

DIAS TIMES

DELHI INSTITUTE OF ADVANCED STUDIES

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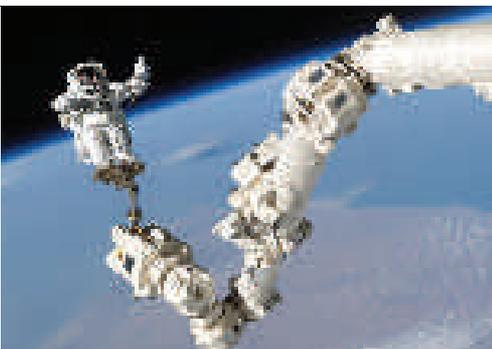
July – September 2012

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From the Editor's desk

Change is a way of life and in today's world, to be abreast of things, we need to be aware of latest development in all fields, which also includes the world of technology. Technology has come a long way from transistor to I-phone. These changes have given new lease to existing techno giants and encouragement to many more.

The names Apple, Nokia, Sony Ericsson and Samsung bring to mind instantly the gadgets which these bigwigs have brought to market and to have them is considered a status symbol, a hep thing for today's generation and it came as a surprise when Apple and Samsung went public in their tug of war regarding infringement of intellectual property, including patents, trademarks, user interface and style.

Apple's multinational litigation over technology patents came to be known as part of the mobile device patent wars with extensive legal action in ferocious competition globally for consumer mobile communications. The once-friends-turned-foes, manufacturing more than half of smart phones sold worldwide have been embroiling in more than 50 lawsuits around the globe, with billions of dollars in damages claimed between them. Apple's complaint also included specific federal claims for patent infringement, false designation of origin, unfair competition, and trademark encroachment, as well as state-level prerogatives for unfair competition, common law trademark infringement and unjust enrichment. Both accused each other of infringing on utility and design patents.

The quarter witnessed one of the longest and much talked about battles in technology history between arch rivals Apple and Samsung finally culminating with the jury awarding \$1.049 billion in damages to Apple and zero damages to Samsung in its counter suit. Although, the rivalry is expected to progress naturally, but, Apple can, at least for now, breathe a sigh of respite with the result of the legal patent war coming in favour of Apple in the U.S..

The verdict of lawsuits filed in different territories resulted in Apple winning the ruling in its favor in U.S. while Samsung won rulings in South Korea, Japan and UK. The rulings raise a doubt in the minds of the avid readers that is it a mere coincidence that the two technology titans, locked in a high-stakes global patent battle, have seen positive legal outcomes on their home-grounds? But this question seems baseless when there is the news that the Samsung-Apple tug of war over design has flared up again with a bevy of developments that could point both sides to at least ponder a settlement.

This brings to mind the saying "nakal ke liye bhi akal chahiye". Can the mudslinging and blame game actually be expected to end? The thought seems too good to be true as of late, but lets hope for a better outcome as both are very good at their work and we as masses want them to be the same.

Ruchi Gupta
Editor





DIAS

A Mission to Excel

Delhi Institute of Advanced Studies is a dynamic growth oriented 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 Director General and Dr. I. B. Singh is the Director.

The Institute runs the MBA and MCA 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, Sapient, 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, Plan man Consultancy and many others. These ambassadors are making the Institute proud in the corporate world.

Academic

Contribution by Faculty

DR. S.N. MAHESHWARI, DIRECTOR GENERAL, DIAS

Dr. S.N. Maheshwari, a prolific author with more than 100 books/monographs to his credit, has brought out the following new/revised editions of books/monographs in July - September 2012:

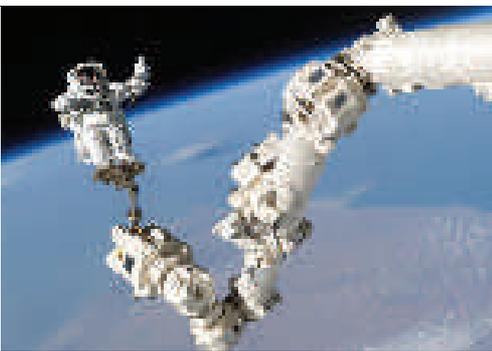
BOOKS (Written in collaboration with Dr. Suneel Maheshwari and CA Sharad K. Maheshwari)

1. **Accounting for Management** : 3rd Edition, 2012, for MBA Programme of different Indian Universities. (Vikas Publishing House Pvt. Ltd.)
2. **Elements of Corporate Laws** : 2nd Revised Edition,

2012, for B.Com (Hons), CS Foundation and Executive Programmes. (Himalaya Publishing House Pvt. Ltd.)

MONOGRAPHS (Written in collaboration with Dr. Suneel Maheshwari and CA Sharad K. Maheshwari)

1. **Elements of Financial Services** : for B.Com. III Year, Mahatma Gandhi University, (Vikas Publishing House Pvt. Ltd.)
2. **Fundamentals of Accounting-II** : for Arts and Humanities, Sikkim Manipal University, (Vikas Publishing House Pvt. Ltd.)
3. **Company Accounts** : for BBA-203, Uttarakhand Open University (Vikas Publishing House Pvt. Ltd.).



Placements at DIAS

The placement season for MBA 2011 batch is on the verge of completion. Approximately, 82% of the placements have already been achieved and the process will be continued till it gets 100%.

For this batch, various companies like Hindware (HSIL), TCS, Capital IQ, Grail Research, ONICRA, Federal Bank, HDFC Bank, Compare Info Base, Daffodils Software, I-Venture Capitals, Naukri.com, Aspiring minds etc. were the major

recruiters with the highest package being offered by Capital IQ of 7.69 lac p.a. The success of this placement season is a motivating factor for the upcoming MBA batch 2012.

Following the brilliant track records of their seniors, MCA 2010-2013 batch went one step ahead when 3 of our students were placed in Indus Valley Partners. This has given impetus to MCA placement which is now in full swing and we look forward to good placement season ahead.

New Staff Members

We welcome the following members to DIAS fraternity:

JOINED AS OFFICE ASSISTANT

MS. VANDANA SOOD

Ms. Sood has done B.Com from Delhi University, B.Lib from IGNOU and B.Ed from Bhartiya Shiksha Parishad. She has an experience of about 16 years at various positions for diverse profiles.

JOINED AS ASSISTANT PROFESSOR IN I.T. DEPARTMENT

MS. ARCHANA GAHLAUT

Ms. Gahlaut has done B. Sc. (Hons) Electronics from Delhi University and MCA from MDU, Rohtak. She has also

completed her M.Tech in Computer Science from UPTU, Lucknow. She has a rich teaching and research experience of more than 10 years. She has to her credit papers published in National and International conferences.

MS. DIMPLE CHAWLA

Ms. Chawla has done BCA and MCA from Guru Gobind Singh Indraprastha University. Also, she has completed Master of Technology in Information Technology from University School of Information Technology, affiliated to Guru Gobind Singh Indraprastha University, Dwarka. She has an experience of four years in teaching profession. Her research interests include Image processing, Video Segmentation and Software Engineering.

Activities at DIAS

ORIENTATION DAY

With the commencement of the new batches of MBA and MCA, many questing thoughts and hearts enthralled into excitement and nervousness enter the Institute's premises. In order to bestow a warm and blissful welcome to all the new entrants of DIAS Family, an orientation program was conducted on 1st August 2012.

The occasion was embellished with the presence and invaluable address of Dr. S.N. Maheshwari, Director General,

DIAS. He acquainted the students with the value of parents and teachers in building an individual's facade and fortified the students to be in the frame of "Doers rather than thinkers". DIAS is an ardent believer of the fact that factual and operative education is an active combination of knowledge and practical revelation to the competitive world. The students were introduced to DIAS family, its culture and everlasting ethos. He concluded by underlining the fact that a student also has an imperious role to play in crafting his own future.



The Orientation session concluded with the warm wishes and blessings from DIAS fraternity with a hope for students to win accolades in all future endeavors.

GUEST LECTURE - 'RAMAKRISHNA MISSION - THE AWAKENING INDIA'

Shri Vineet Tyagi from Ramakrishna Mission discussed the work and findings of Swami Vivekananda using audio visual aids on 30th August 2012 with the students and staff of DIAS. The main aim of this Education Mission is to enlarge secular as well as spiritual knowledge in today's youth. It was



inaugurated by Dr. Manmohan Singh, our honourable prime minister on 12th January 2011. It will continue for a period of three years.

Swami Vivekananda was a great thinker. He wanted progress of poor and equality in society. He was a staunch advocate of the belief that people should get united and work efficiently to develop the masses in terms of thinking, attitude and vision.

After the death of his guru in 1886, Shri Ramkrishna Paramhans, he thought that he will complete the mission of awakening India and thus, travelled the whole world and spread the message of brotherhood. He gave the perfect amalgamation theory of eastern philosophy and western skills to people. On 1st May 1897, Swami Vivekananda gave the theory of Practical Vedanta which emphasises running hospitals, schools, rural development centers and providing massive relief in conditions of natural calamities like earthquakes and floods.

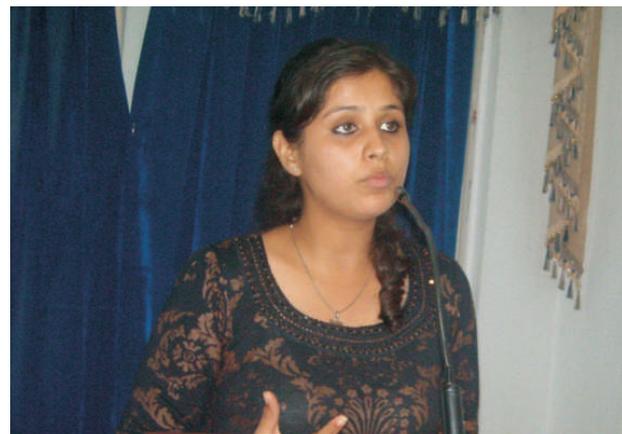
He emphasized that "Days are approaching, nights are passing. We need to get up, be awake and unite together, believe in giving, sharing spirit of love and it will take us where we have never thought of". He focused and preached on fearlessness, character, renunciation, faith and love for others.

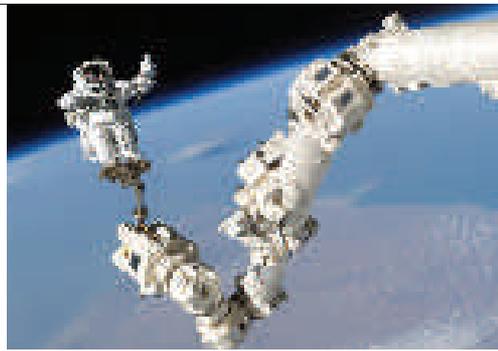
Book titled 'AWAKENING INDIA' was distributed to make the addressees understand the mission in a better manner. The session enthused a feeling of love for others and inspired one and all.

INTRA-COLLEGE BUSINESS PLAN COMPETITION

A business plan contest aims at providing an integrated learning experience to the students regarding new venture creation, through their team's effort and faculty guidance in making of a feasible business proposal. The participants explore innovative ideas, develop them as a workable business plan and then present them evaluating all their pros and cons.

The EDP Cell of DIAS organized an Intra-College Business Plan Competition on Sep. 1, 2012 to explore the hidden entrepreneurial abilities of its students. Almost ten teams from Management & IT streams participated in this competition with their innovative ideas ranging from environmental sustainability, economic & commercial





opportunity to business prospects emerging from Indian traditions like marriages and festivals. Ms. Shilki Bhatia and Ms. N. Malati were the judges for the competition. The winning team in the first place presented “Kroma Live Décor”-branding nature, whereas “Easy Solutions Pvt. Ltd”. providing home repairs and maintenance was placed in second position. “Green Bin- A Vision,” the project of third prize winning team proposed a very novel idea of converting household waste into organic waste, thus, protecting the environmental degradation.



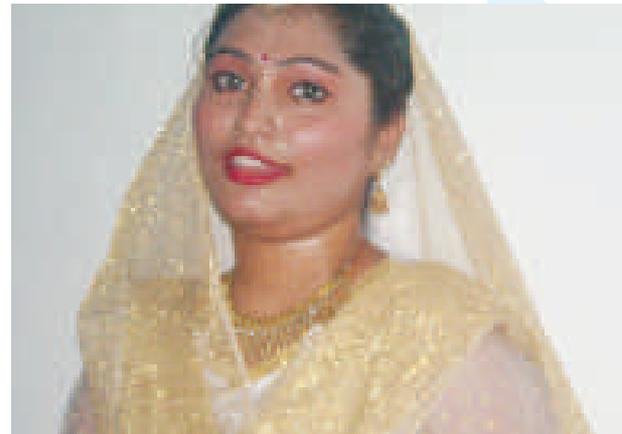
Dr. Anju Batra, event incharge, extended vote of thanks to one and all at the end of the competition. Overall, the Business Plan competition was a good learning experience for the participants as well as the audience.

TEACHER'S DAY CELEBRATION

There is no higher truth than Guru & his values and no higher deed than his service. Teacher's Day venerates the birthday of Dr. Sarvepalli Radhakrishnan, a philosopher and a teacher par excellence and his contribution to Indian Education



Society. Students at DIAS acknowledged their faculty member's contribution to education by celebrating 5th September 2012 as the mark of combined salutation to all the faculty members for their untiring triumph in enlightening the careers of many.



The program was graced by the presence of Dr. S.N. Maheshwari, Director General, DIAS, Dr. I. B. Singh, Director, DIAS, Ms. N. Malati, Program Coordinator (MBA), Ms. Barkha Bahl, Program Coordinator (MCA) and all the faculty members. The program commenced with a kathak dance performance followed by Saraswati Vandana and lamp lighting.



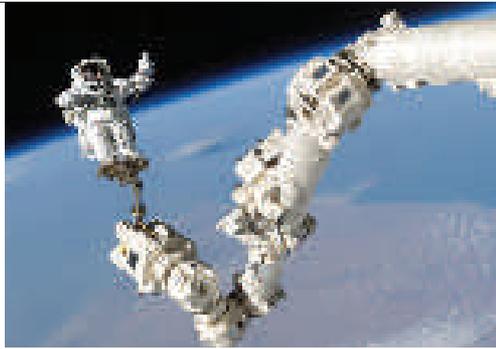
Students expressed their respect and gratitude by reciting poems, presenting dance forms, and presenting their own compositions. The felicitation ceremony proceeded with the cake cutting and Dr. I.B. Singh concluded the program with his ever inspiring thoughts and vote of thanks.



DIAS Technology Grid

The following students made the institute proud by winning accolades at different events organized by various institutes. We congratulate the students on their creditable performance and wish them luck for future events:

INSTITUTE	EVENT	STUDENT'S NAME	POSITION
Tecnia Institute of Advanced Studies	Street play competition "Varchasava"	Shruti Nagpal Richa Aggarwal Md Uzair Khan Sarneet Kaur Randhir Kumar Kapil Aggarwal Syed Shabir Ahmad Adil Ali Abhijeet Naskar Dhruv Kumar	III
	Solo Singing	Jai Bhardwaj	III
	Admad Show	Mohit Yadav Ankush Bakshi Vanya Monika Apoorva Priyanka	II
	Rangoli	Isha Babita	III
	Dance Competition	Shruti Anjali Mamata Swati Alka Pallavi Ankita	III
	Jingle Writing	Mohit Yadav	I
	Quiz	Mohit Yadav Ankush Bakshi	III
	USMS	"Synthesis'12" – Inter College Business Plan Presentation Competition	Pranav Kharbanda Isha Sharma
University College of Medical Sciences	Just a Minute	Rajat Prinja	II
GIBS	National Case Folio 2012	Shruti Saxena Vaibhav Sharma Kapil Aggarwal	I
GGSIU	Race "Annual Sports Meet"	Dhruv Kumar Randhir Kumar	Bronze Medal
Jaipuria Institute of Management	Short Film Making	Kapil Aggarwal Yash Sharma Bhavya	II



DIAS ECO CLUB

TREE PLANTATION DRIVE

"The trees come up to my window like the yearning voice of the dumb earth"

- Rabindranath Tagore

In Indian culture, the trees have been worshipped since the vedic era. This was the time when humans and nature were in synchronization with each other, no one harming another. However, with the changing times human greed has taken over and now environment is showing its wrath all over the globe manifesting itself in the form of global warming, floods, drought, earthquakes etc.



This year, special care was taken to choose saplings from among the native species like Kachnar, Kanak Champa, Neem, Arjun, Sheesham, Bel, and Peepal. The air, water, soil and climate of Delhi region are most suitable for the growth of these native species, and hence their survival rate is quite high. In turn, these support the birds, insects and animals of

the ecosystem. These species also are most effective in fighting air and noise pollution. DIAS, in its pursuit to save the environment and ecological balance, has created an ECO-Club which carries out tree plantation every year. This year tree plantation drive at DIAS was held on 10th September, 2012.



