

DIAS TIMES

DELHI INSTITUTE OF ADVANCED STUDIES

NAAC Accredited 'A' Grade and ISO 9001 : 2008 Certified Institution

VOLUME 16 No. 3

62

JUL. – SEP. 2016



Contents

Editorial	02
DIAS - A Mission to Excel	03
Academic Contribution by Faculty	03
Placements at DIAS	04
Activities at DIAS	05
DIAS Eco Club	15
The Latest Buzz	17
Scholastic Impressions	22
Book Reviews	29
Students' Section	32
Corporate Executives' Opine	36
Feedback from Employers	37
Alumni Speaks	37
Parents' Feedback	38
Readers' Views	38
The Men in News	38
Recent Notifications	41
Shining Stars	42
Technology Browser	43

Editorial Board

EDITORIAL ADVISOR	Sh. S. K. Sachdeva
EDITOR-IN-CHIEF	Dr. S. N. Maheshwari
EDITOR	Ms. Neetu Chadha
ASST. EDITOR	Ms. Ekta Sachdeva
STUDENTS	Gurusha Chugh (MBA) Aditi Jain (MBA)





From the Editor's desk

Dear Readers,

It gives us great pleasure to present to you the sixty second issue of DIAS Times.

Life is full of new beginnings. May this one be the happiest ever! With this hope, we, at DIAS welcome new students in BBA, MBA and MCA programmes. This quarter is the beginning of first semester for the new incumbents and so they need to be acclimatized with the new environment. Dias organized "MEET and GREET 2016" to make new entrants acquainted with college norms, environment and faculty and to the regulations followed by the college.

August brings the feeling of Patriotism in each and every one of us. Freedom in the Mind, Faith in the words, Pride in our Souls. We salute the Nation on this Independence Day!

Every citizen of India must remember that...he is an Indian and he has every right in this country but with certain ...duties. - Sardar Vallabhbhai Jhaverbhai Patel

As the country celebrated its 70th Independence Day, DIAS organized numerous activities to make students relive the feeling of freedom and realize their responsibilities.

"Cleaning up the country cannot be the sole responsibility of sweepers. Do citizens have no role in this? We have to change this mindset." – Narendra Modi

In our endeavors to inculcate this thought of cleanliness in our students, we observed Swachh Pakhwada during first fortnight of September month.

DIAS takes pride in making their students responsible citizens of the nation and believes that the new members of DIAS family will join the set with full vigour and enthusiasm. We hope to be the pillars of strength in their journey of success.

Ms. Neetu Chadha
Editor





DIAS

A Mission to Excel

Delhi Institute of Advanced Studies is 'A' Grade NAAC accredited Institution affiliated to Guru Gobind Singh Indraprastha University. Established by Shri Laxman Dass Sachdeva Memorial Education Society, the Institute is providing dynamic learning environment that is changing in response to the changing needs of society. The Institute seeks professional excellence through ethics, passion and perseverance. The guiding philosophy behind all academic activities of the Institute is to inculcate professionalism and to enhance the effectiveness of an organization.

Sh. S.K. Sachdeva, a well-known name in the educational world, is the Chairman of the Institute and Dr. S.N. Maheshwari, former Principal of Hindu College, Delhi University, is its Professor Emeritus and Academic Advisor and Dr. N Malati is the Director.

The Institute runs the MBA, MCA and BBA programmes affiliated with Guru Gobind Singh Indraprastha University. The credibility of education at the Institute is increasingly being realised and recognized by foreign universities as well as

the corporate world.

The Institute's students are its brand ambassadors. Our students have been placed in some of the best companies in India like IBM, Infosys, Adobe, TCS, Nucleus Software Ltd., Intersolutions, Mahindra British Telecom, Bharti Touchtel, Reliance Infocomm, Ranbaxy, Thomas Cook, FICCI, American Express, Tata Tele Services, Jet Airways, Mahindra Finance, Alcatel, Abacus, Synergy, Torrent, Quark, Syntel, Om Logistics, BEC Foods, Hughes, BrickRed Technologies, Escosoft Technologies, Nagarro, Grapecity, Satyam, Wipro, Accenture, Caritor, L and T Infotech, HCL, Tata Infotech, ICICI Prudential Life Insurance, Reliant Infomedia, India Bulls, Tact India, Sapiient, J.K. Technologies, Mindfire Solutions, Momentum Technologies, ACS Infotech (P) Ltd., Interra Systems, CE Infosystems, Nagarro, Tata Teleservices, Kotak Life Insurance, UTI Bank, Kotak Mahindra Bank, Grail Research, Planman Consultancy and many others. These ambassadors are making the Institute proud in the corporate world.

Academic

Contribution by Faculty

DR. S. N. MAHESHWARI, PROFESSOR EMERITUS & ACADEMIC ADVISOR, DIAS

1. "Business Laws", 1st Edition, 2016. As per C.B.C.S Syllabus, for First Semester, B.Com. (Hons). Delhi University. (July, 2016)
2. "Company Law", 1st Edition, 2016. As per C.B.C.S Syllabus, for Third Semester, B.Com. (Pass). Delhi University. (July, 2016)

MS. SHILKI BHATIA, FACULTY, DIAS

1. Presented a paper on "Market Co-Creation: A Gender Y Perspective" in the International Conference "Innovations in Technology: A Roadmap for Achieving Global Competitiveness (ICIT-2K16)" held on September 10, 2016 at G. L. Bajaj Institute of Management and Research, Greater Noida.

MS. NEETU CHADHA, FACULTY, DIAS

1. Published paper titled "Expiration Day Effects of Derivatives in India" in SCMS Journal of Indian Management, Vol XIII, No. 3, July-September 2016.

MS. RUCHIKA, FACULTY, DIAS

1. Presented a paper on "Market Basket Analysis on the basis of Product Affinity" in the International Conference "Innovations in Technology: A Roadmap for Achieving Global Competitiveness (ICIT-2K16)" held on September 10, 2016 at G. L. Bajaj Institute of Management and Research, Greater Noida.



Placements

at DIAS

We are happy to share that DIAS has started with its placements for the MBA Batch 2015-17 and has number of companies of repute such as Capital IQ, Green Tree, JAGBROS coming in for the placements. Our placement cell has been formed with the current batch with 13 placement members including convener and joint convener. MOU has been signed with Mr. Manish Sharma, Director MRS Training Services for conducting the personality development sessions for MBA I, III semester and BBA students. A mock interview session has also been conducted by inviting alumni from Finance, marketing and HR fields working at various organizations.

The SIIF Team is all the more excited as the upcoming year is

expected to offer increased opportunities with higher packages. Efforts have begun for the next season with the hope that 2015-17 batch will experience the maximum placements.

The Placement activities of MCA 2014-17 batch got its impetus in the quarter starting from July 2016. Students participated in various pool Campus drives of NIIT Tech., Grapecity, and ON campus drives of Jelly fish, Torrid Networks, Successive software and many more. The SIIF (Student Industry Interface Forum) team is working for strengthening the Industry- Industry Interface Interaction as well as interaction with other educational institutions.

New

Staff Members

We welcome the following new members to DIAS fraternity.

JOINED AS ASSISTANT PROFESSOR, MANAGEMENT DEPARTMENT

Ms. Shailly Bhasin

Ms. Shailly Bhasin has done M.Phil from Madurai Kamaraj University, Masters in Commerce and Bachelors in Commerce from University of Delhi. She has also cleared the NET exam conducted by UGC. She has around 8 years of teaching experience.



Ms. Dimpy Sachar

Dr. Dimpy Sachar has done her Ph.D in Management from Banasthali Vidyapeeth University, Rajasthan. She has also done MBA (Specialization in Marketing and HR) and BCAM from Guru Gobind Singh University, Delhi. She is UGC-NET, 2008 qualified. She has more than 7 years of experience in Academics. During her prior tenure with NIMS (Netaji Subhash Institute of Management Sciences) and JIMS (Jagannath Institute of Management Sciences) she has published various research papers in Journals of repute.



Ms. Kanika Dhingra

Ms. Kanika Dhingra is currently pursuing Ph.D. from IIFT (Delhi). She holds M.Com (Finance) degree from Delhi University. She is a qualified Company Secretary; associate member of ICSI and also cleared JRF and UGC Net in Commerce. She has a total experience of 7.5 years across industry and academics. She has authored and presented various research papers in national and international conferences.



Mr. Nishant Kumar

Mr. Nishant Kumar has done MBA (Specialization in Marketing) from Hemwati Nanadan Bahuguna Garhwal Central University and BE (Electrical) from Government Engineering College Modasa, Ahmedabad. He has more than 6 years of experience in Academics and Industry. During his prior tenure with Doon University he worked on various National & International Research Projects. He has published various research papers in Journals of repute. He has presented papers at various National & International conferences in the prestigious institutes like IIM Bangalore, IIM Indore and University of Mumbai.





Ms. Sandeepa Kaur

Ms. Sandeepa Kaur holds post-graduation degrees to her credit; M.Com, MBA and CFA. She is a research scholar pursuing PhD. in finance from Centre for Management Studies, Jamia Millia Islamia University. She has qualified UGC-NET(2006). She has done Executive Education Program on Risk Management of Banks & Financial Institutions from Indian Institute of Management (IIM) – Bangalore. She has more than 8 years of experience in teaching and research. She has an industry exposure of working with ICICI Bank - Credit Manager of SME Loan Appraisals. She has presented papers in various international conferences and has won outstanding research awards.



Mr. Pranav Kharbanda

Mr. Pranav Kharbanda has done MBA from GGSIPU and various short term courses from IIT Delhi and IIT Roorkee and also possess Certificate in Export Management (CPEM) from IIFT, Delhi. He has more than two years of teaching experience. He has published various research papers in Journals of repute and presented papers at National and International conferences in the prestigious Institutes like IIM Lucknow, University of Hull, IIT Delhi. He has been appreciated thrice with Best Paper awards in various Conferences.



JOINED AS ASSISTANT PROFESSOR, INFORMATION TECHNOLOGY DEPARTMENT

Ms. Anjani Gupta

Ms. Anjani Gupta has done M.Tech (Hons.) and B.Tech in Computer Science and Engineering. She has more than 5 years of teaching experience. She has presented papers at various National & International Conferences. She has to her credit, various research papers published in National & International refereed Journals.



Ms. Richa Arora

Ms. Richa Arora is pursuing Ph. D (in HR) from Jamia Hamdard University, New Delhi. She holds MBA degree from GGSIP University, Delhi & BE (Computer Science) from MDU, Rohtak. She has 1 year of teaching experience. She has also cleared the NET exam conducted by the UGC. She has presented papers at various National and International conferences and published papers in various International and National refereed Journals.



JOINED AS OFFICE ASSISTANT

Ms. Vijyata

Vijyata Peters has graduated in Humanities from Delhi University, and holds a Diploma in Secretarial Practice from YMCA Delhi. She has more than 10 years' experience working for Education Industry in general Supervision and office operational services.



Activities at DIAS

ORIENTATION DAY- MEET AND GREET

The orientation programme organised by DIAS on 6th of August 2016 brought a breath of fresh air among its new blood. Orientation is one of the ways to make new entrants acquainted with college norms, environment and faculty and to the regulations followed by the college. The event was initiated by warm actuating words from Dr. S. N. Maheshwari, Professor Emeritus and Academic Advisor, DIAS. He shared his experiences and motivated the students to bridge the gap between their goals and accomplishments by inculcating discipline in their lives. He, being a strong believer of hardwork emphasized on the importance of hardwork to achieve milestones in life.





Dr. N. Malati, Director, DIAS welcomed the new comers with her remarkable words. She gave an insight into the academic and other activities at DIAS. She further urged the freshers to ensure that they maintain good discipline during their times at DIAS.

This was followed by kind welcoming words from proficient professors of DIAS. The event progressed with participation from exuberant freshers in the events of singing & dancing. Seniors extended a hand of friendship towards their juniors by conducting entertaining games for them.

DIAS, being a treasure trove of knowledge not only focuses on imparting education but also encourages co-curricular activities and that is what it ensured in its orientation programme.



MOCK INTERVIEW SESSION FOR MCA



“A mock interview is an emulation of a job interview used for training purposes. The conversational exercise usually resembles a real interview as closely as possible, for the purpose of providing experience for a candidate.”

DIAS organized a “Mock Interview” session on 13th August, 2016 for MCA (V) students. The session was headed by our Alumni Mr. Ankur Malhotra, Mr. Arpit Jain, Nagarro, Ms. Radhika Kakkar, EXL Services, Mr. Akshay Kalra, Expicient Inc. and Mr. Balvant Singh, Pragiti International.

Session helped students to gain knowledge about practices adopted in corporate world. Students were able to make their interview skills perfect. The session not only helped to perfect techniques but also allowed students to get valuable feedback and coaching on their performance by their alumnus.

SESSION ON 'UNDERSTANDING THE CORPORATE BEHAVIOR'

DIAS organized a session on 'understanding the Corporate Behavior' on “20th AUGUST 2016” The session was conducted by Mr. Manish Sharma, Director and Chief Training Analyst, MRS Training Services.

The Objective of the session was to make us understand the 'Corporate Behavior’. Corporate behavior is important in strengthening relationships within organizations between individuals, teams, and in the organisation as a whole. It is

important as it reflects the values of the business and the extent to which it is ethical. Portraying positive corporate behavior within a company facilitates strong brand image creation; consequently branding then strengthens the importance associated with corporate behavior.

There were few things which students get to learn through



the session like students should start forgiving people if they want to live a happy and tension free life, Students should stay away from the people who demotivate them, they should always say 'Sorry' for their mistakes and also say 'Thank You' as a kind gesture of appreciation to others, They were also told how to stay away from the office politics by maintaining certain distance from our colleagues. Through the help of this session students learned how to maintain work- life balance and also how to grow in the career.

AZAADI 70



On the eve of Independence Day, all the students, staff and faculty of DIAS came together to capture the spirit of Azaadi (freedom) and proudly celebrate patriotism while hoping for a better tomorrow for the country and its citizens. The students took a pledge to devote their lives to the well-being and prosperity of others.



PAINTING AND COLLAGE MAKING COMPETITION



DIAS organised a painting and collage making competition on August 20, 2016 with the theme of “Azaadi 70”. The participants showcased their talent with spectrum of colors giving shape to their creative ideas with lots of zeal and enthusiasm.

SLOGAN AND ESSAY COMPETITION



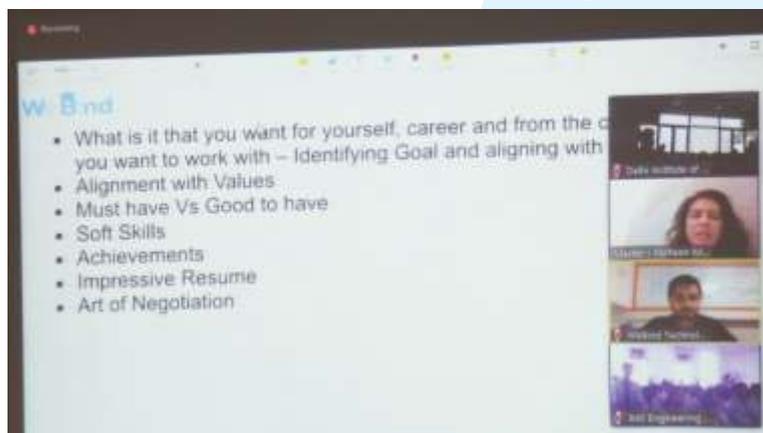
On August 22, 2016, DIAS organised a slogan and essay writing competition under the theme of “Azaadi 70”. The event was organised by the Student Technology Forum. The competition aimed at providing students a platform to create a world of beauty in words.

WEBINAR ON 'HIRING – WHAT RECRUITERS EXPECT FROM YOUNG TALENT'

DIAS organized a webinar on 'Hiring – What Recruiters Expect from Young Talent' on “23rd AUGUST 2016” The

session was conducted by Ms. Farheen Khan, Facebook HR.

