The difference between SAP Business One, SAP Business ByDesign, and SAP Business All-in-One was explained by him very lucidly. This comparison between different SAP softwares for small business and midsize companies can enable an organization to find the right business management software. He concluded by elaborating on the various Solution Benefits of SAP Business One.

It was a very fruitful session for students, as it was knowledgeable and value enhancing.

INDUSTRIAL ENTREPRENEURSHIP MOTIVATIONAL CAMPAIGN

In this era of conglomerates, MNC's and big industrial houses, there is a sector which contributes to the real growth of the economy. This sector comprises of micro, small and medium enterprises. These enterprises often go unnoticed because of their size, and hence government had enacted Micro, Small and Medium Enterprises Act to facilitate promotion and development of these enterprises. MSME Development Institute is an offspring of such an initiative.

In coordination with MSME Development Institute, Delhi Institute of Advanced Studies organized an 'Industrial Entrepreneurship Motivational Campaign' on 18th November 2009.

The campaign started with a welcome address followed by sessions emphasizing on entrepreneurship and small industries and concluded with an open house discussion. The following is the summary of activities at the event.

Dr. A K Sharma, Asst. Director, MSME Development Institute, introduced the students with the institute and its functional area. The Institute assists the Small Scale Enterprises in upgrading their knowledge and improving their technical skills through structured management programs. Dr. Sharma talked about entrepreneurship and its relevance in the present scenario in a developing country like India. According to him, the best option is to be a job giver rather than to be a job seeker and hence, entrepreneurship is the need of the hour. He said that a progressive and enlightened organization is headed by an entrepreneur who has distinctive qualities like risk taking, initiator and innovator.

Shri. A. K. Jain enlightened the students with various steps required in setting up a small scale industry and benefits given to these industries. These steps include registering with the specified authorities and filling relevant documents. Since, computerization of things has taken place, these formalities are less time consuming. Mr. Jain also talked about what all things an individual needs to start up an enterprise.

Shri R. K. Karoth, Deputy Director, MSMEDI, liberated students with various financing schemes available for the entrepreneurs and for establishing small, micro and medium scale enterprises. One of the major challenges faced by MSMEs is inadequate access to finance due to lack of financial information and non-formal business practices. To meet these challenges, NSIC has launched schemes for sanction of loans for MSMEs from Commercial banks. He told that NSIC has tie up with several banks like Union Bank of India, United Bank of India, UCO Bank, Oriental Bank of Commerce, Central Bank of India, Bank of Maharashtra, Yes Bank, Axis Bank, HSBC and Karur Vyasa Bank for sanction of term loan and working capital facilities to the MSMEs as per their requirement. Such arrangements have facilitated smooth credit flow to MSMEs. NSIC also facilitates raw material

---
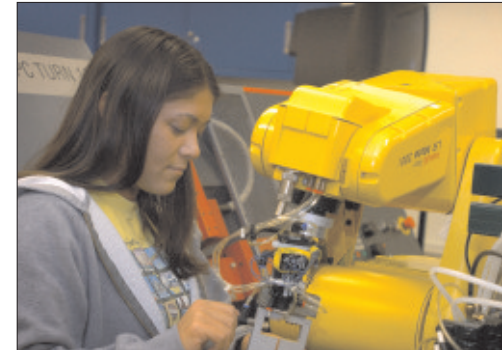
requirement of the SMEs by making arrangement with bulk manufacturers for procuring the materials and supplying the same. In case any credit support is needed, NSIC provides financial support for raw material procurement by making the payment to the suppliers and facilitates financing for marketing activities such as internal marketing, exports and bill discounting to MSMEs.

The campaign was very enlightening and motivating for the participants.

TALK ON 'TRAINING OPPORTUNITIES WITH IBM"

A team from IBM comprising Mr. Samanvay Singh, Mr. Vikas Sharma, Mr. Anubhrata, Ms. Ruchika Chawla and Ms. Niharika visited DIAS campus on 19th November, 2009. They delivered an enlightening talk on the "Training Opportunities available with IBM" in different management projects like Electricity Distribution Management System, Credit Card Management System etc.