The event witnessed an enthusiastic response from the students as well as faculty members. All this bodes well for the ecological balance which is sadly missing from the environment due to industrialization and rapid burning of fuel. As responsible citizens, we owe a duty towards mother nature. This drive was for the same. Prior to the plantation activity, students were briefed about the significance of native trees, how to plant them and their after care.

The plantation drive by CLEAN-Delhi was thus a perfect example of how grass-root level NGOs, school students and the various government line departments can work in tandem towards a cleaner, greener city. It is hoped that in the coming years, the children not just plant more and more trees but also take care of them, watch them grow and be able to bask in their glorious beauty.

"Limit your need, minimize your greed; sow a seed, let the earth breathe".

KUDOS

The institute congratulates the following students for their commendable performance in the semester results.

S.No.	Name of Student	Semester	Percentage
1	Aakansha Murarka	MBA - II	89.80
2	Vipra Dhawan	MBA - IV	91.25
3	Sakshi Gupta	MCA - II	89.46
4	Vandana	MCA - IV	87.77
5	Sandhya Soman	MCA - VI	98.13



ARTICLE

E-WASTE : A GLOBAL PROBLEM AND RELATED ISSUES

Divya Gupta, Lecturer, DIRD College, Holambi Kala, Delhi, India

ABSTRACT

Electronic waste or e-waste is an emerging problem of today's time. Basically, e-waste is any refuse created by discarded electronic devices and components as well as substances involved in their manufacture or use. The disposal of electronics is a growing problem because electronic equipment frequently contains hazardous substances. Around the world, a number of initiatives have arisen to address the issue of e-waste, by promoting the reuse of electronic devices (e-cycling). The UN research predicts that in South Africa and China, e-waste from old computers may jump by 200 to 400 per cent from 2007 levels and by 500 per cent in India.

The USA discards 30 million computers each year and 100 million phones are disposed of in Europe each year. The Environmental Protection Agency estimates that only 15-20% of e-waste is recycled, the rest of these electronics go directly into landfills and incinerators. Electrical waste contains hazardous but also valuable and scarce materials. Up to 60 elements can be found in complex electronics. In the United States, an estimated 70% of heavy metals in landfills come from discarded electronics.

Key words e-waste, Asia, global trading, recycling, e-waste management.

1. Introduction

Electronic waste, e-waste, e-scrap, or waste electrical and electronic equipment describes discarded electrical or electronic devices. There is a lack of consensus as to whether the term should apply to resale, reuse, and refurbishing industries, or only to product that cannot be used for its

intended purpose.

Informal processing of electronic waste in developing countries may cause serious health and pollution problems, though these countries are also most likely to reuse and repair electronics. Some electronic scrap components, such as CRTs, may contain contaminants such as lead, cadmium, beryllium, or brominated flame retardants. Even in developed countries recycling and disposal of e-waste may involve significant risk to workers and communities and great care must be taken to avoid unsafe exposure in recycling operations and leaching of material such as heavy metals from landfills and incinerator ashes. Scrap industry and USA EPA officials agree that materials should be managed with caution.

1.1 E-FAQs

Is "e-waste" clearly defined?

The term "e-waste" is loosely applied to consumer and business electronic equipment that is near or at the end of its useful life. There is no clear definition for e-waste; for instance whether or not items like microwave ovens and other similar "appliances" should be grouped into the category has not been established.

Is "e-waste" considered hazardous?

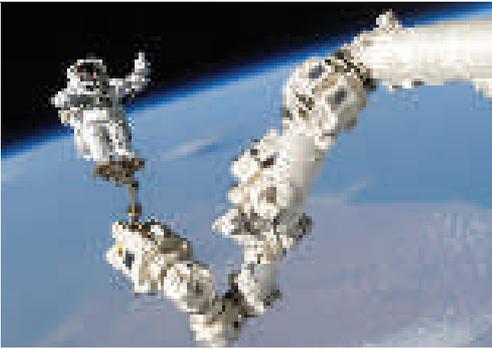
Certain components of some electronic products contain materials that render them hazardous, depending on their condition and density. For instance, California law currently views nonfunctioning CRTs (cathode ray tubes) from televisions and monitor as hazardous.

1.2 Definitions on E-Waste

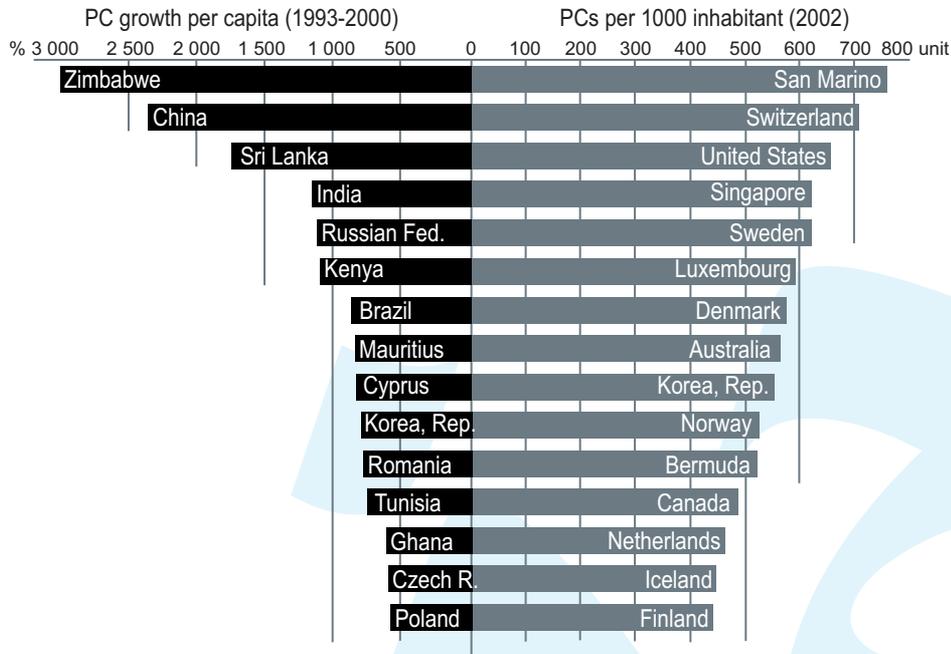
E-waste is any refuse created by discarded electronic devices and components as well as substances involved in their manufacture or use. Table I lists selected definitions.

Table I

Reference	Definition
EU WEEE Directive (EU, 2002a)	: "Electrical or electronic equipment which is waste. . . including all components, sub-assemblies and consumables, which are part of the product at the time of discarding." Directive 75/442/EEC, Article 1(a) defines "waste" as "any substance or object which the holder disposes of or is required to dispose of pursuant to the provisions of national law in force."
Basel Action Network (Puckett and Smith, 2002)	: "E-waste encompasses a broad and growing range of electronic devices ranging from large household devices such as refrigerators, air conditioners, cell phones, personal stereos, and consumer electronics to computers which have been discarded by their users."
OECD (2001)	: "Any appliance using an electric power supply that has reached its end-of-life."
SINHA (2004)	: "An electrically powered appliance that no longer satisfies the current owner for its original purpose."
StEP (2005)	: E-waste refers to ". . .the reverse supply chain which collects products no longer desired by a given consumer and refurbishes for other consumers, recycles, or otherwise processes wastes."



Growth in the Number of Personal Computers (PCs)



Data source : The World Bank, World Development Indicators 2004

Fig. 1. Top scoring countries in PC growth rates (cumulated 1993 - 2000) and market saturation (2002) (Schwarzer et al., 2005).

PCs in Use and Annual Waste from Them

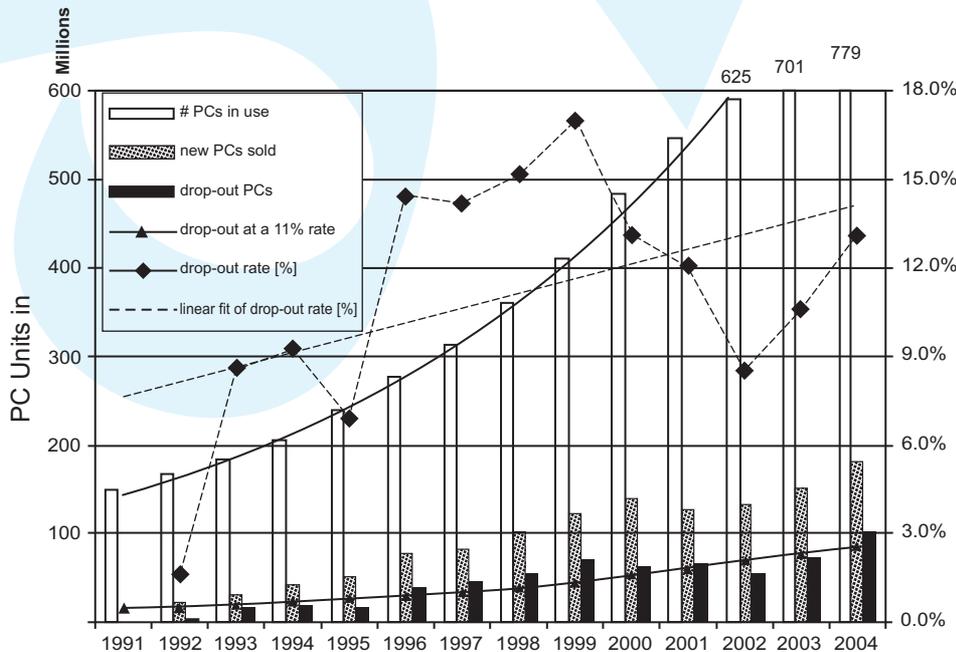


Fig. 2. Some facts and trends of the PC market over the last decade (all input data from The World Bank online statistics www.worldbank.org)



Additionally, some developing and industrializing countries import considerable quantities of e-waste, even though the Basel Convention restricts trans boundary trade of it. Fig. 3 indicates the main e-waste traffic routes in Asia. There are, however, no confirmed figures available on how substantial these trans boundary e-waste streams are. From non ratifying countries, such as the USA, estimates have been made that 50–80% of the collected domestic e-waste is not recycled domestically but rather shipped to destinations such as China (Puckett and Smith, 2002). China, India and other countries have recently adjusted their laws to fight e-waste imports.

ingredients. Data centers, meanwhile, are stuck with the question: What should they do with used servers and other electronic equipment if they want to get rid of it?

1.4 E-Waste Management

Some strategies are prepared to deal with this problem like recycling, processing techniques, benefits of recycling.

1.4.1 Recycling

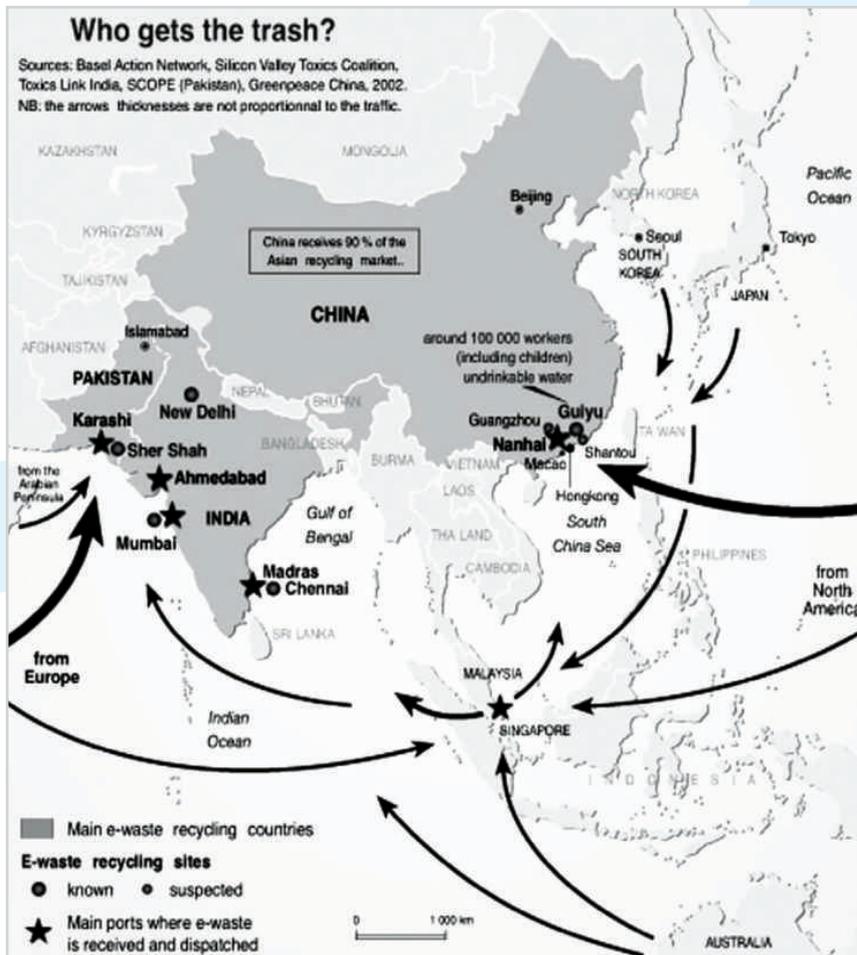
Today the electronic waste recycling business is in all areas of the developed world a large and rapidly consolidating business. Part of this evolution has

involved greater diversion of electronic waste from energy-intensive down cycling processes (e.g., conventional recycling), where equipment is reverted to a raw material form. This diversion is achieved through reuse and refurbishing. The environmental and social benefits of reuse include diminished demand for new products and raw materials (with their own environmental issues); larger quantities of pure water and electricity for associated manufacturing; less packaging per unit; availability of technology to wider swaths of society due to greater affordability of products; and diminished use of landfills.

Audiovisual components, televisions, VCRs, stereo equipment, mobile phones, other handheld devices, and computer components contain valuable elements and substances suitable for reclamation, including lead, copper, and gold.

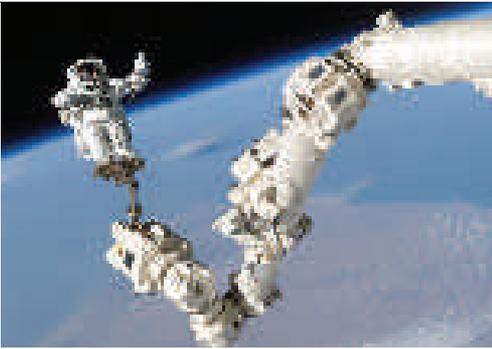
One of the major challenges is recycling the printed circuit boards

from the electronic wastes. The circuit boards contain such precious metals as gold, silver, platinum, etc. and such base metals as copper, iron, aluminum, etc. Conventional method employed is mechanical shredding and separation but the recycling efficiency is low. Alternative methods such as cryogenic decomposition have been studied for printed



1.3 Environmental Issues Raised by Data Centers

The issue of e-waste has grown as the amount of hardware being thrown away has skyrocketed : The federal Environmental Protection Agency (EPA) estimates that more than four million tons of e-waste hit landfills each year. There is also the problem of e-waste's sometimes-toxic



circuit board recycling and some other methods are still under investigation.

1.4.2 Processing Techniques

In developed countries, electronic waste processing usually first involves dismantling the equipment into various parts (metal frames, power supplies, circuit boards, plastics), often by hand, but increasingly by automated shredding equipment. The advantages of this process are the human's ability to recognize and save working and repairable parts, including chips, transistors, RAM, etc. The disadvantage is that the labor is cheapest in countries with the lowest health and safety standards.

An ideal electronic waste recycling plant combines dismantling for component recovery with increased cost-effective processing of bulk electronic waste.

Reuse is an alternative option to recycling because it extends the lifespan of a device. Devices still need eventual recycling, but by allowing others to purchase used electronics, recycling can be postponed and value gained from device use.

1.4.3 Benefits of Recycling

Recycling raw materials from end-of-life electronics is the most effective solution to the growing e-waste problem. Most electronic devices contain a variety of materials, including metals that can be recovered for future uses. By dismantling and providing reuse possibilities, intact natural resources are conserved and air and water pollution caused by hazardous disposal is avoided. Additionally, recycling reduces the amount of greenhouse gas emissions caused by the manufacturing of new products. It simply makes good sense and is efficient to recycle and to do our part to keep the environment green.

2. E-Waste Rules

The Manufacturers' Association for Information Technology (MAIT) has incubated an Electronics Recyclers' Association (ERA) to organize electronic waste (e-waste) handling in an environment-friendly manner. ERA will initially comprise nine members, of whom six are e-waste processors and three executive members. "Besides the amount that is generated in the country, e-waste is also illegally imported and there are only 10 formal recyclers who are collectors as well as dismantlers of this e-waste," said ERA Secretary-General Lakshmi Raghupathy.