The Objective of the webinar was to guide the students about placement process which would be useful for them at the time of college placements. “Recruitment is the Process of finding and attracting capable applicants for employment. The



process begins when new recruits are sought and ends when their applications are submitted. The result is a pool of application from which new employees are selected.” Ms. Farheen Khan on her session acquainted the students with the knowledge of how to build their resume and how to train themselves for the interview. She gave some examples of the questions which could be asked in an interview and she also suggested appropriate answers for such type of questions.

The Webinar helped the students gain knowledge about the interview process and also learnt about the etiquettes that should be maintained in the interview process. She also shared her experiences with the students to give a better view on the whole placement processes.

CAMPUS PLACEMENT DRIVE FOR MCA



Grape City, inc. is a privately held, multinational software

corporation based in Sendia, Japan, that develops its own software products and provides outsourced product development services, consulting services, software, and customer relationship management services.

Delhi School of Advanced Studies got an opportunity to conduct campus pull drive event in its institute.

INTERNATIONAL WHITE CANE DAY CONTRIBUTION 2016 FOR VISUALLY CHALLENGED CHILDREN EDUCATION

DIAS Social Responsibility Cell "Kartavya" organized International White Cane Day on 26th August, 2016 for visually challenged children education. The entire DIAS fraternity came forward and donated generously in cash. This would help in supporting the education and rehabilitation of visually challenged children of Indian Association for the Blind (IAB).

Nestled in the village of Sundarajanpatty in the outer fringes of Madurai in Tamilnadu, the Indian Association for the Blind (IAB) promises the visually challenged a life of confidence and opportunities. Started in 1985 by S.M.A. Jinnah, a visually challenged activist, IAB has been the pioneer in empowering the visually challenged towards self-reliance through various initiatives. Currently, in Tamil Nadu, out of the 30,000 educated and vocationally trained visually challenged people, 20% are being educated, rehabilitated, and even employed by IAB. People were more likely to give alms to a blind person. There was no awareness of the potentialities of such people and their need to be treated with dignity and respect as said by Jinnah. This statement proved true in respect of IAB, who is serving, educating and employing visually challenged people.

MOCK INTERVIEW SESSION FOR MBA



DIAS organized a session on 'Mock Interview' on "26th and

27th AUGUST 2016" The session was conducted by Mr. Manish Sharma, Director and Chief Training Analyst, MRS Training Services.

The Objective of the seminar was to guide the students about interview process which would be useful for them at the time of college placements. He taught the etiquettes to sit in a group discussion. Group Discussion is a methodology or in a simple language you may call it an interview process or a group activity. It is used as one of the best tools to select the prospective candidates in a comparative perspective. GD may be used by an interviewer at an organization, colleges or even at different types of management competitions.

He also divided the students in the group of five and conducted group discussion session giving some topics so that students can gain practical exposure too. After examining the students he also suggested some corrective measures explaining what things should be kept in mind while preparing for group discussions which included voice tone, physical gestures of a candidate.

There were other few things which the students learnt from this session like how should a candidate support his/her team members at the time of the discussion and how to mark his/her presence in such discussion till the end.

INDUSTRIAL VISIT TO PRASAR BHARATI (DOORDARSHAN BHAWAN)

Delhi Institute of Advanced Studies had organized an industrial visit to Prasar Bharati (Doordarshan Bhawan) on 31 August, 2016 for the students of MCA. The students were accompanied by two faculty members namely Ms. Richa Arora and Mr. Neeraj Juneja, Faculty, DIAS. Doordarshan is one of India's largest broadcasting organization in terms of studio and transmitter infrastructure, having been established on 15 September 1959. Recently, it has also started broadcasting on digital terrestrial transmitters. DD provides television, radio, online and mobile services throughout metropolitan and regional India, as well as overseas, through the Indian Network and Radio India. Students first of all got the exposure to a live shooting being done in a professional studio. The students were instructed to switch off their mobiles before entering any of the studios to avoid any of the distractions in the signals transmission. After the live shoot students headed towards the control room that had all the control to the lightening during the live performance and where all the editing takes place. The personnel from technical section of the company briefed about all the screens and different panels that were present in the control room. The students were taken to a set where a live chat show was scheduled for



telecast. The staff was busy preparing the set for that chat show by arranging the collar mike, coffee mugs, positioning of camera, etc. for the show. Then another technical person briefed the students about the various computer graphic techniques and also how the broadcasting is actually done at the various channels. Doordarshan operates 21 channels: the two All India channels (available terrestrially), DD National and DD News And 11 regional language satellite channels (RLSC), four state networks (SN), an international channel, a sports channel, DD Sports and two channels Rajya Sabha TV and Lok Sabha TV for live broadcast of parliamentary proceedings. Also how a breaking news headline is flashed on the screen. Students were also taken to the sets of News and discussion in the different studio. At the end students were taken to the Earth station where they explored the different equipments that were used to record the television shows. The main purpose of the visit was to acquaint the students with the actual working at the Doordarshan, India's largest broadcasting channel. Overall, the visit was highly informational.

TEACHER'S DAY CELEBRATION

“A teacher takes a hand, opens a mind and touches a heart”

To strengthen the bond and to show gratitude towards their teachers, students of DIAS celebrated Teacher's Day with great zeal and enthusiasm. The event was a token of immense love and respect for the teachers from their students. The



program commenced with words of wisdom from Dr.S.N. Maheshwari, Professor Emeritus and Academic Advisor, DIAS followed by warm moving words from Dr. N. Malati, Director, DIAS. A short play was presented by the students depicting the vital role of teachers in students' life. It deeply touched the hearts of the audience. Mesmerizing singing and dancing performances followed the play. Montague for





teachers and the title distribution were the highlights of the event. The program was much enjoyed by the teachers and the students of DIAS.

BUSINESS STANDARD QUIZ AND WEALTH MANAGEMENT WORKSHOP



DIAS, being a professional institute conducts various workshops for its students to interact with people from the industry. A Business Quiz by Business Standard was organised for the management students on Sep 06, 2016. All the students participated with a competitive spirit making the event a massive success.

Quiz was followed by a Wealth Management workshop conducted by Mr. Sundeep Singhal, Certified Financial Planner with more than 16 years of experience in financial markets.

The objective of the workshop was to equip the students with various aspects of financial planning & wealth management. The workshop aimed apprising the students with the significance of financial markets, financial products, risks and returns, asset allocation etc. Workshop proved to be an



enlightening one for the students. The workshop included PowerPoint presentations, case studies and experience sharing.

MOCK INTERVIEWS FOR MBA



DIAS organized 'Mock Interviews' on "10th September, 2016". The panel for the Interview was- Ms. Juhi Sharma



(Research Associate, Corporate Research, S&P Capital IQ Information Systems India Pvt. Ltd), Ms. Damini Grover (Research Analyst, Egon Zehnder), Dr. Niti Chopra (Kanha Solutions & Visiting Faculty, IMT Ghaziabad), Ms. Garima Nanda (HR Business Partner, Info Edge India Limited) and Mr. Faraz Alam.

The main objective of conducting these interviews was to make the students understand their their competencies and weaknesses, so that the students can work on their weaknesses. They also gave the feedback to the students about their areas of improvement. They also advised the students the ways to prepare for the interviews which would be useful for the students at the time of college placements. They also taught the etiquettes to appear for an interview.

INDUSTRIAL VISIT TO LIBERTY

Delhi Institute of Advanced Studies had organised an industrial visit to Liberty Shoe Ltd. on 10 September, 2016 for the students of BBA. The students were accompanied by two faculty members namely Ms. Balwinder Kaur and Mr. Pranav Kharbanda, Faculty, DIAS. The aim of this industrial visit was to acquaint the students with the various operations undertaken at the plant. At the start of the visit, students met the employees who would manage and acquaint them with the workings of the plant. Students got to know about the methodology involved in manufacturing of the shoes. The plant situated at Gharaunda, G.T. Karnal Road has been



designed as per international standards and special care was taken while designing to maintain the highest level of efficiency and deliver the best quality product to its consumers. The entire process was divided into different segments. Students got a chance to visit the manufacturing section and look at the whole process of production of various products starting from the initial phase itself. The personnel from technical and engineering sections of the company delivered a presentation which very well explained the importance of division of operations into various sections. Information related to the Research and Development department was also shared with live demonstration of testing of shoes to maintain high quality and standard. They also talked about the financial operations they undergo for making the product viable and worth purchasing. Everybody was amazed to observe the cleanliness and discipline maintained throughout the plant. After the visit the team at Liberty provided the students and the faculty accompanying them with refreshments. Liberty shoes are known for their quality and that was well demonstrated throughout. The main purpose of the visit was to acquaint the students with the knowledge that how Liberty is producing its product because of which they continue to





remain an important part of the industry and have continuously been able to maintain the quality and standard of their products. Overall, the visit was highly informational.

SESSION ON INTRODUCTION TO PERSONALITY DEVELOPMENT FOR BBA



The college organized a session on introduction to personality development for BBA I semester students on 14th September, 2016. The session was conducted by Dr. Bhavleen Rekhi, a freelance corporate trainer. The speaker discussed about the ways in which an individual can improve his or her personality and gave an overview of different types of personalities. The session was very interesting as it helped the students to understand ways of improving confidence through building their persona in a better way. The speaker made students understand about various aspects related to a person's personality and where do the students stand in terms of their goals for the coming 5 years. The session helped students understand how to attain these goals by asking questions related to their personality type. The session was very well conducted and highly informational as well.

WEBINAR ON 'HOW EMERGING TECHNOLOGIES WOULD AFFECT BUSINESS'

DIAS organized a webinar under the initiative 'We Bind: Innovative Business Models' on 19th September, 2016. The



session was conducted by Mr. Kaustubh Dhargalkar, a design thinking trainer and mentor at Centre for Innovation and Enterprise, IIM Ahmedabad. The topic for the webinar was 'How emerging technologies would affect businesses.'

The objective of the webinar was to make students understand that technological trends have a deep impact on business performances. Introducing new technology to the workplace will be a learning curve for many businesses. Market demand for technologies has gone up rapidly over the past few years with technological gadgets becoming a necessity for all kinds of businesses. Concepts such as Bring your own device (BYOD) and cloud data storage and its advantages were discussed by the speaker during the session. The session helped students understand the importance of cyberspace and computing power which present a formidable challenge for business companies globally. Use of cross device software and its development were also discussed.

The students learnt the importance of technological advancements and why businesses need to remain upgraded in



today's time. It was an exciting session with students learning that the best and the brightest in technology will be able to escape the pitfalls of competition and technological stagnation.

MRS TRAINING SESSION FOR MCA



DIAS organized an English communication session on 19th september, 2016 for the students of MCA. The resource person Mr. Manish Trainer, (MRS Training) addressed the students.

He described today's market scenario and discussed the importance of English communication by citing the examples. He focused on the skills which the recruiters looks for. The session was very informative and helped the students in being more interactive.

ADVANCE SQL SESSION FOR MCA



An Advance SQL session was organized by DIAS troupe on 10th October, 2016. The event was headed by one of the alumni, Mr. AkshayKalra.



Standard Query Language(SQL) is a programming language used for storing and managing data in Rational Database Management System. It was first commercial language introduced for EF Codd's Relational Model. Today almost all RDMS (Oracale, MS Access) uses SQL as the standard database language. SQL is used to perform all types of data operations in RDMS. SQL provides many built in functions to perform operations on data. SQL functions are of 2 types: aggregate function and scalar function .

The session was very fruitfull to the students as it enhanced the knowledge for SQL.

CAMPUS CONNECT DRIVE BY DAFFODIL SOFTWARE LTD.

An event for Campus Connect Program was held in Delhi Institute of Advance Studies. MCA students got the opportunity to be part of that program. The event was conducted on 15th October 2016. The event was headed by Devender Kumar and Tarun Jain. Daffodil is one of the finest software company in international market. It provides solution to each and every problem related to web or mobile.

In this drive various training programs were explained to students. After giving introduction about programs in which MCA students can go ahead, some were selected.

The event was very knowledgeable for students. Further



sessions are going on for students who are selected for various training program.

A SESSION ON EFFECTIVE INTERVIEWS (HR)

The MCA students of Delhi Institute of Advanced Studies had the privilege of interacting Chief Knowledge Expert Mr. Ankur Jain from Times Group on 26th October 2016. He has completed bachelor in Business Studies from DU and MBA from MDI Gurgaon. He has over 18 years of diverse experience in IT and education industry in various roles.

He shared various examples from his personal life and experience about interviews rounds. He enhanced students knowledge by telling how to be more presentable to interviewer, what all qualities do interviewer judge.

The session was very interactive and informative.



DIAS

Eco Club

TREE PLANTATION DRIVE

According to the environmental protection agencies, planting trees is a must if we want to save our planet. Trees not only remove harmful chemicals from the soil, but also help reduce the greenhouses leading to global warming. In Indian culture the trees have been worshipped since the Vedic era. This was the time when human and nature were in synchronization with each other, no one harming one another. Tree planting is the process of transplanting tree seedlings, generally for forestry, land reclamation, or landscaping purposes. It differs from the transplantation of larger trees in arboriculture, and from the lower cost but slower and less reliable distribution of tree seeds.





However with the changing times human greed has taken over its greed and now environment is showing its wrath all over the globe manifesting itself in the form of global warming, floods, drought, earthquakes etc. DIAS in its pursuit to save the environment and ecological balance has created an ECO-Club which carries out tree plantation drive every year. With an impetus to carry forward its services for the betterment of the society, DIAS organized Tree Plantation Drive with 50 samplings on 19th August, 2016 where the students and faculty members planted many trees to keep the environment clean and maintain the life-support systems of the planet Earth. This event witnessed an enthusiastic response from the students as well as faculty members. As responsible citizens we owe a duty towards Mother Nature. It is commendable to mark that DIAS has not just set a benchmark in nurturing the students by providing technical education but has taken enormous steps towards social services.

SESSION ON ENVIRONMENTAL CONCERNS IN DELHI

The students of Delhi Institute of Advanced Studies had the privilege of interacting with Prof. S.K. Singh from Delhi Technological University on 1st September, 2016. Prof. Singh

is a PhD in Environmental Sciences and he has a rich experience of 30 years in research and 25 years of teaching experience. He has been appreciated with many awards among which Bharat Vikas Award 1988, by International



Business Council was given to him for his outstanding performance in areas of Environmental education and pollution monitoring activities. Prof. Singh has organized and attended various seminars and conferences at National and International level. He has written more than hundred papers in National and International Journals. During the session he highlighted the consequences of environmental changes in Delhi. He shared various examples of concern which cause serious effects on health of individuals. Prof. Singh, in a remarkable manner pointed out the various environmental concerns and their impact on health of Delhites. The guest was honoured with a memento by Dr. N. Malati Director, DIAS.



The Latest Buzz

ASIAN MARKETS TRADE LOWER; JAPANESE SHARES SELL OFF AMID STRONGER YEN

Asian markets were mostly lower on Wednesday 21st September 2016, despite gains in the U.S. market on the back of the first presidential debate and a beat on consumer confidence.

In Australia, the ASX 200 was down 0.06 percent, erasing its gains of more than 0.4 percent in early trade, with most sectors trading lower. The heavily weighted financial sector was nearly flat, giving up gains of nearly 0.5 percent, while the energy sector was lower by 0.74 percent.

Japan's Nikkei 225 was down 1.54 percent, while the Topix index slid 1.63 percent. Japanese shares were likely under pressure from renewed strength in the yen. The yen climbed as high as 100.23 against the dollar on Wednesday morning, after easing to levels near 100.91 on Tuesday 20th September 2016 afternoon Asia time. As of 10:48 a.m. HK/SIN, the yen traded at 100.57.

"A top heavy tone for the dollar/yen may continue to prevail, given little discretionary resilience being attached to the dollar, while the potential for investor nervousness may continue to lurk in the background," said Emmanuel Ng from Singapore's OCBC Bank in a morning note.

