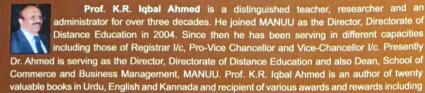
Disseminating Learning, Diminishing Borders

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About the Chief Editor



Commerce and Business Management, MANUU, Prof. K.R. Igbal Ahmed is an author of twenty valuable books in Urdu, English and Kannada and recipient of various awards and rewards including the prestigious Kempegowda Award conferred by the Bangalore Maha Nagar Palika for his outstanding contribution to the field of education and is a member of various statutory bodies of different Universities in the country.

About the Editors



Dr. Nisar Ahmed I. Mulla is an outstanding Scholar and a teacher in the field of Commerce and Management for the past 26 years. He has successfully guided 14 Ph.D. scholars and has 26 research articles to his credit in refereed national and international journals. Dr.Mulla has authored two Books in Marketing published by Kitab Mahal, New Delhi. Apart from presenting papers in a number of National and International Conferences in India, he has also participated in International Conference held at Cairo, Eygpt in 2009.



Dr. H. Aleem Basha obtained his M.Sc. degree from Sri Venkateswara University, Tirupati in 1990. He has initiated his research work in the field of Atmospheric/Environmental Sciences at Anwarul-uloom P.G. College, (Autonomous) and obtained Ph.D. degree from Osmania University in the year 2000. He has more than 23

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