The formation of ERA is significant given that the government had prepared the draft rules for managing, dismantling or recycling e-waste and will be called the E-waste (Management and Handling) Rules, 2010.

The rules ask the producer to ensure all electrical and electronic equipment are provided with a unique serial number or individual identification code for tracking their products in the e-waste management system. These rules define e-waste as waste electrical and electronic equipment scraps or rejects from their manufacturing process, which is intended to be discarded.

3. Action Against E-Waste

Every day, tonnes of electronic waste (e-waste) are sent to developing countries. It is illegal to trade in e-waste and despite this almost all e-waste is dumped in places where no facilities exist for safe recycling with a minority of e-waste being repaired and reused.

Countries like China, India, Pakistan, Ghana and Nigeria receive thousands of old electronic goods on a daily basis from Europe and America.

In these developing countries, the lowest paid people, and in many cases children, earn money by breaking up monitors, servers, PCs, laptops and other electronic devices in order to get certain components inside.

By doing so, they are exposed to highly toxic chemicals, including mercury, which damages the brain; lead, which can damage reproductive systems; and cadmium, which causes kidney damage.

For years, the western world has been sending mountains of e-waste to developing countries at the expense of people and the environment.

Improvement to the Waste Electrical and Electronic Equipment (WEEE) Directive is clearly needed: a 2008 review of its performance showed only one third of WEEE collected in the EU is treated according to legal requirements; the rest goes either to landfill or to sub-standard treatment inside or outside the EU. We need to change our ways and act against e-waste.

4. Conclusion

E-waste is an emerging issue, driven by the rapidly increasing quantities of complex end-of-life electronic equipment. The global level of production, consumption and recycling induces



large flows of both toxic and valuable substances. The international regulations mainly developed under the Basel Convention, focusing on a global ban for transboundary movements of e-waste, seem to face difficulties in being implemented effectively; however, a conclusive account of the situation and trends is not yet possible. On a global scale some attempts have been made to identify past, present and future e-waste streams. The focus has been laid on quantities and in some cases on routes and spatial distribution, but a global perspective is still lacking.

Debate continues over the distinction between "commodity" and "waste" electronics definitions. Some exporters are accused of deliberately leaving difficult-to-recycle, obsolete, or non-repairable equipment mixed in loads of working equipment (though this may also come through ignorance, or to avoid more costly treatment processes). Protectionists may broaden the definition of "waste" electronics in order to protect domestic markets from working secondary equipment. The high value of the computer recycling subset of electronic waste (working and reusable laptops, desktops, and components like RAM) can help pay the cost of transportation for a larger number of worthless pieces than can be achieved with display devices, which have less (or negative) scrap value. In A 2011 report, "Ghana E-Waste Country Assessment", found that of 215,000 tons of electronics imported to Ghana, 30% were brand new and 70% were used. Of the used product, the study concluded that 15% was not reused and was scrapped or discarded. This contrasts with published but uncredited claims that 80% of the imports into Ghana were being burned in primitive conditions.

4.1 What can be done?

- Companies can help end this trade by removing hazardous components from their products.
- Individuals need to take responsibility and find out what happens to their e-waste.
- Proper recycling of e-waste and measures to stop exposing people to highly toxic chemicals.
- To raise awareness about the dangers of e-waste and expose poor practices.
- To help individuals and companies understand what behavioral changes need to be made.
- To show companies and individuals what changes can be made to stop e-waste.

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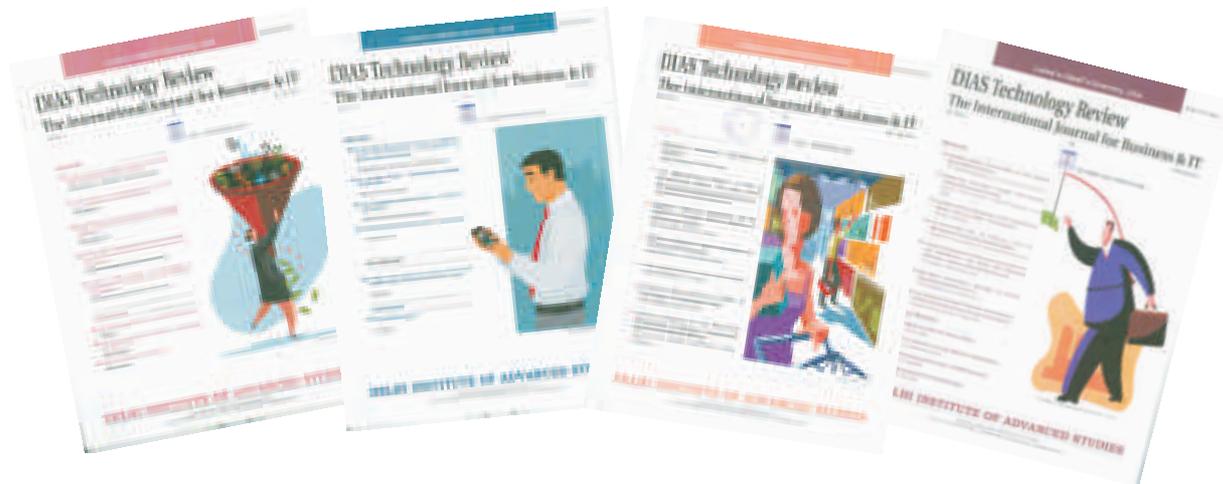
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THE LATEST BUZZ

INFORMATION TECHNOLOGY

MICROSOFT VISUAL STUDIO 2012

It's no secret that a new age of modern apps is here. With connected devices and cloud-based services, you have bigger and better opportunities than ever before. Independent developers can plug in from anywhere, build a brilliant app, and make it available to millions of users. Large, agile teams can give their businesses a significant advantage—and the faster they execute, the greater that advantage can be. Microsoft Visual Studio 2012 is loaded with new capabilities for Windows 8, the web, Share Point, mobile, and cloud development—as well as the application management lifecycle tools you need to break down team barriers and reduce cycle times to deliver value continuously. One will find a redesigned UI to streamline everyday tasks and kick your productivity into gear. It follows reliably on the two-year heartbeat of new Visual Studio releases. Unlike previous versions that simply refined (sometimes substantially) the developer experience, this release has a different primary purpose: enabling development of Windows 8 applications for the many platforms and two processor families the new operating system runs on. In this regard, there can be no denying the substantial amount of new technology delivered in the package.

CHINA-BASED MOBILE PHONE MAKER KONKA TO ENTER THE INDIAN SMARTPHONES MARKET

China-based consumer electronic and mobile phone manufacturer KONKA has partnered with MAK Mobility to enter the Indian smartphone market. Currently, KONKA sells its products in over 50 countries including the US, Europe and India. The company sees tremendous opportunity in the smartphone segment as well. The company's smartphones operate on Google's Android platform and so far, the company has sold 300 million devices globally. MAK Mobility will be responsible for the distribution and supply chain management of KONKA's mobile handsets in the country.

SCANNING PLAN AIMS TO HELP ROBOTS IN THE HOME

Humans are being asked to help robots recognise the multitude of objects found in the average home. Swedish researchers are asking people to use their Xbox's Kinect sensor as a scanner to grab detailed 3D images of the stuff in their homes. The Kinect@home project requires mass participation to accumulate many examples of common household objects. The scans will build into a library of objects robots that can consult as they navigate around homes.

While humans have no trouble recognizing objects such as a tea mug even if it is a different colour, shape and size to those they have seen before, robots struggle to complete such a mundane task. One of the best ways for robots to accomplish all these tasks is to make them learn how to recognise a sofa, a chair, or a refrigerator by feeding them lots of data.

Rather than building up the database of objects by themselves, the team from the Center for Autonomous Systems at Sweden's Royal Institute of Technology have turned for help to the many people who have bought a Kinect game sensor for their Xbox console. The Kinect sensor uses a combination of an infra-red sensor, camera and customised computer chip to spot and interpret the movements of gamers, letting them play without a traditional hand-held controller.

MICROSOFT ARC SOFT KEYBOARD COMING TO WINDOWS PHONE 8?

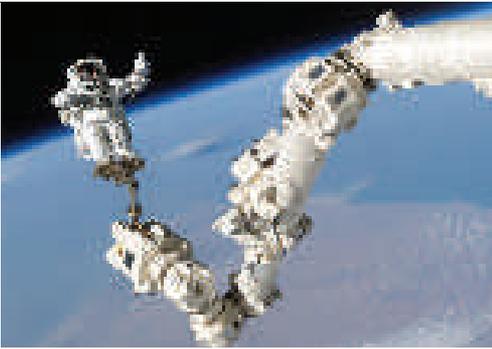
Microsoft has been on a roll lately in terms of newsworthy announcements. Firstly, it was Windows 8 and decommissioning of the Start button, then the Surface tablet announcement, Windows Phone 8 details and the acquisition of Yammer for \$1.2 billion. The latest piece of news is this screenshot taken from a Microsoft Research presentation.

Lots of companies have been working on innovating the touch keyboard found on most Smartphone's nowadays, the likes of Swype and Swift-key jump to mind. But, here Microsoft has managed to take it in another direction by attempting to develop a touch keyboard that is easy and simple to use with just one hand without imitating Swype. To do this, they've angled the keyboard to a curve to match the natural reach of your thumb across the screen. They've also grouped multiple letters to one key reminiscent of the keypads found on non-Smartphone's which will probably function similar to T9 input.

The addition of a one-handed keyboard being introduced in Apollo should be no surprise to anyone who follows the rumor mill surrounding Windows Phone. Just over a year ago, there was a leaked shot of an un-wiped whiteboard in a video about Microsoft working on white space data transmission in the UK. The user can just about make out among the untidy handwriting, the words 'one-handed input (Apollo)'.

NORTON PLANS COMEBACK WITH MOBILE SECURITY

In a bid to increase its penetration in India, Norton is revamping its pricing strategy, mobile security products, and focus on class B and C cities. The company has added new



features such as email, social media and online chat scan to their existing products but have not increased the price. With support for multiple operating systems, Norton 360 will now be available with 25 GB of online back-up at the earlier price of Rs 3,499.

The company has Fortune Marketing as its national distributor for antivirus aimed at PC users. It recently appointed HCL Digilife as its distributor for mobile security. Norton is banking on Digilife's partner network to reach its mobile security products to 200 cities across India. For PC users, Norton currently has a presence in 22 cities which it plans to increase to 30 by the Q3 quarter. The company intends to focus on its mobile security business. The products having features such as anti-theft, anti-malware, and locating and removing malware; are priced at Rs 580.

Norton is looking at around 24 million mobile phone users for its mobile security products. Norton also plans to consolidate its channel partners. In FY2011-12, Norton had increased its sub-distributor base from 65 to 200, and its reseller base from 1,200 to 3,000. The main target now is to consolidate the channel base. The company has added three secondary sales executives, one each in the north, west and south. In addition, it has appointed a National Partner Sales Manager to improve relations with OEMs and partners.

The importance of retail is not lost on the company. It has forged deals with e-trailers such as Flipkart and Snapdeal as authorized online retailers, and is also in talks with some of the leading LFRs. The company is also introducing new schemes to increase sales. For each Norton 360 license purchased, the company is providing an extra license. Norton intends to conduct 40 road-shows for partners this fiscal.

XSS ATTACKS REMAIN TOP THREAT TO WEB APPLICATIONS

Cross-site scripting (XSS) attacks remain the top threat to web applications, databases and websites, an analysis of 15 million cyber attacks in the third quarter of 2012 has revealed. Cross-site attacks depend on the trust developed between site and user. XSS attacks involve a web application gathering malicious data from a user through a trusted site, often in the form of a hyperlink containing malicious content, while CSRF attacks exploit the trust that a site has for a particular user. These malicious security exploits can also be used to steal sensitive information such as user names, passwords and credit card details without the site or user's knowledge. The severity of these attacks depends on the sensitivity of the data handled by the vulnerable site. This ranges from personal data found on social networking sites, to the financial and confidential details entered on e-commerce sites. In September 2012, Microsoft and Google Chrome both ran

extensive patches targeted at securing XSS flaws, highlighting the prevalence of this growing online threat.

MANAGEMENT

POOR ARE HONEST BORROWERS

Finance Minister P Chidambaram asked banks and financial institutions not to hesitate in giving loans to the poor, as the poor in India are ethical, honest and deserving borrowers, who do not default on payment. In fact, a big business house can easily raise a thousand crore rupees...they can even not pay their loans. But the story is that if you are a small borrower you go after the bank and if you are a big borrower the bank goes after you. While big corporate houses can easily get loans of even of Rs 1,000 crore, the poor face problems. Since, the overall financial and macro-economic conditions have improved significantly driven by the recent reforms push, the optimism level in Indian economy and investors has increased. According to the research firm, Dun and Bradstreet India Chief Financial Officer (CFO) survey, the confidence level of Indian CFOs in the overall financial and macro-economic conditions for Q4 of 2012 (October-December 2012), as compared to the same quarter of the previous year has reached a three quarter high. The optimism level for the overall macroeconomic condition for the fourth quarter of 2012, stands at around 60, an 8.1 point increase from the previous quarter. The CFO survey conducted by D&B India reveals that the optimism level among the CFOs stands at a three quarter high.

POSITIVE SHIFT IN EMPLOYEE ENGAGEMENT

There is a global positive shift in employee engagement initiatives, as per the Global Engagement Report-2012, by Aon Hewitt. This is a welcome change after years of declining employee engagement levels. The top engagement drivers that have emerged in this survey are career opportunities, employee recognition, and organization reputation. Some of the key areas where employee perception has improved as compared to the past year are: effective leadership at business level, people practices, innovation, and workplace safety. Region-wise, Latin America has the highest engagement scores (71%), followed by North America (64%) and Asia (58%).

JAPAN TRADE DEFICIT SHOWS WORLD ECONOMY 'SERIOUS'

Sagging export markets in Europe and Asia left Japan with a much worse than expected trade deficit, figures ringing alarm bells over the parlous state of the global economy. The rumbling debt crisis in Europe and slowing demand in Asia, until recently a bright spot on the economic horizon, are taking their toll, with analysts sounding warnings that things



are getting “even more serious”. Japan’s trade with the rest of the world in July 2012 showed a shortfall of ¥517.4 billion (\$6.5 billion), the largest ever deficit for the month and nearly double the ¥275 billion deficit that had been forecast. The data showed that the recent trend showing weakness in China and Europe has been putting major downward pressure on Japan’s trade. Overall exports slid 8.1% to ¥5.31 trillion with shipments of electronic parts falling, even as automobile exports rose. Exports to China fell 11.9% against a 3.3% rise in imports, making Japan’s deficit with its biggest trading partner nearly double that in June 2012 at ¥250.1 billion. Japan’s combined exports to other leading economies in Asia—South Korea, Hong Kong, Taiwan and Singapore—also fell a sharp 14.2%. Japan has struggled to meet its energy needs and turned to pricey fossil fuel alternatives as nuclear reactors have gone offline amid public distrust of the technology following the tsunami-sparked crisis at Fukushima in March 2011.

GRI SUSTAINABILITY REPORTING GUIDELINES-G4

G4 is GRI’s fourth generation of Sustainability Reporting Guidelines and is now in development. G4 is part of GRI’s commitment to the continuous development of its Guidelines. The G4 Working Groups are tasked with developing the content of the new GRI Sustainability Reporting Guidelines – G4. A total of seven Working Groups will contribute to the G4 Guidelines, these are:

- Supply Chain Disclosure Working Group
- Disclosure on Management Approach Working Group
- Governance and Remuneration Working Group
- Boundary Working Group
- Application Level Working Group
- Anti-corruption Working Group
- Greenhouse Gas Emissions Working Group

GOVERNMENT PLANS UNMANNED PROBE AROUND MARS

With New Delhi’s iconic Red Fort as a backdrop, Prime Minister Manmohan Singh’s government has approved plans to put an unmanned probe in orbit around Mars setting its sights on the Red Planet marking it a huge step in the area of science and technology.

An ambitious goal of a planned launch in November 2013 for a 10-month flight has been set. The goal of the mission is to search for clues to the “geology, origin, evolution and sustainability of life” on Mars. India’s space program launched its first Earth satellite in 1975 and put an unmanned probe into orbit around the moon in 2008. It plans to launch its first

manned spaceflight in 2016, though an Indian cosmonaut, Rakesh Sharma, flew aboard a Soviet space mission in 1984.

If the 2013 mission is successful, India would become the first Asian country to reach Mars. This is accompanied with a risk of the program getting diverted to the high-visibility, somewhat prestige-related events.