The stronger yen sent export stocks in Japan lower, with automakers Toyota down 2.44, Nissan off 2.89 percent and Honda down 2.22 percent. Among other exporters, Sony fell 0.33 percent and Mitsubishi Electric was down 2.31 percent. Sharp bucked the downward trend to trade up 0.77 percent.

Across the Korean Strait, the Kospi was down 0.40 percent. In Hong Kong, the Hang Seng index fell 0.55 percent. Mainland Chinese shares were also lower, with the Shanghai composite down 0.19 percent, while the Shenzhen composite fell 0.11 percent.

The session in Asia followed a rise in U.S. stocks, helped by what was widely seen by market-watchers as a stronger performance from Democratic candidate Hillary Clinton against Republican hopeful Donald Trump at the first U.S. presidential debate. A beat on the U.S. Consumer Confidence

Index, which hit 104.1 in September and was notably higher than the 99.0 print economists expected, also underpinned sentiment stateside.

The Dow Jones industrial average rose 133.47 points, or 0.74 percent, to close at 18,228.30. The S&P 500 index gained 13.83 points, or 0.64 percent, to end at 2,159.93, while the Nasdaq advanced 48.22 points, or 0.92 percent, to close at 5,305.71.

The Times of India Group has been appreciated for its corporate social responsibility (CSR) initiative: 'TOI Green Drive campaign' and has received special honours like ACEF Award 2016 and the Leader award at the ECHO-affiliated DMA India CREATEFFECT Awards 2016.

These initiatives were the actions particularly after the national capital was recently ranked the most polluted city in the world by WHO, on particulate matter (PM) rating using the level of PM2.5, the most harmful air pollutant for humans. It was 15 times higher than the WHO annual permissible limit. The campaigns highlighted how Delhi has 88 lakh vehicles, which approximates the total number of vehicles in Mumbai, Chennai and Kolkata put together.

The TOI Green Drive was launched as an on-ground activity in collaboration with Delhi Development Authority to plant over lakh saplings in the national capital and aimed at generating awareness about the need for clean air.

22% RISE IN DEMAND FOR BUSINESS MANAGEMENT PROFILES, LIKELY TO RISE FURTHER

It has been observed that lately the demand for business management profiles are increasing and are likely to further increase in the near future. In August 2016 Times Job reported a 22 per cent rise in demand of business management profiles.. In the last three months the profession has posted a 6 per cent rise in demand. The business management role has become an important aspect of the businesses and is directly linked with the strategic management process of the company. Today when there is a surge of different channels of communication and vast utilization of technology and social media, the



industries have urgent requirement of hiring and maintaining effective business managers or consultants to better connect their business with the outer world. They need people with the right balance between EQ and IQ. As per Bureau of Labor Statistics, the management analyst or consultant profiles are expected to grow by 24 per cent, the reason being the reliance of industry and government on outside expertise to improve the overall performance of their firm.

DARPA'S 'AERIAL DRAGNET' WILL MONITOR DRONES IN CITIES



An artist's concept of the Aerial Dragnet program, which will monitor urban drone traffic.

In recent years, small unmanned aerial vehicles (UAVs), such as commercial quadcopters and hobby drones, have become less expensive and easier to fly — adding traffic to airspace that's already congested. Drones are also more adaptable for terrorist or military purposes, and because they are currently flying unmonitored, U.S. forces want to be able to quickly detect and identify UAVs, especially in urban areas.

A new project launched by the Defense Advanced Research Projects Agency (DARPA), the Pentagon's research arm, wants to map all small drone activity in urban settings. Managers of the Aerial Dragnet program are soliciting proposals to help the military provide continuous surveillance of drones on a city-wide scale.

Aerial Dragnet will initially focus on protecting military troops who are operating in urban settings overseas. However, DARPA said that the system could be applied stateside to help protect civilians in U.S. metropolitan areas from drone terrorist threats.

The agency is hosting a Proposers Day on Sept. 26 for new technologies for the Aerial Dragnet program.

HOW TO ENSURE YOU ARE RECRUITING THE BEST TALENT?

Every Company wants to build a great team but employers no longer have an upper hand when hiring. Professionals today have no dearth of choice with companies vying for their attention. Attracting aspiring talent is a head on challenge for companies that can be met only by using innovative ways. The companies try to sell ideas to prospective employees which almost make it a marketing effort. However there are ways of ensuring that the company attracts the best possible talent. These include steps such as providing a compensation package beyond salary. The company needs to create an employee value proposition (EVP) to use as a selling point with candidates. Another way is to create a mobile friendly hiring process, the idea being to provide an application based advantage to candidates to register, access and accept offers through the electronic media. Furthermore, the speed of hiring must allow the company to stay ahead of the curve and at the same time allow high worth candidates to connect with the company. In order to ensure that the company is able to pool in the right talent, the human resource managers try to show case their star performers and share their positive testimonials with the prospective candidates. Organizations located in competitive hiring markets are always better off searching for top talent.

Every company wants to work with the best available talent in their respective work area. However, talented professionals always have their own perspective and choice when it comes to deciding which company to work with. Organizations always face an uphill task of not only attracting talented professionals but also retaining them for the times to come. The key is to sell the prospective employees the benefits of joining and staying with the company. Some experts term it as a marketing effort of attracting and retaining talent. The truth remains that the best techniques of recruiting have their roots in using the most effective marketing tactics. Companies know that a strong work force goes a long way in making the company reach and ultimately stay on top.

HR FORESEES ROBUST JOBS OUTLOOK IN INDIA

Job seekers can look forward to better times ahead.

India is likely to see uptick in hiring in the coming months,



according to more than half the human resource professionals surveyed by SP Jain School of Global Management.

The business school released a report entitled 'Future Skills', based on responses from 1,390 professionals to a survey carried out across its campuses in Dubai, Singapore, Sydney and India on the theme of workforce transformation. HR professionals from FMCG, pharmaceuticals, banking & financial services and hospitality took part in the survey. 51 per cent respondents said their company will hire more employees, 30 per cent said that the count will be steady and the rest said that their company will lay off people. Respondents differed in their growth expectations from their industry, with 40 per cent (from banking, IT and hospitality sectors) saying the growth will be moderate while 15 per cent (manufacturing, pharmaceuticals and biotech) said growth will be stronger than in 2015 and 45 per cent (retail and FMCG) saying it will be slower.

The report said that employees prefer to work in places where they see themselves as stakeholders. The HR professionals surveyed further said that coaching and mentoring contribute as much as 75 per cent to workplace transformation.

Teamwork and collaboration are critical to performance, according to the survey.

GLOBAL M&A DROPS TO \$2.50 TRILLION IN JANUARY-SEPTEMBER OF 2016

Global M&A fell to \$2.50 trillion in January-September of this year after three consecutive yearly increases. According to preliminary data from global deal tracking firm Dealogic, the figure so far this year is \$2.50 trillion, down 24 per cent over last year when transactions worth \$3.27 trillion were announced.

Moreover, 2015 remains the largest-ever for M&A volume as deals worth \$4.68 trillion were struck. However, some 'strong' sectors stand out so far this year and big deals continue to come even if these are fewer than the 2015 peak. Overall, the global cross-border M&A came in at \$886.6 billion, down 11 per cent year-on-year.

Meanwhile, US in-bound merger and acquisition (M&A), at \$331.8 billion, has hit a record high for first nine months. China and Japan came up as the top acquiring Asian nations with US targets. Chinese US acquisitions have already hit an annual record high with both volume and activity at \$34.9

billion and 119 deals, respectively.

All the largest European economies registered yearly declines in M&A volume. The UK had a slow start, with \$74.9 billion deals announced. All the largest European economies registered yearly declines in M&A volume.

The UK had a slow start, with \$74.9 billion deals announced in the first half, down 57 per cent on year. In terms of M&A value, technology, at \$465.3 billion, replaced healthcare this year as the leading sector.

ACCOUNT-BASED MARKETING WITH ADROLL

For marketers, account-based marketing (ABM) has become one of the hottest buzzwords of 2016, and we couldn't be more excited. In fact, we have been optimising our display campaigns to target accounts and customers. That being said, we still firmly believe that ABM isn't an overall marketing strategy. Instead, we view it as one tactic within your entire toolkit that ensures proper air coverage to specific prospects and accounts.

It's important to take the time to consider how ABM fits in with your company's full-funnel advertising objectives. This is because it will be extremely difficult to build a long-term growth business if your strategy revolves only around ABM. Trust the other marketing tactics that are currently working for you to avoid putting all your eggs in one basket. AdRoll positions itself as a full-funnel marketing platform where companies can leverage all their data to target customers at any stage of the life cycle. So don't ignore companies who may still be flying under the radar.

JAPAN KEEN TO INVEST IN EDUCATION SECTOR IN UTTARAKHAND

Japan expressed its keenness to invest in the education sector in Uttarakhand to prepare a skilled workforce for the Japanese industries in India. In days to come, Japanese industrialists will be investing in India in a big way and will require skilled resources, one of the society members was quoted as saying at the meeting with the Chief Minister.

To lure investment in the education sector, Rawat briefed the delegation about attractive policies framed by the state government.

Spelling out priorities of the state government, Rawat said it wants to provide professional education to the youth in accordance with the demands of today's highly competitive



times.

Chief Secretary N Ravishankar, Secretary Technical education RK Sudhanshu and Secretary Higher education Radhika Jha were among those who attended the meeting.

ICICI BANK INTRODUCES SOFTWARE ROBOTICS

The country's leading private sector lender ICICI Bank has forayed into 'software robotics' - a first by any Indian bank. Over 200 software robots are now performing over 10 lakh transactions per day for the bank which comprises 10% of its total transactions. The bank will engage 500 software robots by the end of the year which will help it to automate 20% of its total transactions. For ICICI Bank, these 'software robots' have been deployed across functions in retail banking, agri-business, treasury, trade and forex. The bank is expecting a significant improvement in its cost-to-income ratio once the initiative is rolled out in full. "Use of technology helps us to keep our cost of operations down," Chanda Kochhar, MD, ICICI Bank said. "Even if we look at our cost to income ratios, we brought it down from around 40% four years ago to 35% now." The way ICICI bank has used technology is one of the reasons why they have one of the most efficient cost-to-income ratios in the country.

Kochhar also dismissed apprehensions about employee retrenchment due to use of robots in their banking functions. "I don't think there will be any lay-offs," she said. "Every year we hire a few thousand people and that will still continue. So there is no question of any layoff because of software robotics." The use of software robots will help the bank cut down its response time by 60% and reduce the time to avail a personal loan on credit card to a mere 4 hours from the earlier 8 hours. The bank's retail portfolio, which recently crossed Rs 2 lakh crore might be the biggest beneficiary of this latest move.

CONTENTID A GOOGLE'S CODE AGAINST PIRACY

Dealing with piracy and copyright issues in the digital market world is a complicated business issue, but Google claimed to develop a workable formula with its YouTube focused ContentID for audio and video, even as visual artwork still remains a challenge.

"We get about 3 million notices each day from copyright owners. And we process those on average in less than six hours," **Fred**

Von Lohmann, Legal Director for copyright at Google, told EconomicTimes.

According to Google's transparency report, it received 88,168,206 copyright removal or takedown requests for search in July, which translates to over 2.8 million requests a day. Google also uses an automated identification system called ContentID on its video-sharing website YouTube to deal with copyright issues.

A person uploading an original video or audio to YouTube, Google will create a "fingerprint" or unique ID for the upload. The system can detect if the same print or content has been uploaded by another user anywhere, and will alert the original copyright owner. The owner can then either decide to block or monetize user uploading there original content.

DEALING WITH ACIDIC ATTITUDES: HELP FOR YOUR MANAGERS

Every workplace is surrounded by lots of negative people who erode morale. It is not always easy to identify them, but they can lead to an incredible damage over time. Just as the viruses affect the computer program, these people never become the point of attraction in the organization by committing the mistakes, their acidic personalities erode the goals of the organization week after week, month after month and year after year.

How can you identify these people. They are the employees who:

- repeatedly find the things to complain about and amplify the seriousness of co-workers' mistakes
- spread rumors that ditch employees against each other
- talk behind co-workers' backs, and
- Undermine supervisors' authority with a never-ending flow of criticism that stays under-the-radar so it's rarely recognized and corrected.

The only way to fix this kind of a bad attitude is through psychiatric therapy, religion or brain surgery. But it's rare to find the managers who have mastery in all these. Still, every manager needs a strategy to deal with this constant drag on employee attitudes.

Looking for answers – 4 key questions

The managers should diverge from the fuzzy "bad attitude"



discussion to the hard facts of employee behavior.

The key questions:

- What's the impact of the employee's behavior?
- How do the person's actions differ from the standards set for overall employee behavior?
- What's the effect of this individual's behavior on the people who work with him/her?
- If this person acted according to our accepted standards, could it make a difference in morale and productivity?

Managers should identify the actions of negative people around and make it clear to them that their actions will no longer be tolerated.

Handling tough conversations with acidic employees

Establishing policy is a solid first step; it creates a good framework.

But managers need practical advice that gets results day to day on the front lines.

Managers need one-on-one coaching sessions to cover these points:

- Acknowledge the awkwardness. Managers can let employees know they're providing feedback that's difficult to discuss. It's only human to feel that way.
- Keep it results-oriented. A phrase like "I'm bringing this up because it's important you address this issue to be successful in your job" is helpful.
- Accentuate the positive. It's a good idea to highlight the good things that are likely to happen when the person changes the disruptive behavior. On the other hand, if the person remains defiant, stressing the negative outcome if the person's attitude doesn't change can be effective, too.

It's human nature to want to delay having a tough conversation with an employee with a bad attitude. But that only makes things worse. And since it's going to be a tough conversation, it's recommended that supervisors prepare for the discussion.

Suggestions for handling the confrontation:

- Be specific about what you want. It's a mistake to use

general terms in a discussion about a specific behavior problem. Managers should try to gather specific examples of negative things the employee has said in the past, and use those in the discussion for clarity.

- Let people outburst their anger ... a little. Once a manager has went through discussing the specific behaviors, it's likely the other person is going to feel the need to blow off steam and maybe even mount a defense. To avoiding having people feel like they are on the witness stand, let them outburst their anger a bit. It'll help them feel like they are being heard because they are. Then steer the conversation back to the results you want.
- Try to use "we." And avoid overusing "you" Work to get across the notion that the issue is a problem for everyone concerned. A manager can start by saying "We have a problem" or "We need to change." This helps the person realize the behavior is important, without finger-pointing.
- Don't feel as if you have to fill the silence. In a tense situation a manager may be tempted to fill every gap in the conversation. Don't. Stay silent when there's a quiet period. Obligate the other person to fill in the silence. It's surprising the amount of information a manager can get without ever asking a question ... just by remaining silent.

THE FUTURE OF CASH: SHOULD MARKETERS PLAN FOR MOBILE PAYMENTS?

Mobile payment has been considered the future of money for nearly a decade. Can marketers finally start strategizing, or will the technology be relegated to the coffee-and-doughnut market indefinitely?

The next big thing in payment technology is expanding thanks to an American morning Ritual: coffee and doughnuts. Although the age of mobile payments isn't here yet, technology has already paid dividends for the quick-service food market. Dunkin' Donuts and Starbucks enjoy industry accolades, sales and return customers thanks to the launch of their unique mobile payment apps. The Dunkin' App, released in 2012, has been downloaded 18 million times and has bolstered the company's 4.9-million member DD Perks loyalty program, according to Angela Abdallah, manager of digital marketing and innovation at Dunkin' Donuts. Apple Pay and Visa Checkout are integrated into the app, which she says gives customers the opportunity to make in-store or in-



advance purchases, allowing their order to be ready for a quick pick up. “Enhancing convenience for our guests through technology-based loyalty programs has been huge for our guests,” Abdallah says. “Whether mobile payments will be adopted on a wide retail scale is up to the demand of the market. That being said, customers want to be able to get in and out and on with their busy day, so we believe mobile payments’ presence will continue to grow.” It didn’t take much marketing for the app’s success, Abdallah says, because customers want speed, convenience and brand interaction: perks that make their transactions easier. These desires have made mobile payment an “extremely powerful marketing tool,” instead of something that needs to be pushed to consumers, she says. Tying the rewards program into the app—offering five points toward personalized offers and free beverages for every dollar spent—helps keep new members coming in, Abdallah says.

