

Best Seller

## Research Methodology and Scientific Writing

2/Ed

C. George Thomas

### Contents

1. Research: The Search for Knowledge 2. Philosophy of Research 3. Approaches to Research 4. Major Research Methods 5. Experimental Research 6. Collection and Analysis of Data 7. Planning and Writing a Research Proposal 8. Publications and the Library 9. Academic Databases 10. The Literature Review 11. Preparation of Research Papers and Other Articles 12. The Structure of a Thesis 13. Tables and Illustrations 14. Reasoning in Research 15. References: How To Cite and List Correctly 16. Improve Your Writing Skills 17. Use Appropriate Words and Phrases 18. Punctuation Marks and Abbreviations 19. Units and Numbers 20. Conference Presentations and Posters 21. Guidelines for Successful Lecturing 22. Note Taking, Note Making, and Assignments 23. Ethics and Related Issues in Research 24. Plagiarism: Prevention and Cure Index

9789388264488 • 644 (Hb) • ₹ 1995.00

## Good Practices and Ethics in Research and Publication

As per the UGC Syllabus for Ph.D. Students

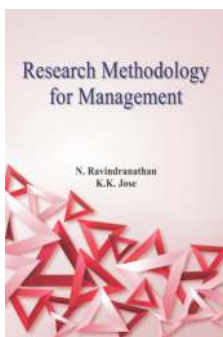
Dilip Datta

### About the Book

This is a Textbook for the compulsory Course on Research and Publication Ethics approved by UGC for Ph.D. students. The following are the salient features of the book:

- Introduces the general ethics to be respected in research and publication
- Suggests good practices to be followed in research and publication
- Warns about identification of publication misconducts and ensuing actions
- Creates awareness about open access publishing
- Creates awareness against predatory publishing
- Explains where and how to search literature online for conducting research
- Explains where and how to search journals online for submitting manuscripts
- Explains the handling of software tools for plagiarism check
- Presents citation indexing bibliographic databases
- Familiarizes with both journal-level and author-level research metrics

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## Research Methodology for Management

N Ravindranathan, K.K. Jose

### About the Book

The Book on Research Methodology for Management describes basic concepts in Research essentially to be remembered and followed, in a research work, expressed in simple language with illustrations.

### Contents

Part 1 Fundamentals of Research Process Part 2 Analysis and Interpretation of Practical Problems Part 3 Models For Research Proposals Part 4 Annexures

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## Computer Applications in Research

Santosh Kumar Yadav

**Contents**

1. An Introduction to Computers; 2. Applications of Computers; 3. Web Applications in Research; 4. Basics of Computer Software; 5. Business Information Systems; 6. IT Security Measures in Research ; 7. Internet Services and E-Mail Configuration; 8. Modern Financial Sources of Transaction; 9. Basics of Word Processing; 10. Advanced Tools Using Word Processing; 11. Working with Powerpoint; 12. Multimedia, Video Making and You Tube; 13. Creating a Research Presentation; 14. Spreadsheet Concepts; 15. Graphical Presentation of Data; 16. Formulae and Functions in Excel.

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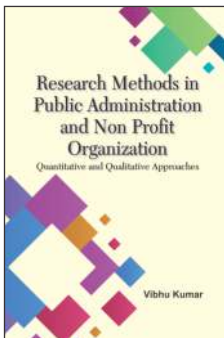
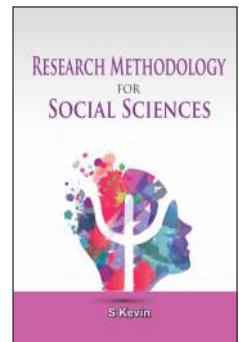
## Research Methodology for Social Sciences

S Kevin

**Contents**

1. What is Research? 2. The Research Problem 3. Literature Survey 4. Theoretical Framework and Hypotheses 5. Research Design 6. Sampling Design 7. Data Collection 8. Measurement Scales 9. Descriptive Statistics for Data Analysis 10. Inferential Statistics for Hypothesis Testing 11. Time Series Analysis 12. Qualitative Research 13. Report Writing 14. Research in the Digital Environment

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## Research Methods in Public Administration and Non Profit Organization

