Lorena Ilagan** has finished her BS in Electronics and Communications Engineering at Mapua Institute of Technology and MS in Electronics Engineering at De La Salle University Manila. She is a candidate for graduation also at De La Salle University Manila taking PhD in Electronics Engineering.

In her profession as an academican, she was awarded the **Most Outstanding Dean by the DALTA Group of Companies** and now appointed as the Cluster Director for Technology Programs such as College of

Engineering, Computer Studies, Maritime Education, School of Aviation and Technology Programs. She runs various projects for the University like the ALTA I-Hub Project Director and Program Integrator of Digitech Program.



## IV Gardeners Incorporation

122, Heera Nagar - A, Ajmer Road, Jaipur-302019

Phone: 98280 36110, 7073063317

Website: [www.fourgardenersinc.com](http://www.fourgardenersinc.com)

E-mail: [info@fourgardenersinc.com](mailto:info@fourgardenersinc.com); [fourgardeners18@gmail.com](mailto:fourgardeners18@gmail.com)

Director

R.D. Engineering College  
Duhai, Ghaziabad



**Publisher:**



## **IV GARDNERS INCORPORATION**

122, Heera Nagar - A

Ajmer Road,

Jaipur-302019

Phone: 98280 36110, 70730 63317

Website : [www.fourgardenersinc.com](http://www.fourgardenersinc.com)

E-mail : [info@fourgardenersinc.com](mailto:info@fourgardenersinc.com)

[fourgardners18@gmail.com](mailto:fourgardners18@gmail.com)

© All rights reserved with Publisher

**First Edition: 2023**

### **Disclaimer from Authors & Publishers**

Every effort has been made to avoid errors or omissions in this publication. In spite of this, some errors might have crept in. Any mistake, error or discrepancy noted may please be brought to our notice which shall be taken care of in the next edition. It is notified that neither the publishers nor the authors or sellers will be responsible for any damage or loss to any one, of any kind, in any manner, therefrom. The authors and publishers specifically disclaim any implied warranties as to merchantability or fitness of the publication for any particular purpose.

No part of this book may be reproduced or copied in any form or by any means (graphic, electronic or mechanical, including photocopying, recording, taping or information retrieval system) or reproduced on any disc, tape, perforated media or other information storage device, etc., without the written permission of the publishers. Breach of this condition is liable for legal action.

For binding mistakes, misprints or for missing pages, etc., the publisher's liability is limited to replacement within one month of purchase by similar edition. All expenses in this connection are to be borne by the purchaser. All disputes are subject to Jaipur jurisdiction only.

ISBN : 978-81-191451-4-0

Price : ₹ 2495.00

Director  
R.D. Engineering College  
Duhai, Ghaziabad

# Big Data to Intelligent Data

First Edition

Dr Pankaj Kumar Singh  
Mr. Hemant Kumar Singh  
Dr Vishal Upmanu



Director  
R.D. Engineering College  
Duhai, Ghaziabad



## Dr. Pankaj Kumar Singh

Ph.D. Civil Engineering & M. Tech. Diversified Engineering  
Director Research, R D Engineering College



**Dr. Pankaj Kumar Singh** is PhD in Civil Engineering and M. Tech. in the Diversified Engineering Stream, He also holds a MBA. Dr Singh is Director Research in R D Engineering College, Ghaziabad. He also serves as Guest Professor in several countries like Philippines, Qatar etc. His research area of interest is Environmental Conservation & Sustainability, Biological Waste water treatment, Plant medicine, Crop recognition & monitoring, AI & Modeling and so on. He wrote 5+ books and book chapter in diversified field. His work is in the field of Patent and till now published more than 30+ national and International Patent and Granted 10+ National and International Patent along with Professors/Researcher of US, Canada, UK, Russia, Syria, Philippines etc. as

well as Published many Research Papers in reputed journals like MDPI (SCI), ESCI, ABDC Journal, Scopus, Springer, UGC-Care etc.

He also holds session Chair in many International Conferences in different countries like Las Vegas, New Jersey, Bali, Geneva, George Town (Australia). After all these achievements, Dr Singh was awarded as Best Research Director in the field of Biological Wastewater treatment & Plant Medicine and many more awards.

---

## Hemant Kumar Singh

B.Tech, MS (Software systems) and MBA (IT Systems)



**Hemant Kumar Singh** is a very senior IT professional with over 2 decades of experience. He holds B.Tech, MS (Software systems) and MBA (IT Systems) degrees and has notable achievements in academics.

