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National Conference *Special Issue*



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Editorial Board

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EDITOR	Ms. Ruchi Gupta





From the Editor's desk

Dear Readers,

The Indian Society is known for its culture, family values and brotherhood internationally. The Hindu Undivided Family (HUF) clause is also recognized by the world of finance as it aptly describes the joint family sentiments regarding business. But, as our puranas say, there are three things that make brothers go against each other: jarr, joru, jameen. The same has been proved by the Ambani's, wherein the demise of the founder, Sh. Dhirubhai Ambani saw the split in the empire and amongst the two brothers, Mukesh and Anil Ambani.

Although, initially the distribution was amicable, the tiff started when RIL refused to honour the agreement to supply decided level of gas at a price of agreed \$2.34 as against the government fixed price \$4.2 per mmBtu. RNRL led by Anil sought permission from the petroleum ministry to lay pipelines for transporting gas from Kakinada in Andhra Pradesh to Dadri in Uttar Pradesh and RIL steered by Mukesh solicited the ministry to approve a price of \$2.34 per unit based on bids set by NTPC. This point became a bone of contention amongst the two groups.

The court's verdict in 2007 on the row restrained RIL from selling 28 million units of gas to any party other than RNRL. Also, it approved a price of \$4.2/mmBtu determined by RIL as the market price and directed both to renegotiate gas sale purchase agreement instead of directing a modification of the MoU between parties binding but the same was not acceptable to either of them. Finally in May 2010, the apex court ruled in favour of RIL giving the brothers six months to negotiate the deal at the government decided price of \$4.2/mmBtu for the sale of gas from KGD6.

Both parties, becoming increasingly exhausted over the seemingly interminable dispute, took a giant step towards ending their bitter feud by agreeing to chuck out a set of agreements that had stirred up the trouble between them. The non-compete pact, barring Mukesh from power, telecom and financial services, and Anil from refining and petrochemicals has been scrapped, thus making the headlines scream "Blood is thicker than Gas".

It is said that the olive branch was offered at initiative of their mother which brought an end to the ongoing war between Mukesh and Anil which had turned them arch rivals. The ceasefire has been greeted with relief by the government.

This reconciliation between Mukesh and Anil, even though only on the matter of KGD6 definitely sits well with our old Indian culture. Although, what the new gas supply agreement will hold remains to be seen, the settlement gives us hope that no more dirty linen will be washed in public.

Also, a lesson can be taken from the successful Indian business families such as Wadia, Dabur, Godrej and Kirloskar Group wherein the reins of the business are still with the third generation of the respective families. It is hoped that better sense will prevail and the same will hold true for the Ambani's as well for a long time to come.

Amen to that.

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. Dr. Jagmohan Taluja is its Director and Dr. S.N. Maheshwari, former Principal of Hindu College, Delhi University, is its Director General.

The Institute runs the MBA & 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 & T Infotech, HCL, Tata Infotech, ICICI Prudential Life Insurance, Reliant Infomedia, India Bulls, Tact India, Sapiant, J.K Technologies, Mindfire Solutions, Momentum Technologies, ACS Infotech (P) Ltd., Interra Systems, CE Infosystems, Nagarro, Tata Teleservices, Kotak Life Insurance, UTI Bank, Kotak Mahindra Bank, Grail Research, Planman Consultancy and many others. These ambassadors are making the Institute proud in the corporate world.

Academic

Contribution by Faculty

Dr. S.N. Maheshwari, Director General, DIAS

Dr. S.N. Maheshwari, a prolific author with around 100 books/monographs to his credit, has brought out the following new/revised editions of his books in April - June 2010:

1. **Financial Accounting for BCA:** First Edition 2010, for BCA students of M. D. University. (Vikas Publishing House Pvt. Ltd.)
2. **Banking Law and Practice:** Thirteenth Edition 2010, for B.Com, CS, JAIIB, CAIIB and similar courses. (Kalyani Publishers)
3. **Principles of Banking Theory:** First Edition 2010, for B.Com. Ist Year students of Periyar University. (Kalyani Publishers)
4. **Management Accounting - Principles and Practice:** Fifth Edition 2010, for B.Com(Hons.) IIIrd Year students of Delhi University. (Mahavir Book Depot)
5. **Cost Accounting - Principles and Practice:** Fourth Edition 2010, for B.Com(Hons.) IIrd Year students of Delhi University. (Mahavir Book Depot)

Ms. Anju Batra, Faculty, DIAS

Ms. Batra presented a paper in ICSSR sponsored National Seminar on "**Gender Equality and Economic Development in India**" organized on March 22, 2010 on the topic "**Gender Equality and Economic Development in India**" at Department of Economics, Maharshi Dayanand University, Rohtak. In this paper, she tried to indicate the faux socio-economic development & widened gender gap in Indian society in spite of its tall claims of remarkable economic growth.

Also, she presented a paper titled "**Modern Life Styles And Young Minds: A Psycho-Social Analysis**" in a National Seminar on "**Health & Its Dynamics-State, Market & Society**" organized by the Department of Sociology, Maharshi Dayanand University, Rohtak, with UGC assistance under SAP, on March 26, 2010. The paper highlighted lifestyle diseases in urban adolescents, their causes and consequences. It insisted upon the need for discipline & value building in youngsters through good parenting along with attitudinal changes in modern urbanites.



Ms Neha Goel and Ms. Neha Kohli, Faculties, DIAS

Ms. Goel and Ms. Kohli attended a one day Faculty Development Programme on “Managing Odds Through Innovation”, “E-Banking: Issues and Concerns (Payment Gateways),” Mobile Communications- Upcoming Technologies” at Maharaja Surajmal Institute on 22nd May 2010.

The FDP was meant to be a combination of topics from both Management and Information Technology. Dr. B. S. Bedi, Chairman, Advisory Council, JIM gave a presentation on the topic “Ignited Minds: 20 Innovators Who Are Changing Our Lives”. Another enriching presentation on “Mobile Communications - Upcoming Technologies” by Prof. N. P. Singh, MDI, Gurgaon provided an insight to mobile technology. The workshop was attended by academicians and research scholars from over 30 institutes.

PLACEMENTS at DIAS

The quarter was the most crucial from the perspective of placements and internships. The inflow of companies for offers in this season was quite high. This is the peak time where all the companies are on the lookout for recruiting MBAs and MCAs, both for jobs and internships.

For MBA students companies from various sectors like financial, telecom, insurance, consulting, research and retail were the major recruiters. To name a few: ZTE telecom, ICICI Prudential, Planman consulting, Rag Marketing, SMC Global, Open Futures and Capital IQ. Sessions on Personality Development, Mock Interviews, and Group Discussions had been a regular initiative by the faculty of DIAS and had seen a good participation from students as well.

Internship opportunities for MBA students were innumerable. Companies from sectors like FMCG, electronics, and insurance were in need of professional interns and we were able to provide them. Major hirer for

interns includes companies like CavinKare, HDFC SLIC, Lutron electronics, Religare, SMC Global etc. These are the firms that hold interns from our institute and can be our future recruiters for final placement by offering PPO's. The companies even offered good amount of stipend ranging from Rs. 3,000 -10,000.

The MCA 2010 placement that was 82% by the end of March increased to 86% in the last quarter. Two of our students got placed in Mastermind Infotech and Adya Systems & Software Solutions. One of our students, Manoj Kumar was confirmed in Safenet Infotech within 4 months of his training period with a package of 3.9 lacs. As the market is opening up fast many companies like HCL, Green Fields and Amdocs are now lined up for placement drive. Three of our students of MCA 2011 have already got summer training opportunity in prestigious organization TERI.

NEW STAFF MEMBERS

The following faculty members have joined the DIAS fraternity as Lecturer in the Department of Information Technology.

Ms Manpreet Kaur holds a Bachelors Degree in Commerce (Computer Applications), Masters in Computer Application from Kurukshetra University and M. Phil (Computer Science) from CDLU, Sirsa. She has an excellent academic record and holds various certificates of merit. Ms. Kaur is a member of Computer Society of India.

She has five years of teaching experience at both graduate and post-graduate levels. She has to her credit 5 papers presented

at national and international conferences. Also, she has attended several national and international seminars, workshops and FDP's.