Vibhu Kumar

**Contents**

1. Research in public administration 2. The research problem 3. Theoretical framework 4. Understanding the Research Process 5. Quantitative Research Designs and Methods 6. Analyzing Quantitative Data 7. Qualitative Research Strategies and Methods 8. Analysis and Interpretation of Qualitative Data 9. Questionnaire Construction 10. Preparing and Presenting Research Findings

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## Scientific Research Primer

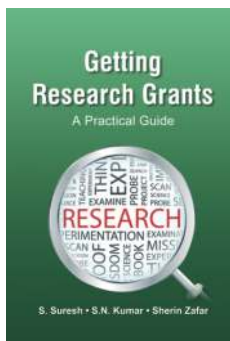
K. Mustafa

**Contents**

1. Research Primitives 2. Scientific Studies 3. Research Paradigms 4. Research Process Models 5. Research Classifications 6. Scientific Methods 7. Research Instruments 8. Research Professionalism

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## Getting Research Grants

A Practical Guide

S. Suresh

S.N. Kumar

Sherin Zafar

### Contents

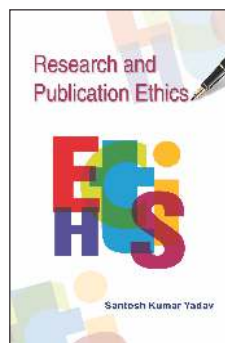
1. Introduction to Research and Development (R&D) 2. All India Council for Technical Education (AICTE)AQI Scheme 3. Council for Science and Industrial Research (CSIR) 4. Defense Research and Development Organization (DRDO) 5. Department of Science and Technology Science and Engineering Research Board 6. Biotechnology Industry Research Assistance Council (BIRAC) 7. Indian Space Research Organization (ISRO) 8. University Grants Commission (UGC) 9. DST SATYAM (Science and Technology of Yoga and Meditation) 10. How to Prepare a Presentation Slide 11. Conclusions & Common Suggestions while writing the Research Proposal, References

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## Research and Publication Ethics

Santosh Kumar Yadav

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### Contents

1. Philosophy of Research: An Introduction; 2. Research Ethics; 3. Ethics in Scientific Research; 4. Intellectual Honesty and Research Integrity; 5. Scientific Misconduct; 6. Redundant Publications; 7. Publication Ethics; 8. Publication Misconduct; 9. Global Intellectual Property Law; 10. Open Access Publishing; 11. Referencing and Avoiding Plagiarism; 12. Database and Research Metrics.

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## Design Research Methods in Education



Dr. Shankar Bharti

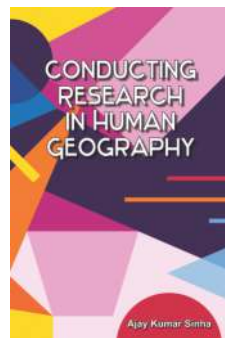
### Contents

1. Meaning Purposes and Characteristics of Educational Research 2. Scientific Methodology 3. Planning Educational Research 4. Styles of Educational Research 5. Strategies of Data Collection and Researching 6. Data Analysis in Educational Research

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## Conducting Research in Human Geography

Dr. Ajay Kumar Sinha



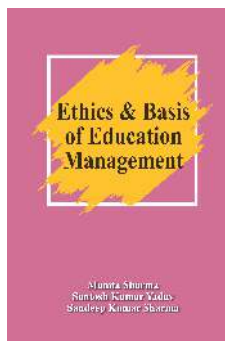
### Contents

1. Introduction to Human Geography 2. Thinking about research 3. Research project Planning 4. Data generation and Data Analysis 5. Quantitative Research 6. Qualitative Research 7. Use of Computer in Research 8. Writing and Presenting the final Research Report

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## Ethics and Basis of Education Management

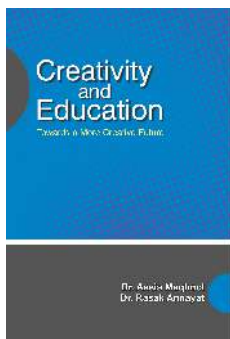
Mamta Sharma, Santosh Kumar Yadav,  
Sandeep Kumar Sharma