Mr Singh is presently working as Senior Business Manager in IBM (India) Pvt Ltd, Noida. Mr Singh is adept at leading big size, complex and multi technology IT solutions across clients from various vertical and geographies across the world.

His core expertise is in leading large cloud-based client engagements and delivering value through deep technology knowledge, industry insights and with his global exposure he steers the goals of the organizations and practice.

He has travelled to multiple countries globally to successfully execute IT programs. Mr. Singh is a data and cloud enthusiast and contributes to the field by grooming learners, helping them visualise, organize and solve business problems through data engineering on cloud.

He holds multiple certifications on Sales force technology and management related methodologies. He has co-authored a paper that was published in an international journal too.

---

## Dr. Vishal Upmanu

Ph.D., M.Tech., B.Tech. (ECE)



Having Eighteen plus years of Teaching Experience. Presently Working as Associate Professor in R D Engineering college, Ghaziabad.

His research area in Ph.D. was related to data science He is IBM certified Data Analyst. He have Published 10 plus research papers in national or international journals.

His recent area of concentration is data science, Artificial intelligence and machine learning.

Director  
R.D. Engineering College  
Duhai, Ghaziabad



### IV Gardeners Incorporation

122, Heera Nagar - A, Ajmer Road, Jaipur-302019

Phone: 98280 36110, 7073063317

Website: [www.fourgardenersinc.com](http://www.fourgardenersinc.com)

E-mail: [info@fourgardenersinc.com](mailto:info@fourgardenersinc.com); [fourgardners18@gmail.com](mailto:fourgardners18@gmail.com)



**Publisher:**



## **IV GARDNERS INCORPORATION**

122, Heera Nagar - A

Ajmer Road,

Jaipur-302019

**Phone:** 98280 36110, 70730 63317

**Website :** www.fourgardenersinc.com

**E-mail :** info@fourgardenersinc.com  
fourgardeners18@gmail.com

© All rights reserved with Publisher

**First Edition: 2023**

### **Disclaimer from Authors & Publishers**

Every effort has been made to avoid errors or omissions in this publication. In spite of this, some errors might have crept in. Any mistake, error or discrepancy noted may please be brought to our notice which shall be taken care of in the next edition. It is notified that neither the publishers nor the authors or sellers will be responsible for any damage or loss to any one, of any kind, in any manner, therefrom. The authors and publishers specifically disclaim any implied warranties as to merchantability or fitness of the publication for any particular purpose.

No part of this book may be reproduced or copied in any form or by any means (graphic, electronic or mechanical, including photocopying, recording, taping or information retrieval system) or reproduced on any disc, tape, perforated media or other information storage device, etc., without the written permission of the publishers. Breach of this condition is liable for legal action.

For binding mistakes, misprints or for missing pages, etc., the publisher's liability is limited to replacement within one month of purchase by similar edition. All expenses in this connection are to be borne by the purchaser. All disputes are subject to Jaipur jurisdiction only.

**ISBN :** 978-81-19145-11-9

**Price :** ₹ 2495.00

**Director**  
R.D. Engineering College  
Duhai, Ghaziabad

FIRST EDITION

# Digital Marketing Strategies and Value Co-Creation



 **MG** Gardeners Inc. *Shilpi Singh*  
Director  
R.D. Engineering College  
Duhai, Ghaziabad

Dr. Shilpi Singh  
Dr. Jitendra K. Singh  
Mr. Vivek Tyagi

## Dr. Shilpi Singh

Associate Professor  
Noida International University



Dr. Shilpi Singh with Ph.D. in management is Associate Professor at Noida International University, Greater Noida. She obtained her MBA from Barkatullah University, Bhopal (M.P.). She also holds a M.Phil., M.A.

(English) and B.Ed. degree.

Besides serving as core faculty of marketing and marketing specialization subjects from more than last 20 years, she is involved in serving various management institutes as a visiting professor in Philippines and other countries also. She is involved in guiding many research projects in management as well as in designing a variety of course material on management topics. She is author of many books like Service Marketing, Sales and Distribution management, Brand and Product Intelligence etc. In her books, co-authors are Professors from other countries too. Dr. Shilpi has a rich experience of research, training and consultancy and published and granted more than 10 International (South Africa, UK, Russia, Syria, Philippines etc.) and National Patent. She also published many research papers in reputed journals like MDPI(ESCI), SCOPUS, UGC-CARE etc. She has been awarded with Employee Excellence Award by Institute of Professional Excellence and Management.



