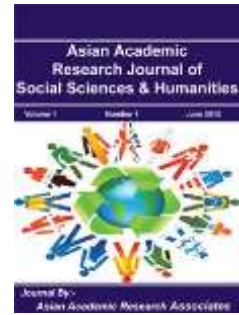




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ROLE OF I.T. IN COMMERCE & MANAGEMENT

DR.SANJAY CHHABRA*

*Principal
Unity College
Dimapur: Nagaland

ABSTRACT

IT is playing pivotal role across the industries, leveraging potentialities exponentially. Small & medium Industries can also shine throughout the globe in this fast-inter-connected world. Individual entities never had this advantage ever in the history. IT has empowered & emboldened individuals to reach the never-dreamed heights in a very short-span at a very low cost with single bright idea as can be noticed from the unbelievable success of www.hotmail.com, www.facebook.com, www.wikileaks.com for individuals like Sabeer Bhatia, Mark Zuckenberg, Julian Assange.