DATA DEDUPLICATION

“Deduplication has become a standard feature in storage arrays”. It is a specialized data compression technique that reduces the storage needs by eliminating redundant data. Only one unique instance of the data is actually retained on storage media, such as disk or tape. Redundant data is replaced with a pointer to the unique data copy. For example, a typical email system might contain 100 instances of the same one megabyte (MB) file attachment. If the email platform is backed up or archived, all 100 instances are saved, requiring 100 MB storage space. With Data Deduplication, only one instance of the attachment is actually stored; each subsequent instance is just referenced back to the one saved copy. In this example, a 100 MB storage demand could be reduced to only one MB. Data Deduplication offers other benefits. Lower storage space requirements will save money on disk expenditures. The more efficient use of disk space also allows for longer disk retention periods, which provides better recovery time objectives (RTO) for a longer time and reduces the need for tape backups. Data Deduplication also reduces the data that must be sent across a WAN for remote backups, replication, and disaster recovery.

LATEST INNOVATIVE APPROACH IN ELECTRONICS FIELD: FLEXIBLE ELECTRONICS

Flexible electronics, also known as flex circuits, is a technology for assembling electronic circuits by mounting electronic devices on flexible plastic substrates, such as polyimide, PEEK or transparent conductive polyester film.

Additionally, flex circuits can be screen printed silver circuits on polyester. Flexible electronic assemblies may be manufactured using identical components used for rigid printed circuit boards, allowing the board to conform to a desired shape, or to flex during its use. An alternative approach to flexible electronics suggests various etching techniques to thin down the traditional silicon substrate to few tens of micrometers to gain reasonable flexibility (~ 5 mm bending radius). Flexible printed circuits (FPC) are made with a photolithographic technology. An alternative way of making flexible foil circuits or flexible flat cables (FFCs) is laminating very thin (0.07 mm) copper strips in between two layers of PET. These PET layers, typically 0.05 mm thick, are coated with an adhesive which is thermosetting, and will be activated during the lamination process. FPCs and FFCs have several advantages in many applications i.e. Tightly assembled electronic packages, where electrical connections are required in 3 axes, such as cameras (static application). Electrical connections where the assembly is required to flex during its normal use, such as folding cell phones (dynamic application). Electrical connections between sub-assemblies to replace wire harnesses, which are heavier and bulkier, such as in cars, rockets and satellites.

Scholastic

Impressions

MANAGEMENT

ORGANISATIONAL MODELS OF EFFECTIVE COMMUNICATION

Communication, the lifeblood of any business is one skill we always keep on learning from childhood through our parents to schools and institutes through our teachers to organisations through our mentors. There are innumerable models, concepts and theories of how effective communication can take place in organisations. David Berlos's SMCR model stands for Sender-Message-Channel-Receiver, wherein the sender is one who sends the message; the receiver receives the message, which is transmitted through the channel where disturbances might occur.

The five parameters of communication collectively make the communication effective: The message, coding by the communicator, decoding by the listener, response and barriers in the moment. The message passed should be thought before speaking; the presence of 5W and 1H is a must



while transmitting the message. The sender should code the message by using familiar language, simple words and avoid jargons as much as possible. The listener to decode the message effectively should make notes, identify the stress words and avoid multi-tasking. Certain barriers that could make communication ineffective are physical barriers, environmental, psychological or mental, linguistic or semantic barriers. Though these happenings may be out of the control of the speaker or the listener, being aware of them as they happen and eliminating them in the moment is essential for effective communication.

One can use these points to change their behavior and improve their communication by whatever percentage they can at each time.

Ms. Shilki Bhatia, Faculty, DIAS

(For full text, please refer to Organisational Models of Effective Communication, IUP Journal of Soft Skills, Vol. X No. 2, 56-65)

LEARNING TO LEAD: FOUNDATIONS OF EMERGING LEADER IDENTITY DEVELOPMENT

Katherine L. Yeager and Jamie L. Callahan

In the globalization era where dynamism is the need to grow and prosper, the organizations have got major challenges to face and overcome. There are different HR disciplines the organizations need to look into for effective functioning and their strategic growth. One of such is effective leadership. The generation Y is dynamic and fast and it is important for the organisations to understand their needs and desires. For this reason, the organizations are providing more flexibility to the employees and turning themselves into flattened organizations. In such a scenario it is very important for the high schools and HRD to provide effective leaders and mentors to this generation in order to take out their best talent and contribution to the overall growth of the organization they will join in the future. This mentoring has to start at school level itself by assigning the leadership roles to the students at a very early age so that they can start experiencing leadership and at least form a basis for it for a longer term. The scholars and practitioners must make sure that leader development initiatives will have a major role to play in the development of future leaders. Taking this aspect into consideration the current article is aimed to develop an understanding of how leadership experiences shape leader identity development. The researchers also present a model

that explains the dynamic, interactive process of leader identity development. The authors used phenomenology to explore the nature of the practice of leadership and to understand the lived experiences of the young adult participants. The participants are selected through purposeful sampling that included five males and five females from eastern region of Texas. The sample occupied some type of leadership positions during senior years of their high school. A three stage semi-structured interviews were conducted to get the proper understand of the participants in a particular setting. On analyzing the collected data, four major themes were emerged that influenced the development of the leader's identities. These themes included developing relationships with others, leading by example, developing leader authenticity, and being motivated to lead. For example the participants encountered relationships with different people in the organization that aided their affirmation and validation as leaders. Participants observed as they learned to lead others led others by example. Participants mentioned dimensions of integrity, consistency of actions, trust, responsibility, accountability, respect and fairness that led to leader authenticity. The last theme reflects the role of motivation to lead from an internal drive as well as socially constructed perspective. This study provides the valuable insights into the fundamental experiences of emerging leaders that can help the organization to focus more precisely on designing and delivery of their leadership skill development interventions. This can also guide the managers to better understand the leadership qualities of young generation and future leaders.

Ms. Ruchika, Faculty, DIAS

(For full text, please refer to Advances in Developing Human Resource, Vol. 18, No. 3, August 2016, Pg. 286-300)

IS COMMUNITY-BASED MARKETING TRENDING?

AJ Agrawal

A startup's main goal is to make sure they get a good customer base. Through constant promotion and high costs, they get a decent consumer-base. However, after the initial startup, a company's goal changes and finances need to be readjusted. In order to help with reducing marketing costs, a business owner needs to switch from advertising to new customers to advertising to their former customers, or their "Community Base" as referred in business.



Developing a community base is imperative for any business looking to thrive. Major businesses like Nike, Starbucks, and Apple all target their community base for marketing. The costs of marketing to new customers is six to seven times the amount as it is to market toward an existing community base, which has given many businesses the incentive to switch their marketing strategies toward their consumers.

Consumers don't want to just purchase a product or service; they want to be like a valued customer. Having a place where a community can form online (forums, messaging boards, Facebook, etc.) gives them the ability to ask questions and get real answers.

Before the internet, it was difficult to really get feedback on your products. You didn't have a community set up where you could actively browse, research, and decipher through honest opinions about each product and change your needs to the consumers.

Community-based marketing is an organic system, that works mainly through word-of-mouth from customer-to-customer. By actively acknowledging, interacting, and respecting your customers online, you gain their loyalty. In the terms of internet, word-of-mouth means getting re-posts on social media accounts, getting positive reviews online and developing an overall larger internet presence. Employing the right person for your community branding will be imperative. This person, or team, will be in charge of developing your brand loyalty and establishing your identity and presence on the internet. The positions best suited for the job are marketing manager, social media manager, and social media coordinator.

Community brand marketing will cost significantly less as time progresses, and your business begins developing a larger community of loyal followers. The more effective your initial strategy, the better the long-term results of converting new customers to continuous revenue streams. As a business, you want to maximize profit by minimizing the cost. Community brand marketing is one of the only ways for businesses to do this.

Ms Divya, Faculty, Dias

(For full text please refer to:
<http://www.forbes.com/sites/ajagrawal/2016/09/30/is-community-based-marketing-trending/#6fc463aa4b63>)

NEWS DISSEMINATION AND INVESTOR ATTENTION

R Boulland

The article provides through light on how investor attention changes when a firm adopts a modern news dissemination technology. It has been found these days that after continental European firms begin using an English-language electronic wire service to disseminate company news, they exhibit a stronger initial reaction to earnings surprises, a lower post earnings announcement stock price drift, and an increase in abnormal trading volume near earnings announcements, compared with when they disseminated their news in non-electronic format and in a continental European language. The article has shown results for a sub-sample of firms for which the decision to use a wire service was likely exogenous. The effect of wire services on investor attention was due to the format of news (electronic and English-language), not to the increased speed of news transmission.

Ms Sandeepa, Faculty, Dias

(For full text kindly refer www.nccr-finrisk.uzh.ch/.../SFIResearchDay2013_DeGeorge_paper.pdf and <https://services.businesswire.com/.../study-confirms-english-language-ne...>)

CONSUMER RESPONSE TO BRAND PLACEMENT IN MOVIES: INVESTIGATING THE BRAND-EVENT FIT

Komal Nagar

Brand placement is the determined integration of commercial content into non-commercial settings, that is, a product plug generated via the fusion of advertising and entertainment. Movies offer the flawless media site for placement of brands as part of the developing strategy of marketing. This study attempts to analyze brand placements have in the Indian context. Given the exposure of Indian audiences to both national and international entertainment industry, it is only reasonable to expect the entertainment event context to have an impact on consumers' evaluation of the brands placed in each context.

In movies, the role of brand placement has improved in recently. The role has changed ever since, from the brand being a mere prop in the background to being a central part of the movie, thereby increasing its eminence. Among other factors, such as the size and duration of the brand's placement



on screen, brand's location in the scene and the number of times the brand appears on the screen.

The present study extends the applicability of the idea of fit, which was till now restricted to sponsorship and subjects it to the exploration of finding a fit between brands and specific events, in particular, movies. Due to the connection between country of origin of the entertainment event (national/international) and brand, product placement is a significant area of speculation; the present paper aims to study this relationship within the national/international context. Two pilot studies were conducted before to the central experimental study. The participants for all of the studies were recruited from the same research participant pool at a big university in North India. The study used a 2×2 between subjects' experimental design with two levels of events (American/Hindi movies) and two levels of brand event fit (high fit/low fit). Each subject was assigned to only one of the four conditions in the experiment. For the study a non-probability sampling approach was used. A total of 120 students participated in the study (78 females and 42 males) were young adults (18 to 24 years of age) and passionate film-goers. The 120 respondents were divided into four groups such that each group consisted of 30 respondents. Each group was shown one of the four stimuli in the form of a movie clip and their responses were recorded with a standardized scale.

A one-way MANOVA was used to determine whether there were any significant differences between the independent groups (brands placed in Indian and American movies) on the dependent variables—attitude towards the brand and intention to purchase. Result indicates that brands placed in a national event will create more positive brand evaluations in terms of positive attitude towards the placed brand and intention to purchase than brands that are placed in an international event. Further analysis reveals that there is a significant difference in the respondents' and purchase intention on two levels of brand–event fit (high fit vs. low fit). When the presence of a brand is consistent with the context in which it is placed, it would evoke more positive attitudes and behavior than an incongruent placement. Additionally, specific mean comparisons suggest that the effect of brand–event fit on brand evaluation will be larger when the brand appears in a national event. In other words, a brand may have more to lose in case of a misfit with the international entertainment event than with a national entertainment event.

Based on the outcomes of the existing study, it is recommended that multinational brands must look at the Indian movies as a suitable medium for reaching out to the prospective buyers as Indians have become consumers of global brands and thus pose to be a huge market for global brands.

Ms. Pratiksha Tiwari, Faculty, DIAS

(For full text, please refer to VIKALPA, The Journal for Decision Makers 41(2) 149–167, 2016.

PORTRAYAL OF WOMEN IN INDIAN TV INDUSTRY: A STUDY OF AUDIENCE PERCEPTION

There are various means through which advertisements can be made to reach the target audience. These include television and internet as well. The two help create an environment that seems real because of use of both verbal and non verbal components. Women have always been an integral part of advertisements though they have mostly been portrayed as the weaker sex and dominated by their male counterparts. There have always been arguments and counter arguments related to their portrayal as stereotypical and decorative objects. In order to make their advertisements desirable advertisers usually try to objectify women. Depiction of women as being picture perfect with constant exposure to ultra thin models increases the gap between reality and what ideally an individual aspires to be. Their constant exposure to unrealistic standards always creates an unwanted pressure. Self discrepancies are often a result of inconsistency between an individuals self concept and what others perceive of them. It is important to explore the perception of the target audience with regard to portrayal of women in advertisements. Advertisers are always interested in making their respective advertisement seem desirable and try to associate their product with something catchy and attractive, hence the use of women as a pertinent part advertisements has continued over the years. The ideology being that the chances of making the product or service imprint able in the minds of the prospective buyers would increase if the particular advertisement makes use beautiful and desirable women.

It has, over the years been observed that the perception of individuals has undergone a significant change with respect to their view point on use of women as mere decorative pieces in advertisements. Perceptions usually vary on the basis of gender, age and level of education of those viewing the advertisement. The educated younger generation usually



differs in its perception of women in advertisements. It would be safe to say that education to a great extent influences the ideological outlook of individuals towards the fairer sex and significantly removes the mental road block that views women only as objects of lust desire. The evolution of thought process has over the years brought a sea of change in human ideology though societal pressure continues to be a cause of worry. Till the time the objectification of women in advertisements continues, social comparisons and critical self appraisals related to physical beauty and attractiveness shall remain an impending part of the Indian society.

Ms. Shailly Bhasin, Faculty DIAS

(For full text please refer to The IUP Journal of Marketing Management, August 2016, Volume XV, No. 3, Page no. 57-91)

AN EMPIRICAL STUDY OF THE FACTORS AFFECTING THE USE OF ICTS AMONG INDIAN WOMEN ENTREPRENEURS

Anu Kohli and Neha Tiwari

ICTs play an integral role in facilitating entrepreneurship. ICTs have revolutionised the ways in which business activities are conducted. The use of ICT helps in value creation, research and decision support and also helps to participate in the global arena of business. This study was conducted to assess the various factors which affect the use of Information and communication technologies by urban women entrepreneurs in India. The objectives of the study are to explore and assess various factors that may facilitate and restrict the use of ICTs among women entrepreneurs of India. Also to find out the variety of traditional and modern forms of ICTs with their perceived uses and benefits used by urban and educated women entrepreneurs in India. The study also focuses on analysing whether the level of education of women entrepreneur, type of enterprise, form of ownership and the years of operation have any effect on various factors affecting ICT used by women entrepreneur. After that an exploratory study with extensive literature review highlights 17 statements related to the frequency, variety, purpose and perceived benefits of ICTs and 14 statements related to the factors affecting the use of ICTs by women entrepreneurs.

The study indicated that a majority of the urban and educated Indian women entrepreneurs are aware of various forms of ICTs and use them on a regular basis for business purpose. Most of the women entrepreneurs were interested in learning

about ICT use but lacked any kind of formal training. Most of the respondents were found to be unaware about the various financial schemes through which they can expand or modernise their business using ICTs. On the further exploration it was found that type of enterprise chosen had an impact on their interest in learning and their perception about power shortage. The years of operation had a significant impact on their perception about power shortage and male dominance. The form of ownership had a significant impact on training received by them and their preference for business expansion through e-commerce. The study also suggested various ways like public private partnership, extensive market research and corporate, government and non-governmental collaboration for strengthening the women entrepreneurship through ICTs.