DR REDDY’S LABS TO ACQUIRE OCTOPLUS NV

Drug maker Dr Reddy’s Laboratories has planned to acquire Netherlands-based OctoPlus NV, a speciality pharmaceutical company, for about 27.4 million euros (about Rs 193 crore). In a joint statement with OctoPlus, DRL said both the companies have reached conditional agreement in connection with an intended public offer by DRL or a wholly owned subsidiary of DRL, for all issued and outstanding ordinary shares in the capital of OctoPlus at an offer price of 0.52 euro in cash for each OctoPlus share. The offer values 100 per cent of the issued and outstanding ordinary shares of OctoPlus at 27.4 million euros.

EXPERT-LED COMPANIES PERFORM BETTER

Organizations are more successful if they are led by individuals who have real, hands-on experience of its core business rather than simply being effective general managers. That’s according to researchers from London’s Cass Business School and the University of Sheffield who argue that firms led by ‘expert leaders’ perform better than firms where general managers are at the helm. The findings are based on an analysis of every Formula One motor race staged over the last 60 years which revealed that teams whose leaders started their careers as drivers or mechanics have won twice as many races as those headed up by professional managers or engineers with degrees.

But this is not just true in motor racing. Expert leaders make better managers because of their deeply ingrained technical knowledge, which helps them to formulate more effective tactics and intuitive strategies. Over the last three decades, managerialism has become pervasive. Major blue chip firms have shifted away from hiring CEOs with technical expertise, towards the selection of professional managers and generalists. The swing of the pendulum has gone too far - leaders should first be experts in the core business of their organisations, whether they are bankers, hospital administrators, restaurateurs or technology innovators. Being a capable general manager alone is not sufficient.

Another reason for the success of expert-led organisations is that ‘expert leaders’ command greater credibility among teammates, having worked on the floor themselves. Their reputation and track record can also help in luring other talented personnel to join them.

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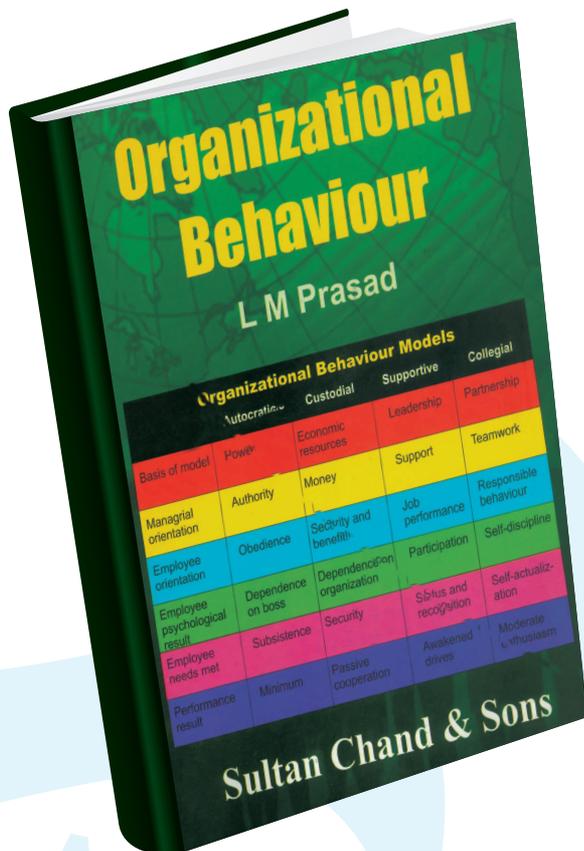
All the interested people who wish to attend the FDP are required to pay a registration fee of Rs 2,500/- per participant. This fee includes the course material, tea and lunch (excluding accommodation). For registration, please fill in the registration form available on www.dias.ac.in along with a demand draft favouring "Delhi Institute Of Advanced Studies" payable at Delhi and send it to Dr. Anju Batra , Event In-charge. The duly filled in registration forms must reach us latest by 25th April, 2013. The participants shall be awarded with a certificate of participation.

Organizing Team:

Dr. Anju Batra – 9971188282, Ms. Balwinder Kaur - 9818310012



BOOK REVIEWS



ORGANIZATIONAL BEHAVIOUR

Author : L M Prasad
 Publisher : Sultan Chand & Sons
 Edition : 2011
 Pages : 740
 Price : Rs. 425

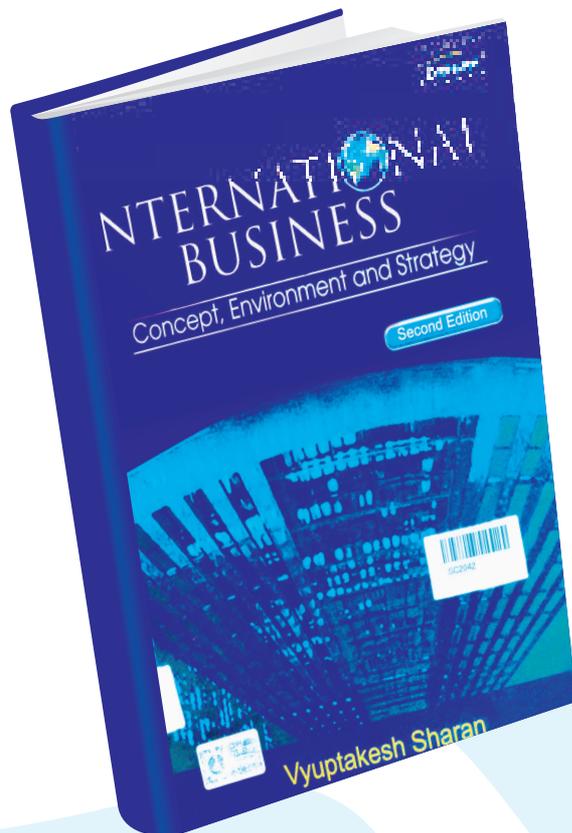
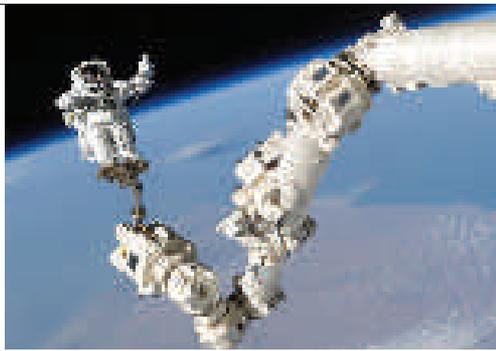
Reviewed by : Ms. Ritika Maheshwari, Faculty, DIAS

We live in an organizational world. Organizations of one form or another are a necessary part of our society and serve many important needs. The decisions and actions of management in organizations have an increasing impact on individuals, other organizations and the community. It is important, therefore, to understand how organizations function and the pervasive influences which they exercise over the behavior of people.

It has been established that an individual's behavior is affected by (1) his own characteristics-his personality, perception, learning, attitudes and values, emotional intelligence, and motivation; (2) group of individuals in which he works; and (3) organizational factors, such as organization structure, work system, and organizational culture. Therefore, the text makes an attempt to understand the individual's behavior by analyzing all these three dimensions of human behavior.

The textual material of the book has been divided into five parts with each part dealing with a set of dimensions of organizational behavior. Each part has been divided into relevant chapters. Part I presents conceptual framework of organizational behavior and contains two chapters—nature of organizational behavior and foundations of organizational behavior. Part II deals with individual dimensions and contains nature of human behavior, personality, perception, learning, attitudes and values, emotional intelligence, motivation and its applications, and individual decision making. Part III comprises group dimensions and deals with interpersonal behavior, group dynamics, work teams, power and politics, leadership, communication, and conflict management. Part IV deals with structural and cultural dimensions and discusses design of organization structure, forms of organization structure, work design and work stress, and organizational culture. Part V, containing three chapters, details organizational effectiveness, organizational change and organization development.

Thus, the book aims at articulating and systematizing the conceptual and operational core of human behavior at work. More specifically, these efforts have been directed to the following aspects: First, efforts have been made to understand individual behavior by analyzing his socio-psychological characteristics, his behavior as affected through interaction with others, and his behavior in the context of the organization as a whole. Second, emphasis has been put on contemporary developments in the field of organizational behavior but without neglecting older contributions that have proved their worth over the years. Third, emphasis has been put on those topics which are believed to be richest in their implications for management of human behavior in organizations not only as guides to immediate action but in their potential for guiding a long-term process of self-education in the dynamics of human behavior in organizations. Overall, the book is a must have for students and academicians, dealing in the subject.



INTERNATIONAL BUSINESS: CONCEPT, ENVIRONMENT AND STRATEGY

Author : Vyuptakesh Sharan
 Publisher : Pearson Education
 Edition : 2nd
 Pages : 550
 Reviewed by : Dr. Anju Batra, Faculty, DIAS

With increasing globalization and liberalization, the international business has expanded and the complexities have also multiplied in carrying business activities beyond national boundaries. Not only trade and transactions, but investment and technology transfer also have crossed the length and breadth of national boundaries. In fact, the international business is catching more and more attention and gaining more significance as a matter of study in professional courses all around the world because its knowledge can help in meeting the galloping demand of trained managers in international business. In the present book, International Business: Concept, Environment and Study, the author Vyuptakesh Sharan has tried to provide an

insight into the subject, especially from the perspective of the developing countries as their participation in International Business is growing at an astonishing rate.

The book has been divided into three parts consisting of twenty two chapters in total giving a detailed overview of issues related to International Business.

Part I, the Concept of International Business, comprises of five chapters, which start with an introduction and evolution of International Business & then discussing various factors leading to its growth. It also bespeaks of various entry/trade modes in it. Numerous economic theories working behind International Trade have been explained in a very lucid and intelligible manner for everybody's understanding. The theoretical framework of foreign direct investment, the cost involved and benefits out of them, the structure of mergers and acquisitions and other MNCs influencing the structure of balance of payments in host country have been discussed in a very simplified manner.

Part 2 of the book, The International Business Environment, explains National Regulation of International Business, protection and trade regulations by host country, multilateral regulations of trade, foreign direct investment as well as regional economic integration in chapter 6, 7 and 8 respectively. The author also explains the political and legal environment, economic environment, socio-cultural and ethical environment in the next three chapters, whereas the issues related to International Financial Environment i.e. exchange rate and markets for derivatives have been given expression in chapter 12 and 13. The issues related to strategic planning, organization and control of International Business have been elaborated upon in chapter 14. The next four chapters deliberate upon global technology management, International Operations management, International Marketing Strategy and Global Human resource Management. Similarly, International Taxation, International Accounting as well as management of exchange rate and interest rate risks have been tackled in different chapters of the same unit.

The book with the help of simple and lucid language tackles the issues in detail in a reader friendly format. Various topics have been supported with case studies, numerical problems and updated facts and figures. The author has tried to provide comprehensive glossary, review questions, objective type questions for revision and marginalia for easy recapitulation of the concepts. Author has also provided ample references and selected readings for detailed studies.

Overall, the book is quite useful for the students of International Business to get acquainted with the concurrent issues prevailing & different aspects of International Business.



MALL MANAGEMENT- OPERATING IN INDIAN RETAIL SPACE

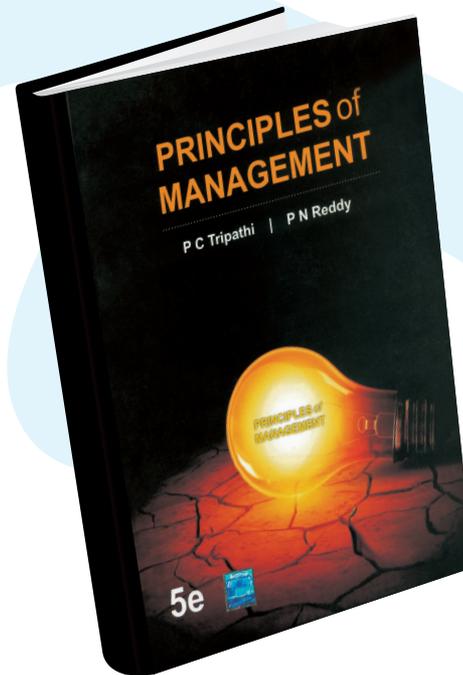
Author (s) : Harvinder Singh & Srin R Srinivasan
Publisher : Tata McGraw Hill
Edition : First Edition, 2012
Pages : 294
Price : Rs. 450.00
Reviewed by : Ms. Roma Jaitly, Faculty, DIAs

The book under review elucidates the factors that are essential for ensuring that retail, with particular regard to shopping malls, is a key engine of economic growth. Special emphasis has been made on various issues and decisions which are taken time and again during the operating life of the mall. The book comprises of 11 chapters and the initial chapters detail upon the fundamental concepts of retailing and shopping malls. The remaining chapters explain the concepts like revenue model and financing, the tenant mix, leasing, promotional activities for shopping malls, facilities management, regulatory and legal requirements and future of shopping malls in India.

The practical exercises and review questions have been given at the end of each chapter for the benefit of the students to test their knowledge. By opening the gates for FDI in retail in India and the entry of foreign retailers in Indian market, it is not going to be easy for the Indian retailers to compete with

these foreign brands. Indian retailers should equip themselves with the required knowledge and this book can be very much helpful in doing so.

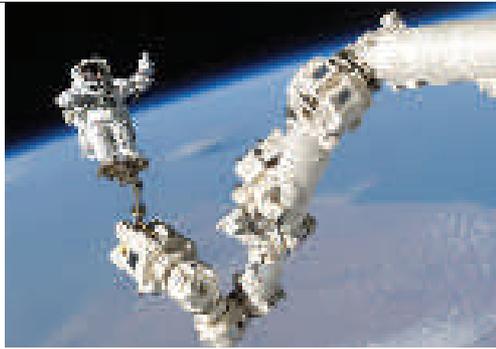
The book will satiate the students and practitioners in terms of knowledge regarding retail scenario in India because of large customer base. The authors have tried to make a blend of theory and practice in a very simple language. Apart from the mall managers, this book would be a suitable reading for practitioners and students of retail management. In all, the book is very useful for the students of graduate and post graduate courses and also for the people who are seeking a career in retail.



PRINCIPLES OF MANAGEMENT

Author (s) : P.C Tripathi and P.N. Reddy
Publisher : Tata McGraw Hill
Edition : 5th, 2012
Pages : 454
Reviewed by : Ms. Taru Baswan, Faculty, DIAS

Management is a universal phenomenon. It is a very popular and widely used term. All organizations - business, political, cultural or social are involved in management because it is the management which helps and directs the various efforts towards a definite purpose. According to Harold Koontz, "Management is an art of getting things done through and with the people in formally organized groups. It is an art of creating



an environment in which people can perform and individuals and can co-operate towards attainment of group goals". According to F.W. Taylor, "Management is an art of knowing what to do, when to do and see that it is done in the best and cheapest way". As a process, management refers to a series of inter - related functions. It is the process by which management creates, operates and directs purposive organization through systematic, coordinated and co-operated human efforts.

With the increasing importance of management in every walk of life, the book authored by P.C. Tripathi and P.N. Reddy provides an in depth understanding and knowledge about the principles of management. The book encapsulates all the principles of management in detail and gives a practical insight by incorporating the current trend case studies at the end of the chapters.

The book is divided into twenty one chapters. Chapter 1 and 2 give a briefing about the nature and functions of management and various approaches of the management. Chapter three explicates how today's businesses are socially responsible to the society.

Planning precedes all other managerial functions. Since managerial operations in organizing, staffing, directing, and controlling are designed to support the accomplishment of organizational objectives, planning logically precedes the execution of all other managerial functions. Although, all the functions intermesh in practice as a system of action, planning is unique in that it establishes the objectives necessary for all group effort. This important feature has been dealt in the chapter four.

Decision making and its process, regarding the future forecast in relation to the demand, location and the technology which all play an important strategic role and give an edge to the organization over the others are very beautifully explained in the fifth and sixth chapters of the book.

Any organization cannot function efficiently without proper departmentation, delegation of authority and coordination among various departments created in the organization. All these dimensions, without which the productivity and efficiency of the corporate body will deteriorate are explained in the seventh, eighth and ninth chapters.

The quest for informal group satisfaction may lead members away from formal organizational objectives, forming informal groups in the organizations. These are the interlocking social structures that govern how people work together in practice. It is the aggregate of behaviors, interactions, norms, personal and professional connections through which work gets done

and relationships are built among people who share a common organizational affiliation or cluster of affiliations. It consists of a dynamic set of personal relationships, social networks, communities of common interest, and emotional sources of motivation. The informal organization evolves organically and spontaneously in response to changes in the work environment. This phenomenon operating in the organizations is explained in the chapter ten.

Importance of staffing and significance of the training and development for the employees has been dealt with in the chapters eleven and twelve. In chapter thirteen and fourteen, management of employees' performance and their compensation has been dealt with great concern as this is an integral part of the work that all managers and rating officials perform. It is as important as managing financial and other resources of the organisation because employees' performance has a positive or negative impact on the growth of the organisation as well as affect the proper utilisation of other resources of the organisation. So to know about the performance of the employees, a better way is to adopt performance appraisal system i.e. widely accepted in organisations nowadays.