Ms. Ruchika explained in detail about the different projects available with IBM and also how the students of MCA V and MCA III Semester would get benefited in their career by working on these projects. She elaborated that the students who get registered for these projects will get a total time span of 140 to 160 hours for the project work from IBM which constitutes 40 hours of training and 120 hours to complete the project.

Mr. Samanvay deliberated upon the tools being used for these projects such as Rational Rose, Lotus Notes, DB2 etc. He explained that during the training hours the students can seek guidance from the IBM representatives regarding their project work. The projects so prepared will be reviewed by IBM professionals and best projects would be awarded IBM certification.

The students showed keen interest and cleared their doubts in the question answer session. Such sessions for training opportunities available with such organizations will enable the students to gain more practical knowledge and help them in becoming competent professionals of tomorrow.

.NET WORKSHOP

Businesses today are looking to IT departments to justify their existence within the organization and what IT will do to either increase revenue or decrease costs. The days of slow-moving, inefficient IT departments that can't meet these goals are over. To help IT departments align their goals with those of the business, it is important they choose the right technology to develop strategic applications. One needs a technology that will reduce development time and produce quality, reliable and scalable applications. The .NET technology platform is well suited to this task. In view of these developments, a workshop by Ms. Rajni Sharma, HCL Infosystems on ".NET Technologies" was held on 23rd November, 2009 for MCA-V semester students.
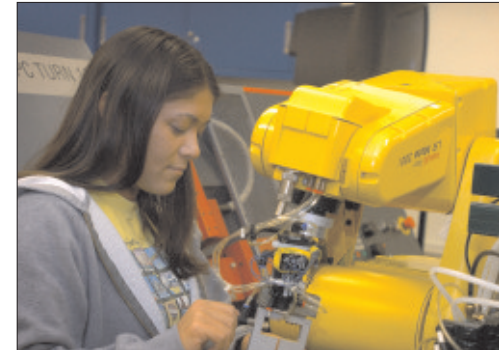
The purpose of the .NET Technologies workshop was to discuss the latest developments in .NET and advancements in the state of the art in research on related technologies. The main emphasis of the workshop was on discussing the concepts related to ASP.NET and C#.

Furthermore, the students were enlightened on the topics like the evolution of .NET, its framework overview, classes and objects as instances of classes, encapsulation, C# as Object Oriented Programming Language (OOP), namespaces in the .NET framework, features of ASP.NET , introduction to Visual Studio 2008, ASP.NET Server Controls, developing web and windows applications, ADO.NET Classes and its Architecture. Moreover, the students were guided for the practical implementation of the .NET technology.

Interest in the above discussed topics has been continuously growing as a consequence of the importance and the ubiquity of object-oriented technologies. So, this workshop was very beneficial from all aspects.

The Latest Buzz

TECHNOLOGY

AGILE TESTING

Testing practice that follows the principles of Agile Manifesto is known as agile testing. It does not emphasize rigidly defined testing procedures, but rather focuses on testing iteratively against newly developed code until quality is achieved from an end customer's perspective. It acts as the headlights of the project which provides information to the team members. The practice of agile testing includes Conversational Test Creation, Coaching Tests, Providing Test Interfaces and Exploratory Learning.

AUTOCORRELATION ALGORITHM

Fundamentally, this algorithm exploits the fact that a periodic signal, even if it is not a pure sine wave, will be similar from one period to the next. This is true even if the amplitude of the signal is changing in time, provided those changes do not occur too quickly.

To detect the pitch, a window of the signal is taken, with a length at least twice as long as the longest period that might be detected.

Using this section of signal, we generate the autocorrelation function r(s) defined as the sum of the point wise absolute difference between the two signals over some interval can be generated.

But, autocorrelation suffers from some limitations. The autocorrelation algorithm is relatively impervious to noise, but is sensitive to sampling rate. Because it calculates fundamental frequency directly from a shift in samples, it follows that if we have a lower sampling rate, we have lower resolution in pitch.

Also, it is extremely expensive computationally. However, using the adaptive techniques, computation can be expedited and run in near-real time.