Dr. Dimpy Sachar, Faculty DIAS

(For full text please refer to the IUP Journal of Entrepreneurship Development, June 2016, Volume XIV, No. 2 Pg. No. 7-27)

THE TRUST OF VIRAL ADVERTISING MESSAGES AND ITS IMPACT ON ATTITUDE AND BEHAVIOUR INTENTIONS OF CONSUMERS.

Mahmood Jasim Alsamydai

Viral Advertising refers to marketing techniques that use pre-existing social networking services and other technologies which try to produce increases in brand awareness or to achieve other marketing objectives. This study examines the growing body of research on viral advertising messages which is based on viral marketing, while concentrating on trust of viral advertising messages and its effect on attitude and consumer behavior intention. In order to achieve the objective study involves marketing technology and techniques specific to viral marketing. The implementation of the study depended on a questionnaire (with 27 items) used to collect the required data from 305 customers. The information collected was based on a primary exploration study with the purpose of constructing and designing a study model. Based on literature related to viral marketing, viral advertising messages and behavior intention six hypotheses were proposed. The study model was divided into six dimensions. The first four was concerned with trust of viral advertising messages, the fifth with attitude and customer behavior intention, while the sixth focused on the correlation between components of the study model. Descriptive statistical methods followed with one sample T-test, Pearson's



Correlation were used for statistical analysis. The outcome of the study confirms that Viral advertisement messages are considered as one of the basic tools for viral marketing. These messages have different impact on consumers and their buying intention. This study concentrated on these four dimensions as a base to measure the reality and credibility of viral advertisement messages. The conclusion confirms the fact that those four dimensions have a clear effect on attitudes and consumer behavior intention. Besides, there is a significant association among six dimensions of the study, which indicates that selecting factors of each dimension was a right selection and coincides with objectives of this study. This opened a scope for further studies in terms that future studies must-have introduction of other factors such as the word-of-mouth marketing, reference groups and its impact on the attitude and behavioral intention followed by the effect of confidence of viral advertising messages on consumer purchasing behavior or consumer satisfaction.

Mr. Nishant Kumar, Faculty, DIAS

(For full text, please refer to The International Journal of Marketing Studies; September 2016, Vol. 8, No. 5; Pg.No. 136-145)

A STUDY OF EMPLOYEES IN PUBLIC SECTOR COMMERCIAL BANKS OF INDIA AND NEPAL

Brajesh Kumar

India and Nepal both are the developing countries. The main challenges before any developing country are to foster its sustainable growth. Therefore, banking industry is the one of the fundamental instruments for economic growth. In banking services, human resources are the most powerful and valuable input which play an important role to achieve high productivity. The management should change their mind set and consider manpower as the most important resource and should be handled carefully and properly. Productivity is defined as the goods or services produced per labor or capital or both. So, skill or ability of labor can be judge through productivity by using some of the selected financial ratios. The present study has been focused to analyze the employee productivity in public sector commercial banks of India and Nepal and to have comparative analysis of productivity and profitability of employees in public sector commercial bank in India and Nepal. And to determine the employee productivity in the selected banks "Business per Employee" (BpE) and "Profit per Employee" (PpE) are the two main selected parameters. In order to find out some of the

hidden facts, the study made use of some of the statistical tools like average, compound annual growth rate, Anova, correlation and coefficient of determination on the tabulated data.

The findings reveal that, as per the combined figure of BpE and PpE of Indian and Nepalese bank points out that in comparison to Nepalese bank the BpE and its growth rate are higher but PpE and its growth rate are lower in Indian Banks during the period studied. The main reason for growth of PpE in Indian Banks is due to the negative growth of PpE in PNB. The correlation between BpE and PpE in Indian Banks indicates moderate degree whereas, higher degree in Nepalese Banks. The coefficient of determination (R^2) is also being represented that the maximum value to observe variability in PpE can be explained by the differences in BpE in case of Nepalese Banks and lesser value in case of Indian Banks. This study is very significant for the public sector commercial; banks of both the countries and potential investors to take managerial and financial decisions.

Ms. Richa Arora, Faculty DIAS

(For full text, please refer to Effulgence, July-December 2016, 14(2), Pg. No. 12-18.

SEGMENTATION OF YOUNG CONSUMERS OF NORTH-EAST INDIA BASED ON THEIR DECISION-MAKING STYLES

Pradeep K Deka

The consumer decision-making process is a complex phenomenon. The decision to purchase goods and services is influenced by a number of factors, a few of which are internal to the customer, while a few others are external environmental factors. Depending on these factors, customers exhibit some unique characteristics in their decision-making styles. This study is an attempt to understand the decision-making style of young Indian consumers (specifically of North-East India) and then to identify segments of consumers based on their decision-making behaviors. The study is based on the well-accepted model of profiling consumer decision-making styles by Sproles and Kendall (1986), but also takes into consideration various other studies undertaken related to Indian consumers. This study checks the validity of the said model over a sample of 119 college-going youth from North-East India. The consumer decision-making styles were identified with the help of a structured questionnaire as suggested by consumer decision-making style



inventory by Sproles and Kendall (1986). Eleven consumer decision-making styles were identified instead of the eight styles envisioned by the original model. A simple comparison is also done of the outcomes of various studies related to the said model.

Mr. Pranav Kharbanda, Faculty DIAS

(For full text, please refer to, The IUP Journal of marketing management, August 2016)

INFORMATION TECHNOLOGY

FORECASTING OIL PRICE TRENDS WITH SENTIMENT OF ONLINE NEWS ARTICLES

Jian Li, Zhenjing Xu, Lean Yu, Ling Tang

With the rapid development of the Internet and big data technologies, a rich of online data (including text data) can helpfully facilitate forecasting oil price trends. Accordingly, this paper especially introduces the useful instrument, the sentiment of online news articles, to propose an oil price trend prediction method. Generally, the proposed model makes contributions to literature from three main perspectives. First, the useful instrument, the sentiment of online news articles, is especially introduced to capture the relevant online information about oil market and driving factors. Second, the Granger causality analysis is conducted to quantitatively test the impact of sentiment on oil market, and to determine the corresponding predictive lag order, the key parameter in time-series forecasting models. Third, not only a linear econometric model but also some nonlinear AI techniques are employed to investigate the predictive power of sentiment for oil price trends. To verify the effectiveness of the proposed method with sentiment, crude oil futures prices of WTI and news releases from the Thomson Reuters are selected as studying data. Three main important conclusions can be obtained from the empirical results. First, the extracted sentiment series appear a similar trend to oil price data, with directional changes (i.e., peaks and valleys) occurring before those of oil price data. Second, the Granger causality analysis observes the sentiment series strictly Granger causes the price series, with the predictive lag order of 3 weeks. Third, the powerful predictive power of sentiment for oil price trends can be statistically confirmed, which further supports the effectiveness of the proposed method. The proposed method with sentiment can be further improved from the following three perspectives. First, the dictionary, for retrieving and understanding the relevant

information of online news articles, might be the most essential factor in the proposed. Therefore an appropriate dictionary, particularly for crude oil market analysis, should be carefully designed. Second, besides trend prediction, the proposed forecasting method can be also extended for points and intervals. Third, other even more powerful forecasting techniques, such as diverse hybrid algorithms, can be introduced to the proposed methodology to further enhance the prediction performance.

Ms. Anita Yadav, Faculty DIAS

(For full text, please refer to, Procedia Computer Science, Elsevier, Volume 91, 2016, Pages 1081–1087)

DETECTION AND CLASSIFICATION OF BRAIN TUMORS AS BENIGN AND MALIGNANT USING MRI SCAN IMAGES SET WITH SOM

G Nallasivan and S Janakiraman

Orthogonal moment functions are very useful in image feature representation in many applications like invariant pattern recognition of images, identification of objects and reconstruction of images. Brain tumor is a disorder that occurs due to the abnormal growth of tissues. The objective of the proposed work is to detect the tumor on magnetic Resonance Imaging (MRI) scan images and then classify them as benign, malignant and normal.

MRI brain scan images are taken as sample to train and test in order to identify and classify the tumor. The Zernike moment, a discrete orthogonal polynomial, can be taken as technique for extracting the feature as it has very good feature representation capability on the unit scale. This work is a modest part of a quite complex system.

First, it is proposed to detect the brain tumor using the Zernike moment feature of the image with the help of Support Vector Machine (SVM) classifier. Zernike moments are orthogonal moments that when they are rotated with any axis. So, they are able to retain the original shapes. They have the orthogonal properties and rotational invariance that make them suitable for many applications. Then based on the angular value of the Zernike moment the tumor classification is done. The threshold value is set as an angular value of 80.

If the angular value for the particular dataset is above 80, then it is benign. If there is no angular value found on the input then no tumor is present. This paper should be of considerable interest to those in the field of medicine and diagnosis as it



presents an easy method to detect and classify tumor.

Mr. Kamal Upreti, Faculty, DIAS

(For full text, please refer to The IUP Journal of Computer Science, July 2016, Volume X, No. 3 Page 24-36)

ANDROID-BASED CITY BUS TRACKING SYSTEM

Snehal A Demapure and SV Kulkarni

In today's world, due to rapid increase in population, there is a need for efficient public transportation system, as the increased population increases the burden on public transportation like bus, etc. The main objective of this paper is to carry out a research on city bus tracking in Demand Responsive Transit (DRT) using RS485 LAN, in order to make

it much more efficient, reliable and less expensive. This research is not the only way to develop this kind of system and by no means suggested as the best solution, but it can definitely be one of the best alternatives we have today and can be used in many areas where there are no 3G, Wi-Fi or other long-range wireless technologies available. This study will also help to understand the potential of city bus enquiry and make the bus commuter's life easy. Till now, RS485 is being used as in-house or in-vehicle technology, but this study brings in the idea of using RS485 as communication tool for Inter-Vehicle and Vehicle to Infrastructure.

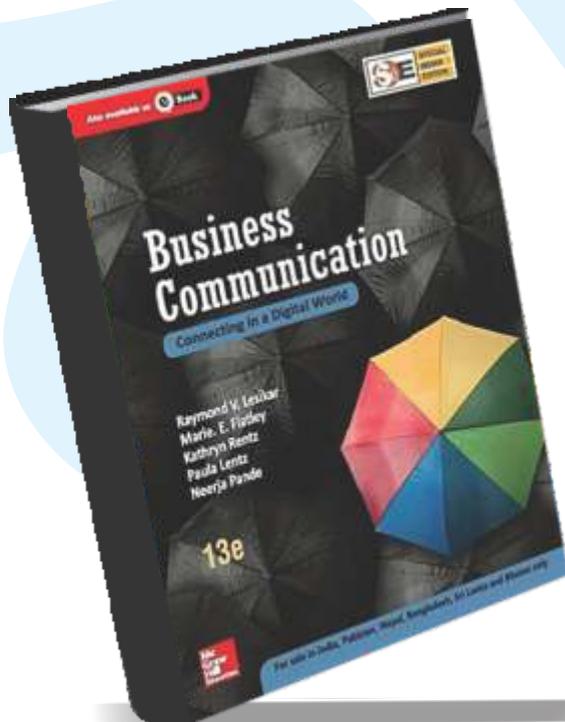
Ms. Anjani Gupta, Faculty, DIAS

(For full text, please refer to The IUP Journal of Information Technology, Vol XII, No. 2, Pg. No. 7-12, June 2016)

BOOK

REVIEWS

BUSINESS COMMUNICATION: CONNECTING IN A DIGITAL WORLD



Author(s)	: Raymond V. Lesikar, Marie. E. Flatley, Kathryn Rentz, Paula Lentz, Neerja Pande
Publisher	: McGraw-Hill Education
Edition	: 13th
Pages	: 772
Price	: ₹ 2,500
Reviewed by	: Ms. Ruchika,

Looking at the current scenario of education it has become very important to look into the aspects of effective teaching and delivery by maintaining a cordial relationship between the teacher and the students. The students are rational and they understand what is significant for them in today's ever changing scenario. They have lower tolerance for irrelevance and out datedness and want quick answers to all the doubts that tickle their brain. But as far as business communication is concerned, it's important for them to understand the subject from very basic to the highest level of corporate communication. Research has shown that over indulgence of students in digital world is making them deprived of the expressions, body language and other aspects of face to face



communication. Making the book more reader friendly the authors have presented learning objective at the starting and ending of each chapter to give a clear view of the chapters to the students. There are introductory challenges presented at the beginning of each chapter and draws the students attention towards the problem and its solution being taught and discussed in the entire chapter. There are examples of good and bad solutions presented for all the problems being defined in the chapter so that student imbibes the skills to solve and understand the situations in a better and practical way. The authors have presented the case illustrations with margin notes to show how student can apply the books advice in solving the problem.

The entire book is divided into six parts. The first part introduces the students to business communication and the importance of understanding and applying it into business settings. The challenges and the process of business communication are also being explored by the authors in chapter 1. Cross cultural communication has got an important role to play in the world of globalization. Second chapter throws light on the cross cultural communication and its various important aspects. Communication has two important forms reading and writing and both have their own importance in business and in general otherwise. Part 2 reviews the basic techniques of clear, correct, reader adapted writing. Chapter 3 guide the students to choose write words for writing effectively and in reader friendly manner. Following this chapter 4 focuses on effective sentences and paragraphs and finally chapter 5 ends this section by presenting advice on tone and emphasis. Part III discusses the patterns and advice for major medium of business writing, including social media. Furthermore it teaches the students on formation of common messages for example, good news and neutral messages, bad news messages, persuasive messages etc. It also guides the students on the formation or structures of such messages.

Part IV focuses on report writing along with its preparation including defining the problem, gathering the data, analyzing the problem, providing the solution, presenting the solution in an appropriate structure with proper sentences and delivery of information to the readers. It also discusses about the types of reports and the different ways to collect data or information for solving the problem. This part concludes through focus on the importance of using visuals for better presentation of the content aimed at enhancing reader's comprehensions.

Part V throws focus on the oral communication with the chapters explaining interpersonal communication and oral reports and presentations. This also discusses the basics of speaking and listening to the speaker. In the digitized world where there are number of software and technology aiding the communication processes are available this section also makes the students aware of different media, including communication software and web conferencing tools. Part VI has two chapters that make the students more informational and technology savvy. These chapters are focused on the writing related technologies and correctness. This part assist the students on all the chapters previously covered in this book. Last but not the least the book concludes with appendices providing checklists, guidelines for formatting written documents and advices and models for documenting sources. To conclude the authors have presented the book in the most reader friendly way.

ENTERPRISE RESOURCE PLANNING



Author(s)	: Alexis Leon
Publisher	: Mc Graw Hill
Pages	: 409
Edition	: 3rd
Reviewed by	: Ms. Dimpy Sachar



The book is designed to provide knowledge about how a business works and how information systems fit into business operations. An ERP system integrates all departments and functions across a company onto a single computer system that can serve the entire organisation. The third revised edition includes the latest development in the field of ERP and information technology like: popularity of the internet and world wide web (WWW), emergence of new technologies, changes in the market dynamics and so on. This book is meant for professional students of MBA or MCA courses. Which makes students learn how to manage information technologies for the smooth operations of business in the global world? This book is divided into five parts. First part consists of Chapter 1 provides the introduction of enterprise and its functions. Chapter 2 talks about various business processes. Chapter 3 and chapter 4 give an introduction to ERP and its basic concepts. Chapter 5 helps in justifying the ERP investments. Chapter 6 and chapter 7 discuss the risks and benefits of ERP. Chapter 8 discusses the concepts of ERP and its related technologies like BPR, OLAP SCM, CRM, Data Warehousing and Data Mining. The ninth chapter deals with ERP security and technological advancements.

Second part comprises of chapter 10 and chapter 11 which provides an overview of ERP marketplace and ERP modules for business.

