



Paper presented in Interational Seminar on “Role of Management & Technology in shaping India as a developed nation by 2020”, College of Management & Computer Education, Teerthanker Mahaveer University, Muradabad on April 29-30, 2011. Role of Customer Knowledge Management in E-Banking Environment.

Paper presented in Interational Seminar on “Role of Management & Technology in shaping India as a developed nation by 2020”, College of Management & Computer Education, Teerthanker Mahaveer University, Muradabad on April 29-30, 2011. An Empirical study on the Constraints of Traditional Procurement in Automoblie Industry in India.

Paper presented in Interational Seminar on “Role of Management & Technology in shaping India as a developed nation by 2020”, College of Management & Computer Education, Teerthanker Mahaveer University, Muradabad on April 29-30, 2011. Genetic algorithms and their Neural fuzzy Hybrid Systems.

A factorial study of consumer buying behavior towards durable goods with reference to urban working women published in International Journal on recent and innovation trends in computing and communication volume :2 Issue: 3 ISSN:2321-8169424-434.

Motivational level of male and female academicians- A review published in Asia Pacific Journal of marketing & Management Review ISSN 2319-2836 vol. 2(3), March (2013).

Service quality assessment: a study of consumer satisfaction in Indian insurance sector published in IOSR Journal of Business and Management (IOSR-JBM) e-ISSN:2278-487X, p-ISSN:2319-7668. Volume 16, Issue 3. Ver. V (Mar. 2014), PP 34-41.

Paper presented in National Seminar on “Women Empowerment towards gender equality” of Department of English, Geography & Home Science Khwaja Moinuddin Chishti Urdu, Arabi-Farsi University, Lucknow in collaboration with: Government of Uttar Pradesh & OXFAM, India University of Lucknow held on

March 5-7, 2014. Empowering Women: Developing Economy of a Country

Paper presented on Education in National Seminar on “Role of media in promoting right to education” of Department of Journalism and mass communication and education Khwaja Moinuddin Chishti Urdu, Arabi-Farsi University, Lucknow sponsored by department of higher education, Government of Uttar Pradesh & in association with Allen House held on March 11-12, 2014. Right to study in educational institutes of 21<sup>st</sup> Century.

Paper presented on Education in National Seminar on “Developed India: Vision 2020” of Department of Commerce, University of Lucknow held on March 28-29, 2014.

Paper presented in National Seminar on “Developed India: Vision 2020” of Department of Commerce, University of Lucknow held on March 28-29, 2014. Senior citizens as emerging shoppers in 2020: A study into the gerontology.

"FDI in Retail Sector in India: Myth & Realty" titled "effect of FDI in retail on Agriculture and rural sector with reference to India".

Buying Preferences of Customers for Agri-Inputs from Organized Rural Retail Stores in The International Journal's Research Journal of Social Science and Management ISSN:2251-1571 Volume:03, Number:02, June 2013

Paper presented in International Conference on Finance and Business Management (ICFBM-14), Jaipur held on March 22-23, 2014 Organized by Society of Technical and Management Professionals (STMP). Buying Habits of farmers for Agri-inputs from Planned rural retail stores,