Ms. Sushma Hans is B.E in Computer Science and Engineering from C.R. State College of Engineering, Murthal with first class. She holds the distinction of being the topper of M.Tech in Computer Science and Technology from Jawaharlal Nehru University, New Delhi. She had been associated with Aricent Technologies Ltd., Gurgaon as Software Engineer in Panasonic domain that work on LTE technology of mobiles, for almost 2 years. She has been in academics for the past one year.



KUDOS

The institute congratulates the following students for excelling in the semester results for the exams held by the GGSIP University in December, 2009.

S.No.	Class	Name of the student	Percentage
1	MBA - I	Divya Gupta	89.04
2	MBA - III	Priyanka Rastogi	87.27
3	MBA - I (PT)	Shabina Khan	77.15
4	MBA - III (PT)	Deepika	85.50
5	MCA - I	Sandhya Soman	89.29
7	MCA - III	Cheshta Arora	88.57
8	MCA - V	Kanchan Agarwal	88.57

Activities

at DIAS

WORKSHOP ON "PERSONALITY DEVELOPMENT"

DIAS aims at overall personality enhancement of the students to increase their placeability in the market. Along with a Non University exam - Managerial Skills Development in the course curriculum, several initiatives have been taken by the faculty members at DIAS for Personality Development of the students. One of such initiatives is signing an MOU with **"FUTURE MINDS CONSULTING"** for conducting sessions aiming at the same.



A series of sessions on Group Discussions, Interviewing Skills, Resume Building were conducted by consultants- Ms Anu Sood and Mr Shobhit Pandey during the last quarter, for both MBA and MCA students which saw overwhelming response.



The sessions were conducted through a series of presentations, followed by several practice sessions in the form of Group Discussions by students on different topics, mock interviews and many more. The hand outs given to the students proved to be very helpful for future reference.

INDUSTRIAL VISIT TO "YAKULT DANONE INDIA PVT. LTD."

The institute organized an industrial visit for the students of MBA - IInd Semester to Yakult Danone India Pvt. Ltd., Sonapat, Haryana on 22nd April, 2010. The students were accompanied by Ms. Ruchi Gupta and Ms. Shilki Bhatia, Faculty, DIAS.



The company launched in December 2007 is a 50:50 JV between Yakult Housha of Japan and Group Danone of France. It is the largest selling probiotics firm with a

distribution of 28 million bottles everyday in 32 countries. A 65 ml bottle of Yakult, a probiotic health drink, containing 6.5 million Lactobacillus bacteria helps improve digestion, fight infections and build immunity.



The students were briefed about the company and its history, the origin of probiotics and the benefits of the drink through a presentation by Ms. Charu Pandit, PR Executive. The students were familiarized with the manufacturing process of Yakult by taking them to a factory tour. The process is fully automated and follows strict quality measures. Several tests are conducted on the drink before making it available for sale in the market.

The queries of the students regarding their marketing and HR practices were very appropriately handled by Ms. Pandit. It was an informative and enriching experience wherein the students learnt about science of probiotics as well as Yakult's advanced production process with major concern for quality.

GUEST LECTURE ON "STUDENT'S SOCIAL RESPONSIBILITIES"

To observe Corporate Social Responsibility (CSR), DIAS has established a Social Responsibility Cell with the following objectives:

- (a) To make an effort for the betterment and educational upliftment of children living in deprivation and utmost poverty
- (b) To create social awareness and make other people of the society join these programmes.
- (c) To motivate students for participation in programmes

meant for upliftment of underprivileged & destitute and to awaken them for their responsibility towards society.

- (d) To inculcate the habit of charity and benevolence amongst students for their holistic personality development.

The first step towards this initiative was taken by inviting Mr. Harsh Arora, President, Sarthak Prayaas (NGO) on 22nd April, 2010 to deliver a guest lecture on 'Social Responsibility' for the students of MBA and MCA.

After a brief introduction of 'Sarthak Prayaas', Mr. Arora, told about various activities undertaken by the NGO in order to serve the society. These include blood donation, serving senior citizens & educating underprivileged children. He also spoke about people's willingness to donate generously, but stated that they feel that their responsibility ends there. Unfortunately, that is not the case. He emphasized that donors should be inquisitive to know how their donations have been deployed.

He invited students to come forward for this noble cause and be a part of it by contributing either monetarily or through any other support. The response of the students was overwhelming and many of them showed great interest in associating themselves with this righteous cause. The session ended with the vote of thanks to the guest.





GUEST LECTURE ON "OPPORTUNITIES IN FINANCIAL SECTOR"

It is being said that finance is the backbone of every firm. Stronger the backbone, stronger is the growth of the firm. To explain more about this sector and career opportunities in the area of finance, DIAS invited CA Mr. Vinod Jain, Chairman, Board of Studies, ICAI on 23rd April, 2010.

He said, "It is important to dream big, so that you can grow big and to grow big in terms of business, you must have in-depth knowledge of finance." With these inspiring words, he explained about the significance of the finance department in converting these dreams to reality. He further emphasized this by giving the example of Mr. Dhirubhai Ambani, whose success can be attributed to the efficient and credible financial planning and organized control of available resources. He also said that "You must have greed to earn more and expand but along with it, you must be pragmatic as well as dynamic to handle that greed."



Mr. Jain explained about the main services of finance segment, namely banking, funds and investment management, credit rating, real estate and insurance sector. He delved into the conceptual details and technical intricacies involved in these sectors by explaining the latest updations and the career opportunities associated with them.

The session was very inspiring as the students got to clear their apprehensions regarding the job opportunities available in the area of finance. Mr. Jain concluded the session with the words "Finance students need to run a lion's race by taking well planned risks, inspite of running a rat's race."

INTERACTIVE SESSION WITH YOUNG ENTREPRENEURS

An interactive session with young entrepreneurs was organized by Entrepreneurship Development Cell on 23rd April, 2010 in the institute's premises. The target group for this session was MCA II, MCA IV & MBA II.



After a warm welcome, Mr. Dinesh Kalra, Director, 24 by 7 Management Services shared his experiences with the students. He started in a very colloquial manner and explained how he started as an average student from school, tried various streams like science & commerce till he explored his instinct, talent and potential in Information Technology. He became nostalgic by recalling his hardships, his apprehensions and 'never give up' spirit while approaching towards his goal i.e., his profession. He is a self motivated person in real sense, who started from the scratch and is apparently successful by now. He suggested students to explore their instinct, have passion & perseverance while pursuing it, learn multitasking and maintain social networking to be successful in their profession.



The second speaker of the session, Mr. Lalit Jain, Director, Crestech Software Systems, is an alumnus of DIAS and is a live example of Entrepreneurship Development in real sense. He



remembered his days as student of this institute and expressed his thanks to the Director and faculty for mentoring him. He further explained how he started Crestech Software Systems with 3 employees to 100+ employees at present. Mr. Jain also talked about his more than 25 clients of national and international acclaim and had pride of being featured among top 50 emerging companies of India by NASSCOM. It was a big achievement for a young boy in his twenties. He discussed various trials and tribulations in his

way but moved on undeterred. Mr. Lalit Jain insisted students to have a strong conviction in their dreams and perseverance in what they do. He ended this inspiring session with his success mantra, "Identify the right problem, keep working towards its solution, success and money will automatically come."

The session concluded with vote of thanks by Ms. Anju Batra, Coordinator, Entrepreneurship Development Cell, DIAS.

FDP on "RESEARCH METHODOLOGY: DATA ANALYSIS AND INTERPRETATION USING SPSS"

FACULTY DEVELOPMENT PROGRAMME
"RESEARCH METHODOLOGY
DATA ANALYSIS AND INTERPRETATION USING SPSS"
MAY 28-29, 2010
 Organized by:
DELHI INSTITUTE OF ADVANCED STUDIES
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Faculty Development Programmes have become an integral part of professional education today. These support faculty in their ongoing quest for excellence in teaching, research, outreach and leadership. Research plays a pivotal role in discovering new facts or verifying and testing those already identified. It analyses events, processes and phenomena. Also, it establishes cause and effect relationships among variables. Research facilitates development of new scientific tools, concepts and theories to solve and understand scientific, non-scientific and social problems. Whether it is education, industry or the economy, research has its contribution to make.

