## **Update I:**

Update the following data in the following link:

## http://josephscollege.ac.in/commerceug.html

Under faculty tab under research papers presented:

(File name: paperpresentation)

## PAPER PUBLICATIONS AND PAPER PRESENTATIONS BY FACULTY: 2015-16

S.No	Name of the	National/ International	Title of the	Journal /	Year of	
	Faculty		Paper/Article	Magazine/ Book	Publication	
1	Mrs.C.Savithri	National Conference	Work life	Women	2015	
		on Women	balance and	Empowerment		
		Empowerment	house hold	through Education,		
		through Education,	decisions for	Employment and		
		Employment and	women	Entrepreneurship,		
		Entrepreneurship	employees-An	Archers and		
		organized by Aurora's	empirical	Elevators Publishing		
		PG College,	Analysis	House, Bangalore,		
		Hyderabad on 17 <sup>th</sup>		First Edition, ISBN		
		April 2015		No. 978-93-83241-		
				88-0		
	25.25	1.7.1.1.7.0			2017	
2	Mrs.Mary	National Conference	Women	Women	2015	
	Vinaya Sheela	on Women	Prioritizing	Empowerment		
		Empowerment	Work Life	through Education,		
		through Education,	Balance	Employment and		
		Employment and		Entrepreneurship,		
		Entrepreneurship		Archers and		
		organized by Aurora's		Elevators Publishing		
		PG College,		House, Bangalore,		
		Hyderabad on 17 <sup>th</sup>		First Edition, ISBN		
		April 2015		No. 978-93-83241-		
				88-0		
3	Miss.M.Debora	National Conference	Women	Women 2015		
		on Women	Prioritizing	Empowerment		
		Empowerment	Work Life	through Education,		

		through Education, Employment and Entrepreneurship organized by Aurora's PG College, Hyderabad on 17 <sup>th</sup> April 2015	Balance	Employment and Entrepreneurship, Archers and Elevators Publishing House, Bangalore, First Edition ,ISBN No. 978-93-83241- 88-0	
4	Mr.S.Krishna Moorthy	National Conference on Women Empowerment through Education, Employment and Entrepreneurship organized by Aurora's PG College, Hyderabad on 17 <sup>th</sup> April 2015	Women Prioritizing Work Life Balance	Women Empowerment through Education, Employment and Entrepreneurship, Archers and Elevators Publishing House, Bangalore, First Edition, ISBN No. 978-93-83241- 88-0	2015
5	Mrs.Shanti Kiran	National Conference on Women Empowerment through Education, Employment and Entrepreneurship organized by Aurora's PG College, Hyderabad on 17 <sup>th</sup> April 2015	The Missing Girl Child-The heart beat of this world and our world will stop beating soon	Women Empowerment through Education, Employment and Entrepreneurship, Archers and Elevators Publishing House, Bangalore, First Edition, ISBN No. 978-93-83241- 88-0	2015
6	Mrs.Ritika Waghray	National Conference on Women Empowerment through Education, Employment and Entrepreneurship organized by Aurora's PG College,	The Missing Girl Child-The heart beat of this world and our world will stop beating soon	Women Empowerment through Education, Employment and Entrepreneurship, Archers and Elevators Publishing House, Bangalore,	2015

		Hyderabad on 17 <sup>th</sup> April 2015		First Edition ,ISBN No. 978-93-83241- 88-0	
7	Mrs.J.N.P.P Anantha Lakshmi	National Conference on Women Empowerment through Education, Employment and Entrepreneurship organized by Aurora's PG College, Hyderabad on 17 <sup>th</sup> April 2015	AASARA to empower women-A case study of Telangana Government Pension Scheme	Women Empowerment through Education, Employment and Entrepreneurship, Archers and Elevators Publishing House, Bangalore, First Edition, ISBN No. 978-93-83241- 88-0	2015
8	Dr.Sultana Begum	National Conference on Women Empowerment through Education, Employment and Entrepreneurship organized by Aurora's PG College, Hyderabad on 17 <sup>th</sup> April 2015	AASARA to empower women-A case study of Telangana Government Pension Scheme	Women Empowerment through Education, Employment and Entrepreneurship, Archers and Elevators Publishing House, Bangalore, First Edition, ISBN No. 978-93-83241- 88-0	2015
9	Dr.Sultana Begum	International Conference on An Expedition towards Growth and Sustainability in Commerce & Management: Trends Challenges & Strategies organized by Department of Commerce & Business Management, St.Josephs Degree &	Gender Parity Index in India	An Expedition towards Growth and Sustainability in Commerce & Management: Trends Challenges & Strategies, Paramount Publishing House, Hyderabad, First Edition, ISBN No.978-93-85100- 05-5	2016