MOST COMMON PROBLEMS ASSOCIATED WITH WINDOW'S CLIENTS OVER A NETWORKED INFRASTRUCTURE

1. General Security Concerns

The first networking issue when dealing with Windows clients is the poor application of basic security services and features - or lack thereof. For example, the system may get a virus (or other type of Malware) that causes the network to fail. It is a fact that most of the intrusions over your network come from within the network, or very easily over wireless connections.

2. TCP/IP and other Protocol Problems

At a high level (usually corporate networks), IP packets are routed over multiple devices and links which take the problem and multiplies it with times the amount of gear you are using. Routing tables can get screwed up from duplicate entries and if address space is not summarized correctly, they could cause large route tables causing performance issues for any end-user just trying to download a spreadsheet from the corporate office location.

3. Network Performance

This is by far the most common issue with networking in general. With Windows, performance can be affected in many ways. If network performance is impacted, either the network is too slow or the application is not developed with the network in mind. It can be confusing to solve this type of issue and normally requires advanced analysis of the problem usually needing a tool such as a packet analyzer (known as a sniffer) to solve.

4. Credential, Permission and Rights Problems

The first problem that comes to mind with Windows systems is credentials, permissions and rights. Most times, we try to access a host and not be able to because they can not log in, or

they do not have permissions to access resources once they are logged in.

5. Initial Configuration

When setting up the systems, the biggest things that cause disruption are loss of main power source, incorrect cabling (or wireless configurations), lack of/or misconfigured protocols (such as IP) and problems with Windows systems such as misconfigured network services. Another issue to consider is the configuration of how the client computers access shared resources, such as a network printer .

APPLE PLUGS HOLES FOR DOMAIN SPOOFING AND OTHER ATTACKS

Apple released a large security update for Mac OS X that fixes dozens of vulnerabilities and provides protection against potential attacks exploiting a weakness in the protocol used to verify that a domain is legitimate. It plugs a variety of holes for the Mac OS X v10.5.8, 10.6, 10.6.1, and Mac OS X Server v10.6 and 10.6.1, many of which could lead to arbitrary code execution and allow an attacker to take control of a computer.

Several updates affect Apache and QuickTime. Others target AFP Client, Apple Type Services, Core Graphics, CoreMedia, Dictionary, Disk Images, Dovecot, Directory Service, fetch mail, FTP Server, Help Viewer, Kernel, PHP, QuickDraw Manager and Spotlight. One update fixes a hole in Adaptive Firewall that could allow a brute force or dictionary attack to guess an SSH log-in password and another update addresses a vulnerability in Login Window that could allow a user to log in to any account without supplying a password. Several updates address holes that could allow domain spoofing or man-in-the-middle attacks involving SSL (Secure Sockets Layer) used for encrypting data in transit, including a significant weakness in the X.509 protocol for generating SSL connections.

LINUX PHONE BY NOKIA

Nokia has released its first Linux-based phone(N900). The N900 model comes with cellular connection, touch screen, and QWERTY slide out keyboard. Nokia has been experimenting on Linux-based software since 2005.

Linux would work in close coordination with symbian to offer the services. It has a powerful ARM cortex – A8 processor and has 1 GB memory for running applications. The N900 runs on the new Linux-based Maemo 5 software complemented by its own software. Some of the features of N900 are: Wi-Fi, GPS/A-GPS, Bluetooth and TV-Out capabilities, 5-MP camera and 3.5 inch high resolution display.

IBM UNVEILS CLOUD COMPUTING SOFTWARE TOOLS

Rational Software Delivery Services offer software development and testing tools for public and private cloud computing environments. IBM has introduced software development and testing tools for its public and private cloud computing environments.

The Rational Software Delivery Services include a set of "ready-to-use" application lifecycle management tools for developing and testing software. The vendor claims the offering can lower costs by reducing the time to provision a test environment from weeks to hours.

In addition, IBM has unveiled a free public cloud beta for software development called the Smart Business Development and Test. The service provides compute and storage as a service, as well as access to Rational Software Delivery Services and WebSphere and Information Management software. IBM has launched a Web site where developers can participate in the free beta.

IBM's Rational Software Delivery Services is also available for use in customers' private cloud infrastructures. The services can be used behind a client's firewall and provide additional development options and customization in deploying software in a private cloud, according to IBM.