A two day faculty development programme on "Research Methodology: Data Analysis and Interpretation using SPSS" was organized in DIAS on 28th – 29th May, 2010. The participants of the programme included academicians from various esteemed colleges and researchers. The idea behind this activity was to provide an in-depth knowledge of using

SPSS in analyzing and interpreting data for various research purposes.

The programme commenced with lighting of the traditional lamp by Dr. C. P. Gupta, Professor, Accounting and Finance, MDI, Gurgaon and Dr. S. N. Maheshwari, Director General, DIAS. This was followed by a welcome address by Dr. S. N. Maheshwari.

The first day of the programme witnessed the coverage of analysis of various well known, commonplace terms like knowing, common facts vs. scientific knowledge and logic, both deductive and inductive. Dr. Gupta discussed the basic concepts associated with research, both qualitative and quantitative. The different steps involved in the process of research were talked about in detail. Under research design, he focused on development of questionnaire and the issues to be considered, which were explained with the help of numerous instances.



The second day started with sharing of learning experiences on research problems of the participants. Thereafter, SPSS and the intricate details of the software were elaborated upon along with case studies.

The concept and elements of hypothesis were introduced followed by application of various tests under the category of parametric and non- parametric tests used for hypothesis testing with the help of practical problems. Also, correlation and factor analysis were discussed by the eminent resource person. Queries of the participants were handled and feedback of the participants was sought thereafter.



The 2- day FDP programme concluded with a valedictory ceremony along with distribution of certificates to the participants. The resource person was presented with a memento as a token of appreciation and gratitude.



The programme was very enriching and useful. The participants gained in-depth knowledge of SPSS and its applications which they can further apply to develop the questionnaire and to conduct the analysis in their respective areas of research.

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DIAS ECO CLUB

LECTURE ON 'GREEN MARKETING'

Green marketing is the marketing of products that are presumed to be environmentally safe. Thus, green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. The past decade has shown that harnessing consumer power to effect positive environmental change is far easier said than done.

The so-called "green consumer" movements in the U.S. and other countries have struggled to reach critical mass and to remain in the forefront of shoppers' minds. While public opinion polls taken since the late 1980s have shown consistently that a significant percentage of consumers in the U.S. and elsewhere profess a strong willingness to favor environmentally conscious products and companies, consumers' efforts to do so in real life have remained sketchy at best.



One of green marketing's challenges is the lack of standards or public consensus about what constitutes "green," according to Joel Makower, a writer on green marketing. Despite these challenges, green marketing has continued to gain adherents, particularly in light of growing global concern about climate change. This concern has led more companies

to advertise their commitment to reduce their climate impacts, and the effect this is having on their products and services.

In view of the growing importance of green marketing, DIAS ECO-CLUB, organised a lecture on green marketing on 22nd April 2010 in the institute's premises. Prof. S.P. Singh, Professor, Rai Business School, delivered a very enlightening talk on this issue. He told the audience about the concept of carbon footprints, its measurement and how each one of us can contribute to the environment in a positive way. Overall, the lecture was very informative and endearing.

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The Country Trusts SAIL Steel

SAIL has supplied over 14000 metric tonnes of steel for the Raxa-Wadi Sea Link at Mumbai, India.

Steel Authority of India Ltd (SAIL), the largest producer of steel in India, is currently producing 1.4 Million Tonnes (MT) of crude steel per annum.

Since its inception, SAIL has actively participated in the development of all major infrastructure in India. SAIL steel has been and presently is being used in several projects of national importance. A few are listed below.

Sports Infrastructure - SAIL steel is being used in the construction of the Jawahar Lal Nehru Stadium, National Stadium & the Lokvivo Stadium in order to make them fit for world standards for hosting various National & International events.

Chandrayaan - SAIL supplied steel for tanks used in space based program in the Reaction Control System package of the Mars Service Launch Vehicle (MSLV) which carried the Chandrayaan-1 satellite to space.

Airports - Air, Mumbai International Airport Ltd (MIAL) awarded the job of reconstruction of Mumbai Airport to Paragya Plans & Structures Pvt. Ltd who have completed a major portion of design using Plate and SAIL hot SAIL steel has also been used in the modernised Delhi International Airport.

Naval Warfare - Specially designed composite grade SAIL steel was used in the Shakti, the first Indian warship to be made with modern steel.

J&K Railway Line - The 300-km long railway line will join the Kashmir valley with the Indian Railway network. The project was built in remote areas. SAIL steel is being used because of its reliability and durability.

Power Projects - SAIL is supplying various steel products for major thermal and hydro power projects such as Bani, Chandrapur, Waps, Chandi, Rajahmundry, Lower

Sudam, Padam, etc. It is primarily supplying plates, SAIL DRIP Bars and structures among other products.

Raxa-Wadi Sea Link - Awarded by Maharashtra State Road Development Corporation, this link connects the island city of Raivada with its western suburbs. SAIL has supplied over 14000 metric tonnes of steel for this project.

Delhi Metro - Delhi Metro has become the pride of nation's capital as this project starts now. SAIL is proud to be a contributor in making of this metro-rail.

Irrigation Development - SAIL has provided various sizes and grades of steel for several irrigation projects across the country such as Jain, Maharashtra, Rajawade, etc.

Steel Plants - Most advanced green-field and brown-field steel plants are depending on SAIL steel for their construction.

Windmills - SAIL is providing more of windmills using SAIL steel for windmill windmills in Maharashtra and other regions in India. Flat mill plates in sizes ranging from 10 to 40 mm are being used for the wind-mills.

Defense - SAIL is meeting the high quality steel requirements of the Indian Defense including steel for aircraft, tanks, submarines, etc.



Railways



Hydro Power



Naval Warship



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NATIONAL CONFERENCE

TECHNO TRYST-2010

“Information Technology Driven Organizational Changes”

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TECHNO TRYST - 2010
“Information Technology Driven Organizational Changes”
MARCH 27, 2010
Organized by:
DELHI INSTITUTE OF ADVANCED STUDIES
(Approved by AICTE and Affiliated with G.G.S. Indraprastha University, Delhi)
Plot No. 6, Sector 25, Rohini, Delhi-110085







NATIONAL CONFERENCE

"TECHNO TRYST 2010 - INFORMATION TECHNOLOGY DRIVEN ORGANIZATIONAL CHANGES"

Today's CEOs recognize the profound need to innovate in order to drive fundamental organizational change. CEOs must personally orchestrate innovation, establishing conditions that ignite ideas and drive their execution.

Managing transformation, creating a vision of collaboration, major process changes, innovating technologies, implementing structures and networks, and establishing a participatory culture... these are all services that support an organization in successfully achieving and sustaining major changes. Information technology driven change strategy services provides the human focus that helps enable these benefits through managing all aspects required for achieving sustainable organizational changes.

Considering the above-said, the institute organized a national conference on "**TECHNO TRYST 2010 - INFORMATION TECHNOLOGY DRIVEN ORGANIZATIONAL CHANGES**" on 27th March, 2010 to bring together intellectual individuals for the exchange of information pertinent to the chosen subject. The seminar provided a platform to deliberate on the concepts, emerging issues, strategies and challenges faced by the organizations in the area of information technology. The seminar focused on the emerging areas of information technology like:

- E-Banking
- Knowledge Generation
- Data Mining
- Green IT
- Cloud Computing
- Steganography

The seminar started with an inaugural session which was later followed by technical sessions I and II. The following is the summary of the activities at the event:



INAUGURAL SESSION



The inaugural session commenced with lighting of the traditional lamp by the Chief Guest - Mr. Harsh Marwah, Director Sales and Business Development, British Telecom India, Guest of Honour - Mr. Abhinav Mathur, Chief Strategy and Technology Officer, Spice Digital, Dr. Daya Gupta, HOD, Computer Engineering Department, DTU, Dr .S..N. Maheshwari, Director General, DIAS and Dr. J. Taluja, Director, DIAS. This was followed by welcome address by Dr. S.N. Maheshwari, Director General, DIAS.

Welcome Address by DR. S. N. MAHESHWARI, Director General, DIAS

Dr. Maheshwari welcomed all the delegates, esteemed guests and audience to the seminar. He emphasized that we have entered an era where IT has revolutionized all our lifestyles. He stated that it is now possible to collaborate and compete with more people from different kinds of areas, from different parts of the planet on a more equal footing than any other time in the history of the world using computers, email, fiber optics, network and dynamic new software.