		PG College, Hyderabad from 18 <sup>th</sup> to 20 <sup>th</sup> Dec 2015			
10	Mrs.Ritika Waghray	International Conference on An Expedition towards Growth and Sustainability in Commerce & Management: Trends Challenges & Strategies organized by Department of Commerce & Business Management, St.Josephs Degree & PG College Hyderabad, from 18 <sup>th</sup> to 20 <sup>th</sup> Dec 2015	Challenges Faced by Logistics in e- Business in India and other countries	An Expedition towards Growth and Sustainability in Commerce & Management: Trends Challenges & Strategies, Paramount Publishing House, Hyderabad, First Edition, ISBN No.978-93-85100- 05-5	2016
10	Mrs.Mary Vinaya Sheela	International Conference on An Expedition towards Growth and Sustainability in Commerce & Management: Trends Challenges & Strategies organized by Department of Commerce & Business Management, St.Josephs Degree & PG College, Hyderabad from 18 <sup>th</sup> to 20 <sup>th</sup> Dec 2015	Organizational Crisis Management	An Expedition towards Growth and Sustainability in Commerce & Management: Trends Challenges & Strategies, Paramount Publishing House, Hyderabad, First Edition, ISBN No.978-93-85100- 05-5	2016
11	Miss.M.Debora	International Conference on An Expedition towards	Organizational Crisis Management	An Expedition towards Growth and Sustainability in	2016

		Growth and Sustainability in Commerce & Management: Trends Challenges & Strategies organized by Department of Commerce & Business Management, St.Josephs Degree & PG College Hyderabad ,from 18 <sup>th</sup> to 20 <sup>th</sup> Dec 2015		Commerce & Management: Trends Challenges & Strategies, Paramount Publishing House, Hyderabad, First Edition, ISBN No.978-93-85100- 05-5	
12	Mr.S.Krishna Moorthy	International Conference on An Expedition towards Growth and Sustainability in Commerce & Management: Trends Challenges & Strategies organized by Department of Commerce & Business Management, St.Josephs Degree & PG College Hyderabad,from 18 <sup>th</sup> to 20 <sup>th</sup> Dec 2015	Organizational Crisis Management	An Expedition towards Growth and Sustainability in Commerce & Management: Trends Challenges & Strategies, Paramount Publishing House, Hyderabad, First Edition, ISBN No.978-93-85100- 05-5	2016
13	Miss.M.Debora	International Conference on An Expedition towards Growth and Sustainability in Commerce & Management: Trends Challenges & Strategies organized by Department of	Women Entrepreneurship – Role of Small Industries Development Bank of India	An Expedition towards Growth and Sustainability in Commerce & Management: Trends Challenges & Strategies, Paramount Publishing House, Hyderabad, First	2016

		Commerce & Business Management, St.Josephs Degree & PG College, Hyderabad from 18 <sup>th</sup> to 20 <sup>th</sup> Dec 2015		Edition, ISBN No.978-93-85100- 05-5	
14	Mrs.J.N.P.P. Anantha Lakshmi	International Conference on An Expedition towards Growth and Sustainability in Commerce & Management: Trends Challenges & Strategies organized by Department of Commerce & Business Management, St.Josephs Degree & PG College, Hyderabad from 18 <sup>th</sup> to 20 <sup>th</sup> Dec 2015	Study of HRM Practices in IT and Service sector	An Expedition towards Growth and Sustainability in Commerce & Management: Trends Challenges & Strategies, Paramount Publishing House, Hyderabad, First Edition, ISBN No.978-93-85100- 05-5	2016
15	Mrs.Mary Vinaya Sheela	International Conference on An Expedition towards Growth and Sustainability in Commerce & Management: Trends Challenges & Strategies organized by Department of Commerce & Business Management, St.Josephs Degree & PG College, Hyderabad from 18 <sup>th</sup> to 20 <sup>th</sup> Dec 2015	Fraud Management – Detection and Action – A Case study of Sahara Group Companies	An Expedition towards Growth and Sustainability in Commerce & Management: Trends Challenges & Strategies, Paramount Publishing House, Hyderabad, First Edition, ISBN No.978-93-85100- 05-5	2016