Like other enterprise IT vendors, IBM has been expanding its offerings for cloud computing, which companies are exploring as a way to reduce the licensing, deployment, and maintenance costs of on-premises software. IBM has also launched a collection of hardware, software, and services for large organizations looking to build private storage clouds. Cloud storage is a broad term that typically applies to storage systems that are highly scalable and can be used internally or externally. The systems often use some form of clustered or grid-based storage.

IBM's solution for private storage clouds comprises its XIV storage arrays, BladeCenter servers, and General Parallel File System. The environment supports multiple petabytes of data, including text, audio, and video, in a single global namespace.

IBM competes with a number of cloud computing vendors, including Amazon, AT&T, Rackspace, Savvis, Unisys, and Verizon. IBM's environment uses VMware and Xen as the hypervisor platforms and supports a number of operating systems, including Red Hat, Fedora, CentOS, Debian, Ubuntu, Arch, and Gentoo.

USING THE TRANSFER JOBS TASK IN SQL SERVER INTEGRATION SERVICES

SQL Server Integration Services (SSIS) is a Business Intelligence tool which can be used by database developers or administrators to perform Extract, Transform & Load (ETL) operations. The SQL Server Tasks within SSIS can be used to copy, modify and delete SQL Server objects and data. The different types of SQL Server Tasks available in SSIS are Execute SQL Task, Bulk Insert Task, Transfer Database Task, Transfer Login Task, Transfer SQL Server Objects Task, Transfer Error Message Task, Transfer Master Stored Procedure Task and Transfer Jobs Task Database Administrators can use the Transfer Jobs Task to transfer one or more SQL Server Agent Jobs between different SQL Server instances.

The Transfer Jobs Task can be configured to transfer not only a single job but also all the SQL Server Agent Jobs from one instance of SQL Server to another instance. There is one more important option available - to specify whether the transferred SQL Server Agent Jobs should be enabled at the destination or not. The Transfer Job Task can be configured to handle the below scenarios:

(a) Overwrite an existing SQL Server Agent Job if there are existing jobs at the destination.

(b) If a duplicate SQL Server Agent Job exists in the destination server, then fail the Transfer Jobs Task.

(c) Skip the Transfer Jobs Task where there is a duplicate job existing in the destination server.

MANAGEMENT
WEATHER DERIVATIVES

Weather derivatives are financial instruments that can be used by organizations or individuals as part of a risk management strategy to reduce risk associated with adverse or unexpected weather conditions. The difference from other derivatives is that the underlying asset (rain/temperature/snow) has no direct value to price of the weather derivative. Farmers can use weather derivatives to hedge against poor harvests caused by drought or frost; theme parks may want to insure against rainy weekends during peak summer seasons; and gas and power companies may use heating degree days (HDD) or cooling degree days (CDD) contracts to smooth earnings. A sports event managing company may wish to hedge the loss by entering into a weather derivative contract because if it rains the day of the sporting event, fewer tickets will be sold.

Heating degree days are one of the most common types of weather derivative. Typical terms for an HDD contract could be: for the November to March period, for each day where the temperature falls below 18 degrees Celsius keep a cumulative count of the difference between 18 degrees and the average daily temperature. Depending upon whether the option is a put option or a call option, pay out a set amount per heating degree day that the actual count differs from the strike.

The first weather derivative deal was in July 1996 when Aquila Energy structured a dual-commodity hedge for Consolidated Edison Co. The transaction involved ConEd's purchase of electric power from Aquila for the month of August. The price of the power was agreed to, but a weather clause was embedded into the contract. This clause stipulated that Aquila would pay ConEd a rebate if August turned out to be cooler than expected. The measurement of this was referenced to Cooling Degree Days measured at New York City's Central Park weather station. If total CDDs were from 0 to 10% below the expected 320, the company received no discount to the power price, but if total CDDs were 11 to 20% below normal, Con Ed would receive a $16,000 discount. Other discounted levels were worked in for even greater departures from normal.