Direction, supervision, communication and leadership styles are the subject matter in the next few chapters of the book. Without proper insight into these, any organization may not be able to perform its functions efficiently.

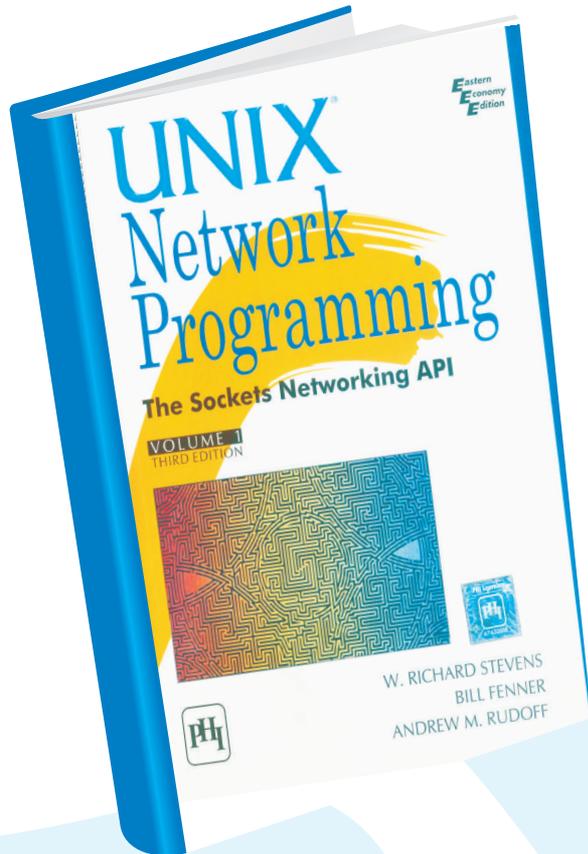
The detailed aspects of the controlling process and organizational change are discussed in chapters eighteen and nineteen. Chapter twenty deals with the management of conflict arising in the organization due to various reasons operating internally and externally whereas chapter twenty one deals with the organization culture and its climate and ends with a discussion on the quality of work life.

The book incorporates various cases at the end of each topic to give a more practical insight and a learning which can be implemented in the practical world.

UNIX NETWORK PROGRAMMING: THE SOCKETS NETWORKING API

Author(s) : W R Stevens, Bill Fenner, A.M. Rudoff
 Publisher : PHI Publishing House
 Edition : Third Edition, 2011
 Price : Rs. 450
 Pages : 991
 Reviewed by : Ms. Archana Gahlaut, Faculty, DIAS

The book under review helps the students to understand the concepts of sockets and educate them to write programs that



communicate with each other using the application programming interface (API). The goal of this book is to help the beginners and the professionals in developing network applications and understanding the networking components in a system.

The book is broadly divided into three parts. Part I covers the introductory concepts on network programming and TCP/IP. Chapter 1 introduces various system calls used for network configuration. In this chapter, an elementary day time client and server example is also explained. Chapter 2 explains the transport layer protocols, TCP and UDP in detail. It gives an insight into how connection is established and dropped in TCP and gives detail about the various packets that are exchanged during the same.

Part II comprises of 9 chapters, wherein the author explains topics related to elementary socket, echo client and server and UDP sockets. Chapter 3 familiarizes the reader with data conversion and addresses conversion system calls that are used in developing an application for networking. Chapter 4 introduces the elementary socket commands used for connection establishment, data transfer and connection

termination between the two processes, client and server running on different machines. The next chapter commences with an example of echo client and server where the server machine echoes the text sent by the client machine. It further elucidates signal and different signal handling techniques as well.

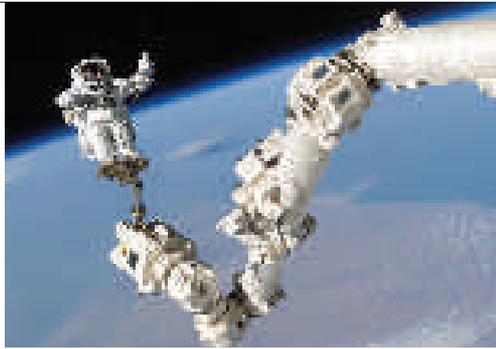
Chapter 6 helps the students to understand the concepts of I/O multiplexing. With this capability, TCP client and server can handle input from keyboard, connected socket or from a file. Chapter 7 gives a detailed description of all the socket options related to generic, IPv4, IPv6, TCP and SCTP while the next chapter describes the fundamental difference between TCP & UDP. It also explains typical UDP daytime client/server program where client need not establish the connection with the server.

Chapters 9 and 10 familiarize the students with the elementary sockets of SCTP. SCTP is a reliable, message oriented protocol providing multiple streams between endpoints and the transport level for multiplexing. Chapter 11 gives detail about the Domain Name System (DNS) that is used primarily for mapping between the hostname and the IP addresses.

Part III includes 20 chapters which cover topics related to advanced network programming. It explains IPv4 and IPv6 interoperability and daemon processes. Chapter 14 covers the advanced I/O functions that are used by the professionals in creating a network application. Chapter 15 describes the UNIX domain protocol which is used when the client and the server programs are running on the same machine. Chapter 16 explicates the nonblocking I/O where the sockets are not blocked in serving any client rather they can receive new requests from other clients. Chapter 17 gives details about the `ioctl` function that is used to obtain the information on all the host's interfaces when the program starts.

The next two chapters describe the raw sockets and the details of various operations that can be performed on them while the broadcasting, multi casting addressing used in IPv4 and IPv6 have been elaborated upon in the subsequent chapters. The advanced UDP and SCTP sockets and the details of various functions that are used for the same have been elucidated upon in chapters 22 and 23.

The remaining chapters deal with the out of band data and the signal driven I/O, the threads and IP options used in network programming, raw sockets and ping operation, BSD packet filter (BPF), data link provider interface (DLPI) and the various client/server design alternatives. The last chapter explicates the streams and various functions such as `getmsg`, `putmsg`, `getpmsg` and `putpmsg`.



Scholastic Impressions

MANAGEMENT

WHISTLE BLOWING AND PROFESSIONAL RESPONSIBILITY

S.K Malhotra

Whistle-blowing is a term used for what is legally known as a Public Interest Disclosure, which is when an employee discloses information about malpractice/ wrongdoing he discovers occurring in the organization. Whistle blowing has now been accepted worldwide in the organizations. Many countries have their own legislation to protect whistle blowers and ensure that corruption and malpractices are brought to the notice of authorities in India, the government has authorized the Central Vigilance Commission to take the measures to curb the menace of malpractices and wrongs done in the organizations. The power of CVC covers all the public sector banks and RBI provides the guidelines for the private and the foreign banks operating in India. The prerequisite for whistle blowing are:

- a. **Moral importance of the issue** as there should moral violation and the activity against which the whistle is blown is directly harmful.
- b. **Understanding the seriousness of the issue** – this activity brings irreparable damages to the individuals against whom the whistle is blown so the person leveling the charges should have some solid proofs or documentary evidences.
- c. **Last resort** : The whistle blowers have followed all other steps and procedures of the organization to bring the malpractice in front of the public.
- d. **Sufficient cause** : the wrongs done in the organization should bring the serious damage to the organization or the public at large.
- e. **Authenticity** : the whistle blower should inform the appropriate authority ,the names of the people involved and the damages it can cause.
- f. **Responsibility** : The employees should be responsible enough to notice the malpractice and initiate the action against that.
- g. **Confidentiality** : The authorities receiving the information should maintain the confidentiality of the information as well as the informer. To protect the interests of the whistle blower.

h. Success rates of the whistle blowing practice.

The effective whistle blowing policy should be drafted on the following criteria:

- a. Responsibility of reporting the unethical practices to the authorities through appropriate channels.
- b. Reporting procedure
- c. Skilled personnel
- d. Commitment
- e. Guarantee of protection to the whistle blowers.
- f. Prevention of misuse.

Whistle blowing policy is not the panacea to protect the organization from the wrongs done in the organization. The penalty in India for corrupting the system is ineffective to curb the menace. And lastly, the speed of decision against the wrong doers is very slow and there are punishments for the dishonest but there is no reward for the honesty. We have to reframe the laws and procedures to reach the international standards and to make India corruption free.

*Ms. Taru Baswan, Faculty, DIAS
(For full text, please refer to Chartered Secretary,
Vol. 42, No. 7, July 2012,
Pg. 855-859)*

PERFORMANCE ANALYSIS OF PUBLIC SECTOR BANKS IN INDIA

M.Yadagiri and N.Srinivas

Before the financial sector reforms, Indian banking industry was mainly dominated by public banks. With the implementation of Narasimham Committee, a new era has been inherited in the Indian public sector banks. The main objective of the study is to evaluate the financial performance of public sector banks in India with reference to deposits, advances, business per employee, profit per employee, return on assets and capital adequacy ratio. The study includes 28 public sector banks operating in India. The period for evaluating the performance ranges from 2003-04 to 2007-08. The data was collected from RBI's website and the websites of the public sector banks.

The data analysis elaborates about the performance of public sector banks in India. The deposit and advances pattern shows that SBI bank stood in the first place while Bank of Saurashtra placed at last. Business per employee measures the efficiency of all the employees of a bank in generating business for the bank. It was observed that the IDBI Ltd. followed by Oriental Bank of Commerce records the highest



business per employee. Profit per employee measures the efficiency of the employee at the branch level. The data shows that profit per employee was highest in IDBI Ltd. followed by Corporation Bank while Bank of Saurashtra records the lowest profit per employee. Return on Assets was highest in Indian Bank and lowest in UCO Bank. Capital Adequacy Ratio shows that Canara bank has the highest ratio of 13.25% as against the minimum requirement of 8% by RBI. The study also provides major recommendations to improve the performance of PSBs.

In the end, it has been concluded that the public sector bank's performance can be enhanced by introducing good corporate governance through articulating corporate values, code of conduct, appropriate behaviour and have systems and control to ensure compliance with them. Hereby maintaining an effective and efficient management information system and other measures will make public sector banks more competitive.

Ms. Sakshi Saxena, Faculty, DIAS
(For full text, please refer to Finance India,
Vol. 26, No.1, March 2012,
Pg. 217-230)

COMMITMENT OF INFORMATION TECHNOLOGY EMPLOYEES IN RELATION TO PERCEIVED ORGANIZATIONAL JUSTICE

Harold Andrew Patrick

Fair treatment is something that employees who invest their time and energies in an organization 'expect'. These expectations bring with them an increased concern for employers to focus on perceived fairness by their employees. The consequences are toxic when employers and their organizations fail to recognize, or violate, fairness and justice at the workplace. It makes good sense that organizational justice be reflected in manager's behaviors that exemplify and elevate the levels of perceived fairness of employees.

Organizational justice has been researched as an antecedent of the organizational commitment and is important because it has been linked to critical organizational processes such as commitment, citizenship, job satisfaction and performance. In the technology organization context, commitment of employees has a strategic value. A sample consisting of 225 IT employees was surveyed for the study. The judgmental sampling technique was adopted. Perceptions of organizational justice and commitment were measured adopting standardized, reliable and valid scores.

The study found a positive relationship between perceived fairness, justice and commitment. Organizational justice

perceptions do positively influence IT employee's commitment to their organizations. As employees are valuable assets, it is vital for them to perceive fairness and justice. When they do not, it is unrealistic to expect them to be productive, as fair treatment is fundamental to all human beings. The fruits of such positive perception of organizational justice by members lead to higher commitment, citizenship behavior, productivity, job satisfaction, and lower intent to quit and tardiness. IT organizations in India need not only design, but also implement fair and just systems if they want to have a competitive edge in today's global playing arena.

Ms. Ritika Maheshwari, Faculty, DIAS
(For full text, please refer to The IUP Journal of
Organizational Behavior, Vol. 11, No. 3, July 2012,
Pg. 23-40)

A STUDY ON THE PROCESS OF TRAINING AND DEVELOPMENT ASSESSMENT NEEDS OF EMPLOYEES IN SELECTED BANKS

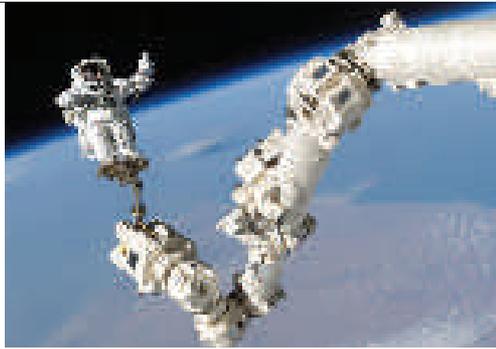
Rohit Markan and Pushpinder Singh Gill

Training typically involves providing employees the knowledge and skills needed to do a particular task or job though the change in attitude may also be attempted. The training need assessment is a quantitative study surveying employee performance, knowledge and communication style.

In most banks, individual professionals have to develop their skill sets as and when needed. Public and private sector banks conduct training and development analysis (TNA) for their employees on regular basis to achieve organizational excellence. TNA requires a systematic approach to identify what professionals of banks need to learn for achieving company's goals. This is usually done through Company Documentary Search, Annual Reports/Business Plans, Succession Plans, Procedural Manuals, Accident Reports and Complaints etc. The actual process of assessment and the role and motivation of top and middle level management are the important factors to be considered both in the public and private sector banks for the assessment of training needs. Proper climate and seriousness regarding training needs are equally important determinants.

To usher change in the organizations, the training needs assessment should play a pivot role in identifying the gaps in learning strategies and resources needed to build an effective learning organization.

Ms. Shilki Bhatia, Faculty, DIAS
(For full text, please refer to review of Professional
Management, Vol. 9, No. 2, July- December, 2011,
Pg. 49-58)



INTERNET MARKETING AND WOMEN'S ONLINE PURCHASE BEHAVIOR

Harpreet Singh, Kiranjit Kaur

E-commerce is an emerging concept in shopping scenario. It not only provides global products, but also passes the benefits of time saving and convenience to reach the market. The current article evaluates the online purchase behavior of women in the 5 major cities of Punjab. Both primary and secondary data have been collected for the study.

The sample size of 500 urban female respondents has been considered using stratified random sampling method. It is observed that in India, customers basically want to touch and feel the product before buying it. It is also found that women buy the emotionally charged products like clothing, jewelry, perfume etc. while men buy practically charged products like books, magazines, CD's etc. The marketer needs to be aware of the factors influencing the online purchase behavior of women. It is evident from the results of the study that the product quality and price has a significant effect on women's online purchasing.

The study also reveals that there is significant relation between age and online shopping behavior, as young women are more frequent shoppers as compared to old women. The marketer needs to keep check on the obstacles in online purchasing like danger to personal information and transaction security which make the women reluctant to purchase online.

*Ms. Roma Jaitly, Faculty, DIAS
(For full text, please refer to Review of Professional Management, Vol. 10, No.1, January-June 2012, Pg. 47-54)*

LEADERSHIP'S OLD TRUTHS IN NEW CONTEXT

The field of business and leadership has been enriched by learning from various disciplines of knowledge. One can rightly state that there is great potential and opportunity to gain wisdom by drawing examples from our great epics and use them as our guiding philosophy in the corporate world as well as in our day to day life. In fact, today's young managers can be considered as Arjuna, in search for their heroism – they want to discover their own meaning in life. While facing short term and long term challenges, a leader is continuously working towards influencing people, making powerful allies and neutralizing competitors. A corporate leader is a visionary working towards the well being of all stakeholders while being on a righteous path (the dharma).

A leader must serve as model for the followers in all respects, i.e. honesty, integrity, compassion, courage, motivator, pro-activeness, dedication, humility, emotional stability etc and

suffused with a humanistic impulse. When forfeited by the wisdom extracted from these lessons of mighty epic, leadership loses its sting of authoritarianism and becomes a source of joy and compassionate interpersonal relationships. Followers become willing partners to achieve common objectives through excellent team work, thus resulting in a better performance and ushering in a new era of prosperity, success and general welfare.

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(For full text, please refer to "MAIMS Journal of Management", Vol. 7, No. 1, October 2012, Pg. 36-45)*

PORTFOLIO SELECTION REVISITED: EVIDENCE FROM THE INDIAN STOCK MARKET

Kushan kur Dey and Debasish Maitra

Reliability and usefulness of ex ante measures of portfolio formulation by selecting securities from a well-defined sampling frame have been examined in this study. Four indices are employed to achieve the objectives of the study, namely, Sharpe index, Treynor index, Jensen index and Sortino index. Incorporation of the four indices helps in understanding theoretical underpinnings of both modern and post-modern portfolio theories.