16	Mrs.O.S.Sugun a Sheela	International Conference on An Expedition towards Growth and Sustainability in Commerce & Management: Trends Challenges & Strategies organized by Department of Commerce & Business Management, St.Josephs Degree & PG College, Hyderabad from 18 <sup>th</sup> to 20 <sup>th</sup> Dec 2015	Ethical Values in Gold Business — With Special Reference to Panjagutta Area in Hydeabad	An Expedition towards Growth and Sustainability in Commerce & Management: Trends Challenges & Strategies, Paramount Publishing House, Hyderabad, First Edition, ISBN No.978-93-85100- 05-5	2016
17	Mrs.Sumitra Pujari	International Conference on An Expedition towards Growth and Sustainability in Commerce & Management: Trends Challenges & Strategies organized by Department of Commerce & Business Management, St.Josephs Degree & PG College, f Hyderabad rom 18 <sup>th</sup> to 20 <sup>th</sup> Dec 2015	Domestic L.P.G.Subsidy in India – Boon or Bane	An Expedition towards Growth and Sustainability in Commerce & Management: Trends Challenges & Strategies, Paramount Publishing House, Hyderabad, First Edition, ISBN No.978-93-85100- 05-5	2016
18	Dr.Sultana Begum	National Seminar on Entrepreneurship in Telangana organized by Department of Commerce, Little flower Degree College, Hyderabad,	Women entrepreneurship in India-special reference to Telangana	Awaited	2016

		in collaboration with Osmania University on 30 <sup>th</sup> & 31 <sup>st</sup> March 2016			
19	Miss.M.Debora	National Seminar on Entrepreneurship in Telangana organized by Department of Commerce, Little flower Degree College, Hyderabad, in collaboration with Osmania University on 30 <sup>th</sup> & 31 <sup>st</sup> March 2016	A study on policy of Telangana Government for promotion & development of Dalit Entrepreneurs	Awaited	2016
20	Mrs.Ritika Waghray	National Seminar on Entrepreneurship in Telangana organized by Department of Commerce, Little flower Degree College, Hyderabad, in collaboration with Osmania University on 30 <sup>th</sup> & 31 <sup>st</sup> March 2016	A study on policy of Telangana Government for promotion & development of Dalit Entrepreneurs	Awaited	2016
21	Mrs.Shanti Kiran	National Seminar on Entrepreneurship in Telangana organized by Department of Commerce, Little flower Degree College, Hyderabad, in collaboration with Osmania University on 30 <sup>th</sup> & 31 <sup>st</sup> March 2016	A study on policy of Telangana Government for promotion & development of Dalit Entrepreneurs	Awaited	2016

22	Mrs.Ritika Waghray	National Seminar on Entrepreneurship in Telangana organized by Department of Commerce, Little flower Degree College, Hyderabad, in collaboration with Osmania University on 30 <sup>th</sup> & 31 <sup>st</sup> March 2016	A study on New Industrial Policy of Telangana Government	Awaited	2016
23	Miss.M.Debora	National Seminar on Entrepreneurship in Telangana organized by Department of Commerce, Little flower Degree College, Hyderabad, in collaboration with Osmania University on 30 <sup>th</sup> & 31 <sup>st</sup> March 2016	A study on New Industrial Policy of Telangana Government	Awaited	2016
24	Mrs.Shanti Kiran	National Seminar on Entrepreneurship in Telangana organized by Department of Commerce, Little flower Degree College, Hyderabad, in collaboration with Osmania University on 30 <sup>th</sup> & 31 <sup>st</sup> March 2016	A study on New Industrial Policy of Telangana Government	Awaited	2016
25	Miss.M.Debora	National Conference on Emerging strategies for sustainable competitive advantage in the 21st century	A study on Rural Marketing in India	Awaited	2016

		organized by Auroras PG College, Hyderabad on 7 <sup>th</sup> April 2016			
26	Mrs.Ritika Waghray	National Conference on Emerging strategies for sustainable competitive advantage in the 21 <sup>st</sup> century organized by Auroras PG College, Hyderabad on 7 <sup>th</sup> April 2016	A study on the growth of e-business in India	Awaited	2016