After that humble beginning, weather derivatives slowly began trading over-the-counter in 1997. As the market for these products grew, the Chicago Mercantile Exchange introduced the first exchange-traded weather futures contracts (and corresponding options), in 1999. The CME currently trades weather derivative contracts for 18 cities in the United States, nine in Europe, six in Canada and two in Japan. Most of these contracts track cooling degree days or heating degree days, but recent additions track frost days in

the Netherlands and monthly/seasonal snowfall in Boston and New York. A major early pioneer in weather derivatives was Enron Corporation, through its Enron Online unit.

SECOND QUARTER REVIEW OF MONETARY POLICY 2009-2010

The global economy has begun to recover from the deep recession set off by the financial crisis. This recovery is underpinned by output expansion in emerging market economies (EMEs), particularly those in Asia. The pace and shape of recovery, however, remains uncertain. In fact, the global economic outlook presents a mixed picture.

On the positive side, world output, as per (IMF) estimates, has expanded by 3 per cent in the second quarter, manufacturing activity has picked up, trade is recovering, financial market conditions are improving, and risk appetite is returning.

On the negative side, there are concerns that the recovery is fragile. The second quarter improvement is essentially the outcome of policy-induced stimulus. In advanced economies, private consumption remains constrained by continuing job losses, sluggish income growth and dented confidence. Even as output is recovering, unemployment is expected to increase to over 10 per cent in the US and the Euro area. World trade remains below its year ago level, notwithstanding recent quarter-on-quarter improvement.

PROJECTIONS of Monetary policy 2009-2010

GDP: Growth projection for GDP for 2009-10 on current assessment is placed at 6.0% with an upward bias.

Monetary projection: For policy purposes, money supply (M3) growth for 2009-10 is placed at 17.0 per cent, down from 18.0 per cent projected in the Annual Policy Statement. Consistent with this, aggregate deposits of scheduled commercial banks are projected to grow by 18.0 per cent.

SLR: restored to 25 per cent of NDTL with effect from the fortnight beginning November 7, 2009.

Bank Rate: retained unchanged at 6.0 per cent.

Repo Rate: retained unchanged at 4.75 per cent under the Liquidity Adjustment Facility (LAF)

Reverse Repo Rate: retained unchanged at 3.25 per cent under the LAF

Cash Reserve Ratio: CRR of scheduled banks has been retained unchanged at 5.0 per cent of net demand and time liabilities (NDTL).

WINNERS AND LOSERS

While vast numbers of U.S workers saw their salaries frozen or reduced during the recession, such hardships are not universal. In fact, there were aggressive salary increases this year in select management positions, according to analysts at Watson Wyatt Data Services, which works in collaboration with the Society for Human Resource Management (SHRM) Compensation Data Centre. Some positions, such as plant industrial engineering manager and paralegal manager, had double-digit increases in total compensation; others, such as systems analysis manager and public relations manager, did not do as well.

Separately, a Mercer study explored the status of salaries by industry, not position. Mercer analysts found that the industries with the most aggressive pay increases in 2009 were oil and gas, and beverage and tobacco—both at 3.4 percent.

At the other end of the spectrum, salaries fell by 2.6 percent and 2.3 percent in the automobile and automobile parts industries, respectively. Ninety-four percent of auto-parts organizations froze salaries in 2009.

Salary cuts and freezes in manufacturing industries align with the SHRM Leading Indicators of National Employment (LINE) employment expectations index, based on a monthly survey of HR professionals at more than 1,000 manufacturing and service-sector companies. LINE researchers note that hiring reached five-year lows in the manufacturing and service sectors during 2008-2009.

IMPACT OF LONGER TRADING HOURS

As stock brokers weigh the pros and cons of the proposed increase in trading hours, a debate rages in the equity derivatives community about the impact of stretched trade timings on their business. A section of the derivatives market participants fear the extension of market timings will increase implied volatility or IVs of options, thereby making these contracts costlier and affecting volumes.

IV — a measure of the market's expectations on volatility — is key to pricing of options' premium — the price paid to buy options. The time remaining for the options' expiry is the other factor that determines pricing. IVs on a stock or index rise when uncertainty about the market or stock direction is higher and vice-versa. Options are purchased for a premium

to benefit or protect their stock exposure from such uncertainties. So, when there is a demand for options contracts, the premium demanded by the seller for taking the risk also rises. Options sellers, in theory, face the risk of unlimited losses.