He also emphasised that IT is a significant driving force behind organizational change. As the business landscape changes in response to new innovations, consumer preferences and due competitive pressures, companies have adopted IT to improve business processes, streamline operations, cut cost and increase profitability. He further added that the impact of IT on organizational change permeates the entire organization and organizational structure, employee skill base, process change, product delivery and marketing methodology, all changed in response to IT.



Dr. Maheshwari appreciated the skills and expertise of the guests present by stating that they are industrious technocrats who are the pioneers of introducing, developing and implementing innovative IT techniques in their own organizations. He then introduced them to the audience. Also, he introduced and welcomed the galaxy of distinguished academicians and corporate executives who had come from different parts of the country to participate in the seminar.

Address by
MR. HARSH MARWAH,
 Director Sales and Business Development,
 British Telecom India

Mr. Marwah addressed the audience by explaining about the transformation made by IT in the field of business. He talked about IT revolution, the third major revolution that has touched the civilization. According to him, IT started with proprietary islands of information which have immensely contributed in enhancement of business. With the quote



“Information is no good until it reaches the right person at the right time in the right format. We can keep digitizing all the information until it is delivered to the customers”, he explained about certain trends that have impacted the way IT has grown.

Over the years, not only the devices that increased in their manifold are computers, but also other devices such as webcam, storage boxes, surveillance cameras and PDA's. It means there is a lot of standardization and the information flow has started touching everybody. John Chambers, CEO of CISCO has rightly said, “Internet has truly changed the way we work, live, learn and play.”

Standard networking architectures, which have really transformed the world, were also discussed. He justified the transformation through various applications viz. e-governance programs, railway information systems, banking systems and bio-metrics applications.

He concluded the session by saying that we still have lot of challenges to be addressed in terms of information overflow, security issue and bubble burst. The infrastructure application and digitization will go hand in hand or will fall flat. He ended his speech with a quote from Dr. Abdul Kalam “Bandwidth and information technology is the devastator of imbalance.”

Keynote Address by
MR. ABHINAV MATHUR,
 Chief Strategy and Technology Officer, Spice Digital

IT has influenced our day to day living. Businesses have also improved a lot with the emergence of IT. We can get to know our customers not by meeting them but by sitting on business intelligence applications and can try to determine their preferences. Lots of things have changed around us drastically.





Mr. Mathur emphasized that the common characteristics of successful companies of today are that they consider technology as a core input to strategic formulation. They continuously manage and revise strategy to keep up with the evolving technology. While implementing a technology, the organisations keep their eyes open to what is the next new thing. Further, he exemplified the changes by discussing various online applications being performed through mobile phones, smart cards and desktops.

To conclude he said, IT can be compared to a double-edged sword. One needs to choose the right applications for the organization. Once chosen correctly, it makes the things better, faster and cheaper but if wrongly chosen it leads to inefficiency and ineffectiveness also.

Vote of Thanks by DR. JAGMOHAN TALUJA, Director, DIAS

Dr. Taluja thanked the dignitaries, faculty and audience for gracing the occasion. He asked the students to become creative and use the knowledge given by the experts as they were a part of the Information Revolution. He further said that the way the value chain could be utilized to increase profits was only through Information Technology. No



strategies could be formed and implemented, if it was not supported by IT and the same was true for sales.

Taking examples of chemist shops, internet banking and courier companies, he specified that IT has brought the information to as low as the customer level. Customers are now aware of their parcels even during the shipment; they can get all such information over the internet and thus be better aware of their needs.

He concluded by saying that Information Technology is for competent organizations and can be adopted provided the changes are accepted.

TECHNICAL SESSION I

The first technical session was chaired by Dr. Daya Gupta, HOD, Computer Engineering Department, DTU. The speakers at the session comprised of learned people from all across India.

Address by DR. DAYA GUPTA, HOD, Computer Engineering Department, DTU



Today, the key focus area is Information Technology driven organizational changes. The big challenge before us is not choosing IT for business, but it is for the organization to choose the correct IT technology. The Software Engineering community though has very advanced technology for choosing methods, techniques and tools which can be applied or which can support the organizational need to bring about the necessary changes, still the existing methods, tools and technology may not be sufficient.

With the increased development or advancement in Information Technology, the role of the Software Engineer has become very challenging. Without concentrating on the requirements analysis phase, it is difficult to automate any application. She emphasized on problems being faced for developing data warehousing, data mining or other applications.

So, today it is imperative to capture or measure or fill up the gap between required technologies and to produce a quality technology.



CHANGING DETERMINANTS OF SERVICE DELIVERY IN THE BANKING SECTOR AFTER THE ADVENT OF ICT

DR. BHAVANA SINDHU,
Faculty, IBS, ICFAI University, Dehradun

Dr. Sindhu highlighted that India has majority of youngest population in the world. 65% of the population is below 35 years of age. There is an increase in the literacy levels. The current trend is urbanization and the consumers have become more affluent.



She emphasized that technology and banking go hand-in-hand. The quintessential nature of banking harmonizes closely with technology as both have to perform tasks related to information, storage, processing and transmission. The foundation of both is mass transaction and items processing. Both deal in pervasive branch network and global operations. Technology helps to perform complex credit calculations and innovative risk management.

The role of information and communication technology can be seen in many areas like automated teller machines, personal digital assistance, cell phone banking, interactive voice recognition, internet banking and mobile branches. Its application can also be seen in home loans, auto loans, consumer durable loans, dealer funding, personal loans and credit cards. The low cost of the technology adds to the competitive advantage.

Further, she categorized various cyber crimes related with use of technology in banking, such as hacking, information threat, E-mail bombing, salami attacks, denial of service attacks and Trojan attacks.

The major findings of her empirical study were:

1. After the introduction of ICT in the banking sector the services delivery channels have changed significantly

2. Regular banking is still very popular among the masses.
3. ATM facility has established its popularity among the bank customers
4. e-banking is picking up fast.

PERSONAL LEARNING TO ICT ASSISTED VIRTUAL LEARNING:-CHANGING THE FACET OF KNOWLEDGE GENERATION.

MR. AVIJIT DUTTA, Scientist 'E', NIC, Delhi

Mr. Dutta discussed about knowledge concepts and concerns, evolution of ICT and internet, ICT as a tool for knowledge acquisition and measures and observation.



According to him, knowledge is awareness at the higher level of abstraction. Knowledge has two components: Tacit and Explicit. The major concern is to convert knowledge from tacit form to explicit form. He explained that ICT is acting as a catalyst in transforming the tacit component to explicit form and that this conversion has to be done with speed, accuracy, efficiency and scalability.

He elaborated that in the 1st generation, mainframe systems were used and in the 2nd generation, we had PC culture. In the current generation i.e., the third generation, we are using ubiquitous computing. In mainframe computing, a single user is served from a single PC only. But with ubiquitous computing, a single user is served from many computers. The speaker deliberated upon the steps in knowledge acquisition which are Active mind followed by Concept, Theory, then Practice and hence Knowledge.



DATA MINING AND DATABASE APPLICATIONS

**MS. R.HEMA & MS. NIDHI SRIVASTAV,
Faculty, Dronacharya College Of
Engineering, Gurgaon**

The speakers initially reflected on the concepts of information, data, data warehouse and purposes of data mining. They explained data warehouses are central repositories of data and provide information retrieval and knowledge discovery.



They also explained about the various techniques of data mining, such as decision trees, genetic algorithms, rule induction and nearest neighbor method- like memory based reasoning. The scope of data mining techniques as automatic predictions of trends, patterns and relations were also discussed.



Finally, they stated a case study done in USA for finding tax shelters in the high income group wherein they had used a method of machine learning and statistical analysis for the

purpose of targeted high income group. The following results had been derived:

1. They got 500 meta group which were invisible earlier
2. Automatically discovered the number of tax shelters and
3. Predicted the future trends to extract the hidden predictions.

GREEN IT - CHANGING FACE OF ORGANIZATION

**MS. TRIPTI MISHRA & MS. SONIA GUPTA,
Faculty, DIAS, Delhi**

The speakers talked about the new concern for e-waste which is generated by dumping computer servers and associated subsystems.