**NEW**

### Contents

Education for Values, Ethics and Integrity in Teacher Education, Philosophical Basis of Education, Sociological Basis of Education, Basis of Economics in Education, Basis of Learning and Education, Wastage and Cost Analysis in Education, Social Psychology of Classroom Management, Teacher Expectancies and Biasing's, Knowledge Management and Education

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## Creativity and Education

Towards a More Creative Future

Dr. Aasia Maqbool, Dr. Rasak Annayat

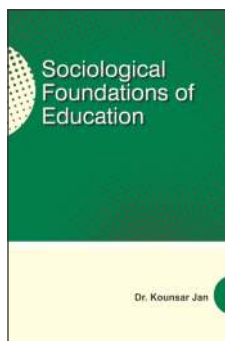
### Contents

Unit-1 Concept of Creativity • Meaning of Creativity • Nature of Creativity • Nature and Characteristics of Creativity • Theories of Creativity—Guilford and Torrance, Unit-2 Creativity, Intelligence and Achievement • Different views about Creativity • Nurturing and Development of Creativity • Factor theories and Cognitive Theories, Unit-3 Creativity and Personality • Concept of Exceptionality • Non-Verbal tests • Verbal tests 8 Creativity and Education, Unit - 4 Creativity in Teaching and Learning • Organisation of Brainstorming • Social Development • Emotional Development • Intellectual Development • Critical Evaluation

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## Sociological Foundations of Education

Dr. Kounsar Jan

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1. Education and Sociology 2. Education and Social System 3. Education and Culture 4. Education and Social Change 5. Education, Social Processes and Problems

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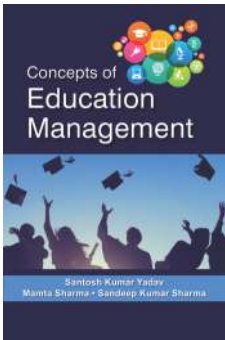
Issues & Facts

Sandeep Kumar Sharma, Mamta Sharma  
Santosh Kumar Yadav

### Contents

1. Higher Education Management: An Introduction; 2. Policy Making and Strategic Planning in Higher Education; 3. Globalization and Internationalization in Higher Education; 4. Financial Management and Control; 5. Gender, Power and Management: A Cross-Cultural Analysis; 6. Virtualization of Higher Education; 7. Crisis in Higher Education; 8. Adult Learning and Knowledge Management; 9. Quality Management and Leadership; 10. Entrepreneurship and Higher Education;

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## Concepts of Education Management

Santosh Kumar Yadav, Mamta Sharma  
Sandeep Kumar Sharma

### Contents

1. Education Management: An Introduction 2. Organization and Administration 3. Quality Assurance in Education. 4. Education Infrastructure. 5. ICT in Education 6. Quality Organizations of Education Management 7. Curriculum Designing 8. Marketing of Educational Services 9. Promotion, People and Service Quality in Education . 10. Laws Related to Education 11. Disasters and Reforms in Education

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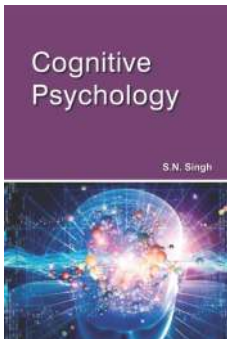
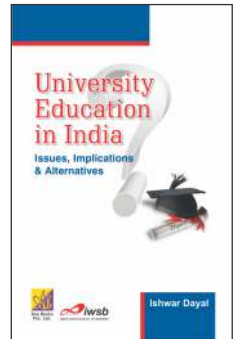
## University Education in India

Ishwar Dayal

### Contents

Preface 1. A Concept of a University 2. Higher Education through the Ages 3. University and Society 4. Creativity as Institutional Culture- Professional Education Focus on Management Education 5. The Management Education Scenario in India 6. A Perspective of Professional Education 7. Impact of Wider Culture on Organisational Effectiveness 8. University and Industry Link for Manpower Development Authors Index.