Due to this, other market participants are arguing about the increase in market hours which will expose domestic stocks more to the vagaries of the overseas markets, leading to higher uncertainty about market movements. SEBI proposes to allow stock exchanges to fix trading hours between 9 and 5, as against 9:55 to 3:30 currently. The move is feared to heighten the possibility of Indian equities reacting to Asian markets in the morning and to Europe post noon. Some in the market do not agree with the argument that more trading hours could drive up options' premium.

IS GLOBAL RECESSION OVER?

This is a question that has been commented by many organizations like OECD (Organization for Economic Co-operation and Development), IMF, National Association for Business Economics(NABE), Federal Reserve, in their own perspective of understanding the world economy.

Although the prospects for an imminent global economic recovery have jumped, growth is not evenly spread across developed nations and particular challenges remain. The strength and consistency of the recovery is still unknown, though the likelihood of a double-dip recession is easing due to the determination of governments and central banks to keep monetary and fiscal stimulus in place for some months yet.

Unemployment will continue to be the single most stubborn anti-growth characteristic within developed economies and there is a noticeable paucity of economists who predict the jobless rate will ease quickly in the US, UK or Continental Europe.

The crisis has left deep scars, which will affect both supply and demand for many years to come. Growth is coming for most countries, but it won't be strong enough to reduce unemployment for a while. Potential output may have been permanently reduced. Growth is still highly dependent on government stimulus from fiscal and monetary policies. Sustaining growth will require delicate rebalancing acts, both within and across countries.

BOOK
Reviews

ADVERTISING AND PERSONAL SELLING

Author	:	C.B.Gupta
Publisher	:	Sultan Chand & Sons
Edition	:	Third Revised Edition, 2009
Price	:	375/-
Pages	:	311
Reviewed by	:	Mrs. N.Malati

It is not enough for a business to have good products sold at attractive prices. To generate sales and profits, the benefits of products have to be communicated to customers. In marketing, this is commonly known as "promotion". A total marketing communications programme is called the "promotional mix" and consists of a blend of advertising, personal selling, sales promotion and public relation tools. This book titled "Advertising and Personal Selling" deals with two of the elements of the promotion mix i.e. advertising and personal selling. The book is divided into two sections. The first one deals with advertising while the later deals with sales promotion.

Section A, comprising of six chapters, discusses concepts and issues related to advertising. "Advertising, is any paid form of non-personal communication of ideas or products". Chapter 1- "Introduction to Advertising" discusses the role of IME along with the basics of advertising its social and economic benefits. Chapter 2 – "Media Decisions" delineates with types of media their advantages, disadvantages and the various factors which influence the choice of media. Chapter 3 – "Message Development" throws light on the various aspects of designing, elements of an ad copy along with strategies employed by advertisers to make advertisements work. Chapter 4 – "Measuring Advertising Effectiveness" discusses the need and methods to measure advertising effectiveness.

Chapter 5 – "Advertising Agency" describes the role, functions and structure of ad agency. Chapter 6- "Ethical and Legal Aspects of Advertising" explains how the ethical and legal aspects of advertising have increasingly become popular and the regulatory controls exercised by various bodies are also on the role so that the consumer is not misted.

Section B comprises of four chapters wherein the personal selling aspects are discussed at length. "Personal selling is the ability to persuade people to buy good are services at a profit

to the seller and benefit to the buyers". Chapter 7- "Introduction to Personal Selling" elucidates the fundamentals of personal selling and the role of sales person in the process of personal selling. Chapter 8 – "Process of Effective Selling" deals with the process of identifying, targeting and conversion of prospects into actual customers.

Chapter 9 - "Sales Planning and Control" identifies the essence of sales management, forecasting techniques of sales, methods of deciding the sales budget, sales quotas and territories at length. Chapter 10- "Management of Sales Force" discusses the techniques of sales force planning, recruitment, selection, training development, direction, supervision, motivation, compensation and performance appraisal of sales force.

The book is simple and tries to explain the topics in an elaborative and exhaustive manner. The book contains chapter outlines, summary and test questions for the ready reference of students. The book will be beneficial to students and practioners alike.