Businesses around the world are realizing that by adopting initiatives that have a positive effect on the environment, they save money and at the same time, use technology more efficiently. They discussed the great opportunities that lie in the IT department, where reducing the environmental footprint of technology is now at the top of the mind for many IT leaders.





They also talked about the various green IT practices that companies are initiating for reducing the impact of e-waste on the environment and getting benefited economically. Virtualization, algorithmic efficiency and management of obsolete, unwanted or nonfunctional electronics equipment are also global problems.

The speakers concluded by suggesting some simple measures that can be taken to contribute to Green IT like using printing paper from both sides, switching off lights when not in use, etc.

TECHNICAL SESSION II

The second technical session was chaired by Mr. Madhav Reddy, Senior Technical Director, NIC, Delhi. The speakers of the session talked about cloud computing, SOA, Image Steganography Techniques and Minutia Score Matching.

Address by the Session Chair Person
MR. MADHAV REDDY,
 Senior Technical Director, NIC, Delhi

Mr. Madhav Reddy thanked DIAS for giving the opportunity for chairing the session. He said "IT Driven Organisational Changes" is one of the most contemporary topics of today. He then informed the audience that on 25th March 2010, union cabinet has approved a scheme called "National Knowledge Network".



He talked about various security issues. To overcome these, a set of guidelines, "End Point Compliance" is being used. The user has to follow these guidelines to access the network. He then introduced the audience to an authentication scheme called "Fingerprint Recognition System".

Mr. Reddy concluded by informing the audience about the "RSS Token", an authentication technique, nowadays accepted in MNC's.

OPPORTUNITIES, CHALLENGES & SECURITY ISSUES IN CLOUD COMPUTING

MR. SUSHIL KUMAR,
 Associate Professor, Rajdhani College
MR. SHREY AZAD
 Faculty, Amity Institute of Telecom Technology and Management

Mr. Kumar expressed his views on cloud computing, the opportunities, challenges and the security issues involved. According to him, computing is a part of life like other utilities and cannot be defined in any one way as people from different fields interpret the meaning differently.



Use of cloud computing requires less processing for each individual applications. The speakers emphasized that cloud computing can reduce the use of hardware, software. Data can be permanently stored on clouds. They differentiated cloud computing with parallel, clustered grid and utility computing.



They also explained the three layers i.e. SAAS, PAAS and IAAS. Further, their perception of benefits, advantages and challenges in cloud computing was elaborated upon. They concluded by explaining the difference between cloud computing and clustered computing.



ROLES OF AGENTS IN WORKING OF SOA AND CLOUD COMPUTING

MS. CHANDNI BABBAR,
Faculty, Birla Institute Of Technology, Jaipur

The speaker gave an introduction of the basic functions of SOA (service oriented architecture) which is a collection of services available on a network. She also explained the applications of cloud computing such as drop box, used to store data and SKYPE, one of the most widely used applications nowadays. She described the basic functioning of a proxy server by stating that "proxy servers act as an intermediate between work stations and internet application services." They are interface handlers which ensure security, as well as administrative control over the services being rendered by the provider.

Ms. Babbar elaborated upon the details of how a proxy server works with SOA to ensure effective transportation of data, where the service consumer interacts indirectly with proxy sever, which in turn searches for the service in its database and finally fetches the required service with its service id.



She concluded by specifying various advantages of agents over proxy servers i.e. Service Oriented Architecture is a highly optimized software due to the presence of rational thinking with fast response time and features like robustness, efficiency and a hybrid structure.

COMPARATIVE STUDY OF IMAGE STEGANOGRAPHY TECHNIQUES

MS. ASHIMA WADHWA,
Faculty, Guru Arjun Dev Institute of Management & Information Technology

The speaker introduced the concept of Image Steganography, wherein the user commutes on both, private as well as public channels.



On public channel, there is a need for security. Security can be implemented in two ways i.e. cryptography and steganography. She further elaborated on different techniques of steganography i.e. image, audio, protocol. Also, she proposed a comparative study of all the techniques used wherein evaluation of each technique in terms of invisibility, payload, independence of file format, robustness against image manipulation and statistical attack etc.

She concluded with suggested applications like quantization compression, Topaz algorithm, Patch work, LSB technique and LSB random number technique.

FINGERPRINT RECOGNITION USING MINUTIA SCORE MATCHING

MS. PREETI ARORA DUGGAL,
Faculty, Kulachi Hansraj Model School, Delhi



Ms Duggal highlighted the contribution of biometric system as the major technique to verify the person's authenticity and identity. Her paper concentrated on physiological aspect of biometric system. She introduced the concept of fingerprint in which the person places the fingers on the censor which reads data and verifies it using the templates stored in database.



She further talked about the techniques commonly used in finger-print matching, her focus being miniature section technique. Miniatures are the abnormal points present on the ridges of finger. These points are counted and matched with templates stored in the database. In her proposed system, she accomplished the hybrid algorithm. For implementation, she used C#.

She concluded with the result that it is one of the most widely used biometric technique and performs better with a more flexible enrolment and match capability as compared to other methods.

VOTE OF THANKS by MS. BARKHA BAHL, Event Co-ordinator

With the quote, "There is one thing one has to have: either a soul that is cheerful by nature or a soul made cheerful by work and knowledge.", Ms. Barkha Bahl, the event co-ordinator, expressed her belief that the audience have benefited from



the words of wisdom, experience and knowledge by the eminent speakers at the national conference.

She thanked the dignitaries, eminent speakers, the audience and the college staff for gracing the occasion by their benign presence and making the event a grand success with the

hope that this association will strengthen in the times to come.

The Latest Buzz

MANAGEMENT

AMENDMENT IN MINIMUM PUBLIC SHAREHOLDING REQUIREMENT FOR LISTED COMPANIES

The Securities Contracts Regulation Act, 1956 (SCRA) seeks to prevent undesirable transactions in securities. In order to achieve these objectives, the Central Government has framed the Securities Contracts (Regulation) Rules, 1957 (SCRR). The SCRR provides for the requirements which shall be complied with by public companies for the purpose of getting their securities listed on any stock exchange. One requirement seeks to ensure the availability of a minimum number of shares (floating stock) of the listed securities with the public so that there is a reasonable depth in the market and the prices of the securities are not susceptible to manipulation.

The SCRR seeks to achieve this by prescribing a minimum part of the issue to be offered to public by the company seeking listing on a recognized stock exchange in rule 19 (2) (b).

In Finance Minister's Budget speech for 2009-10, he, inter alia, proposed to raise the threshold for non - promoter, public shareholding for all listed companies which is essential for the sustenance of a continuous market for listed securities to provide liquidity to the investors and to discover fair prices. To implement the Budget announcement, the government has notified Securities Contracts (Regulation) (Amendment) Rules, 2010 on 4th June 2010 pursuant to which all listed companies are now required to offer and maintain a minimum public shareholding of 25%.

RECRUITING PODS: CUSTOMIZED PODCASTS FOR RECRUITMENT AGENCIES

Recruiting Pods is a new service from Chris Russell and Peter Clayton, two veteran podcasters. The duo will produce & host customized podcasts for employment agencies, recruiters and executive search firms that allow them to take part in new media marketing. These will appear on recruitingpods.com, iTunes, and other podcast aggregation



sites. Each firm promoted through Recruiting Pods will get a customized plugin to play their shows on their own web sites.

Employment agencies, third-party recruiters and executive search firms can now easily and inexpensively take advantage of the growth in the Web 2.0 world of online marketing. Podcasts have a threefold ad effectiveness increase over traditional online video and a sevenfold effectiveness increase over television.

BANKS HAIL RBI'S BASE RATE PLAN

Bankers have welcomed the Reserve Bank of India's decision to replace the benchmark prime lending rate (BPLR) with a base rate. The base rate will be computed after taking into account all costs, including the cost of deposits, the negative carry on CRR and SLR, overheads and employee expenses. Banks cannot lend to any category of borrowers below the base rate.

Banks have to determine their base lending rates taking into account common elements across all categories of borrowers. Actual lending rates will take into account the credit risk of a borrower and the product.