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## Cognitive Psychology

Mahjabeen Khanam

### Contents

1. Cognition, Perception, and Language 2. The Psychology of Decision Making 3. Creative Problem Solving Process 4. Perspectives on Language and Thought 5. Cognitive Views of Human Motivation 6. Cognitive Bases of Motivation: Intrinsic Motivation, Attribution, Competence 7. Measurement of Motives 8. Cross-Cultural Approaches to Human Motivation 9. Emotion: Cognitive, Physiological and Behavioral Components 10. Neural Mechanisms of Emotional Regulation and Decision Making 11. Stress, Appraisal, and Coping 12. Theories of Intelligence 13. Psychology of Creativity

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## Industrial Psychology

Md. Firoz Akhtar

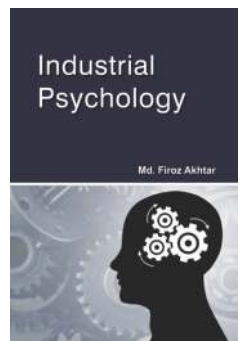
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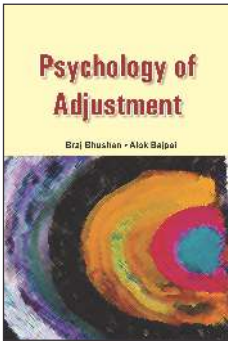
### Industrial Psychology

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1. Working Environment and Its Impact on Performance 2. Counterproductive Work Behaviour: Causes and Prevention 3. Strategic Management for Competitive Advantage 4. New Developments in Industrial Leadership 5. The Effects of Transformational and Change Leadership on Employees 6. Organizational Change and Development 7. Managing Change in Organizations and Working Culture 8. Job Satisfaction: Work Attitudes and Job Motivation 9. Performance Appraisal: Meaning, Objectives, Methods and Process 10. The Important of Job Evaluation to Organizational Success

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## Psychology of Adjustment

Braj Bhushan, Alok Bajpai

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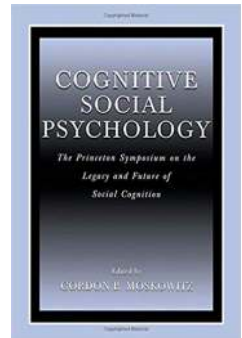
1. Human Behaviour: Psychological and Social Significance • Human Adjustment Process • Prioritization of Immediate and Intermediate Goals • Evolution of Social Norms • Adjustment: "The Normality" 2. Dimensions of Subjective Adjustment • Dimensions • Adjustment— Range of Reactions 3. Maintenance Needs • Need Hierarchy Theory and Maintenance Needs • Maintenance Needs 4. General Adjustive Behaviour and Frame of Reference • Frames of reference: Life Stages • General Adjustive Behaviour • Characteristics of Healthy Development • Self Assumptions 5. Emotions and Adjustment • Emotion and Adjustment • Emotion: The Indian • Perspective • Emotions and Health 6. The Art of Adjustment: Defending the Self • Neurotic Nucleus and Neurotic Paradox • Defending against threats • Task-oriented Reaction Pattern • Damage Repair Mechanisms • Defense Mechanisms 7. Adjusting to Violence • Understanding Frustration • Model of Aggression • Aggressive Behaviour • Pathological Aggression • Adjusting to Violence 8. Our Time 9. Be the Change • Self and the Other • Emotions • Change and Its Context • Process of Transformation References.

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## Cognitive Social Psychology

Gordon B. Moskowitz

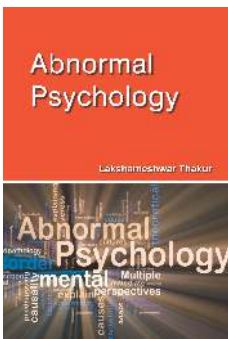
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**Contents**

Part I: The Motives Driving Social Cognition • A Relational Approach to Cognition: Shared Experience and Relationship Affirmation in Social Cognition. • The Personal Need for Structure and Personal Fear of Invalidity Measures: Historical Perspectives, Current Applications, and Future Directions. • Behavioral Discrepancies and the Role of Construal Processes in Cognitive Dissonance. • Self-Evaluation: The Development of Sex Differences. • Evaluating the Self in the Context of Another: The Three-Selves Model of Social Comparison Assimilation and Contrast. • Outgroup Favoritism and the Theory of System Justification: A Paradigm for Investigating the Effects of Socioeconomic Success on Stereotype Content. Part II: Building Blocks of Social Cognition: Representation and Structure. • A Case for the Nonconscious Self-Concept. • The Role of Theories in Mental Representations and Their Use in Social Perception: A Theory-Based Approach to Significant-Other Representations and Transference. • What We Theorize When We Theorize That We Theorize: Examining the "Implicit Theory" Construct From a Cross-Disciplinary Perspective. • From Cognition to Culture: The Origins of