Third part deals with ERP implementation issues. In this chapter 12 focuses on the challenges to successful ERP implementation. Chapter 13 discusses the different phase of ERP implementation life cycle. Chapter 14 provides the inputs on ERP package selection. Chapter 15 talks about various ERP transition strategies. Chapter 16 and chapter 17 emphasises on ERP deployment models and its Implementation process. Chapter 18 and chapter 19 talks about the ERP project teams and different consultants and vendors of the ERP. Chapter 20 discusses the factors that determine the success and failure of ERP systems. Chapter 21 is on ERP operation and maintenance. Whereas, chapter 22 brief about how to get the maximum advantage of the ERP system.

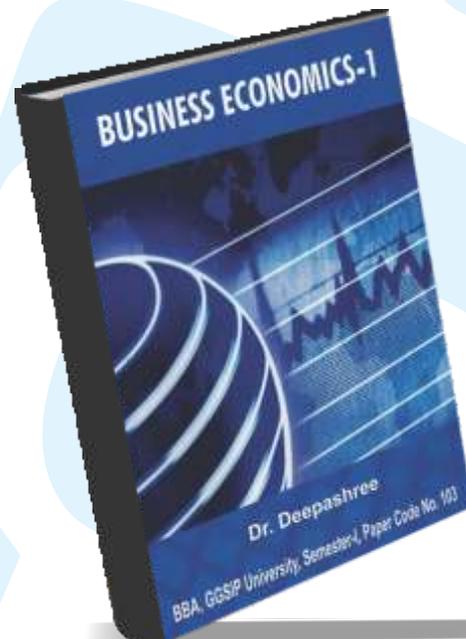
Part four deals with technological advancements that will change the nature of today's ERP packages. Chapter 23 tells the benefits of ERP and E-business integration. Chapter 24 briefs the ERP, Internet and WWW. Chapter 25 discusses the future direction and trends in ERP.

Fifth part comprises of appendices consisting of case studies, manufacturing perspectives and careers in ERP. The book

contains lot of pedagogical features including review questions and objective questions.

Nutshell, the author has presented overall concepts of ERP in a simple, systematic manner. The conceptual clarity of concepts provides better understanding to the readers. This book serve as an introductory text in a course devoted wholly to ERP.

BUSINESS ECONOMICS



Author(s)	: Dr. Deepashree
Publisher	: Maximax
Pages	: 291
Edition	: First, 2016
Price	: ₹ 250
Reviewed by	: Ms. Kanika Dhingra

Business Economics (Managerial Economics) inculcates micro economics with business decision making. It brings out topics in microeconomics that can be applied to business decision making which help in constructing useful ways of thinking about markets and business decisions. The application of economic tools and logic to the business problems, not only reveals the behavioral pattern of economic entities and variables involved in business problems, but also helps in arriving at an optimum solution to the problem. Thus, it has



become necessary for those who are involved with decision making to have at least working knowledge of the relevant economic tools of analysis. For this purpose the book has been designed by analyzing and assimilating the relevant economic theories. This book is divided into four units. Unit 1 includes two chapters which help the readers to have concept clarity of emergence of business economics from micro economics thereby concluding the significance and applications of business economics. This part of book also throws light on certain important concepts like opportunity cost, time value of money. Unit 2 is the longest and most important unit of this book containing five chapters. It discusses about cardinal and ordinal utility approaches of utility. The whole unit revolves round the concepts of utility and demand analysis with the help of concepts like indifference curve and budget line. One of the most important topic of this unit is techniques of demand forecasting. Unit 3 deals with concept of production and theories of production which shows how business economics is linked to the labor market. The laws of production operating in short run and long run namely law of variable proportion and law of return to scale are discussed here. Unit 4 is that part of book which is basically designed as if the students would be thinking from the

point of view of supplier. It discusses Cost concepts as well as theory of supply and elasticity of supply. This part also covers types of markets, features of market and how price is determined in different types of markets.

This book has been designed in such a way that it has comprehensive coverage of the new syllabus leading to clear and precise exposition of the subject. The learning objectives are outlining the contents of the chapters. In each chapter analysis is developed step by step in a systematic manner based on logical reasoning. The glossary of important terms and concepts highlighted is given chapter wise and concluding the chapter by giving summary at the end. Chapter wise important review questions covering all aspects are also been provided.

The purpose of this book is to provide the students, in one volume critical thinking skills needed to logically analyse business decisions. In nutshell this book is a handy and simple book for such a technical subject like business economics. This book would help the students to have good knowledge about the combination of economics with business decision making. At the same time it would help the students to secure good marks in their exams as it is an user friendly book.

STUDENTS' SECTION

CYBER SPACE: A BORDERLESS CRIME

The advancement of technology has made man dependent on the virtual world – the Internet for all its need. With the vision of India to reduce the digital divide and make the facilities of internet available to the remotest village/area through broadband connectivity, through program like Digital India is a commendable job on the part of the government. We are in an age in which we can perform almost all our activities sitting at one place. Cloud computing, Online shopping, Social networking, data storing, online studying, online job searching, gaming are some activities that a man generally do over Internet

But, by flipping the coin it can also seen that, with the development of the internet and its reach to end user and its

related benefits also developed the concept of Cyber Crime. Cyber crimes can be committed in many forms and majority of them are executed due to lack of public awareness. In the matters of cyber crimes, in India the rate of incidence of cyber crimes is increasing day by day, between 2011 and 2015, the number of cyber crimes registered in the country has gone up to 5 times.

WHAT ARE CYBER CRIMES?

Cyber crimes can be defined as the unlawful acts where the computer is used either as a tool or a target or both. The term is a general term that covers crimes like phishing, skimming, credit card frauds, data theft, bank robbery, illegal

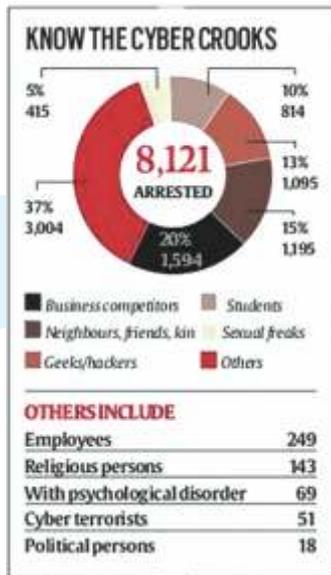
*Ms. Neetu Chadha, Assistant Professor, DIAS
Shivank Dalmia, Student, DIAS*



downloading, industrial espionage, scams, cyber terrorism, creation and/or distribution of viruses, and many more. The above stated are the most commonly used methods by the attacker or/and hacker, where he exploits the lack of public awareness about cyber safety and attack its possible targets are vulnerable.

Cyber crime is a broad term that is used to define criminal activity in which computers or computer networks are a tool, a target, or a place of criminal activity and include everything from electronic cracking to denial of service (DoS) attacks. It also covers the traditional crimes in which computers or networks are used to enable the illicit activity.

The crimes can be executed in which a computer is target which include hacking, creation and/or distribution of viruses or malwares, Denial of Service (DoS) attacks etc. Also a crime can be executed in which computer is used a weapon which include cyber terrorism, IPR violation, credit card frauds etc.



In a report published by the National Crime Records Bureau report (NCRB 2015) shows a wide range of profiles making cyber criminals, most prolific are business rivals followed by neighbours, friends or relatives followed by computer geeks and /or hacker.

Over 8,000 people arrested for cyber crime, 20 per cent (1,594) were business rivals, while 15 per cent (1,195) included neighbours, friends or

relatives of the victim. However, hackers and/or computer

geeks accounted only about 13 per cent (1,095) while students accounted to 10 per cent (814). And the remaining 42 per cent (3,419) included others.

The numbers of cases registered under the IT Act and IPC have been growing continuously. The cases registered under the IT act grew by more than 350% from 2011 to 2015. There was almost a 70% increase in the number of cyber crimes under the IT act between 2013 and 2014. The cases registered under the IPC increased by more than 7 times during the period between 2011 and 2015.

Similar trend is observed in the number of persons arrested. The government also acknowledges the increase in the number of such crimes and has taken measures to counter the increasing rate of cyber crimes by proposing to set up a National Cyber Coordination Centre (NCCC) with a separate budget of Rs. 1,000 Cr.

With the introduction of modern technologies, devices' including smart phones, tablets, IoT's (Internet of Things) and rise in usage of cyber space for businesses has resulted in such an increase in cyber crimes.

Although there is no harm in using cyber space for business purpose or personal use, but it is pertinent that the end user who is enjoying the facilities and benefits of cyber space must be aware of the possible repercussions that may harm his business, his privacy and any data stored online.

Mostly, many of crimes succeed because the end user is reluctant to think the other side of benefit that they are enjoying, by which they become a victim of cyber crime.

TARGETS OF CYBER CRIMINALS

GOVERNMENTS

In recent past the Government of India has not had very good experiences related to cyber space.

Year	IT Act		PC	
	Cases Registered	Person Registered	Cases Arrested	Person Registered
2011	1791	1184	422	446
2012	2876	1522	601	549
2013	4356	2098	1337	1203
2014	7201	4246	2272	1224
2015	8045	5102	3422	2867
Total	24269	14152	8054	6289



After the revelation by OCWorkbench, citing a Taiwanese publication, suggested that the budget phone of Xiaomi Redmi note along with Mi3 which were announced for Indian market revealed that these phones were sending data secretly to Beijing (to a China based server), it was found that the phones automatically connected to a IP address hosted in China and sends data when connected to Wi-Fi network. The data transmitted by the Chinese phones included all media content and text messages. Seeing the seriousness of the report the Government of India imposed a ban on Chinese phones citing reasons that some phones, which do not carry International Mobile Station Equipment Identity Number or other security features, and some steel products have been banned from importing from China. However complete ban is not possible as it would violate the policy of World Trade Organisation (WTO) of free flow of trade between countries.

After reviewing the report all the union ministry officials have also been directed to not connect their smart phones to office PC's, keeping in consideration the intelligence report citing the possibility of hacking into Government sites and servers through smart phones as connecting Smartphone's to PC's make the Government sites, servers and office PC's vulnerable to malwares and certain applications may turn a smart phone into a spying device (spyware), which may compromise national security.

Also recently, the website of National Green Tribunal (NGT) was defaced by a hacker group leaving its signature as "D4RK 4NG31", with an instrumental version of Pakistan national anthem being played on its home page, indicating that it was done by members of the country.

Cyber Crimes are not just confined to India or Governments, everyone in the world who is connected to cyber space, they

are vulnerable to cyber crimes, and however the degree of vulnerability may vary. Cyber Space is borderless crimes in cyber space can be committed easily by professionals being anonymous.

TECHNOLOGY COMPANIES

Cyber crime being borderless no individual or business or government can guarantee its full safety as there are many sophisticated tools available out with the hackers that they use to attack their targets being anonymous, and sometimes without letting the victim know that he has been targeted.

Recently, Yahoo Inc. a renowned American Multinational Technological company confirmed that its some 500 million account details have been stolen by hackers including name, address, birth dates, phone number, E-mail and encrypted passwords and security questions and answers, but, hackers were not able to stole any banking details of its users. Though this was confirmed in September, 2016, but, it is believed that the data breach was done way back in 2014. After confirming the report of the data breach Yahoo has prompted all its users to change their Passwords and has sent E-mails to those users whose credentials have been stolen to immediately change their passwords and update their profile.

Also in September 2016, hackers have claimed that they have hacked into the Australian point of scale technology (PoS) company H&L Australia, and have been claiming to potential buyers that they have gained access to its backend customer database. The hackers also have offered it for sale for AU\$22,000 (\$ 16,580).

Hackers have gained access to the credit card details and personal information of the H&L clients include several majority retailers. The hack was possibly executed by an active backdoor on the company's network by which the hackers were able to get access of the entire SQL database dump of the website.

SMALL BUSINESSES

The hackers are now shifting their targets from big giants like Multinational companies to small businesses or start ups. This is because the giants because have established themselves in a particular industry now focus more on customer satisfaction and the security of the customer's credentials by using sophisticated techniques and tools like using a certified SHA-512 SSL encryption on their websites, using customised Firewall to prevent data breach, anti-phishing email measures,



or off-site backups of their websites and appointing a CISO (Chief Information Security Officer) who reviews all the security measures taken and many more tools and techniques. All of the above mentioned are some tools and techniques that are used by the giants to minimize the risk of the possible cyber attacks as there are many ways in which a single attack can be performed.

In contrast to this the small businesses or the start ups are not able to put that much effort and money in the security as the giants can do, as the start ups have to establish their business in a particular field and they have to minimize their overall cost of operations, by which they compromise on the cyber security parameter by either not using security tools or using very basic level of security tools, in both the cases it becomes easy for the hacker to gain access or steal data. These businesses have poor cyber security and lack anti-phishing measures, customized Firewalls, data encryptions, a Chief Information Security Officer, malware detection and removal and ransomware detection and removal , to name some security measures.

As per the Internet Security Threat Report (ISTR), India being a young population and millions of mobile connections and rapid adaptation to new technology like cloud computing and social networking has made it more vulnerable to scams, phishing, malwares, hosts etc. As per the report there has been 156 percent increase in the social networking scams in 2015 and most of them were executed because of lack of cyber security, which included spams, scams, fake links, circulation of malwares and phishing.

INDIVIDUALS

Not only governments and business houses are vulnerable to cyber attacks, but individuals persons are also vulnerable to cyber attacks. The individuals use cyber space for their day to day activities like chatting, online shopping, social networking, data sharing, mailing are some activities to name some. The user becomes more vulnerable when they are not well known about the possible attacks that can be done to them in order to gain unauthorised access to media content, contacts, camera, location, microphone etc. of device or stealing their personal data credentials like credit card details etc.

The attacks to individual are possible because of lack of public awareness towards cyber security and the importance of cyber security. Most of the attacks that people become victim of are phishing, spams, credit card frauds, lottery frauds, fake

links, malwares to name some of the attacks possible to individuals.

CONCLUSION

Although cyber crime has risen 5 times in last 3 years, it can be prevented by making its stakeholders- the government, business houses and individuals aware of the possible vulnerabilities to them and how those vulnerabilities can be exploited by hackers for malicious purposes. Common measures like purchasing new and genuine Anti-viruses, software's like Tally etc. must be purchased by the individuals and business houses so as to minimise the risk of being a victim of cyber crime. Also it is recommended that torrents should not be used as they contribute a major chunk in spreading malwares. Business houses and governments should pay attention towards the increasing cyber crimes and how they can be vulnerable, they should use high end encryption like SHA-512 to encrypt their data, use of modified firewalls, and avoid using templates in their websites in order to prevent SQL injection, Cross Site Scripting, etc.

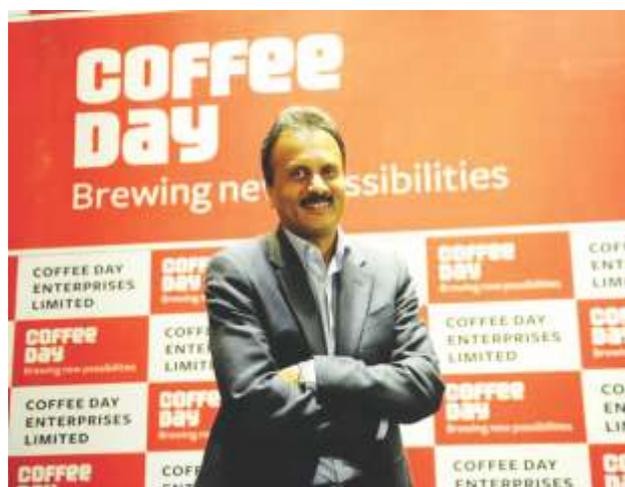
REFERENCES

1. <https://factly.in/cyber-crimes-in-india-which-state-tops-the-chart/>
2. <http://www.helplinelaw.com/employment-criminal-and-labour/CCII/cyber-crimes-in-india-what-is-types-web-hijacking-cyber-stalking.html>
3. <http://indianexpress.com/article/india/india-news-india/ncrb-data-cyber-crime-inida-criminals-business-rivals-religious-person-hackers-sexual-freaks-3019349/>
4. http://www.slate.com/blogs/future_tense/2016/09/22/yahoo_hack_in_2014_exposed_500_million_user_credentials_company_confirms.html
5. <http://www.theweek.in/news/india/india-a-top-source-and-destination-of-cyber-attacks.html>



CORPORATE EXECUTIVES' OPINE

V.G. SIDDHARTHA FOUNDER, CAFÉ COFFEE DAY



“HAVE THE WILLPOWER TO PERSIST”

V.G. Siddhartha, famous as the founder of Café Coffee Day, one of India's largest coffee chains, was born in Chikmangaluru district of Karnataka. Being born into a family that had been planting coffee for over 140 years, V.G. Siddhartha literally had coffee in his blood.