It is expected that the deregulation of lending rates will increase credit flow to small borrowers at reasonable rates. In general, banks are fully prepared to migrate to the new system of pricing loans. The base rate can serve as the reference benchmark rate for floating rate products. More transparency can be believed and this will help in the long run as lending products will now be properly priced, thereby bringing about uniformity.

FOCUS GROUPS FOR LESS: USING A FREELANCE FOCUS GROUPS MODERATOR

Using focus groups to test new ideas or solutions can sound like a good idea, but without a research budget it can simply be a no-go. When an organization faces a marketing problem, such as where to focus product development resources or how consumers make decisions within the category, focus groups are a popular market research solution.

However, if organizations want to use focus groups to gain insights from consumers, a freelance focus group moderator can be a cost effective alternative to services offered by market research companies. Focus groups are group research discussions facilitated by a trained moderator, with real consumers who are carefully selected against an agreed profile. The purpose of focus groups is usually to gain detailed insights into consumers' purchasing and usage behavior, including attitudes to your brand and competitors and reaction to new ideas for your brand.

A project normally consists of a number of focus groups, to gain detailed market research insights across more than one target consumer group (e.g. pre-family, young family, older family and empty nesters) and location (e.g. south and north). More than one focus group of each profile is recommended, to ensure consistency of findings. Freelance focus groups providers can conduct the market research project as if the company is using a normal research agency, but without the typical overheads of market research companies in a very cost effective way.

They ensure that the research brief is understood and well interpreted, the market research project is designed according to organization's budget and personnel from the organization are involved at every stage to ensure that the company gains the insights it needs from the particular focus groups and other market research.

INSPIRE OF HIGH ECONOMIC GROWTH, INDIA SHOULD FOCUS ON DEVELOPMENT

The advance estimate of the 2010 fiscal year growth for India's economy is around 7.2% though it is believed that the actual number will be higher. Till now, no economist has thought of the growth to be lower than 7.2% and many actually felt it would be near 7.5%. In the first 3 quarters of 2009, India has seen growth rate of 6.1%, 7.9% and 6% respectively.

Government's support to the industry allowed the economy to grow at 7.9% in the second quarter. Growth decreased to 6% in third quarter due to the contraction of agriculture production by 2.8% and slipping of community, social and personal services by around 2.2%.

For economic growth, a country should be looking for balance between economic growth and development. Growing economies like India have a high growth rate but their development rate is low. A high economic growth never tells us how much of the money is reaching the poor people. It is generally not advisable in a country if the rich just keep getting richer while the poor keep getting poorer. India should ensure they can turn their high economic growth to high development rate as well.

RESERVE BANK MEASURES UNDER NEW MONETARY POLICY, APRIL 2010

The accommodative monetary policy, adopted by RBI in mid-September, 2008 to combat with global economic crisis, helped Indian economy recover ahead of most other economies. A robust growth in manufacturing sector and export expansion reflect resilient nature of our economy. The recovery is gaining momentum from sustained increase in



bank credit and resources raised by the commercial sector from non-bank sources. But, it is accompanied by galloping inflation, especially consumer price inflation. Headline WPI on a year on year basis at 9.9% in February 2010, has exceeded our baseline projection of 8.5%. The projected growth rate for this fiscal is around 8%, which may lead to increased capacity utilization and so more supply side pressures on generalized inflationary process.

On the basis of the current assessment and in line with the policy stance, Reserve Bank has announced the following policy measures:

Bank Rate: The Bank Rate has been raised to 6.0 per cent.

Repo Rate: RBI has increased the repo rate under the Liquidity Adjustment Facility (LAF) by 25 basis points from 5.0 per cent to 5.25 per cent with immediate effect.

Reverse Repo Rate: There is increase in reverse repo rate under the LAF by 25 basis points from 3.5 per cent to 3.75 per cent with immediate effect

Cash Reserve Ratio: RBI has increased the cash reserve ratio (CRR) of scheduled banks by 25 basis points from 5.75 percent to 6.0 per cent of their net demand and time liabilities (NDTL) effective the fortnight beginning April 24, 2010.

As a result of the increase in the CRR, about Rs. 12,500 crore of excess liquidity will be absorbed from the system.

GOLD GLITTERING....

Bullion prices have reached unprecedented heights in recent times. Gold broke its usual strong inverse correlation with the dollar to rally in line with the U.S. currency this month, as investors sought refuge from other markets in both assets

London, the hub of the global spot gold market, with around \$18 billion in trades passing through its clearing system each day, is being closely followed by other significant markets for physical gold like India, China, the Middle East, Singapore, Turkey, Italy and the United States. The COMEX division of the New York Mercantile Exchange, The Tokyo Commodity exchange and several other exchanges in gold futures market launched by India, Dubai and Turkey are becoming instrumental in propelling gold price day by day.

Key Price Drivers

- Investors
- Dollar Price
- Oil Prices
- Fiscal And Political Tensions
- Central Bank Gold Reserves
- Dehedging
- Demand/Supply

AIMA MANAGING INDIA AWARDS 2010

AIMA, a top body of professional management in India, facilitates the growth of the management profession in the country. AIMA gave away its first ever Managing India Awards, 2010 witnessed by a galaxy of stars from the world of business, politics, media and entertainment. The following were the recipients of the awards:

Award	Awardee
Media Person of the Year	Vir Sanghvi
Entrepreneur of the Year	Chetan Maini
Business Leader of the Year	Mr Kumar Mangalam Birla
Corporate Citizen of the Year	Mr Rahul Bajaj
Most Promising Sports Person of the Year	Mr Gautam Gambhir
Most Promising Actor of the Year - Female	Ms Katrina Kaif
Most Promising Actor of the Year - Male	Mr Ranbir Kapoor
Director of the Year	Mr Rajkumar Hirani
Outstanding Institution Builder	Mr Deepak Parekh
Outstanding Contribution to Media	Mr Aroon Purie
Path Breaker of the Year	Mr Nandan Nilekani
Most Admired Indian of the Year	Mr N R Narayana Murthy
Lifetime Contribution Award	Dr. R P Goenka



INFORMATION TECHNOLOGY

SQL SERVER EXPRESS

SQL Server Express presents challenges, which haven't been well-addressed by Microsoft. SQL Server Express doesn't have any kind of centralized backup and restore technology that can be centrally configured. Express is intended as a simple, local data store – not unlike an Access database. In fact, it has many of the same limitations. In most cases, Express can automatically close database files that aren't in use, meaning those files can be grabbed by a simple file-level backup – just like an Access database. If Express is storing sensitive data, important data, or something along those lines, we must think about relocating that data into the data center.

The beauty of Express is that any application using it can automatically use a full edition of SQL Server just by changing a few settings. If we have an application that doesn't allow the necessary settings to be changed, it's time to get on the phone with the vendor and raise some heck.

GOOGLE CHANGES ITS ALGORITHM AGAIN

Google uses more than 100,000 servers to store its data. These servers build-the Google data centers. Depending on the time and the place from which Google is accessed, it redirects the user to different data centers. There are very many different Google data centers and each data center has its own index. Normally, the content of the different data centers is about the same. Webmasters who observe several data centers have found out that there are currently three types of data centers.

It seems that Google uses different algorithms in these data centers and that Google uses some data centers to test algorithm changes. Using only a few data centers allows Google to test algorithm changes without affecting all search results. The three different data center groups that have been observed by some webmasters probably reflect the test of different algorithms that affect the same ranking factor.

Data center group one (the biggest) uses the current algorithm, group two (a small group) tests algorithm change A, group three (another small group) tests algorithm change B. That way, Google can test the best way to improve its algorithm without affecting all search results. The changes are tested in some data centers only.

GREEN IT

Green computing or green IT, refers to environmentally sustainable computing or IT. It is "the study and practice of designing, manufacturing, using, and disposing of computers, servers, and associated subsystems—such as monitors, printers, storage devices, and networking and

communications systems—efficiently and effectively with minimal or no impact on the environment. To comprehensively and effectively address the environmental impacts of computing/IT, we must adopt a holistic approach and make the entire IT lifecycle greener by addressing environmental sustainability along the following four complementary paths.