### IV Gardners Incorporation

122, Heera Nagar - A, Ajmer Road, Jaipur-302019  
Phone: 98280 36110, 7073063317  
Website: [www.fourgardenersinc.com](http://www.fourgardenersinc.com)  
E-mail: [info@fourgardenersinc.com](mailto:info@fourgardenersinc.com);  
[fourgardners18@gmail.com](mailto:fourgardners18@gmail.com)



## Dr. Jitendra K. Singh

Associate Professor  
Department of Management  
Rajiv Academy for  
Technology & Management,  
Mathura  
(Approved by AICTE &  
Affiliated to AKTU,  
Lucknow)



**Dr. Jitendra Kumar Singh** is an Associate Professor of Organizational Behaviour and Human Resource Management in Department of Management at Rajiv Academy for Technology & Management. He has more than 16 years' experience of Teaching, Administration and Industry experience driven to inspire students to pursue academic and professional excellence.

He has been awarded Doctoral degree from Mewar University, Chittorgarh, having Masters in Business Administration specialised in Marketing & Human Resource from Dr. A.P.J. Abdul Kalam Technical University and a Bachelor's degree from Dr. Bhimrao Ambedkar University.

Exceptional track record of research success with multiple published articles. His areas of expertise are Marketing Management, Organisational Behaviour and Human Resource Management.

## Mr. Vivek Tyagi

**Mr. Vivek Tyagi** is a Renowned Management Professional and Thinker. Currently he is Associate Professor in R D Engineering College in Management Department.

He completed his MBA from UPTU Lucknow, and has several, Research Papers to his Credit. He has attended Several national & International Conferences all over the world. His has a many



years of experience and real time exposure in the field Digital Marketing, Marketing Management, Change Management and "Organisation Readiness"

Director

R.D. Engineering College  
Duhai, Ghaziabad

**Publisher:**



## **IV GARDNERS INCORPORATION**

122, Heera Nagar - A

Ajmer Road,

Jaipur-302019

**Phone:** 98280 36110, 70730 63317

**Website :** www.fourgardenersinc.com

**E-mail :** info@fourgardenersinc.com

fourgardners18@gmail.com

© All rights reserved with Publisher

**First Edition: 2023**

### **Disclaimer from Authors & Publishers**

Every effort has been made to avoid errors or omissions in this publication. In spite of this, some errors might have crept in. Any mistake, error or discrepancy noted may please be brought to our notice which shall be taken care of in the next edition. It is notified that neither the publishers nor the authors or sellers will be responsible for any damage or loss to any one, of any kind, in any manner, therefrom. The authors and publishers specifically disclaim any implied warranties as to merchantability or fitness of the publication for any particular purpose.

No part of this book may be reproduced or copied in any form or by any means (graphic, electronic or mechanical, including photocopying, recording, taping or information retrieval system) or reproduced on any disc, tape, perforated media or other information storage device, etc., without the written permission of the publishers. Breach of this condition is liable for legal action.

For binding mistakes, misprints or for missing pages, etc., the publisher's liability is limited to replacement within one month of purchase by similar edition. All expenses in this connection are to be borne by the purchaser. All disputes are subject to Jaipur jurisdiction only.

ISBN : 978-81-19145-04-1

Price : ₹ 1995.00

**Director**  
R.D. Engineering College  
Duhai, Ghaziabad





# Marketing for B2B Business

First Edition

**Dr. Shilpi Singh**  
**Dr. Urvashi Makkar**  
**Mr. Subhas Verma**



Director  
R.D. Engineering College  
Duhai, Ghaziabad

 **Gardeners  
Inc.**

## Dr. Shilpi Singh

Associate Professor  
Noida International University



Dr. Shilpi Singh with Ph.D. in management is Associate Professor at Noida International University, Greater Noida. She obtained her MBA from Barkatullah University, Bhopal (M.P.). She also holds a M.Phil., M.A. (English) and B.Ed. degree.

Besides serving as core faculty of marketing and marketing specialization subjects from more than last 20 years, she is involved in serving various management institutes as a visiting professor in Philippines and other countries also. She is involved in guiding many research projects in management as well as in designing a variety of course material on management topics. She is author of many books like Service Marketing, Sales and Distribution management, Brand and Product Intelligence etc. In her books, co-authors are Professors from other countries too. Dr. Shilpi has a rich experience of research, training and consultancy and published and granted more than 10 International (South Africa, UK, Russia, Syria, Philippines etc.) and National Patent. She also published many research papers in reputed journals like MDPI(ESCI), SCOPUS, UGC-CARE etc. She has been awarded with Employee Excellence Award by Institute of Professional Excellence and Management.