## PAPER PRESENTATIONS BY FACULTY: 2015-16

S.No	Date	Name of the	National/ International	Title of the	Organized
		Faculty		Paper	
1	9 <sup>th</sup> &10 <sup>th</sup>	Mrs.Anantha	ICCSR sponsored	A case study on	St.Pious X Degree &
	Sept	Lakshmi	National Seminar on	National Policy	PG college for
	2015		Entrepreneurship	for Skill	women, Nacharam in
			Development –A Drive	Development &	collaboration with
			for sustainable growth in	Entrepreneurship	Dept. of Commerce
			global scenario		Osmania University,
					Hyderabad.
2	18 <sup>th</sup> to	Mrs.C.Savithri	International Conference	Sustainability	Dept. of Commerce
	20 <sup>th</sup> Dec		on An Expedition	Reports – A case	& Business
	2015		towards Growth and	study of Tata	Management,
			Sustainability in	Group	St.Josephs Degree &
			Commerce &		PG College,
			Management: Trends		Hyderabad
			Challenges & Strategies		
3	18 <sup>th</sup> to	Dr.Sultana	International Conference	Sustainability	Dept. of Commerce
	20 <sup>th</sup> Dec	Begum	on An Expedition	Reports – A case	& Business
	2015		towards Growth and	study of Tata	Management,
			Sustainability in	Group	St.Josephs Degree &

			Commerce &		PG College,
			Management: Trends		Hyderabad
	.1		Challenges & Strategies		
4	18 <sup>th</sup> to	Dr.Sultana	International Conference	A Study on	Dept. of Commerce
	20 <sup>th</sup> Dec	Begum	on An Expedition	Forensic	& Business
	2015		towards Growth and	Accounting in	Management,
			Sustainability in	India	St.Josephs Degree &
			Commerce &		PG College,
			Management: Trends		Hyderabad
			Challenges & Strategies		
5	18 <sup>th</sup> to	Dr.N.Srilatha	International Conference	A Study on	Dept. of Commerce
	20 <sup>th</sup> Dec		on An Expedition	Forensic	& Business
	2015		towards Growth and	Accounting in	Management,
			Sustainability in	India	St.Josephs Degree &
			Commerce &		PG College,
			Management: Trends		Hyderabad
			Challenges & Strategies		
6	18 <sup>th</sup> to	Mrs.Mary	International Conference	Organizational	Dept. of Commerce
	20 <sup>th</sup> Dec	Vinaya Sheela	on An Expedition	Crisis	& Business
	2015		towards Growth and	Management	Management,
			Sustainability in		St.Josephs Degree &
			Commerce &		PG College,
			Management: Trends		Hyderabad
			Challenges & Strategies		
7	18 <sup>th</sup> to	Miss.M.Debora	International Conference	Organizational	Dept. of Commerce
	20 <sup>th</sup> Dec		on An Expedition	Crisis	& Business
	2015		towards Growth and	Management	Management,
			Sustainability in		St.Josephs Degree &
			Commerce &		PG College,
			Management: Trends		Hyderabad
			Challenges & Strategies		
8	18 <sup>th</sup> to	Mr.S.Krishna	International Conference	Organizational	Dept. of Commerce
	20 <sup>th</sup> Dec	Moorthy	on An Expedition	Crisis	& Business
	2015		towards Growth and	Management	Management,
			Sustainability in		St.Josephs Degree &
			Commerce &		PG College,
			Management: Trends		Hyderabad
			Challenges & Strategies		
9	18 <sup>th</sup> to	Mrs.Anantha	International Conference	Study of HRM	Dept. of Commerce
	20 <sup>th</sup> Dec	Lakshmi	on An Expedition	Practices in IT	& Business