- **Green use** — reducing the energy consumption of computers and other information systems as well as using them in an environmentally sound manner
- **Green disposal** — refurbishing and reusing old computers and properly recycling unwanted computers and other electronic equipment
- **Green design** — designing energy-efficient and environmentally sound components, computers, servers, cooling equipment, and data centers
- **Green manufacturing** — manufacturing electronic components, computers, and other associated subsystems with minimal impact on the environment

Green IT also strives to achieve economic viability and improved system performance and use, while abiding by our social and ethical responsibilities. Thus, green IT includes the dimensions of environmental sustainability, the economics of energy efficiency, and the total cost of ownership, which includes the cost of disposal and recycling.

With increasing recognition that man-made greenhouse gas emissions are a major contributing factor to global warming, enterprises, governments, and society at large now have an important new agenda: tackling environmental issues and adopting environmentally sound practices. Greening our IT products, applications, services, and practices is both an economic and an environmental imperative, as well as our social responsibility. Therefore, a growing number of IT vendors and users are moving toward green IT and thereby assisting in building a green society and economy.

VIRTUAL LINUX

The definition of virtual Linux is as fluid as the Linux platform itself. For the desktop user, virtual Linux translates into being able to use Linux without changing their existing operating system. For those working with servers however, virtual Linux can mean something very different altogether. In both instances, virtual Linux is fast becoming a term coined to explain the benefits of using a virtual operating system in place of dedicated hardware.



To the typical desktop user, virtual Linux is a Linux installation that's not actually installed over their existing operating system. These types of Linux instances come in a number of shapes and sizes. Ranging from a LiveCD such as Knoppix down to installations running in what is called a virtual machine.

TOP 25 CODING ERRORS – ARE THE SOFTWARE SUPPLIERS SECURE?

International security organisations have updated and restructured a list of 25 common programming errors that cause security vulnerabilities and expose software users to cyber attack. The structure of the list has been modified to make it easier to use by distinguishing mitigations and general secure programming principles from more concrete weaknesses.

...))())()Cross-site scripting tops the list, which aims to help businesses improve their software procurement by requiring code to be free of these errors. The goal is to force suppliers to test the security of their software and to provide customers with their test results. The integrity of hardware and software products is a critical element of cyber security. Creating more secure software is a fundamental aspect of system and network security and the top 25 programming errors initiative is an important component of an overall security initiative for any country.

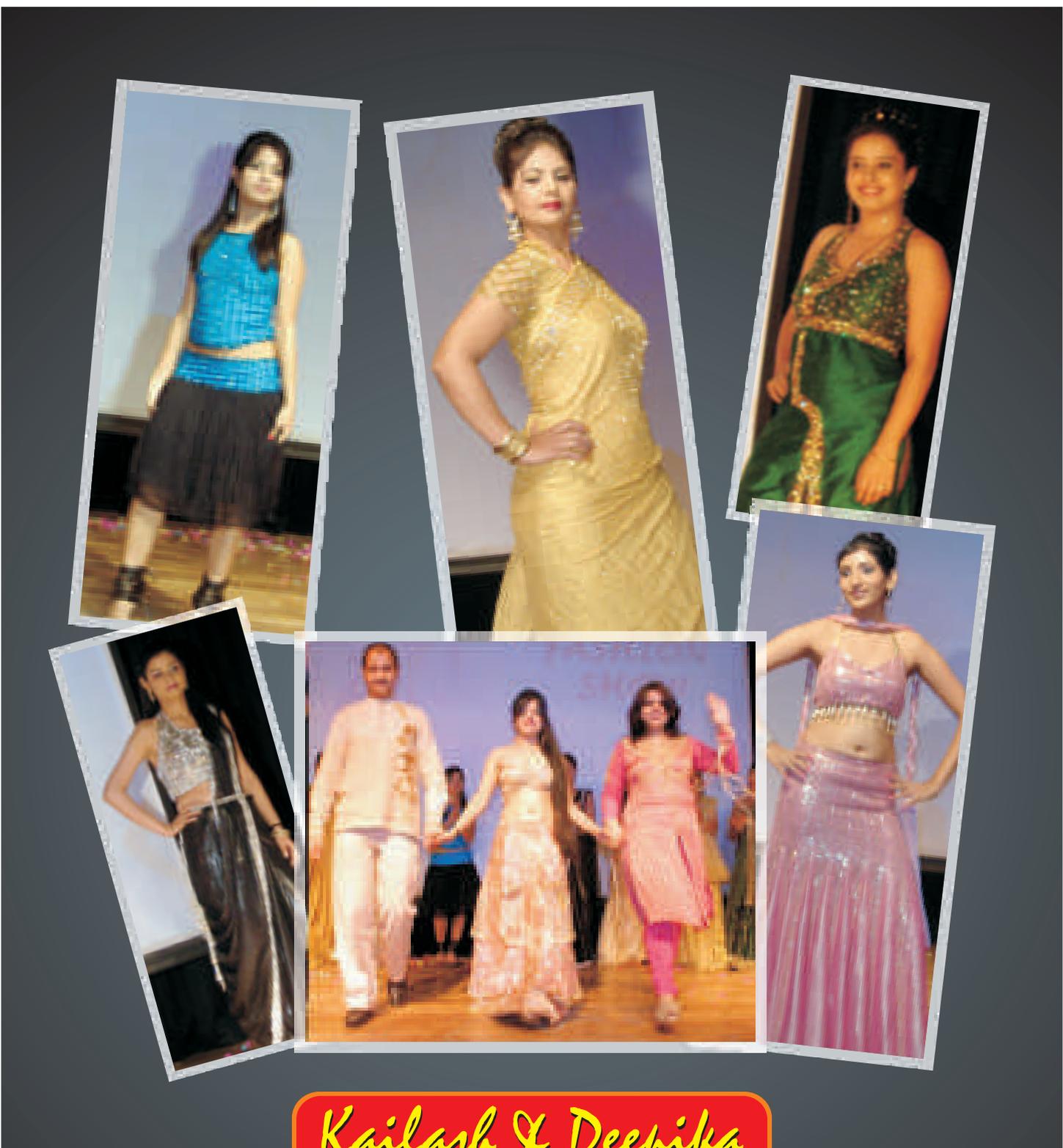
Top 25 coding errors

- Failure to preserve web page structure ('cross-site scripting')
- Improper sanitisation of special elements used in an SQL command ('SQL injection')

- Buffer copy without checking size of input ('classic buffer overflow')
- Cross-site request forgery (CSRF)
- Improper access control (authorisation)
- Reliance on untrusted inputs in a security decision
- Improper limitation of a pathname to a restricted directory ('path traversal')
- Unrestricted upload of file with dangerous type
- Improper sanitisation of special elements used in an OS command ('OS command injection')
- Missing encryption of sensitive data
- Use of hard-coded credentials
- Buffer access with incorrect length value
- Improper control of filename for include/require statement in PHP program ('PHP file inclusion')
- Improper validation of array index
- Improper check for unusual or exceptional conditions
- Information exposure through an error message
- Integer overflow or wraparound
- Incorrect calculation of buffer size
- Missing authentication for critical function
- Download of code without integrity check
- Incorrect permission assignment for critical resource
- Allocation of resources without limits or throttling
- URL redirection to untrusted site ('open redirect')
- Use of a broken or risky cryptographic algorithm
- Race condition

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HIGH-SPEED SCANNER SCANS 200-PAGE BOOK IN 1 MINUTE

Scientists from Japan recently unveiled an ultra-fast scanner that allows scanning a 200-page book in about a minute, eliminating the need of breaking up or flattening the book. Headed by Professor Masatoshi Ishikawa, the group of researchers from the University of Tokyo managed to come up with a prototype scanner that can scan a book when you quickly flip its pages. The latest invention makes use of a high-speed camera that operates at a speed of 500fps and can generate images that boast a resolution of 1280x1024 pixels. The camera takes the pictures of a page along with its images and text under standard light.

Afterwards, a laser projects lines on the book's pages, making it possible for the system to adjust for the distortion of the pages when these are turned. Thus, the software is able to

reproduce the image into a digitized picture of a standard book page, reports Physorg.com.

The current device is rather bulky, but researchers are looking for ways of miniaturizing it, so it would be possible to incorporate the device into various portable gadgets like smartphones. The Japanese scientists, however, faced certain issues with their latest invention. For instance, the image generated by the device may not be of high resolution and sometimes a person can skip some pages while flipping.