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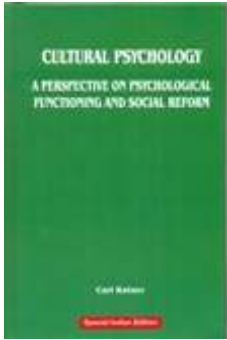
## Abnormal Psychology

Lakshmeshwar Thakur

**Contents**

1. Introduction of Abnormal Psychology 2. Intellectual disability and Disorders 3. Emotions, Personality and Psychopathology 4. Mental Illness and Abnormal Behaviour 5. Diagnostic and Management Guidelines for Mental Disorders in Primary Care 6. Care and Treatment of Abnormal behavior and Mental Illness 7. Education of Children with Special Needs 8. The Challenge of Children with Special Needs 9. Genes, Environment, and Criminal Behavior 10. The Effects of Gender, Sexuality and Socialization on Abnormal Behavior 11. Effects of Mental Health on Individuals and Populations 12. Abnormal Psychology in Context: Voices and Perspectives

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## Cultural Psychology

Carl Ratner

### Contents

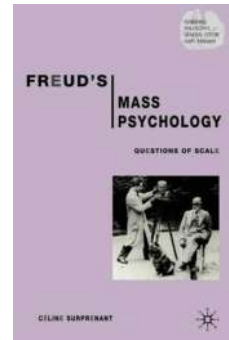
Preface. Part I: Psychology, Culture, Politics, Science. Introduction to Macro Cultural Psychology. Macro Culture. Part II: Principles of Macro Cultural Psychology. The Dialectical Integration of Psychological Phenomena and Macro Cultural Factors. Part III: Applications of Macro Cultural Psychology to Research Methodology, Social Reform, and Personal Growth. Research Methodology for Macro Cultural Psychology. Macro Cultural Psychology, Social Reform, and Psychological Change. Macro Cultural Psychology and Personal Growth. Scientific and Political Deficiencies of Psychological Theories/Constructs That Minimize Macro Culture. Epilogue: A Philosophy of Science and a Social Philosophy for Macro Cultural Psychology. References. Endnotes. Author Index. Subject Index.

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## Freud's Mass Psychology Questions of Scale

Celine Surprenant

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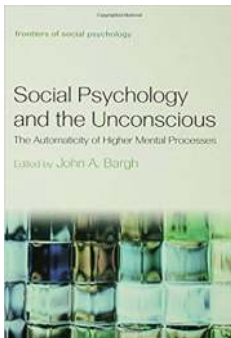


### Contents

Psychoanalytic Concepts, Quantity, Mass and Metaphor, Sciences of the Crowd On a Large Scale, Figurative Language According to Freud, Conclusion: 'On Transience'

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## Social Psychology and the Unconscious



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John A. Bargh

### Contents

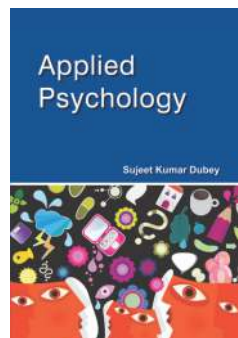
1. What is Automaticity? An Analysis of Its Component Features and Their Interrelations. 2. Effects of Priming and Perception on Social Behavior and Goal Pursuit. 3. Automaticity in Close Relationships 4. On the automaticity of Emotion 5. The Automaticity of Evaluation 6. The Implicit Association Test at Age 7: A Methodological and Conceptual Review 7. Automatic and Controlled Components of Social Cognition: A Process Dissociation Approach

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## Applied Psychology

Sujeet Kumar Dubey

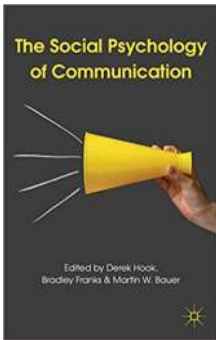
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### Contents