10	2015	Mrs.Mary	towards Growth and Sustainability in Commerce & Management: Trends Challenges & Strategies International Conference	and Service sector	Management, St.Josephs Degree & PG College, Hyderabad  Dept. of Commerce
	20 <sup>th</sup> Dec 2015	Vinaya Sheela	on An Expedition towards Growth and Sustainability in Commerce & Management: Trends Challenges & Strategies	Management – Detection and Action – A Case study of Sahara Group Companies	& Business Management, St.Josephs Degree & PG College, Hyderabad
11	18 <sup>th</sup> to 20 <sup>th</sup> Dec 2015	Miss.M.Debora	International Conference on An Expedition towards Growth and Sustainability in Commerce & Management: Trends Challenges & Strategies	Women Entrepreneurship – Role of Small Industries Development Bank of India	Dept. of Commerce & Business Management, St.Josephs Degree & PG College, Hyderabad
12	18 <sup>th</sup> to 20 <sup>th</sup> Dec 2015	Mrs.Ritika Waghray	International Conference on An Expedition towards Growth and Sustainability in Commerce & Management: Trends Challenges & Strategies	Challenges Faced by Logistics in e- Business in India and other countries	Dept. of Commerce & Business Management, St.Josephs Degree & PG College, Hyderabad
13	18 <sup>th</sup> to 20 <sup>th</sup> Dec 2015	Mrs.O.S. Suguna Sheela	International Conference on An Expedition towards Growth and Sustainability in Commerce & Management: Trends Challenges & Strategies	Ethical Values in Gold Business – With Special Reference to Panjagutta Area in Hydeabad	Dept. of Commerce & Business Management, St.Josephs Degree & PG College, Hyderabad
14	18 <sup>th</sup> to	Miss.M.Debora	International Conference	Rural Marketing	Dept. of Commerce

	20 <sup>th</sup> Dec		on An Expedition	in India- An	& Business
	2015		towards Growth and	Insight	Management,
			Sustainability in		St.Josephs Degree &
			Commerce &		PG College,
			Management: Trends		Hyderabad
			Challenges & Strategies		3
15	18 <sup>th</sup> to	Mrs.Ritika	International Conference	Rural Marketing	Dept. of Commerce
	20 <sup>th</sup> Dec	Waghray	on An Expedition	in India- An	& Business
	2015	, , ug uj	towards Growth and	Insight	Management,
	2010		Sustainability in	111318111	St.Josephs Degree &
			Commerce &		PG College,
			Management: Trends		Hyderabad
			Challenges & Strategies		11y derubud
16	18 <sup>th</sup> to	Mrs.Shanti	International Conference	Rural Marketing	Dept. of Commerce
10	20 <sup>th</sup> Dec	Kiran	on An Expedition	in India- An	& Business
	2015	TXII UII	towards Growth and	Insight	Management,
	2013		Sustainability in	msignt	St. Josephs Degree &
			Commerce &		PG College,
			Management: Trends		Hyderabad
			Challenges & Strategies		Trydcrabad
17	18 <sup>th</sup> to	Mrs.Sumitra	International Conference	Domestic	Dept. of Commerce
1 /	20 <sup>th</sup> Dec			L.P.G.Subsidy in	& Business
	20 Dec 2015	Pujari	on An Expedition towards Growth and	India – Boon or	
	2013				Management,
			Sustainability in	Bane	St.Josephs Degree &
			Commerce &		PG College,
			Management: Trends		Hyderabad
10	1 Oth :	D C 1	Challenges & Strategies	A G . 1	D + CC
18	18 <sup>th</sup> to	Dr.Sultana	International Conference	A Study on	Dept. of Commerce
	20 <sup>th</sup> Dec	Begum	on An Expedition	Sustainability in	& Business
	2015		towards Growth and	India	Management,
			Sustainability in		St.Josephs Degree &
			Commerce &		PG College,
			Management: Trends		Hyderabad
			Challenges & Strategies		
19	18 <sup>th</sup> to	Miss.Rafia	International Conference	A Study on	Dept. of Commerce
	20 <sup>th</sup> Dec	Begum	on An Expedition	Sustainability in	& Business
	2015		towards Growth and	India	Management,
			Sustainability in		St.Josephs Degree &
			Commerce &		PG College,
			Management: Trends		Hyderabad

