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B.K. Bhatt

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M.L. Jhingan
J.K. Stephen

A comprehensive text with critical study of micro and macro concepts, theories, Principles and Theories of Managerial Economics and their application in managerial decision making.

CONTENTS:
- Nature, Scope and Methods of Managerial Economics
- Fundamental Economic Concepts
- Risk, Uncertainty and Probability Analysis
- Demand Analysis
- The Elasticity of Demand
- The Cardinal Utility Approach
- The Indifference Curve Approach
- The Concept of Consumer’s Surplus
- The Revealed Preference Theory of Demand
- Theory of Consumer Choice Under Risk
- Demand Forecasting
- Production Function: Laws of Variable Proportions
- Returns to Scale
- Production Function: Equilibrium of the Firm and Industry under Perfect Competition
- Pricing Under Perfect Competition
- Monopoly Pricing
- Price Discrimination
- Pricing under Monopolistics Competition
- Pricing under Oligopoly
- Concepts in Resource Allocation
- Game Theory
- General Equilibrium
- Linear Programming
- Input-Output Analysis
- Statistical Decision Theory
- Objectives of Business Firm
- Pricing Policies and Strategies
- Pricing of Public Undertakings
- Product Policy
- Marketing Strategy
- Advertising
- Profits and Profit Management
- Break-Even Analysis
- Capital Budgeting
- Inventory Control Management
- Macro-economic issues
- Aggregates and Concepts
- National Income: Meaning and Measurement
- The Saving Function
- Balance of Payments: Meaning and Components
- Index

Introduction to Managerial Economics
(Text and Cases)

Himanshu Rastogi
Kamlesh Kr. Shukla

Managerial Economics is an integration of economic principles with business management practices. The subject matter of this book pertains to economic analysis that can be helpful in solving business problems. This book is designed to provide a comprehensive introduction to the subject matter of managerial economics.

CONTENTS:
- SECTION : I Meaning, Nature and Scope of Managerial Economics.
- SECTION : II Demand Analysis
- Elasticity of Demand
- Demand Distinctions
- Demand Forecasting
- Theory of Consumer’s Behaviour.
- SECTION : III Supply Analysis
- Production Concepts and Factors of Production
- Cost Concepts and Classifications
- Revenue Concepts and Relationship
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- SECTION : IV Meaning and Features of Different Market Structures
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- Monopolistic Competition
- Pricing Strategies
- Objectives of Business Firms.
- SECTION : V National Income Aggregates
- Measurement of National Income
- Inflation
- Trade Cycle
- Money and Capital Market
- Monetary and Fiscal Policies in Developing Countries
- Case Study
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- Accounting
- Depreciation
- Inflation and Price Change
- Replacement Analysis
- Standard Costing
- Cash Flow and Present Worth Analysis
- Uncertainty in Future Events
- Cash Flow and Rate of Return
- Analysis
- Annexure
- Appendix: Tables.

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Partha Chatterjee

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- Part Two: Financial Analysis

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For Engineers

Asma Farooque

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• Basic Theory of Environmental Economics
• Environmental Quality as a Public Good
• Tragedy of Commons—An analysis with Special Reference to Chennai
• Conservation of Resources
• Need for and the Scope of Forest Conservation in India
• Soil Degradation and Land Use
• Air Pollution
• Noise Pollution
• Nuclear Energy and Pollution
• Population and Urbanisation: Its Impact on Environment
• Issues and Concepts in Environmental Protection
• Policies and Strategies on Environment Protection
• India’s Environmental Policy and Performance
• International Environmental Policy (Stockholm to Doha)
• Global Warming and Greenhouse Effect
• Environmental Planning and Management
• Environmental Impact Analysis/Assessment.

Environmental Economics

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M.L. Jhingan and C.K. Sharma

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• UNIT II: Introduction to Ecological Economics
• UNIT III: Welfare Criteria and Environmental Analysis
• UNIT IV: Economic Growth and Environment
• UNIT V: Introduction to Sustainable Industrialization
• UNIT VI: Land Degradation and Sustainable Agriculture
• UNIT VII: Human Population and Environment
• UNIT VIII: Women, Religion and Environmental Human Rights
• UNIT IX: Resource Economics
• UNIT X: Global Problems, Environment Movements and Conferences
• UNIT XI: Environmental Pollution, Control, Public Awareness and Law
• UNIT XII: Disaster Management

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The primary goal of this book is to present an elementary, but comprehensive treatment of econometrics for undergraduate and postgraduate students and research scholars.

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• Statistical Properties of the Least Squares Estimators and Goodness of Fit
• Multiple Regression Model
• Matrix Algebra
• Matrix Approach to Linear Regression Analysis
• Regression Analysis and Analysis of Variance (ANOVA)
• Forecasting
• Dummy Variable and Regression Model
• Multicollinearity
• Heteroscedasticity
• Autocorrelation
• Distributed Lag and Dynamic Models
• Specification Error
• Errors in variables
• Simultaneous Equation Models
• Identification and Simultaneous Equation Methods
• An introduction to panel data models
• Multiple Questions
• Select Bibliography
• Appendix
• Index.
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K. Dhanasekaran

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N. Radhakrishnan

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Prabodh Jha & Rashmi Thakur

Prof. Jha, Head, Economics Deptt., LNM University, Darbhanga, Bihar makes an in-depth and critical study of Federal Finance in India and Abroad.