1. Introduction to Applied Psychology 2. Frontiers: From Data to Truth in Psychological Science 3. Counseling, Psychological, and Social Work Services 4. Educational Psychology: Applications for Learning and Teaching 5. The Place of Psychology in the System of Sciences 6. Human Factors and Ergonomics 7. The Role of Forensic Psychology in Criminal Justice 8. Criminal Profiling and Psychoanalysis of Violent Crime 9. Multiple Personality Disorder and Criminal Responsibility 10. Critical Thinking in Psychology

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The Developmental Impact of Communicative Interaction, Dialogue, Critical Consciousness, and Praxis, Nonverbal Communication in Everyday Multicultural Life, Social Influence: Modes and Modalities, Pragmatic Theory and Social Relations, Communicative Action and the Dialogical Imagination, Representations, Identity, and Resistance in Communication, Rumours and Gossip as Genres of Communication,

Empty and Full Speech, Communication as Rhetoric and Argumentation, Evolution and Communication, Religion as Communication, Mediated Health Campaigns: From Information to Social Change, The Social Psychology of Political Communication, Science Communication

## The Social Psychology of Communication

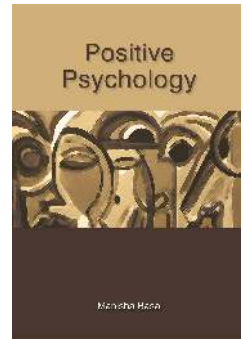
Derek Hook  
Bradley Franks  
Martin W Bauer

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## Positive Psychology

Manisha Basal

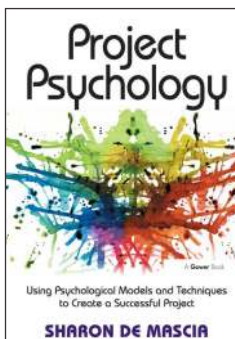
**NEW**



**About the Book**

Positive Psychology is the scientific study of the strengths that enable individuals and communities to thrive. The field is founded on the belief that people want to lead meaningful and fulfilling lives, to cultivate what is best within themselves, and to enhance their experiences of love, work, and play. As a field, positive psychology spends much of its time thinking about topics like character strengths, optimism, life satisfaction, happiness, well-being, gratitude, compassion, self-esteem and self-confidence, hope, and elevation. As a field, positive psychology spends much of its time thinking about topics like character strengths, optimism, life satisfaction, happiness, well-being, gratitude, compassion, self-esteem and self-confidence, hope, and elevation. This comprehensive book offers a new integrative vision for making life better that takes in the body and the brain, culture and society, childhood and development. It will be a unique resource for those seeking to integrate positive psychology into their evidence-based coaching practice.

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**About the Book**

Why do carefully planned projects fail? Projects are affected, for good or ill, by the humans who undertake them. If the plan fails to take account of the psychology of managing people and the psychology of managing change there may be trouble ahead. Sharon De Mascia's Project Psychology uses human behaviour and emerging psychological models to provide an insight into the successful management of people in projects. By selecting the right team, facilitating a common vision and by gaining a psychological understanding of how the team and the project stakeholders interact together, a project manager improves the chance of a successful outcome.

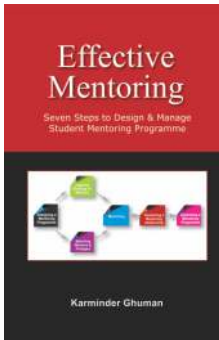
## Project Psychology

Using Psychological Models and Techniques to Create a Successful Project

Sharon De Mascia

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## Effective Mentoring

Seven Steps to Design & Manage Student Mentoring Programme

Karminder Ghuman Basal

### About the Book

This research-informed and practitioner-approved book is essentially a how-to manual on structured, formal and facilitated student mentoring programme at an educational institution. It has been designed and developed for the practitioners to:

- ▶ Guide and handhold the institutions to design, implement and assess their mentoring programme through a step-by-step approach.
- ▶ Codify the tenets and principles of mentoring into a simple to comprehend and

easy to implement mentoring programme.

- ▶ Further improve upon the skill of faculty members and become even more effective as a mentors in their own way.
- ▶ Meaningfully contribute towards the much required and rewarding work of mentoring the students.