## Dr. Urvashi Makkar

Director, Accurate Institute of Management and Technology, Greater Noida



A student for lifetime and an academican with a knack of entrepreneurial spirit and a persistent passion for continuous learning, with Ph.D, EPHRM-IIM Calcutta, MBA and PGDCA, Dr. Urvashi has created a niche for herself in Education Industry. With a rich experience of more than 28 years in academics, research, teaching, training & consultancy and an expertise in transforming management Institutions by focusing on organisational development, in her current and various roles previously as Director, IMS Ghaziabad and as Director General, GL Bajaj Institute of Management and Research, Greater Noida; she has contributed immensely in success of these Institutes. Her continuous perseverance in improving Academic Quality, Research Orientation, Building Global Interface, Developing Entrepreneurial Culture, Improving Corporate Linkage and Creating Performance Oriented Work Culture has

facilitated in reinventing Management Education. Research and Consultancy being her forte, she is contributing globally in the field of academics as Founder Chief Editor of International Journal of Customer Relations, holding the Chair of Sr. Associate Editor in Editorial Board of IARS, International Research Journal, Malaysia and Member, Board of Editors, International Journal, Environmental and Social Psychology, USA. With more than 65 EDPs/MDPs/Workshops conducted and Research & Consultancy assignments of reputed companies, she has to her credit more than 85 publications in refereed International/National Journals and has authored/edited 14 books on CRM, Retail, Entrepreneurship and many more with publishers like Tata McGraw Hill; has presented research papers & chaired technical sessions at Zhejiang University, Hangzhou, China, Harvard University, Massachusetts, USA, Universities Malaysia Sarawak, Malaysia etc. She is on board of "Asian Observatory of Social Quality (AOSQ), EU funded Project at Zhejiang University, Hangzhou, China.

## Mr. Subhas Verma



**Prof. Subhas Verma** is a Eminent, Management Thinker and Teacher. He has more than 35 years of experience. He has worked in Corporates as well Academic Institutions.

His stints includes, Icfai University, RD Engg. College, IDBI Group, Xansa Corporation. Prof. Verma has travelled extensively throughout the Globe. His interest also includes, Investing, Modern World History and Subjects on Foreign Policy. Prof. Verma has completed his Post Graduation from Delhi University and MBA from ENPC, Paris France.

Director

R.D. Engineering College  
Duhai, Ghaziabad



### IV Gardeners Incorporation

122, Heera Nagar - A, Ajmer Road, Jaipur-302019  
Phone: 98280 36110, 7073063317  
Website: www.fourgardenersinc.com  
E-mail: info@fourgardenersinc.com; fourgardeners18@gmail.com



**Publisher:**



**IV GARDNERS INCORPORATION**

122, Heera Nagar - A

Ajmer Road,

Jaipur-302019

**Phone:** 98280 36110, 70730 63317

**Website :** www.fourgardenersinc.com

**E-mail :** info@fourgardenersinc.com  
fourgardeners18@gmail.com

© All rights reserved with Publisher

**First Edition: 2023**

**Disclaimer from Authors & Publishers**

Every effort has been made to avoid errors or omissions in this publication. In spite of this, some errors might have crept in. Any mistake, error or discrepancy noted may please be brought to our notice which shall be taken care of in the next edition. It is notified that neither the publishers nor the authors or sellers will be responsible for any damage or loss to any one, of any kind, in any manner, therefrom. The authors and publishers specifically disclaim any implied warranties as to merchantability or fitness of the publication for any particular purpose.

No part of this book may be reproduced or copied in any form or by any means (graphic, electronic or mechanical, including photocopying, recording, taping or information retrieval system) or reproduced on any disc, tape, perforated media or other information storage device, etc., without the written permission of the publishers. Breach of this condition is liable for legal action.

For binding mistakes, misprints or for missing pages, etc., the publisher's liability is limited to replacement within one month of purchase by similar edition. All expenses in this connection are to be borne by the purchaser. All disputes are subject to Jaipur jurisdiction only.

**ISBN :** 978-81-19145-06-5

**Price :** ₹ 1995.00

**Director**  
R.D. Engineering College  
Duhai, Ghaziabad