The study is conducted in the Indian context with special reference to S&P500 CNX NIFTY index, wherein the selection of the security for constructing the index is subject to three criteria: liquidity, market capitalization, and floating stocks. Using the Sharpe's algorithm, cut-off is calculated to formulate the portfolio of 26 stocks out of 50 stocks. A comprehensive analysis of each individual stock, portfolio, and index is presented with respect to their annualized returns, annualized standard deviations, betas, residual variances or deviations. This study provides a basis for a large section of investors, especially retail investors, for analyzing, selecting, and evaluating their portfolios as an index tracker onto some specific reference point.

*Dr. Vibha Dua, Faculty, DIAS
(For full text, please refer to, ICFAI Journal of Applied Finance, Vol. 18, No. 4, July 2012, Pg. 31-47)*

MOTIVES FOR MERGERS AND TAKEOVERS IN THE INDIAN MUTUAL FUND INDUSTRY

Charu Banga and Amitabh Gupta

The Indian industry has seen a phenomenal consolidation through a spate of mergers and takeovers during the last decade. The mutual fund industry in India is no exception. It, therefore, becomes very important to understand the



motives of mergers and takeovers in the Indian mutual fund industry. However, there is a significant difference between a corporate merger and the merger of a mutual fund. This article uses various motives (variables) of corporate mergers and takeovers that fit in case of motives for mergers and takeovers of mutual fund schemes. A two-stage multivariate procedure is used to identify the important factors that drive the merger of a mutual fund scheme from the viewpoint of an acquirer.

The present article conducts a survey of 65 fund managers through a questionnaire containing fifteen statements to examine the motives behind the mergers and takeovers of mutual fund schemes. It checks the internal consistency and the reliability of the data using the Cronbach's Alpha. The article examines the important motives by conducting an ordinary least squares regression using the factors extracted from factor analysis. The results reveal the following:

- The factor analysis produces six broad factors, viz., attractive price, fund governance, expansion of marketing and management capabilities, expansion of asset size, benefits of diversification, and increase in the market share.
- These six factors are then subjected to multiple regression with increase in the market share as the dependent variable.
- The regression shows that three out of the five factors tested are significant.

The findings of the study suggest that expansion of marketing and management capabilities, expansion of asset size, and benefits of diversification are the three most important motives behind mergers and takeovers of mutual fund schemes in India. The study is valuable to the financial economists, asset management companies, fund managers, unit holders, and the regulators in order to understand the important factors that influence mergers and takeovers of mutual fund schemes in India and their implications in order to make regulations for the mutual fund industry.

The authors have conducted a survey of 65 fund managers whose inputs are put to a two-stage technique of factor analysis and regression analysis. The results of factor analysis produce six broad factors, viz., attractive price, fund governance, expansion of marketing and management capabilities, expansion of asset size, benefits of diversification, and increase in the market share. These six factors are then subjected to multiple regression by the authors with increase in the market share as the dependent variable.

The results of regression show that three out of the five factors tested are significant. Therefore, expansion of marketing and management capabilities, expansion of asset

size, and benefits of diversification are the three most important motives behind mergers and takeovers of mutual fund schemes in India. These results also indicate that the mergers and takeovers of the mutual fund schemes in India are carried out to capture the benefits of well-spread distribution networks of the acquired schemes. This would help the mutual funds to save on their marketing costs and increase their asset base that in turn would help in achieving economies of scale. Future research can look into the post-merger performance of mutual fund schemes and changes in various other scheme characteristics such as the expense ratio, the portfolio turnover, growth in assets, etc., due to a merger or a takeover.

The results of the study have many practical implications. They are valuable to financial economists, asset management companies, fund managers, and unit holders in understanding the important factors that influence mergers and takeovers of mutual fund schemes in India. They may also be useful to the market regulators in framing policy for the mutual fund industry. For instance, at present there is no separate code or guidelines for mergers or takeovers for the mutual fund industry though there exists a separate code for mergers or takeovers for companies. Looking at the increased number of mergers and takeovers in the mutual fund industry, SEBI would probably like to formulate a separate code for the industry's proper regulation.

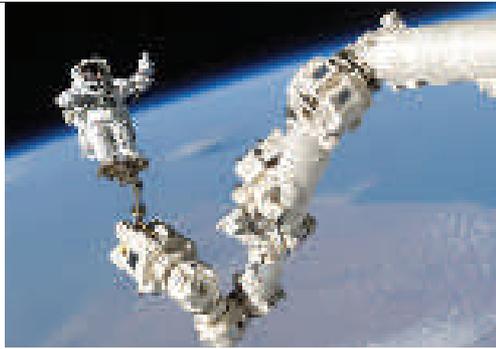
The article indicates that expansion of asset size is an important motive for a merger or a takeover. At times it is seen that the size of the mutual fund schemes is too small to construct an effective portfolio. Such schemes also have high transaction and marketing costs due to their inherent small structure and are thus easy targets for a takeover. SEBI would probably like to rethink to fix a minimum size for the corpus of the schemes.

Ms. Haritika Chhatwal, Faculty, DIAS
(For full text, please refer to, Vikalpa, Vol, 37, No. 2,
April - June 2012, Pg. 33-42)

ORGANIZATIONAL COMMITMENT AND JOB SATISFACTION AMONG TEACHERS DURING TIMES OF BURNOUT

Komal Nagar

The paper discusses how organizations intend to maximize productivity and minimize their stress, as it is presumed that increased levels of stress and burnout may have significant negative implications on job satisfaction and organizational commitment. Organizational Commitment is essential for retaining and attracting well qualified employees as satisfied and committed employees would be willing to continue their association with the organization and make considerable



effort toward achieving its goals. The current study has been undertaken to examine the burnout among teachers in the university.

The purpose of the study has been two fold- one to determine if burnout is a predictive factor of job satisfaction among teachers and two is to determine the relationship between job satisfaction and organizational commitment . The following hypotheses have been formulated:

- (i) Increased depersonalization will have a negative impact on job satisfaction.
- (ii) Employees with high emotional exhaustion content will exhibit low levels of job satisfaction.
- (iii) Reduced personal accomplishment is negatively related with job satisfaction.
- (iv) Higher the level of job satisfaction, higher the organizational commitment.

The sample comprised of teachers working in the University of Jammu. There were 255 teachers working in the University of Jammu and around 153 respondents. Both primary and secondary data was collected for the study.

The study depicts that depersonalization; reduced personal accomplishment and emotional exhaustion have a negative effect on job satisfaction and higher levels of job satisfaction lead to higher organizational commitment. Further, it depicts that female teachers experience a higher degree of burnout, job satisfaction and commitment in comparison to male teachers. Age is negatively related to probability of having burnout in the age group of young teachers and positively related in the middle and aging workers. In the case of job satisfaction, older employees are more satisfied than younger employees and positive relationship between commitment and age is also observed.

It has been stated that since teachers are a valuable resource to educational institutes, management must invest significant resources in the assessment of their working environment, both mental and physical to maximize the quality of service delivery.

Ms. N. Malati, Faculty, DIAS
(For full text, please refer to, Vikalpa, Vol. 37, No. 2, April - June 2012, Pg. 43-60)

SUPPLY CHAIN MANAGEMENT FOR EFFECTIVE PEOPLEMANAGEMENT:ISSUESANDCHALLENGES

Indranil Mutsuddi

Managing people in the highly volatile and turbulent business environment has always been an issue of concern for Human Resource (HR) heads and industry captains. This has particularly become challenging with organizations facing high

attrition rates, on the one side, and business demanding talent supplies having newer and more cross-functional skill and competency sets to meet the changing needs of their businesses, on the other. Hence, HR professionals need to maintain a steady supply chain of their talent resources in order to remain competitive where rival organizations may poach their employees with impressive compensation packages and Human Resource Development (HRD) policies that would encourage them to find better career and development options in such organizations. The authors make an attempt to examine and understand the nature, relevance and peculiarity of the supply chain function in HR practices. The article also discusses the interrelation and roles of issues related to and the challenges of implementing supply chain management for effective people management.

Applying supply chain concepts for effective people management could be one of the various novel ways of approaching the age-old problem of retaining talents and responding effectively in the highly volatile business environment.

Supply Chain Management and HR practices in an organization have high interrelation without any easily identifiable or precisely defined boundaries. On the contrary, such boundaries continuously involve paradigm shifts so as to accommodate an integration of supply chain and HR practices. The article focuses that the supply chain approach could be a new conceptual perspective for HR professionals. Although the article has only discussed the theoretical possibility of the approach, empirical research evidence and mathematical modeling would be important for considering practical implications.

According to a conceptual perspective, it could also be difficult for assuming and quantifying human resources to the level of raw materials or finished products in the warehouse as an inventory and apply the same in HR planning (forecasting) models. The concept could be useful for dynamic sectors as those of the service sectors, IT and ITES sectors where there is a constant shift and volatility of talents from one organization to the other.

According to the authors, the challenge could well be in the issue of how and when to attract the talents and then develop, engage and retain them for organizational effectiveness. The need would be felt more in identifying a talent pool that could easily be a 'strategic fit' for their organizational needs. Supply chain professionals could help HR heads to predict and apply models for forecasting talent demands closer to reality than those which could lead to organizational sluggishness. It is evident that technology (like ERP applications, HCMS, etc.) would play the most



crucial role in instrumenting the impact of supply chain for effective people management in organizations.

Ms. Pratiksha Tiwari, Faculty, DIAS
(For full text, please refer to IUP Journal Of Operations Management, Vol. XI, No. 4, Nov. 2012, Pg. 53-64)

INFORMATION TECHNOLOGY

ADVANCED DATA WAREHOUSE IN TELE-COMMUNICATION INDUSTRIES

Hoda A. Abdelhafez

Data warehouse is the most powerful tool for handling massive amounts of data. Earlier data warehouses were based on database management systems which were oriented toward transaction processing, but now the transitions are made directly to data warehousing. Telecommunication industry includes three infrastructure groups, like business management, service management and network management. These groups are integrated towards data warehouse for decision support system. These companies are installing call detail record (CDR) based decision support system which contain a gold mine information about customer, products, networks and competitors. Traditionally data warehouse was used to store all the information but massive growing data volumes demonstrate the inability to provide detailed analysis that businesses need in a timely manner.

Advanced data warehouse platforms such as data warehouse appliances and software appliances provide many more options. The new platforms include real-time integration between the data warehouse platform and operational applications. The new categories of data warehouse platforms include DW Appliances, Service-oriented architecture (SOA) and Cloud Computing. Service-oriented architecture (SOA) is the most anticipated hot data warehouse option which will lead to more real-time interfaces. Cloud Computing enables customers to leverage platforms and software that are more scalable and more effective. These advanced data warehouse platforms provide decision makers with daily reports, the queries would take few hours, effectively apply CRM, revenue assurance, fraud prevention and network traffic analysis.

Ms. Manpreet Kaur, Faculty, DIAS
(For full text, please refer to International Journal of Data Analysis and Information System, Vol. 4, No 1, January- June, 2012, Pg. 1-9)

A MODEL FOR PERFORMANCE ENHANCEMENT OF STENOGRAPHY THROUGH DYNAMIC KEY CRYPTOGRAPHY

Navneet Singh Sikarwar

In today's scenario, vast amount of information is available on

the internet and other networks. This widespread connectivity of computers across the globe makes it feasible to access the information from any place, as the connectivity increases the risk associated with the security of data or information scales up. This development of web technology makes the transfer of digital content more pervasive. As a result new techniques are adopted for information hiding.

In this paper, two techniques have been discussed namely cryptography and steganography. In cryptography, the sender uses encryption key to encrypt the message and the receiver uses the decryption key to decrypt the message. The second method is steganography, where the secret message is embedded in another message thus the existence of message is unknown. The author suggested that the strength of steganography can be greatly improved by less sharing of the information between the two communication parties and secondly by using the dynamic key generation algorithms.

In the end, author concluded by suggesting that the dynamic key generation algorithms have an edge over the session keys that are used by the communicating parties on the internet.

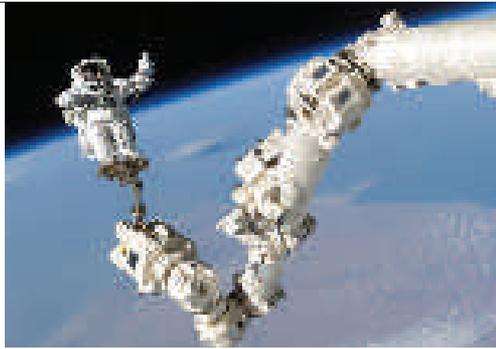
Ms. Archana Gahlaut, Faculty, DIAS
(For full text, please refer to International Journal of Advanced Networking and Applications, Vol. 3, No. 06, 2012, Pg. 1395-1401)

A FUZZY C-MEDOIDS-BASED CLARA ALGORITHM FOR FAST IMAGE SEGMENTATION

Y V Ramana Rao and S Abrami

Image analysis is a broad description of converting a 2-D image into another form which can be processed to characterize its contents. One of the important components of image analysis system is image segmentation as it determines the quality of the final result of the analysis. Image segmentation has its application in the analysis of satellite images, MRI images, mammograms, etc. The process of image segmentation makes use of clustering algorithms. Some popular clustering algorithms are k-means algorithm due to MacQueen and k-medoids algorithm due to Kaufman and Rousseeuw. These are mainly used to crisp partitioning of datasets. To create fuzzy partitions using k-means algorithms, Bezdek proposed the Fuzzy c-means clustering algorithms. This paper proposes a clustering algorithm, Fuzzy CLARA, which combines Fuzzy C-Medoids algorithm (FCMDD) with Clustering Large Applications (CLARA) algorithm with an application of the proposed algorithm for fast image segmentation.

The k-medoids or Partitioning Around Medoids (PAM) algorithm have developed a sample-based version for handling large datasets, and named it as algorithm for Clustering Large Applications (CLARA). Initially, a subset of



data items are randomly selected from the original dataset and then the PAM are applied over this subset. For better approximation, multiple instances of the CLARA algorithm are executed reporting the best clustering output. Here, for accuracy the quality of clustering is measured based on the average dissimilarity of all data items in the original dataset, and not only on the selected samples. Instead of fixing the sample size arbitrarily, a fixed percentage of elements D is randomly selected from the entire dataset. The fuzzy c -medoids algorithm is applied over the sampled subset. The algorithm is executed for multiple instances of the CLARA algorithm and the clustering output is reported based on the best Xie- Beni index obtained after all T runs.

The index obtained is defined as function of ratio of compactness of the fuzzy partition over the strength between the clusters. The objective is to minimize the index for achieving proper clustering of the dataset. For image segmentation, a flower was considered and various algorithms were applied over it. The Xie- Beni indices of all algorithms were compared with that of the proposed FCLARA algorithm and it was found that performance of the proposed FCLARA algorithm was better in both aspects of reduced CPU time and minimum Xie-Beni index.

Ms. Somya Khanna, Faculty, DIAS
(For full text, please refer to The IUP Journal of Computer Sciences, Vol. VI, No. 1, Jan 2012, Pg. 7-16)

IMAGE PROCESSING WITH MATLAB, SCILAB AND OCTAVE

Baisa L Gunajl, Dr. Suresh N Mali

MATLAB, Scilab and Octave are widely used by engineers and scientists in both industry and academia for performing numerical computations and for developing and testing mathematical algorithms and image processing with related applications. It makes it very easy to write mathematical programs quickly and display data in a wide range of different ways for various applications, research and development work.

The name MATLAB stands for MATrixLABoratory. It is a high performance language for technical computing. It integrates computation, visualization and programming environment. It is a modern programming language environment with sophisticated data structures, contains built-in editing and debugging tools and supports object-oriented programming. Scilab is an open source freeware software for numerical mathematics and scientific visualization of plot 2D and 3D graphs and other graphic functions. It is capable of interactive calculations as well as automation of computations through programming. It supports various capabilities like linear algebra, sparse matrices, polynomials and rational functions, interpolation, approximation, classic and robust control etc.

Octave is an open source interactive software system for numerical computations and graphics. It is particularly designed for matrix computations: solving simultaneous equations, computing eigenvectors and eigenvalues and statistics, signal and image processing etc. It can be effectively used with Windows and LINUX. MATLAB is more flexible, advanced, powerful and costly but Octave is freeware. MATLAB, Scilab and Octave are used by developers, engineers and scientists for development in industries, academia and in research work.

Ms. Sonia Gupta, Faculty, DIAS
(For full text, please refer to CSI Communications December 2012)

EOD : AN EFFICIENT APPROACH FOR OUTLIER DETECTION FOR LARGE DATABASES

C. Sumithiradevi, Punithavalli and S.Manimegalai

Outlier is a data point that does not conform to the normal points characterizing the data set. Detecting outlier has important applications in data cleaning as well as in the mining of abnormal points for fraud detection, stock market analysis, intrusion detection, marketing, network sensor and email Spam Finding an amolous points among the data points is the basic idea to find the outlier. For finding the outlier, the user has to model the data points using a statistical distribution and points are determined to be outliers depending on how they appear in relation to the postulated model. The main problem with these techniques is that, in many situations, user might not have enough knowledge about the underlying data distribution.