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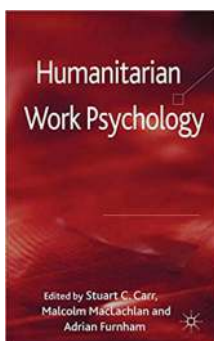
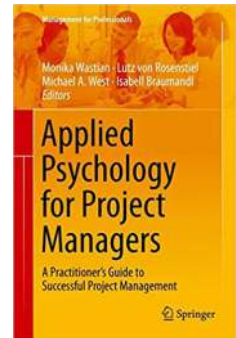
## Applied Psychology for Project Managers

Monika Wastian, Lutz Rosenstiel  
Michael A. West, Isabell Braumandl

### About the Book

This book offers an essential manual for project managers, project management offices (PMO's), trainers and consultants, addressing the psychological side of project management. Written by leading scholars in organizational psychology and by top experts in project management, it covers all major psychological topics that are key to project success. The book features dedicated chapters on leadership and teamwork, including virtual and intercultural cooperation, commitment and motivation of project teams. It adds a psychological perspective to personnel management, decision-making, information and knowledge management and communication in project work.

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## Humanitarian Work Psychology

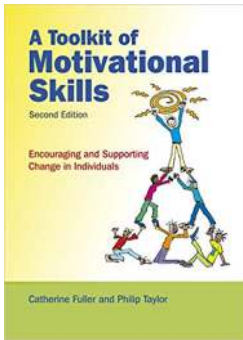
Stuart C Carr  
Dr Malcolm MacLachlan  
Professor Adrian Furnham

### About the Book

Have you ever wondered what makes a good humanitarian organization? How can civil society and non-governmental organizations, the different arms of the United Nations and corporate organizations respond most effectively to the challenges of organizing the work of aid, development and poverty reduction? What are the organizational issues that can make a critical difference to their effectiveness? What enables enterprises to grow and develop in challenging settings like the aftermath of a devastating tsunami?

These questions are all related to humanitarian work psychology and have so far been largely overlooked by global development policy and policy makers. Their focus has remained steadfastly macro.

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## A Toolkit of Motivational Skills

2/Ed

Catherine Fuller, Phil Taylor

### Contents

What is a Motivational Approach? • How effective is the Motivational Approach? • How to Use the Toolkit to Meet Individual Requirements • Establishing Rapport and Making Contracts • Exploring Current Motivation • The Cycle of Change • Listening Skills • Summarizing and Reflective Listening • Asking Open Questions • Working with Resistance • Exploring Ambivalence • Developing the Desire to Change • Affirmation and Confidence to Change • Motivational Action Planning • Supporting Change • Putting it All Together; Cultivating your Skills References, Index of Worksheets, Subject Index

9788126550647 • 306 (Hb) • ₹ 2995.00

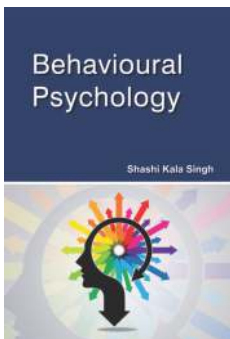
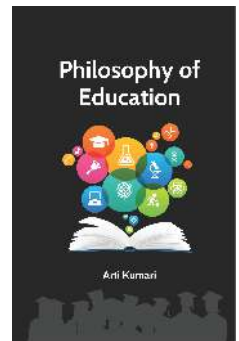
## Philosophy of Education

Arti Kumari

### Contents

1. Philosophy of Education and Philosophy 2. Meaning, Nature and Aims of Education 3. Education According to Indian and Western Thinkers 4. Thinking Reasoning Teaching and Learning 5. Moral Value and Character Education 6. Knowledge Curriculum and Educational Research 7. Social and Political Issues 8. Role of Education in the Development of Wisdom

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## Behavioural Psychology

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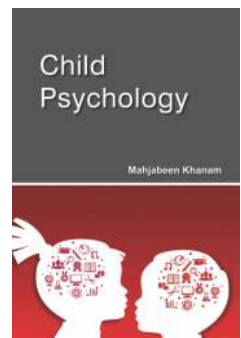
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