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Micro Economic Theory
M.L. Jhingan

The present edition has been thoroughly revised and substantially enlarged in keeping with changes in the latest UGC syllabi of B.A. Pass and Hons. classes and of various professional courses in India and abroad. Almost every chapter has been revised and the text contains some significant alterations and additions. Complex illustrations and figures have been replaced by simple ones.

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- Economic Theory
- Economic Models
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- Economic Activity
- Micro-analyses
- Economic Statics and Dynamics
- Economy—Its Vital Processes
- Economic Systems
- Price System
- Role of Price Mechanism
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- The Concept of Equilibrium

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- The Elasticity of Demand

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- Pricing of Public Undertakings

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Part Six: Welfare Economics
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- Welfare Maximisation
- Pareto Optimality and Market Failure

Modern Micro-Economics
M.L. Jhingan

An advanced level text on Micro-economic Theory.

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- The Modern Utility Analysis of Choice Involving Risk or Uncertainty
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- Demand Theory of Logical Ordering
- Bandwagon, Snob and Velder's Effects in Demand
- The Elasticity of Demand
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- Production Function: The Isoquant-Isocost Approach
- Technical Progress and Production Function
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- Pricing Under Perfect Competition
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- Monopoly
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- Monopolistic Competition
- Duopoly and Oligopoly
- Limit Pricing Theories
- Profit Maximisation and Full-Cost Pricing Theories
- Behavioural and Managerial Theories of the Firm
- Pricing of Public Undertakings
- The Theory of Contestable Markets
- The Applications of Demand and Supply Analysis Under Perfect Competition
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- Input-Output Analysis
- Linear Programming

Part Five — Factor Pricing
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- Euler's Theorem
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Part Six — Welfare Economics
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- Marginal Conditions of Pareto Optimality
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- Perfect Competition
- Economics of Risk and Uncertainty
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- Asymmetric Information
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M.L. Jhingan

U.S. Congress Library Catalogue No. 78-900121

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• Factors of Economic Growth: Economic and Non-Economic
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• Fei-Ranis Theory
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• Harris-Todaro Model of Migration and Unemployment
• Leibenstein's Critical Minimum Efforts Theory
• Nelson's

Low-Level Equilibrium Trap
• The 'Big Push' Theory
• The Doctrine of Balanced Growth
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• The Dependency Theory of Underdevelopment
• The Limits to Growth Model
• Myrdal's Theory of Circular Causation

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• Myrdal's Theory of Circular Causation

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• Growth Accounting

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M.L. Jhingan

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A popular text which discusses theories, problems, and policies relating to international trade and economic relations, with special reference to developing countries.

Money, Banking, International Trade and Public Finance
M.L. Jhingan

The book meant for undergraduate and postgraduate students of Economics and Commerce.

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Introduction to Business Economics

M. Girija

This book has been written with the objective of providing a comprehensive text for undergraduate students. The subject matter of business economics has been presented in a lucid style. The building blocks of business economics have been arranged in the sequence of their introduction to the subject.

CONTENTS:
- Nature and Scope of Business Economics
- Cardinal Utility Analysis • Demand Analysis
- Ordinal Utility Analysis • Factors of Production
- Production Function • Law of Variable Proportions • Concepts of Cost and Revenue

Labour Economics

P.K. Gupta

The present edition has been written keeping in view the UGC syllabus as well as the Syllabuses of other universities. Many new chapters of students interest have been incorporated in the book. All the topics have been written in simple language so that the students may grasp them easily. Detailed informations of various topics will cater to the needs of the students.

CONTENTS:
- Labour Market & Its Models
- Supply of Labour
- Demand for Labour
- Theories of Labour Market
- Employment and Development Relationship
- Problems of Unemployment in Developing Countries
- Unemployment Kinds
- causes and Remedies
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- Settlement of Industrial Disputes: Collective Bargaining
- Social Security in India
- Housing Problems of Industrial Workers
- Women and child Labour
- Rural & Agricultural Labour in India
- Personnel Management
- Indebtedness and Education of Industrial Workers
- Rationalization & Automation
- Labour Laws Origin, and Classification
- Industrial Discipline and Domestic Enquiry
- Increasing role of State In the Solution of Problems of Rural Labour
- India and the International Labour Organisation.

Agricultural Economics

P.K. Gupta

Attempt has been made to include all the important topics of Agricultural in Economic development. Farm organisation, Land Reforms, uncertainty in Agriculture, instability of Agriculture, Agricultural price policy, supply Response in Agriculture Various models of Agricultural development has been incorporated in this book.

CONTENTS:
- Agricultural Economics-natural & Scope
- Agriculture and Economic Development
- Farm Organization
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- The State & The Agriculture
- Size of The Farm & Productivity
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- Marketing Efficiency
- Measures of Farm Efficiency
- Application of Production Function in Agriculture
- Schultz’s Thesis of Transformation of Agriculture
- Meller’s Theory of Agriculture Development
- Boserup Model of Agriculture Development
- Lewis Model of Economic Development
- Ranis-Fei Model
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Fundamentals of Business Economics

P. Ravilochana

This book on Fundamentals of Business Economics contains several special features as it was prepared keeping the students requirement in the mind. A very significant strength of this book is the section on ‘Application in Business’ given at the end of several chapters, which will enable the students to understand the business relevance of the concepts.

CONTENTS:
- Introduction
- Consumption
- Forecasting
- Demand
- Production
- Cost & Revenue Curves
- Market Structure
- Monopolistic Competition & Oligopoly
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- Business Cycle
- National Income
- International Trade
- Industrial Development & Policy
- Factor Pricing
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