Inspired by a chat with the owners of Tchibo, a German coffee chain, Siddhartha decided to open his own chain of cafes in India, at that time in a country that had no formative cultural grounding in cappuccinos. Then he looked at the basics of coffee business, the numbers threw him off. The first Café Coffee Day outlet was set up on July 11, 1994, at Bangalore, Karnataka with the tagline 'A lot can happen over a cup of coffee'.

Back in the 1990's, the Internet was still in its infancy stage and Internet access was limited to posh places and cafes. People would often enter his café to surf the Internet and as a bonus they could even sip their favorite coffee. But that was the time when drinking coffee was not a thing in India. So, Siddhartha wanted young boys and girls to taste his brew during their hangout, parties, get-together etc. He wanted them to taste their choice of coffee, cakes and sandwiches, watch music videos, check their emails etc. He had his vision clear: if coffee

is going to become common, it would be the young to do it. He targeted the right audience, and Café Coffee Day grew more and more with each passing day.

Today Café Coffee Day chain is across 28 states in India. Café Coffee Day also has international outlets in Karachi, Vienna, Dubai and Prague. The Company turned over revenue of US \$450 million in 2014.

SHUBHRA CHADDA CEO, CHUMBAK



Shubhra Chadda started Chumbak after receiving \$2 million in initial funding, is now ready for the second round of funding by matrix partners!

According to her, “If you have a dream, follow it”. No better example than Shubhra Chadda, CEO and co-founder of **Chumbak**, to prove it right. Four years ago, Shubhra and her husband, Vivek, decided to follow their dreams. But it took a huge amount of **risk** and **investment** to establish Chumbak, a **unique** company which started by just selling artistic fridge **magnets!** They sold their three BHK apartment in Bangalore to raise capital. With an idea so great, they didn't think twice before risking it all. Over the years with Chumbak, Shubhra has successfully cemented a business idea of transforming the colours and unique artistry of **India** exceptional **novelty products**, including footwear, bags, wallets, souvenirs, key chains, jewellery and many more.

After selling funky **theme** based fridge magnets, they soon realised that they needed to come up with a variety of other product categories. They took an entire year to produce and manufacture twelve product categories before their launch in



March 2010. Back then, Shubhra firmly said that Chumbak was not a niche brand, "It was always a mass brand!" Now it's become a concrete reality, and Chumbak has become the hottest lifestyle product brand with 150 stores in India and 70 in Japan, with a strong e-commerce presence.

After being in business for four years, the online site of Chumbak offers products under forty-eight categories with approximately more than 400 products. Chumbak's success story has astonished many, but very few make 'Google' curious. Google recently selected the company as one of the three companies worldwide for a case study on how companies have successfully used Google services.

The multifarious model of Chumbak of having a strong online, as well as offline presence is working wonders for the happy couple. Whereas according to the company they are having

three times the growth yearly. Like all retail business, there are challenges of design, supply, supply chain management and distribution. Shubra acknowledges and accepts the challenge gladly. She says, "One of the most fun things at Chumbak is working on new designs. Though a lot of our designs are India-inspired, they do well in an international environment. At the end of the day, the thing that makes her most happy is seeing people using their products."

Chumbak is now aiming for a Rs. 400 crore target for their annual revenue within next few years. Although there are many businesses emerging which are ready to compete with Chumbak, it will now only depend upon how the brand devices its expansion strategy. Even though there are huge risks involved, there is a good chance that all the risks will pay off. When you aspire to achieve something, you must give it all that you have.

Feedback

From Employers

Arushi Dhawan (2014-16) is self motivated and dedicated employee of our department. She takes every effort to complete the responsibility given to her in a logical and time bound manner. She is full of bright ideas to any hurdles that come around in our day to day work.

Kinshuk Shukla, Senior Analyst, Impulse International

Jitender Sharma (2014-16) is very dedicated and hardworking.

N.C Ved Vyas, Senior Team Leader, S&P Capital IQ

Upasana Aggarwal (2008-2010) is working with the finance department of our organization as assistant finance manager. She has proved herself as a valuable asset to our organization. She has wide pool of knowledge and she also knows how to implement such knowledge in real life situations. We are thankful to you for proving us with a sincere employee.

Shubham Jain, HR Manager, Redherring Plast India Pvt. Ltd.

Alumni

Speaks

It was an amazing journey of post-graduation from DIAS. It gave me all the opportunities to excel in all the fields. From organizing various events to taking part in different events at various colleges all could be achieved because of such amazing teachers. I would like to thank every person associated with DIAS for such superb stay of 2 years here.

THANK YOU FOR EVERYTHING!!

Jagriti
MBA (2013-15)

The journey at DIAS has been full of beautiful memories. The faculty has been supporting throughout the journey. I have really grown as an individual in terms of knowledge and personality. I am really thankful to everyone who has helped me to be what I am today.

Saaniya Aneja
MBA (2013-15)

"It was a short but a memorable experience for me in DIAS, there was lots of learning and training about "How to Handle



Pressure” that is helping me now when I am working with an organization.”

Vipul Kumar
MBA (2013-15)

From my college experience, I hope to gain so many things. Obviously college is a time that an individual can enhance

his/her personal skills.

I got this platinum opportunity to become a part of DIAS family and I am really very thankful to DIAS faculty to help me out with my future plans in the field of Human Resources.

Anshika
MBA(2013-2015)

Parents' Feedback

It's indeed a blessed opportunity that Jatinder Singh (2014-16), is a part of DIAS fraternity. DIAS is one of the best Institutes for MBA. There are very supportive and cooperative faculties.

Ms. Ravinder Kaur

It gives me immense pleasure to thank the Institution for being the major pillar for my child and support system for my child's Jitender Sharma (2014-16) career. Thank you so much.

Ms. Anita Sharma

DIAS has provided constant support to my ward Arushi Dhawan (2014-16). The teachers in particular have been a constant guide and I'd like to take this opportunity to thank the entire institution for shaping my daughter's career so well. It is because of DIAS that my child is where it is today.

Ms. Neeru Dhawan

Readers' Views

The DIAS time which is being published on monthly basis is good effort on your part and updates all of us regarding the happenings and events that takes place in your institute. I congratulate for the same.

With Warm Regards

Prof. Sanjiv Mittal, Professor and Dean & Programme Coordinator Entrepreneurship Development Centre (EDC)

Dias Times aims at providing its readers periodic updates and information catering to different fields like finance and accounts, HR, economics, management, IT and Infrastructure sectors. We keep abreast with the latest developments in these prime segments. Moreover, its beauty lies in impressive, eye catching pictures. I preserve each and every issue for the sake of its uniqueness and distinctiveness.

Dr. Reena Sethi, Ex Director, M/O Civil Aviation

The Men In News



DR. URJIT PATEL



“The best leaders mentor and pass the baton to worthy successors”

A Successor is not known just by his name, but that of his predecessor as well. Filling in for someone and fitting in someone's shoes are two different concepts and only a person of élan and knowledge can do this. Dr. Urjit Patel, current Governor of Reserve Bank of India (RBI) fits the bill. It looks like he was all set to fill in the vacant position of RBI Governor when Mr. Raghuram Rajan, his predecessor completed his tenure. Mr. Rajan's words of praise show his confidence and faith in the latter before passing on the baton of such a powerful position.

Patel is in no need of an introduction. He is well known for his planning and guidance at an international level. Born at Kenya in an Indian family, he had his goals very clear early on. He loved focusing on financial matters, ups and downs of India's economy. He completed his graduation from the London School of Economics, M. Phil from Oxford University and gained a Ph. D from Yale University. He started working for International Monetary Fund (IMF) soon after completing his education and graced the IMF desks at USA, India, Bahamas and Myanmar.

Patel played an important role in the economy of India as and when he was deputed from the IMF to RBI. He had a pivotal role in developing the debt market, bringing reforms in the banking sector, pension fund schemes, targeting of real exchange rate and bringing a revolution in the foreign exchange market in India. He became a Consultant to the Government of India in matters pertaining to Department of Economic Affairs, Ministry of Finance.

Patel has held various important positions in his career till date ranging from Advisor, Boston Consulting Group; President (Business Development), Reliance Industries; Executive Director, Infrastructure Development Finance Company; Member, Integrated Energy Policy Committee, Government of India; Non-Executive Director, Gujarat State Petroleum Corporation; Non-Executive Director, Multi Commodity Exchange of India Limited; Deputy Governor, RBI. He has also worked with several High Level Committees at both Central and State Government level, including Competition Commission, Task Force on Direct Taxes, Prime Minister's Task Force on Infrastructure, Group of Ministers on Telecom Matters, Advisory Committee on Research Projects and Market Studies, Committee on Civil Aviation Reforms, Expert Group on State Electricity Boards and High Level Expert

Group on Civil & Defense Services Pension System.

Patel was the expert commentator on UPA's first 100 days on Hindi News Channel, when it introduced the '100-day' action plan although he had no prior media exposure in India. Patel has impressed many, including P.V. Narasimha Rao, Dr. Manmohan Singh, P Chidambaram, Narendra Modi, Arun Jaitley and Raghuram Rajan. In 2013, when he was offered the post of deputy governor of RBI, and his recommendation letter was written by none other than the then Prime Minister Dr. Manmohan Singh, who commended Patel as “Very important for the country”

Indian economy needs a great plan and strategy for succeeding at international levels and faring well at various national matters. We hope that insight and vision of Patel helps country's economy in scaling new heights.

IRON CHANU SHARMILA



“To remain indifferent to the challenges we face is indefensible. If the goal is noble, whether or not it is realized within our lifetime is largely irrelevant. What we must do therefore is to strive and persevere and never give up”. -Dalai Lama

India is a democratic country and its citizens are free to express their views but the same independence becomes questionable when we need to face insurgencies in some or



the other form. One such position is prominent in India's northeast state of Manipur. Known for its scenic beauty, it is very much highlighted for its insurgency of decades and famous for its Social Activist, Irom Chanu Sharmila, better known as the Iron Lady who has been on the longest hunger strike of 16 years.

She has been demanding the Indian government to repeal of the Armed Forces (Special Powers) Act (AFSPA) from the state. Her demand has cropped after when on 2 November 2000, in Malom, a town in the Imphal Valley of Manipur, ten civilians were shot and killed while waiting at a bus stop. The incident, known as the "Malom Massacre", was allegedly committed by the Assam Rifles, one of the Indian Paramilitary forces operating in the state.

Sharmila, who was already involved with local peace movements for human rights abuses took it very strongly and began a fast as protest. Her demand was removal of AFSPA. She vowed to break her fast only after fulfilling of her demand. She faced arrests, detentions and force feeding issues during this period. Nasogastric intubation was forced on her when her health deteriorating. She has been regularly released and re-arrested every year since her hunger strike began.

Not a lady to sit quietly, she has been on the go in numerous activities, including a protest at Jantar Mantar, Delhi where she was joined by students, human rights activists and other concerned citizens. She has been making efforts in making people aware of right and wrong and has been getting support from many. Nobel-laureate Shirin Ebadi, the Nobel Laureate and human rights activist, promised to take up her cause at the United Nations Human Rights Council. In 2011, Anti-corruption activist Anna Hazare sent two representatives to meet with her where in Manipur Pradesh All India Trinamool Congress announced their support for Sharmila and called on party chief Mamata Banerjee to help repeal the AFSPA. The —Communist Party of India (MarxistLeninist) (CPI ML) also stated its support for her and for repeal of AFSPA, calling for nationwide agitation and 100 women formed a human chain in Ambari to show support for Sharmila, while other civil society groups staged a 24-hour fast in a show of solidarity.

At the same time the Save Sharmila Solidarity Campaign (SSSC) was launched to highlight Sharmila's struggle and in December 2011, Pune University announced a scholarship program for 39 female Manipuri students to take degree courses in honour of Irom Sharmila Chanu's 39 years of age.

Sharmila was awarded the 2007 Gwangju Prize for Human Rights, which is given to "an outstanding person or group, active in the promotion and advocacy of Peace, Democracy and Human Rights", which she shared with Lenin Raghuvanshi of People's Vigilance Committee on Human Rights, a northeastern Indian human rights organisation. She was awarded the first Mayillama Award of the Mayilamma Foundation "for achievement of her nonviolent struggle in Manipur" in 2009. She won a lifetime achievement award from the Asian Human Rights Commission in 2010. Later that year, she won the Rabindranath Tagore Peace Prize of the Indian Institute of Planning and Management, which came with a cash award of 5,100,000 rupees, and the Sarva Gunah Sampannah "Award for Peace and Harmony" from the Signature Training Centre. Amnesty International declared her a Prisoner of conscience, and said she "is being held solely for a peaceful expression of her beliefs" in 2013.

Her influence is considered as powerful as the influences by personalities in the past and present and given way to works based on her life such as Deepti Priya Mehrotra's *Burning Bright: Irom Sharmila and the Struggle for Peace in Manipur* detailing Sharmila's life and the political background of her fast. Iron Irom: *Two Journeys : Where the Abnormal is Normal* (2012, with Minnie Vaid and Tayenjam Bijoykumar Singh); Ojas S V, a theater artist from Pune, performed a mono-play titled *Le Mashale* ("Take the Torch"), based on Irom Sharmila's life and struggle. It is an adaptation of Meira Paibi (Women bearing torches), a drama written by Malayalam playwright Civic Chandran. The play was performed at several venues in several Indian states. A book "Fragrance of Peace" (2010) is also dedicated to her.

Sharmila finally broke her fast on 02 August 2016, but is disappointed as the same supporters who were applauding her during the fast have cornered her for breaking it. She is not acceptable to them as they feel she has broken her promise. Her personal life which had become long back is next to nothing and is left with few supporters who are there with her in time of need. She had met her mother just once since beginning her fast as she feared her mother's anguish might break her resolve. A lady who came to be known as Iron Lady all over the world is a nobody today as she has no identity proof with her.

Shamila is not one to break down easily and is fighting all this adversities with great will as always. She is ready to join politics and bring a change in the system as she feels her fasting



has not helped in improving the matters in any form. We hope that this Iron lady keeps going strong and achieves the

betterments which she wills for.

Recent Notifications

BANKING

RBI CANCELS REGISTRATION CERTIFICATE OF 5 NBFCs

The Reserve Bank stated that the registration certificates of five non-banking financial companies (NBFCs) have been cancelled while two surrendered their certificate to the central bank. The seven entities, RBI said, "cannot transact the business of a non-banking financial institution". The entities whose certificates were cancelled are Simco Consultants, Lunkad Securities, Rajvir Marketing and Investment, Crystal Investments, and Shri Jaya Investments Agency. The NBFCs which surrendered the certificate are Texas Resources and Vivek Vyapar.

RBI'S NEW MONETARY POLICY COMMITTEE TO EASE TIES WITH GOVERNMENT

The biggest change in the Reserve Bank of India's eight-decade history promises to soothe what was often a fractious relationship between the central bank and government. The government announced three candidates to join an equal number of RBI representatives on a new monetary policy committee, paving the way for India's first collective interest-rate decision. The move frees the governor from facing the brunt of criticism from the government, which has historically held contradictory demands of lower borrowing costs as well as a tight rein on inflation. Academics Chetan Ghate, Pami Dua and Ravindra Dholakia will be among members who will need to take this decision. They will join RBI Governor Urjit Patel, his deputy in charge of monetary policy, and another central bank executive on the six-member MPC. Each will have a vote with Patel holding an additional tie-breaker, though he won't be able to veto a majority decision.