			Challenges & Strategies		
20	18 <sup>th</sup> to	Dr.Sultana	International Conference	Gender Parity	Dept. of Commerce
	20 <sup>th</sup> Dec	Begum	on An Expedition	Index in India	& Business
	2015		towards Growth and		Management,
			Sustainability in		St.Josephs Degree &
			Commerce &		PG College,
			Management: Trends		Hyderabad
			Challenges & Strategies		
21	18 <sup>th</sup> to	Mrs.Sarika	International Conference	E- Taxation in	Dept. of Commerce
	20 <sup>th</sup> Dec	Verma	on An Expedition	India	& Business
	2015		towards Growth and		Management,
			Sustainability in		St.Josephs Degree &
			Commerce &		PG College,
			Management: Trends		Hyderabad
			Challenges & Strategies		
22	18 <sup>th</sup> to	Mrs.Aarti	International Conference	Green Banking	Dept. of Commerce
	20 <sup>th</sup> Dec	Samala	on An Expedition	in India	& Business
	2015		towards Growth and		Management,
			Sustainability in		St.Josephs Degree &
			Commerce &		PG College,
			Management: Trends		Hyderabad
			Challenges & Strategies		
23	18 <sup>th</sup> to	Mrs.Ritika	International Conference	A Comparative	Dept. of Commerce
	20 <sup>th</sup> Dec	Waghray	on An Expedition	Study on the	& Business
	2015		towards Growth and	growth of e-	Management,
			Sustainability in	business in India	St.Josephs Degree &
			Commerce &	& International	PG College,
			Management: Trends	Countries	Hyderabad
			Challenges & Strategies		
24	18 <sup>th</sup> to	Mrs.Shanti	International Conference	A Comparative	Dept. of Commerce
	20 <sup>th</sup> Dec	Kiran	on An Expedition	Study on the	& Business
	2015		towards Growth and	growth of e-	Management,
			Sustainability in	business in India	St.Josephs Degree &
			Commerce &	& International	PG College,
			Management: Trends	Countries	Hyderabad
			Challenges & Strategies		
25	30 <sup>th</sup> &	Dr.Sultana	National Seminar on	Women	Dept. of Commerce,
	31 <sup>st</sup>	Begum	Entrepreneurship in	entrepreneurship	Little Flower Degree
	March		Telangana	in India-special	College, Hyderabad,
	2016			reference to	in collaboration with

				Telangana	Osmania University
26	30 <sup>th</sup> & 31 <sup>st</sup> March 2016	Mrs.Ritika Waghray	National Seminar on Entrepreneurship in Telangana	A study on New Industrial Policy of Telangana Government	Dept. of Commerce, Little Flower Degree College, Uppal, Hyderabad, in collaboration with Osmania University
27	30 <sup>th</sup> & 31 <sup>st</sup> March 2016	Miss.M.Debora	National Seminar on Entrepreneurship in Telangana	A study on New Industrial Policy of Telangana Government	Dept. of Commerce, Little Flower Degree College, Uppal, Hyderabad, in collaboration with Osmania University
28	30 <sup>th</sup> & 31 <sup>st</sup> March 2016	Mrs.Shanti Kiran	National Seminar on Entrepreneurship in Telangana	A study on New Industrial Policy of Telangana Government	Dept. of Commerce, Little Flower Degree College, Uppal, Hyderabad, in collaboration with Osmania University
29	30 <sup>th</sup> & 31 <sup>st</sup> March 2016	Miss.M.Debora	National Seminar on Entrepreneurship in Telangana	A study on policy of Telangana Government for promotion & development of Dalit Entrepreneurs	Dept. of Commerce, Little Flower Degree College, Uppal, Hyderabad, in collaboration with Osmania University
30	30 <sup>th</sup> & 31 <sup>st</sup> March 2016	Mrs.Ritika Waghray	National Seminar on Entrepreneurship in Telangana	A study on policy of Telangana Government for promotion & development of Dalit Entrepreneurs	Dept. of Commerce, Little Flower Degree College, Uppal, Hyderabad, in collaboration with Osmania University
31	30 <sup>th</sup> & 31 <sup>st</sup> March	Mrs.Shanti Kiran	National Seminar on Entrepreneurship in Telangana	A study on policy of Telangana	Dept. of Commerce, Little Flower Degree College, Uppal,

	2016			Government for	Hyderabad, in collaboration with
				promotion &	Osmania University
				development of	Osmania University
				Dalit	
				Entrepreneurs	
	,				
32	7 <sup>th</sup> April	Miss.M.Debora	National Conference on	A study on rural	Aurora's PG College,
	2016		Emerging strategies on	marketing in	Moosarambagh,
			for sustainable	India	Hyderabad
			competitive advantage		
			in the 21st century		
33	7 <sup>th</sup> April	Mrs.Ritika	National Conference on	A study on the	Aurora's PG College,
	2016	Waghray	Emerging strategies for	growth of e-	Moosarambagh,
			sustainable competitive	business in India	Hyderabad
			advantage in the 21st		
			century		