This research paper proposes a fast algorithm to detect outliers by their distance to neighbouring objects. K-means clustering algorithm has been used to divide data sets into clusters. The points which lying near the centroid of the cluster are not probable candidate for outlier and can be prune out from each cluster. The algorithm first calculates the distance between a query point, p and an arbitrary data point and takes this distance as the current initial minimum distance. Then, it continuously compares the accumulative distance between the query point and each candidate data point with the current minimum distance. If the accumulative distance exceeds the current minimum distance, the candidate data point is eliminated before completing the total distance calculation. It was found that proposed algorithm reduced the number distance calculation compared to the nested loop method.

Ms. Tripti Mishra, Faculty, DIAS
(For full text, please refer to International Journal of Computing and Applications, Vol. 7, No. 2, Jul.-Dec. 2012)

DELHI INSTITUTE OF ADVANCED STUDIES
is organizing its
NINTH ANNUAL INTER-COLLEGIATE CULTURAL FEST
ECSTASY 2013
on
FEBRUARY 16, 2013
in its premises.

Youth is the spring of Life. India is a country having largest youth population in the world today. The entire world is eyeing India as a source of technical manpower. Indian youth possesses the power to take the country to a higher pedestal. Their journey of “thinking big” starts early at the institute level and college festivals provides a canvas to showcase their talent. We, at DIAS, intend to celebrate this spirit of youth through our theme ‘Celebrating Youth Icons’.

The following events shall be conducted in the fest: -

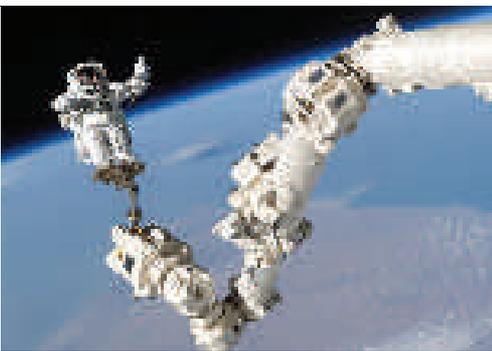
1. Turn Coat (Flip Back)
2. Street Spella (Street Play)
3. Take The Challenge!!! (Management Game)
4. Colour with Passion (The Rangoli Making Competition)
5. Concur the Graffiti (Graffiti)
6. Coderz Decoded (Switch N code)
7. Game On!!! (LAN Gaming)
8. Show Bizz (The Ad- Mad Show)
9. X-Quiz-IT (The Business and IT Quiz)
10. Do The Tango!!! (The Group Dance Competition)
11. Paint the Flesh (The Face Painting)
12. Xposure (The Photography Competition)
13. Rock Band Performance
14. Mr. and Ms Ecstasy 2013



For further details and registration for any of the events, please contact the organizing team:

Ms. Roma Jaitly - 9873069572

Ms. Archana Gahlaut- 9999406608



The Men In News



AAMIR KHAN

“Dil par lagegi, tabhi baat banegi” – The tagline of Aamir Khan’s most talked about show Satyamev Jayate spread like wildfire across the country. Aamir Khan, a multi-faceted man - Film Actor, Producer, Director and writer - needs no introduction, be it homeland or abroad. Being the son of Tahir Hussain and nephew of the renowned film maker Nasir Hussain, his future was already destined in the film world. He stepped into his acting shoes at a very young age as a child artiste in 1973. On a more professional ground, he took up acting as a full time career since 1984. Having achieved remarkable success on a commercial ground, he is known to have made a mark as a “perfectionist” by taking up selective

projects only. In spite of the surprised reactions he got from the industry on doing as much as only one project a year.

Among the various accolades that Aamir won, some of the significant ones are the Filmfare Award for Best Actor, National Film Award as a Special Jury and the nomination for the Academy Awards. He has also been honored by prestigious awards like the Padma Sri and Padma Bhushan. Apart from all the achievements for his caliber in acting, he also won the Filmfare Award for the Best Director for his directorial debut “Taare Zameen Par” that highlighted the complexities that would otherwise go unnoticed, in the life of a dyslexic child. The movie brought about a revolution in the way the whole schooling system operates.

Aamir has been associated with numerous social causes to address various societal issues. He has been associated with UNICEF as the National Brand Ambassador to promote child nutrition. He also participated in the demonstrations put up by the “Narmada Bachao Andolan” committee with Medha Patkar against the Gujarat government’s decision to raise the height of the Narmada dam. He even supported the “adivasis” against their fight on protecting their homes from getting displaced. Aamir also enjoyed support from the Indian Prime Minister, Dr. Manmohan Singh, on protests resulting in a partial ban on his movie Fanaa. The Prime Minister then stated that “Everyone has a freedom of expression. If someone says something on a particular subject, that doesn’t mean you should start protesting”.

Aamir’s remarkable move on highlighting the blinded social issues was launching the television talk show “Satyamev Jayate”. As he rightly says, “Through this show, we understand the problem of the people, we are not here to make a change. I am no one to change anything. I don’t think I am in the position to change anything else. I feel understanding a problem and feeling it or holding one’s hand or hugging is also important. I may not have the solution, but at least I can hear and understand”. Satyamev Jayate was an eye-opener and was the most talked about show across the country.

The show highlighted grievance issues which are prevalent in our society but just get a blind eye from the society. The issues concerned included female feticide, sexual child abuse,



dowry, medical malpractice, honor killings, insensitivity towards the physically disabled, domestic violence, overuse of pesticides leading to pesticide poisoning, alcoholism, untouchability, plight of senior citizens and water crisis in India.

Aamir travelled extensively for the show to meet people and gather information. He requested the brands for which he advertised not to air them during the tenure of the show as it could lead to over exposure. He even reimbursed his sponsors for the consequent losses. He took every precaution to make the show a success.

Aamir has definitely brought about a movement in favor of these societal diseases as Government officials and many more activists have put their foot forward to address these issues. He also met the Prime Minister and the Minister for Social Justice & Empowerment to discuss the plight of manual scavengers and sought eradication of manual scavenging in the country. We all hope that Aamir's good work brings positive result in the required areas.

MARK ELLIOT ZUCKERBERG

We, humans, are very intent on socialising, mixing, outgoing, communicating with each other and inventing new ways to be



in touch. What started with coded messages, sending letters via pigeons and many more ways has taken a new form in the way of social networking through internet. There are now websites that provide platforms for social networking such as Orkut, Twitter & Facebook.

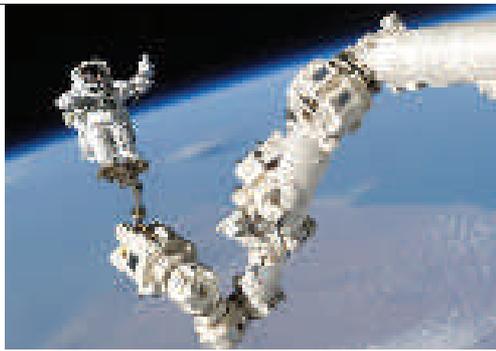
The most commonly used social network is Facebook which is the brainchild of New York based Mark Zuckerberg who believes that "Understanding people is not a waste of time". This is very clearly displayed in the site he designed that has registered more than 500 million users worldwide in 2010 and crossed the count of 1 billion in 2012. This resulted in qualifying Zuckerberg, aged 23 as one of the youngest billionaires.

Mark Elliot Zuckerberg, an American Computer Programmer and Internet enterprenuer was called a prodigy by his tutor in middle school as he took up writing software as a hobby in middle school. He also excelled in classic literature. He majored in computer science and psychology from Harvard College. He won prizes in science and claims to be able to read and write French, Hebrew, Latin and ancient Greek. He is known to be one of the top 35 innovators in the world under the age of 35.

In his sophomore year, he wrote a notorious application which he called Facemash which was shutdown due to its networking and Mark faced disciplinary action for it. Mark along with his friends launched Facebook from his college dormitory room, which spread to other campuses nation wide and is now used worldwide. He has been involved in various legal disputes with others who claim to have a share in the company as they helped in setting it up. The movie "The Social Network" was also made as a fictionalized account of Zuckerberg's life in 2010. He has been awarded the "Time Person of the Year 2010" Award.

Mark, along with Bill Gates and investor Warren Buffett, in December 2010 signed a promise called "Giving Pledge", in which they promised to donate to charity at least half of their wealth over the course of time and also invited others who can do the same. The world needs people of such thoughts for development of the society. We wish Mark Elliot Zuckerberg a successful stint in life and look forward to him creating new and more user friendly programs and applications.

Ms. Rita Sharma
Accounts Assistant
DIAS



Feedback From Employers

MANAGEMENT

To the best of our knowledge and belief, **Rahul Jain** (MBA-Batch 2009-11) bears good moral character and is sincere and hard working.

Prashant Dutt, Senior Manager, HDFC Bank

Deepak Kumar Singh (MBA-Batch 2009-11) is a great analyst, quick learner and is doing great on the team. With great collaborating skills and good understanding level, he always helps the team by putting extra efforts and helping other team members as per the requirement of the process as and when required. Within a short period of time, Deepak has become a strong member of the team. Deepak has great potential and very much adaptable.

Dipesh Goyal, Asst. VP, Markit

Meghna Chaudhry (MBA-Batch 2008-10) is doing very good in her profile and even senior management is happy with her performance.

Nabarun Sur, Sr. Manager, ZTE

Mayank Aggarwal and **Simran Kaur**, (MBA-Batch 2008-10) part of my team here have been brilliant so far.

Hitesh Wadhwa, Manager, Copal Partners

Upasana Agarwal (MBA-Batch 2008-10) 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 situation.

Shubham Jain, HR Manager, Redherring Plast India Pvt. Ltd.
This is to inform you that **Karun Kumar** (MBA Batch 2008-10)

Reader's Views

...It covers wide range of subjects, which are highly informative and educative. I have no hesitation in saying that your institute is doing a great job in preparing students for various professional disciplines. No doubt you are moving yourself from "Excellent to Exceptional".

Heartiest Congratulations.

Mr. K. Swarup
Corporate Director, DLF Ltd.

...DIAS Times turned out to be an encyclopedia as it contained all that one may be looking for knowledge, news or updating on day to day life, whether in profession or otherwise. I am in Pachim Vihar for last over 25 years, but unaware of presence of Asharan Orphanage here.

is working for Cairn Energy since July 2010. His performance on the job has been very good. He has quickly understood the expectations / deliverables of the job and has displayed excellent behavioral traits. He is a self starter and motivated professional.

Abhishek, Asst. Manager- Finance, Cairn Energy

INFORMATION TECHNOLOGY

Gaurav Gupta (MCA Batch 2008-11) is very enthusiastic for his work and complete with full dedication and enjoys whatever he does. I want him to keep improving his technical skills more.

Ms. Shaifali Garg, Project Manager, Leeway Hertz Technologies

Mona Khurana (MCA Batch 2008-11) is very hard working. She has also worked for extended hours and on weekends to provide the necessary support to the team. I would also like to thank Mona for her efforts on the project in the last few months.

Mr. Varun Chauhan, QA Project Lead, QA InfoTech Pvt. Ltd.

Megha Mahajan (MCA Batch 2008-11) takes initiative. She understands the critical situations and is ready to take up new initiatives. There is a huge difference in others who do things on their own and those who don't. She takes up responsibility well. When she is assigned a task, she does a good job and sees the task through to completion. She is responsible for her own actions and the code they produce. She admits mistakes if they happen during the work and try to solve that by her commitment.

Mr. Abhishek Mittal, Project Leader, DGSL

Thanks a lot for keeping me updated through your quarterly encyclopedia, called DIAS TIMES...

Ashok K. Agarwal

...I have gone through the information content in DIAS Times and understand that the events and seminars organized are one of the driving forces to enhance the knowledge base of the students in the present competitive world and importantly interaction with the industry experts play pivotal role.

I appreciate the efforts put in organizing such events and seminars to show the other side of the coin to the students at large apart from academics...

Vijendra Kr. Gupta, Sr. Vice President
Wishtel - India, Fitech Equipments (P) Ltd.



Alumni Speaks

“Encouraging us to be more independent and the freedom to think and act on our own”. This, I would say, is the best thing I felt about Delhi Institute of Advanced Studies. Here, our interests are given both the due respect and priority. Let it be academics or co-curricular activities.

Every year, we students and faculty organize various events, like the Ecstasy (our annual fest), Social Awareness programmes, spending time with inmates of an orphanage, helping out people in nearby villages to learn new things—the list is endless. I thank for all these opportunities that DIAS has given to me. All these create in us a truly unwavering mind, focusing on targets, fearless attitude and the art of acting in a team.

At DIAS, teachers encourage students to perform better. Overall, DIAS serves the purpose of education by assimilating a blend of superior knowledge in every student, thereby giving them a great platform to move ahead in life. I would like to thank each and every concerned person at DIAS for providing me excellence in the competitive world.

Kamakshi Gupta MBA (2009-11 Batch)

In the journey of life, DIAS was the one platform which contributed most towards shaping my career. It has groomed my personality, taken away my stage fear, built in self confidence, and given me wonderful mentors and friends for lifetime.

DIAS is not only an education institution, but acts as a guiding torch which keeps one focused towards his/her goal and ensures students' all round development. The faculty members play a vital role in inculcating management skills and shape the personality of students. My big thanks goes to the placement cell which works day and night to ensure that big organizations keep coming in to recognize student's talent and caliber. Last in all, I would thank DIAS for playing an immense role in gearing me up to work in Grail Research.

Bharti Gupta MBA (2010-12 Batch)

At the very outset, I want to admit that this idea of sharing your experiences with this institute makes you nostalgic and takes you back to the very first day of your college. Like everyone else, my first day at DIAS was full of apprehensions, about the people I will be meeting and being friends with, about the teachers, the institute, the canteen, other eating

joints, places to hang out, etc. But now, after two years of my stay here, it gives me immense pleasure to have been associated with institute like Delhi Institute of Advanced Studies.

This place has given me a lot, trustworthy friends, friendly and helpful teachers, competitive environment, encouraging classmates, are some of the examples. Additionally, I have been taught so many things that I think wouldn't have been possible anywhere else the way it is here. Corporate etiquettes, professionalism, ethics and moral values, respect for elders, and so many other minute things that this institute lays stress on and tries to inculcate into each and every student who gets the privilege of being associated with this place.

Teachers here have always been very cooperative and friendly. Never has it happened that I went to a teacher with some problem and came back with that problem being unresolved. They were always encouraging, helpful, and understanding. Life would not have been so easy had these teachers not been there for us, always, these two years.

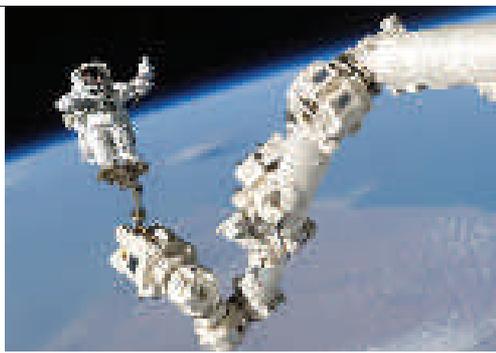
To cut the whole story short, my stay at DIAS was a beautiful phase of my life. I got to learn a lot, from my teachers, my friends, classmates, and it helped me evolve as a person. Today, I hope to become a successful person in life and whenever that happens, I'll owe my success to my parents, my friends and my college, Delhi Institute of Advanced Studies.

Vipra Dhawan MBA (2010-12 Batch)

My journey at DIAS was quite unforgettable right from the very beginning when I stepped in the institution. As far as my growth is concerned, I found myself more enriched in terms of knowledge and discipline. Library of the college is equipped with updated books thereby imparting contemporary knowledge and education to students. As far as faculty in DIAS is concerned, they are undoubtedly very much helpful and addresses problems of each and every student, if required. Last but not the least, the placement cell of the college is very much active. I humbly pay my gratitude to our training and placement cell with the help of whom I got an opportunity to be a part of a good company.

In the end, I would like to conclude that it was a worthwhile journey to be part of such an institute.

Sakshi Chawla MCA (2009-12 Batch)



Books For Review

TATA Mc GRAW HILL EDUCATION PRIVATE LIMITED

Title	Author	Price (Rs.)	Edition/year
Industrial Relations and Labour Laws	Arun Monappa, Ranjeet Nambudiri, Patturaja Selvaraj	375	2nd, 2012
Cases in Financial Management	I.M. Pandey, Ramesh Bhatt	525	3rd, 2012
Public Relations: The Profession and the Practice	Dan Lattinmore, Otis Baskin, Suzette T. Heiman, Elizabeth L. Toth	495	3rd, 2012
Information Technology for Management	Ramesh Behl	304	2nd, 2012
Cases in Strategy and Management	Leanne Cutcher, Nick Wailes	250	2012
International Marketing: Text and Cases	Justin Paul, Ramneek Kapoor	395	2nd, 2012

EASTERN BOOK COMPANY PUBLISHING PRIVATE LIMITED

Title	Author	Price (Rs.)	Edition/year
Laws of Patents	Elizabeth Verkey	1250	2nd, 2012

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.