PERSONNEL MANAGEMENT AND INDUSTRIAL RELATIONS

Author	:	P. C. Tripathi
Publisher	:	Sultan Chand & Sons
Edition	:	Twentieth Edition, 2009
Price	:	Rs. 235.00
Reviewed by	:	Ms. Jiveta Chaudhary

The subject of Industrial Relations though might appear irrelevant to some in this century, is a field requiring competence on the part of HR managers and professionals dealing with employees and their issues. Though much effort has been made in the field of HRD, Industrial Relations remains a matter often overlooked. What managers need to realize today is that as long as people are a part of the industry, IR will remain an area of concern and will influence the performance of organizations.

HR Professionals today need a comprehensive understanding of the concepts of Personnel Management and the theory of Industrial Relations. While much has been written in the field of HR, there is practically none which deals with it comprehensively in the light of practices prevailing in our

country. The book is the author's endeavor of bridging this gap and providing a practical insight into the field of Personnel Management and Industrial Relations.

The book is the author's effort to develop readers' understanding of the concept and importance of personnel management, its organization and the various individual, group and organizational level variables of it and to acquaint them with the theory, scope and aspects of Industrial Relations. The book is segregated into twenty three chapters. Chapters 1 – 4 give an introduction to personnel management and explain the changing profile of personnel managers and expound the planning and organizing the personnel function of an organization.

In Chapters 5 – 7, the author talks about the individual and group level variables of organizational behavior and elaborates concepts of Leadership, Motivation, Job Satisfaction and Morale and Employee Communication. Chapters 9 – 15 and 23 of the book are devoted to the functions of Personnel Management and hence cover topics like Control and Audit, Procurement Function of Personnel Management, Performance Appraisal, Training and Development, Career Planning and Promotion, Change, Absenteeism and Turnover, Employee Compensation and Records and Research.

In Chapters 16 – 22, the concept of Industrial Relations has been elucidated. However, topics of Industrial Disputes, Workers' Participation in Management, Trade Unions, Collective Bargaining, Grievance, Employee Discipline, and Labor Welfare and Security have been primarily discussed.

The book explains the above mentioned concepts well however, one major limitation of the book is that the legislative framework of Industrial Relations has been overlooked. Moreover, the contemporary issues in personnel management and the changes taking place in the national and the international scenarios and their impact on the Indian HR Practices and Industrial Relations system have not been discussed in the book. Addition of such details could have added to the worth of the book.

In all, the book shall be a valuable source for graduate and post-graduate students of M.Com., MBA, PGDM and other diplomas in HRM course across universities in India and shall also prove useful for employers and managers in managing industrial relations.

CASES IN CORPORATE FINANCE

|		
Author	:	Vishwanath SR
Publisher	:	Tata McGraw Hill
Edition	:	2009
Pages	:	303
Reviewed by	:	Mr. Himanshu Puri

This book titled "Cases in corporate finance" is a compilation of various incredible cases one can ever find on corporate finance. Corporates are now one of the important pillars of our economy and there is a huge demand for the persons who are technically equipped to manage the financial decision for the firms. Corporate finance is an area dealing with the financial decisions corporation' make and the tools and analysis used to make these decisions. The primary goal of corporate finance is to maximize corporate value. This book is a must for the person who is working in corporate or is making himself ready to get into any corporate and is also related to finance in some or the other way.

This book has 18 cases that are directed towards making the reader understand the basic tools and concepts of corporate finance. The financial manager has the responsibility to enhance the shareholder's value. And for that, he is required to take the decisions in tandem with such objective. A proper learning would be given by the way of the old business situations, which has already happened in some other corporate, for enhancing the reader's skill relating to corporate finance. Case study is the methodology whereby the learner tries to understand the concept by the way of previous similar situations. Nowadays, this technique is followed in every B-school for learning.

This book has four modules comprising of the cases relating to different streams that come under corporate finance. Module one is directed toward building the modern finance of the learner. The topics covered under this module are time value of money, risk and return, cost of capital, and financial statement analysis. Valuation and capital budgeting are covered under the second module.