INSURANCE

INSURANCE REGULATOR EXEMPTS LISTED INSURANCE FIRMS FROM HAVING INDIRECT FOREIGN HOLDINGS

The insurance regulator has exempted listed insurance

companies promoted by entities that are regulated by the Reserve Bank of India, Securities and Exchange Board of India or the National Housing Bank from rules on maintaining indirect foreign shareholding. The decision would help HDFC Standard Life Insurance's reverse listing, and pave the way for part owner Standard Life to buy shares of partner HDFC. Under the new rule, notification under the eighth amendment to the Insurance Act, Standard Life would be allowed to hold a stake in HDFC and HDFC Life and its investment in HDFC would not be treated as indirect investment in HDFC Life once the company got listed. In June this year, HDFC Life entered into an agreement to merge with Max Life and then with Max. The insurance regulator has exempted listed insurance companies promoted by entities that are regulated by the Reserve Bank of India, Securities and Exchange Board of India or the National Housing Bank from rules on maintaining indirect foreign shareholding. The decision would help HDFC Standard Life Insurance's reverse listing, and pave the way for part owner Standard Life to buy shares of partner HDFC.

ADITYA BIRLA FIRM REGISTERED AS SIXTH PLAYER IN HEALTH INSURANCE

Insurance Regulatory and Development Authority of India (IRDA) said that Aditya Birla Health Insurance has become the sixth company in India to be registered in the segment, regulator. The newest health insurance is promoted as joint venture of Aditya Birla Financial Services Limited (ABFSL) of India and MMI Strategic Investments (Pty) Limited (MMI) of South Africa. The company has been registered as a health insurer for conducting health insurance business,

TAXATION

CLARIFICATIONS ON THE DIRECT TAX DISPUTE RESOLUTION SCHEME, 2016

As per the Department of Revenue, Central Board of Direct Taxes TPL Division's Circular No.33 of 2016 dated 12th



September, 2016 clarifications were provided on the Direct Tax Dispute Resolution Scheme, 2016 incorporated as Chapter X of the Finance Act, 2016 provides an opportunity to tax payers who are under litigation to come forward and settle the dispute in accordance with the provisions of the Scheme. The Direct Tax Dispute Resolution Scheme Rules 2016 have been notified. In regard to the scheme queries have been received from the stakeholders seeking further clarity on certain provisions of the Scheme. The Central Government has considered the all the queries and decided to clarify the same in the form of questions and answers which are available in detail on their website and in the notification as well.

LAW

CIRCULAR ON INVESTOR PROTECTION FUND UNDER CORPORATE LAW AND ITS RELATED MATTERS

As per section 131(B) of Finance Act, 2015 all rules, directions, guidelines, instructions, circulars, or any like instruments, made by the erstwhile FMC or the Central Government applicable to recognized associations under the FCRA would continue to remain in force for a period of one year from the date on which FCRA was repealed (September 29, 2015), or till such time as notified by SEBI, whichever is earlier. Erstwhile FMC, from time to time, had prescribed various norms and guidelines for National Commodity Derivatives Exchanges with respect to Investor Protection Fund (IPF) through various circulars. This circular is hereby issued to consolidate and update such norms and guidelines, which will be applicable to all National Commodity Derivatives Exchanges.

Shining Stars

CLASS REPRESENTATIVES

MBA III A



Gaurav Sharma



Harshmeet Kaur

MBA III B



Pankaj Sehgal



Sonia Kardam

MBA I A



Arpit Arora



Kirti

MBA I B



Prateek Arora



Shweta Vats

BBA I



Muskan



Saumya

MCA V



Isha Pinani



Saurabh Sharma



MCA III



Aman Verma



Vrinda Saxena

MCA I



Sachin Kumar Jha



Komal Mehra

WINNERS OF INTRA-INSTITUTE COMPETITIONS

Date	Name of the Event	Winners	Course
20th August 2016	Painting Competition	I Kunal Singh II Anu Jain	MBA I A BBA I
20th August 2016	Collage Making Competition	I Megha Bhargava & Jini Varughese II Jyoti Kaushik and Manisha George	MBA I A MBA I A
22nd August 2016	Slogan Writing Competition	I Shubhangi Katiyal II Mridul Kakkar III Saurabh Rawat	MBA I B MBA I A MBA I B
22nd August 2016	Essay Writing Competition	I Manisha George II Aanchal Gupta III Garima Rawat	MBA I A MBA I A MBA I A

Technology

Browser

MANAGEMENT

HUMAN RESOURCE MANAGEMENT

"An Analysis of Performance Appraisal System and Career Development Program in Manufacturing Sector", SainiRamandeep, The IUP Journal of Management Research, Vol. XV, No.3, July 2016	Pg. No. 61-74
"Harvard Business Review", John K Leshie, July-August 2016	Pg. No. 104-107
"Understanding Talent Development and Implications for Human Resource Development: An Integrative Literature Review Human Resource Development Review", Amir Hedayati Mehdiabadi and Jessica Li, 15 (3), September 2016	Pg. No. 263-294
"The Cultural Evolution of Talent Management: A Memetic Analysis", Stephen Swales, Human Resource Development Review, 15 (3), September 2016	Pg. No. 340-358
"The race without a finishing line: legislative means for confronting bullying in the Australian workplace", Glennis M Hanley and Anne O'Rourke, Asia Pacific Journal of Human Resources, Volume 54, Issue 3, September 2016	Pg. No. 352-368
"Managing Workforce Crisis: A Case from Hotel Waterlily", Deepika Upadhyay, Hari Shankar Shyam and Mukesh Chaturvedi, South Asian Journal of Business and Management Cases", Vol. 15, No. 1, June 2016	Pg. No. 55-61
"Working environment – As a Predictor of Employee Engagement with reference to Academicians", Vidhi Tyagi, Effulgence, Volume XIV, No. 2., July – December, 2016	Pg. No. 44-48



FINANCE

"Progress Card of the Indian Automobile Industry", Vibha Tripathi & K B Rao, The IUP Journal of Business Strategy, Vol. XIII, No. 3, September 2016	Pg. No. 48-61
"Systematic Risk and liquidity Risk in the NSE Market: A Critique on R2", Paritosh Chandra Sinha, The IUP Journal of Applied Finance, Vol.22, No. 3, July 2016	Pg. No. 5-40
"Inter-Linkage of Indian Stock Market with Foreign Economies: An Illusion or not", Dr. Nisha Jindal, Prof. Ravinder Vinayek, Dr. Ravi Kumar Gupta, Pacific Business Review International, Vol. 1, Issue 2, July 2016	Pg. No. 83-93
"The business of sport and the sport of business: A review of the compensation literature in finance and sports", Jacqueline Garner, Phillip R. Humphrey and Betty Simkins, International Review of Financial Analysis, Vol.47, September 2016	Pg. No. 197-204
"Is your Accounting firm future ready?", Mats Olsson, Paul Thompson. The Chartered Accountant, Vol 65, No. 1, July 2016	Pg. No. 64-65
"Strengthening Accounting in Primary Agricultural Cooperative Societies", CMA Gopala Krishna Ayitam, The Management Accountant, Vol 51, No. 8, August 2016	Pg. No. 37-40
"Dynamic correlations and hedging effectiveness between gold and stock markets: Evidence for BRICS countries", Walid Chkili, Research in International Business and Finance, Vol 38, September 2016	Pg. No. 22-34

ECONOMICS

"The Role of Corporate Volunteerism in a wider Socioeconomic Context: A Review of Literature", Arulrajah A Anton , The IUP Journal of Management Research, Vol. XV, No 3, July 2016	Pg. No. 7-19
---	--------------

MARKETING MANAGEMENT

"Sustainability through Going Green: An Empirical Study of Service Firms", Nagpal Sonika and Gupta Garima, Effulgence, Vol.14, No. 2 July-December 2016	Pg. No. 45-63
"Consumers deal proneness A demographic Approach", Surajit Ghosh, The IUP journal of marketing management (IJMM) Vol. XV No.2, May 2016	
"Understanding E-Shoppers Behavior in Delhi: Based on Risk Dimensions", Khurana Sunayna; Jain Dipti, Effulgence, Vol.14, No 2, July-December 2016	Pg. No. 59-71
"Loyalty Typologies and Consumer Choice Factors in the Online Sports-Betting Industry: An Explorative Study into the Italian Regulated Market", Paolo Calvosa, International Journal of Marketing Studies; Vol. 8, No. 5; September 2016, ISSN 1918-719X, E-ISSN 1918-7203.	Pg. No. 1-14
"A Critical Look at Marketing, Consumption, and Society by Anti-Consumerists: A Qualitative and Interdisciplinary Model of Anti-Consumerism", Emre Basci, International Journal of Marketing Studies; Vol. 8, No. 5; September 2016.	Pg. No. 14-31
"Determinants Impacting Consumers' Purchase Intention: The Case of Fast Food in Vietnam", Anh Phan & Phuong Hoang Mai, International Journal of Marketing Studies; Vol. 8, No. 5; September 2016.	Pg. No. 56-68

INFORMATION TECHNOLOGY

"A critical study of challenges in educational opinion mining of text written in Gujarati Language", by Ms. Himadri H. Patel, Dr. Bankim C. Patel, National Journal of system and Information Technology, Volume 9, Number 1 , June 2016	Pg. No. 25-34
"A comparison of Code Maintainability in Agile Environment" by Mary Adebola Ajiboye, Matthew Sunday Abolarin and Johnson Adegbeniga Ajiboye, The IUP Journal of Information Technology, Vol. XII, NO.2, June 2016	Pg. No. 33-34
"E-Sign Detector: Image Steganography Based Employee Identification System", V Senthooran, MT Chaturanga & T Kartheeswaran, The IUP Journal of IT, Vol XII, No. 2, June 2016	Pg. No. 22-32
"A Review of Techniques for Realtime Authentication", E. Sabarinathan, Journal on Software Engineering, Vol. 10, No. 4, June 2016	Pg. No. 13-29
"Securing Mobile Data Using Cryptography", Shikhar Bhagoliwal & Jyotirmoy Karjee, Int. Journal Advanced Networking & Applications, Vol. 7, Issue 6, 2016	Pg. No. 2925-2930



“Surfing the Net for Software Engineering Notes”, Mark Doernhoefer, Association for Computing Machinery SIGSOFT , Volume 41, Issue 4, July 2016	Pg. No. 9-24
“The Influence of Gender –Ethnic Intersectionality on Gender Stereotypes about IT Skills and Knowledge “, Eileen M. Trauth, Curtis C. Cain , K.D Joshi , Lynette Kvasny , Kayla M. Booth , The Data Base for Advances in Information Systems , Volume 47 , Issue 3 , August 2016	Pg. No. 9-32
“Research Challenges in Future Multi- domain Network Performance Measurement and Monitoring “,Prasad Calyam , Martin Swany, ACM SIGCOMM Computer Communication Review , Volume 45, Number 3, July 2015	Pg. No. 29-34

DIAS TIMES ADVERTISEMENT RATES*

Particulars	Per Insertion	Per Annum
Full Back Cover	15,000	50,000
Inside Front	13,000	45,000
Inside Back	12,000	40,000
Full Page	8,000	30,000
Half Page	6,000	20,000
Quarter Page	4,000	15,000
Annual Subscription :	₹ 500/-	Quarterly: ₹ 150/-

*Subject to change without prior notice.

DIAS Technology Review

An International Journal of Business and IT

Listed in the Cabell's Directory, USA since 2003

And also included in the database of Social Science Research Network (SSRN)

DIAS brings out a refereed Bi-annual Journal DIAS Technology Review - The International Journal for Business and IT. The journal intends to bring forth novel concepts and relevant practices in the field of management and IT. Contribution from Academicians, Corporate Personnel, Research Scholars in the form of Articles, Case Studies, Book Reviews, and Ph.D Abstracts for the publication in the forthcoming issues are invited. Submission deadlines for the same are March 31st (spring issue) and September 30th (fall issue). For the detailed guidelines, contributors may log on to the Institute's <http://www.dias.ac.in>



All manuscripts may please be sent both in soft copy and hard copy as per the details given below :-

ELECTRONIC SUBMISSION

The electronic submission must be in the form of an attachment with a covering letter to be sent as e-mail to the editor at dias@dias.ac.in

SUBMISSION Via POST

Dr. S.N.Maheshwari
Chief Editor
DIAS Technology Review
Delhi Institute of Advanced Studies
Plot No.6, Sector 25,
Delhi - 110 085 (India)

SUBSCRIPTION DETAILS

Academicians, practitioners and students aiming to keep abreast with the latest developments in the areas of business and IT may subscribe to the journal. For subscription, a request may be sent to the Editor via email, phone and/or letter. The present subscription rates are: -

CATEGORY	1 Year	2 Years	3 Years
Indian (In ₹)			
- Institution	400	600	1000
- Individual	250	350	450
- Student	150	250	350
Foreign (in US \$) Air Mail	50	80	120
Single Copy (in ₹) 250/-			
(US \$) - 30/-			

* Subject to change without prior notice

DELHI INSTITUTE OF ADVANCED STUDIES

(NAAC Accredited 'A' Grade Institution)

(An ISO 9001:2008 certified Institution, AICTE Approved and Affiliated to G.G.S. Indraprastha University, Delhi)
Plot No. – 6, Sector – 25, Rohini, Delhi – 110085
Tel: 27932742, 27934400, 27934011, Fax: 27934200

DIAS maintains a FACULTY DATA BANK for its future requirements as per the following details:

I. QUALIFICATIONS & EXPERIENCE

ASSISTANT PROFESSOR

- (MBA) First Class or equivalent in Masters Degree in Business Administration or equivalent and two years relevant experience is desirable.
- (MCA) BE/BTech and ME/MTech in relevant subject with First Class or equivalent either in BE/BTech or ME/MTech
OR
BE/BTech and MCA with First Class or equivalent in either BE/BTech or MCA
OR
MCA with First Class or equivalent with two years relevant experience

ASSOCIATE PROFESSOR (ALL PROGRAMMES)

- Qualifications as above i.e. for the post of Assistant Professor, as applicable and PhD or equivalent, in appropriate discipline.
- Post PhD publications and guiding PhD students is highly desirable.
- Min. 5 yrs experience in teaching/ research/industry of which at least 2 yrs shall be post PhD is desirable.

PROFESSOR (ALL PROGRAMMES)

- Qualifications as above i.e. for the post of Associate Professor, as applicable.
- Post PhD publications and guiding PhD students is highly desirable.
- Min. 10 yrs experience in teaching/ research/industry of which at least 5 yrs should be at the level of Associate Professor
Or
- Min. 13 yrs experience in teaching/ research/industry.
- In case of Research experience, good academic record and books/research paper publications/ PR/ patents record shall be required as deemed fit by the expert members in Selection Committee.
- In case of Industry experience, the same should be at managerial level equivalent to Associate Professor with active participation record in devising/designing, planning, executing, analyzing, quality control, innovating, training, technical books, research paper publications/ PR/ patents, etc. as deemed fit by the expert members in Selection Committee.

II. EMOLUMENTS

Designation	Pay Scale	Other Admissible Allowances
Assistant Professor	Rs.15,600-39,100 AGP 6,000	Other allowances and benefits as per norms
Associate Professor	Rs.37,400-67,000 AGP 9,000	
Professor	Rs.37,400-67,000 AGP 10,000 (Minimum Basic Rs.43,000)	

III OTHER REQUIREMENTS

- Candidates who have cleared NET will be preferred for the position of Assistant Professor.
- Application forms can be downloaded from the institute's website: <http://www.dias.ac.in>. Duly filled in application form can either be submitted online or in person at the Institute's address mentioned above.
- Incomplete application forms are likely to be rejected.