Recent

Notifications

INDIRECT TAXES

THE REVISED MEANING OF SERVICE

In conformity with the international principle of 'taxed unless exempt', the Government of India has amended service tax law to follow a 'negative list' of services approach. This approach, which has universal taxation of services, other than a small 'negative list', is expected to radically change the taxation of services.

As per the new definition of service, it means, 'Any activity carried out by a person for another for consideration and includes declared services.' The intent behind introducing the new definition is to comprehensively tax every activity, and thereby generate additional revenue for the Government.

The new definition would impact several currently non-taxable B2B and B2C transactions. As regards B2B transactions, there would be tax on grants with counter obligations, cost sharing arrangements, non-compete agreements, corporate guarantees, support services by Government etc. From a B2C perspective, services of astrologers, marriage-makers, private tutors, rail travel services, hotel accommodation etc. will attract service tax.

It is expected that the action of codifying the law by defining 'Service' would bring down the quantum of disputes and litigation pertaining to classification of services, overlap amongst definitions etc.

CLARIFICATION ON POINT OF TAXATION RULES REGARDING SERVICE TAX

Consequent to the changes introduced at the time of Budget 2012 in the Point of Taxation Rules, 2011, together with revision of the service tax rate from 10% to 12% and the subsequent changes that have been made effective from 01.07.2012, the following will be changes in effective rate of tax:-

- (i) the change in the portion of total value liable to tax in respect of works contract other than original works (from 4.8% earlier to 12% on 60% of the total amount charged, or effectively 7.2% now).
- (ii) exemption granted to certain works contracts w.e.f. 1st July 2012 which were earlier taxable.
- (iii) taxability of certain works contracts which were hitherto exempted.
- (iv) change in the manner of payment of tax from composition scheme under the Works Contract (Composition Scheme for Payment of Service Tax) Rules, 2007 to payment on actual value under clause (i) of rule 2A of the Service Tax (Determination of Value) Rules, 2006.

However, the following will not be a change in effective rate of tax:-

- (i) works contracts earlier paying service tax @ 4.8% under Works Contract (Composition Scheme for Payment of Service Tax) Rules, 2007 are now required to pay service tax @ 12% on 40% of the total amount charged, keeping the effective rate again at 4.8% (as only the manner of expression has been altered).
- (ii) works contracts which were outside the scope of taxation (and not merely exempted) have now become taxable e.g. construction of residential complex comprising of 2 to 12 residential units, construction of buildings meant for use by NGOs etc. (Rule 5 of the Point of Taxation Rules, 2011 shall apply to such services.)

The point of taxation for services provided in respect of taxable works contracts in progress on 01.07.2012 would need to be determined under rule 4 of the Point of Taxation Rules unless there is no change in effective rate of tax.

The provisions of partial reverse charge would also be applicable in respect of such services where point of taxation is on or after 01.07.2012 under the applicable rule in respect of the service provider.

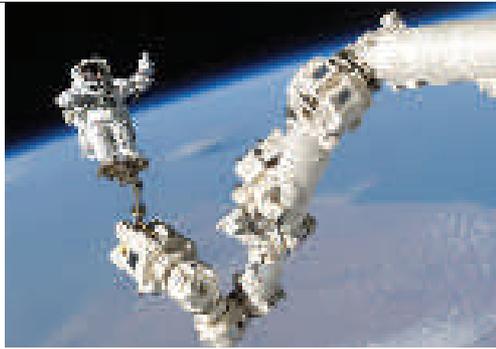
BANKING

GOVERNMENT CUTS CORPUS FOR HOME LOAN RATE SUBVENTION BY 20%

The government has cut the size of interest rate subvention corpus for affordable housing loans by a fifth as it focuses on austerity over growth to contain the burgeoning fiscal deficit. It has fixed the corpus at Rs. 400 crore for the current fiscal, 20% less than last fiscal's Rs 500 crore. The government runs a 1% interest subvention scheme for housing loans up to Rs 15 lakh to generate additional demand for credit and provide fillip to a sagging real estate sector, but the decision to shrink the corpus has raised questions on whether the government is expecting a lower growth in housing finance.

INTRA-BANK DEPOSIT ACCOUNTS PORTABILITY

Some banks insist on opening of fresh accounts by customers or subject them to full KYC procedure again, when customers approach them for transferring their account from one branch of the bank to another branch of the same bank causing inconvenience to them resulting in poor customer service. Further, in case of banks that are CBS enabled, the KYC records of a customer are accessible by any branch of the bank.



RBI has advised all primary (urban) co-operative banks that KYC once done by one branch of the bank should be valid for transfer of the account within the bank as long as full KYC procedure has been done for the concerned account. The customer should be allowed to transfer his account from one branch to another branch without restrictions. In order to comply with KYC requirements of correct address of the person, fresh address proof may be obtained from him/her upon such transfer by the transferee branch.

LAW

75% HOLDING LIMIT FOR FOREIGN PARTNER IN JOINT VENTURE

Companies will be deemed joint ventures only if the foreign partner remains within the 75% holding limit in the JV. Any holding above 75% threshold would make the entity a 'wholly-owned subsidiary (WoS)' of the foreign company.

The foreign players, as of now, draw an interpretation that if there is any amount invested by Indian party, it will be categorised as JV irrespective of the percentage/amount of such investment. The FIPB has hence directed DIPP - the FDI policy making body - to clarify the policy change in the next FDI policy review. Minimum capitalisation norms vary across sectors.

The policy change will have implications for sectors including infrastructure, real estate, financial services and retail where there are different norms for foreign investment into a JV vis-a-vis a wholly owned India operation of the foreign company. Apart from minimum capital norm, other pre-conditions also include minimum lock-in period or minimum area development in case of infrastructure companies.

RELAXATION IN FCCB BUYBACK NORMS

Foreign Currency Convertible Bond (FCCB) is one of the options with Indian companies to raise funds from abroad. Foreign currency convertible bonds are bonds which are convertible into equity on the maturity date on exercise of the option by the bond holder. Generally if the market in the future is not favorable to the bond holder and the bond holder is of the opinion that share prices will go down compared to present price or the future price they would like to receive, the bond holders do not go for conversion rather they go for redemption. Companies generally do not want to let the bondholders redeem the bond and therefore many companies want to buyback those bonds as it is a cheaper option than paying the full coupon (interest rate on the face value) and repaying the principal amount if they wait for the bonds to reach maturity.

Generally, companies offer to Buyback FCCB from their

bond holders at discount. With respect to the buyback of FCCB, Reserve Bank of India has issued various circulars stipulating the guidelines for the buyback. Buyback of the FCCB is allowed by the Indian companies under automatic as well as approval route. As per the norms prior to the issue of A. P. (DIR Series) Circular No.1 dated 5th July, 2012, the Indian companies were allowed to buyback FCCB under the automatic route subject to the minimum discount of 8 per cent on the book value. And under the approval route, the Indian companies were permitted to buyback FCCBs up to USD 100 million of the redemption value per company, out of their internal accruals with the prior approval of the Reserve Bank, subject to a :

1. minimum discount of 10 per cent of book value for redemption value up to USD 50 million;
2. minimum discount of 15 per cent of book value for the redemption value over USD 50 million and up to USD 75 million; and
3. Minimum discount of 20 per cent of book value for the redemption value of over USD 75 million and up to USD 100 million.

As per the A. P. (DIR Series) Circular No.1 dated 5th July, 2012, Reserve Bank of India has decided to continue the Scheme of buyback of FCCB and has come out with following modification & conditions in the discount rate for buyback of FCCB under the approval route:.

1. Indian companies are now required to buy back their FCCB at a minimum discount of 5% on the accreted value
2. If the Indian company is planning to raise a foreign currency borrowing, the company shall comply with all FEMA rules/regulations relating to foreign currency borrowing, for buy back of the FCCBs.

The overall discount rate under the approval route, has been reduced to five percent but that is on the accreted value and not the book value.

Accreted Value is the value of an original issue discount bond or other bond where the interest (or the equivalent) is not paid until maturity. The accreted value of such a bond often has only a rough relationship with its market value.

MCA CLARIFICATION ON INVESTOR EDUCATION AND PROTECTION FUND (UPLOADING OF INFORMATION REGARDING UNPAID AND UNCLAIMED AMOUNTS LYING WITH COMPANIES) RULES, 2012

Every now and then, regulatory authorities have been prescribing new requirements for corporates for ensuring



genuine and extensive disclosures being made for the benefit of stakeholders of companies. Such initiatives will go a long way in improving corporate governance in India.

Section 205A of the Companies Act, 1956 requires companies to transfer the amount of unpaid or unclaimed dividend to a special account to be opened by the company in any scheduled bank, called as "Unpaid Dividend Account of Company Limited/Company(Private) Limited, when it has not been paid within 30 days from the date of declaration. In this context, the Ministry has taken the initiative of obliging the companies to disclose every year, the amount of unpaid and unclaimed dividend, in a separate eform, called Form 5-INV.

The major requirements of rule 3 of the aforesaid rules are as follows:

Rule 3- Filing of Information Regarding Unpaid and Unclaimed Amounts

- a. **Eligibility** : Every company (including Non-banking Financial Companies and residuary non banking companies) shall furnish the information under this Rule.
- b. **Information which has to be furnished**
 - The names and last known addresses of the persons entitled to receive the sum
 - The nature of amount
 - The amount to which each person is entitled
 - The due date for transfer into the IEPF and
 - Such other information as considered relevant for the purpose.
- c. **Medium of filing information** : Through e-Form 5 INV and on its own website(if any) and such other website as may be specified by Government,;
- d. **Calculation of amount** : The company has to identify such unpaid and unclaimed dividend as per Section 205C of Companies Act, 1956.
- e. **Time period** : Within 90 days from the holding of Annual General Meeting or the date on which it should have been held according to Section 166 of Companies Act,1956. The statement shall be filed/uploaded every year till the completion of seven years.

CLARIFICATIONS FROM MCA ON CUT-OFF DATE FOR THE CALCULATION OF AMOUNT UNPAID AND UNCLAIMED DIVIDEND

Every company has to file a statement of unclaimed and unpaid dividend, within 90 days after the holding of Annual General Meeting. The amount has to be calculated as on the date of Annual General Meeting or the due date on which the meeting should have been held as per Section 166 of the

Companies Act, 1956.

But, the dividend remaining unpaid which was declared in the recently concluded Annual General Meeting and becoming unpaid after the expiry of 30 days, shall not be included in the form to be filed within 90 days from the date of Annual General Meeting.

SOME IMPORTANT SEBI DECISIONS

1. PLATFORM FOR E-VOTING BY SHAREHOLDERS OF LISTED ENTITIES

Top 500 listed companies at BSE and NSE based on market capitalization basis, are now required to mandatorily provide for e-voting facilities in respect of those businesses to be transacted through postal ballot.

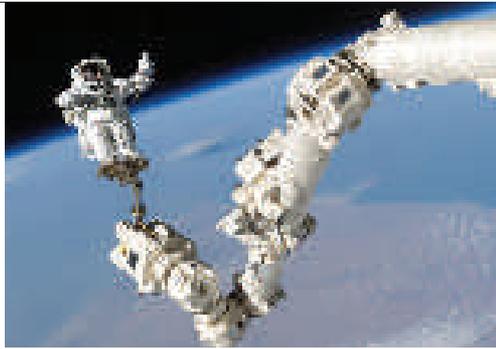
2. MANNER OF DEALING WITH AUDIT REPORTS FILED BY LISTED ENTITIES

A mechanism to process qualified annual audit reports filed by the listed entities has to be put in place, in order to enhance the quality of financial reporting done by listed entities. The following steps will be taken for the same to be effective:

- SEBI will create Qualified Audit Report review Committee (QARC) represented by ICAI, Stock Exchanges, etc. to guide SEBI in processing audit reports where auditors have given qualified audit reports.
- Listed entities will be required to file annual audit reports to the stock exchanges along with the applicable Forms (Form A: 'Unqualified' / 'Matter of Emphasis Report'; Form B: 'Qualified' / 'Subject To' / 'Except For Audit Report').
- After preliminary scrutiny and based on materiality, exchanges would refer these reports to SEBI/QARC.
- Cases, wherein the qualifications are significant and explanation given by Company is unsatisfactory, would be referred to the ICAI-FRRB. If ICAI-FRRB opines that the qualification is justified, SEBI may mandate a restatement of the accounts of the entity and require the entity to inform the same to the shareholders by making the announcement to stock exchanges.

3. AMENDMENT TO CERTAIN PROVISIONS IN SEBI (ICDR) REGULATIONS RELATING TO INFRASTRUCTURE SECTOR

In case of Infrastructure Companies coming out with IPOs, the minimum subscription shall not be less than 90% of the offer, subject to allotment of minimum 25% or 10%, as the case may be, of the securities offered to the public.



Technology

Browser

INFORMATION TECHNOLOGY

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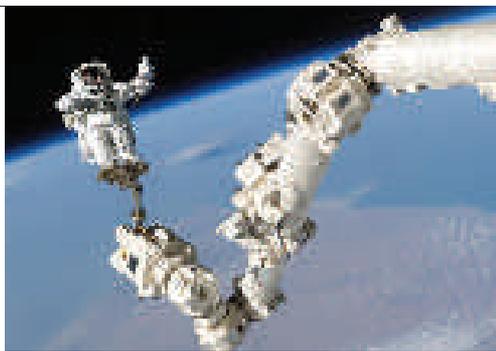
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Techno Tryst 2013

Computational Intelligence: Current and Future Trends

on

Saturday, 23rd March 2013

at Conference Hall, DIAS

According to scientific convention, Computational Intelligence is a computational part of Artificial Intelligence and comprises a number of techniques and methods that share the property of being non-symbolic, operating in a bottom-up fashion where structure usually emerges from an unstructured environment.

Computational Intelligence theories and methodologies are being extensively applied in solving complex and changing real-world applications in science, technology and business.

The conference aims to provide a unique platform to discuss, analyze and understand the current and future prospects of computational intelligence.

KEY FOCUS AREAS

The key focus areas of the conference are:

Computational Intelligence – Theories and Methodologies

- Artificial Intelligence
- Swarm Intelligence
- Neural Networks
- Knowledge Discovery and Data Mining
- Evolutionary Learning & Genetic Algorithms
- Fuzzy Theory and Models
- Fuzzy Systems and Soft Computing
- Kernel Methods and Supporting Vector Machines
- Cognitive Science & Computational Neuroscience
- Combinatorial & Numerical Optimization
- Nature Inspired Computing and Optimization
- Machine Learning Theory and Methods

Computational Intelligence – Emerging Applications

- Signal Processing
- Pattern Recognition
- Image Processing
- Intelligent Computing in Communication and Computer Networks
- Robotics
- Natural Language Processing
- Expert Systems
- Speech processing systems
- Computer Vision
- Bioinformatics
- Intelligent Agent and Web Applications
- Wireless Sensor Networks
- Fault Diagnosis
- Data Fusion and Security
- Information Retrieval systems
- Decision Support Systems
- Business Intelligence

The above areas are indicative only. Paper presenters may present papers on other issues relating to the main theme of the conference.

WHO SHOULD ATTEND

- Academicians
- Research Scholars
- Software Professionals
- Corporates
- Expert System Developers

REGISTRATION

All participants who wish to attend the conference are required to register. For registration, please fill in the registration form along with the Demand Draft of the applicable fee in favor of Delhi Institute of Advanced Studies, payable at Delhi and send it to Ms. Barkha Bahl (9811765551), Event In-charge, latest by 15th January 2013. Registration form can be downloaded from our website www.dias.ac.in.



IMPORTANT DATES

Submission of Abstract	22nd December 2012
Abstract Acceptance Notification	29th December 2012
Submission of Final Paper & Registration	15th January 2013
Acceptance of Paper for Presentation/ Publication	25th January 2013

REGISTRATION FEE

Delegate Category	Registration fees	Absentia
Business Executives	Rs. 2,500/-	Rs. 2,800/-
Academicians:	Rs. 2,000/-	Rs. 2,200/-
Research Scholars	Rs. 1,500/-	Rs. 1,800/-
Students	Rs. 750/-	Rs. 1,000/-
Alumni Members	Rs. 500/-	Rs. 750/-

ORGANIZING TEAM

Ms. Barkha Bahl	9811765551
Ms. Tripti Mishra	9313969495
Ms. Sonia Gupta	9990311830

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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.