Third module deals with the working capital estimation and management and the fourth one with the sources of finance for the corporate. The cases forming part of this book will give the practical exposure relating to corporate finance to the reader and also he will be equipped with the skills that would help him with the practical applicability of any problem faced in future.

This book is very beneficial to all those people who have finance as their specialization area. It will show a practical side of finance tools and techniques applied in firms that will prove as an asset for the future finance managers.
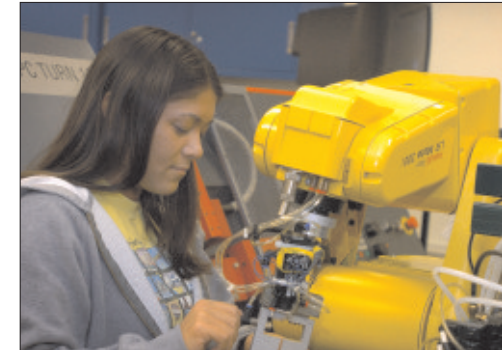
Scholastic
Impressions

INFORMATION TECHNOLOGY

A STUDY FOR END USERS' PERCEPTIONS OF BUSINESS STRATEGIC FACTORS AMONG DIFFERENT IS/IT CONTEXTS

Weiming Qui, Peking Univeristy Dong Li

Business Strategy and Information System Technolgy are related from the end user's perspectives. It is important to deliberate on the topics. Flexibility and visibility are the two factors influencing IS/IT strategy planning of e-business.

This paper presents the work of Evgeniou (2002) and extends his ideas to IS/IT context, these form parts including analyzing differences of end users perceptions of corporate strategic factors in the four situation. Since end uses play a critied role in implementing IS/IT strategy, it is important to work on IS/IT strategy with business strategy, demographics, reliability analysis, analysis of differential perceptions between high and low groups for flexibility and visibility, difference analysis among the four IS/IT contexts.

It has been derived from the analysis that :

(1) End user's perceptions of corporate strategic factors are significantly different between states of high information system flexibility and low information system flexibility

(2) High information resource visibility and low information resources visibility.

(3) End user's perception of CS factors are significantly different among the four situations based on high and low values of information system flexibility and information resources visibility.

(4) In the situation of high information system flexibility, end users have much more explicit perceptions of corporate strategic factors than in the low flexibility grouping. The result shows that differences exist. Through the evidence of this study, end user's clarity of perceptions of corporate strategic factors vary according to system contexts and capabilities. Thus, enterprise managers should adopt effective methods for helping end users fully understand business strategy, so that alignment between IS/IT strategies and business strategy can be more efficiently achieved.

Ms. Barkha Bahl, Reader, DIAS
(For full text, please refer to ACM SIGMIS, Vol. 40, No.1, February 2009, Page 52 - 61)

THE ROLE OF INTEROPERABILITY IN E-GOVERNMENT APPLICATIONS: AN INVESTIGATION OF CRITICAL FACTORS

Efthimios Tambouris, Nikolaos Loutas, Vassilios Peristeras, Konstantinos Tarabanis

In this work, the authors highlighted the important role that interoperability plays in the implementation of eGovernment application. From the results of the research, it can be derived that addressing all interoperability problems is not an easy task. For example, sometimes public authorities cannot exchange data due to legal constraints, either because there are no laws to enforce public authorities' collaboration or because there are laws on data protection and privacy that may prevent authorities from exchanging data. But, even when the legal framework is in place, setting up the appropriate inter-and intra-organizational workflows is not trivial. Even when this is resolved, all collaborating authorities must share the same understanding on the exchanged data. Finally, the automatic exchange of data should be facilitated from a technical point of view, even in the cases where the participating public authorities use different information systems.

Moreover, from the discussion in the paper, it is evident that interoperability in the eGovernment domain is a multifaceted notion, with technical, semantic, organizational, legal, cultural, contextual, syntactic and other aspects. All these aspects affect not only the implementation decisions that have to be taken when implementing such an application; they also have a very strong impact on the success of the application itself. Therefore, the authors followed an interoperability framework that consisted of the following layers: technical, semantic, organizational, governance.

Ms. Tripti Mishra, Reader, DIAS
(For full text, please refer to Journal of Digital Information Management, Vol. 7, No.4, August 2009, Page 235-243)