Scholastic Impressions

MANAGEMENT

HSBC SILENTLY SPREADING WINGS

M. Kirubakaran

This paper makes the reader aware about the growth achieved by the HSBC in their credit card wing. The HSBC Group is one of the largest banking and financial services organization in the world. They are focusing on customer management for their credit card wing. Customer management becomes essential because today's customer has lot more expectation and demands quality services. The author specifically talks about the credit cards and debit cards growth. A study based on descriptive research using simple random sampling technique was conducted to find out the credit card preferences amongst the cardholders.

The study shows that among the 200 respondents about 29% have preferred ICICI bank card as their preferred card, about 23% have preferred SBI bank card and 21% have preferred HSBC bank card followed by other bank's cards. Certain other results highlighted that 61% of the respondents were satisfied with the services rendered by HSBC bank. Their buying decision of HSBC card was influenced by easy payment mode, prestige, popular brand and other factors. Thereafter suggestions were also

provided, like HSBC can open more ATM's and branches, providing certain added facilities, improving customer service etc.

This study is a great help to HSBC and may be to other foreign banks where they can learn the loopholes and thereby correcting it and reaching great heights in terms of growth of credit card business.

Mr. Himanshu Puri, Faculty, DIAS

(For full text, please refer to "Journal of IMS Group", Vol. 6, No.2, July-December 2009, Page No. 41-43)

AN EXPLORATORY STUDY ON NEGOTIATING STYLES: DEVELOPMENT OF A MEASURE

Manish Kumar, Himanshu Rai, and Surya Prakash Pati

Negotiation study as a tool in conflict management has been in vogue since long and spans the disciplinary boundaries. The outcome of business negotiations depends on bargainer characteristics, situation, and the negotiation process, which also drive the style adopted by a negotiator. Negotiation as a universal phenomenon does not have a universal style as the notion of consistent improved results for an individual's business value has multiplicity of measures.



Negotiating with people may very well be a source of stress for many people. The stress may be on account of inability to interact with multiple, possibly conflicting, priorities of people. This frustration may often translate into physical illness, fatigue, and mental disorders that eventually lead to excessive absenteeism, turnover, and decreased performance on the job. It is believed that being aware of the source of error may reduce the level of stress; and acting proactively to reduce the conflict of priorities may lower it still further.

The paper proposed treating negotiating style as a separate construct from negotiating ability and strategy in order to reduce the prevailing confusion regarding the construct. The results showed that the people in general adopt four distinctive styles of negotiating with one another: analytical, aggressive, equitable, and amicable.

The result of this paper can prove to be interesting for managers in a number of ways. First, an awareness of one's negotiating style would reveal the preferences of oneself in terms of what characteristics are important for oneself as a part of one's value system. This can be used by managers as a diagnostic tool to evaluate the extent to which one would like to have an attribute on a particular kind of negotiating style. Second, managers need to be aware of not only their own negotiating styles but also the styles of others with whom they negotiate for critical resources concerning their daily activities. Firstly, it would reduce the stress level as one would get an understanding of why someone else character is different from one's own character. Secondly, being aware of other's character would help in their attempts to bridge the gap between the two value systems.

Ms. Ritika Maheshwari, Faculty, DIAS
(For full text, please refer to *Vikalpa*, The Journal for Decision Makers, Indian Institute of Management Ahmedabad, Vol. 34, No. 4, October-December 2009, Page No. 37-50)

KNOWLEDGE MANAGEMENT, MANAGING KNOWLEDGE WORKERS ACROSS DIFFERENT STAGES OF EMPLOYMENT

Deepti Pathak

Today workforce comprises of individuals who are valued for their ability to interpret information within a specific subject area. They use research skills to define problems and to identify articles. So, the emerging age of knowledge economy management has created a new type of employees called knowledge workers who use their heads more than their hands to produce values.

The article emphasizes on the new strategies in the field of HRM and the link of these innovation to the management of knowledge workers.

The different interventions like Treating Employees as Customers, Employee Branding, Recruitment and Selection, Training development, Performance appraisals and Employee Involvement and Empowerment are explained. Also, the author has discussed, how they can act as tools for proper management of knowledge workers and for enhancing their performance.

Ms. Parul Singhal, Faculty, DIAS
(For full text, please refer to *HRM Review*, The ICFAI University Press, Vol. 9, Issue 10, October 2009, Page No. 38-42)

LIFE ORIENTATION AND ORGANISATIONAL ROLE STRESS AMONG RETAIL EMPLOYEES

Nilesh Thakre

Organized retailing in India represents a small fraction of the total retail market. Modern retail formats are showing robust growth as several retail chains have established a base in metropolitan cities. The competition among the retail sector has increased too much. Retailers are not only required to keep track of their sales, but also to ensure customer satisfaction. Retailers are required to deal with sales figure which depends upon trained sales persons, their attitude, life orientation and role stress. The present deals with the relationship between organizational role stress and life orientation among employees.

Hypothesis formation and testing is being performed in order to check the validity of the relationship. For this 5 hypothesis have been checked for a sample consisting of 136 sales persons / employees of organized retail sector such as Pantaloons, Globus, Big Bazaar, Reebok, Planet M, etc., within the age of 18-30 years in Mumbai and its suburbs. Purposive sampling technique is being used. Study is being done using Life Orientation Inventory and Organizational Role stress scale.

The results of the study conclude that role erosion is likely to be experienced in an organization that is redefining its role and creating new roles. It means that roles are redefined as per the demands and expectations of the customers.

Ms. Sakshi Saxena, Faculty, DIAS
(For full text, please refer to, *BVIMR Management edge*, Vol.2, No. 2, 2009, Page No.77-82)



AN INVESTIGATION OF THE TRAINING PRACTICES IN A GARMENT MANUFACTURING UNIT

B.Sripirabaa, K.Sridevi

Training becomes an ongoing process in organization as the levels of requirements become outdated quickly. Consequently, organization starts using training as a competitive tool to achieve higher standards of productivity, quality & effectiveness to adapt business strategies in order to accommodate the external environment.

Textile industry has a unique position as a self-reliant industry from the production of raw materials to the delivery of finished products with substantial value-addition at each stage of processing. It has created huge employment opportunities in rural and urban areas. The industry also requires skilled personnel. The skills of the workers need to be enhanced on a constant basis with the advent of new technology.

This article tries to explore the modern operation adopted for the training programs in the organization and identifies the training practices adopted by the organization and tries to explore the impact of the components of training and development activity. To accomplish the above objectives, the researcher has conducted a survey followed by data analysis. A theoretical model has been formulated by reviewing the related literature. The results have been identified as:

1. There exists no difference in opinion about the training need, training calendar, type of training provided grasping power of the respondents and their interest for training among varied age groups of respondents, i.e. the respondents had the same opinion.
2. The opinions about the type of training and the training needs have been different on the basis of respondent's education level.
3. Better training need analysis would lead to better training design, implementation and transfer of training and training evaluation.
4. Training effectiveness depended on training policy adopted, training location, extra curricular activities, safety measures provided, co-trainees, grasping power of the respondents, language of the trainer, trainer's competency.
5. Training methods adopted were also responsible for training effectiveness.

Ultimately, it was suggested that to make training effective, the organization should take care at each and every step of identification of needs, designing, implementing and evaluating the training. Adoption of innovative methods

would also create interest amongst the respondents and make the program more effective.

Ms. N. Malati, Faculty, DIAS
(For full text, please refer to, The Journal of Indian Management & Strategy, Jims 8M, Vol. 15, No.1, Jan-March 2010)

TRADING BEHAVIOUR OF INSTITUTIONAL INVESTORS ACROSS WEEKDAYS: AN INDIA EVIDENCE

Ashish Garg and Sangeeta Chhabra

In this paper, the authors have examined the trading pattern of foreign institutional investors (FIIs) and the Indian Mutual Funds (IMFs) across the day of the week for a period of nine years from January 2000 to January 2009. Parametric and econometric tests have been applied for data analysis of FIIs and IMFs. ANOVA, T-Test, Autoregressive model with dummy day variable have been used on data. The findings of the study show that net investment made by FIIs follow Friday effect, while the investment made by the IMFs are equally distributed among the various days of the week. From the findings, it is obvious that some seasonal anomalies are persistent in the stock market and investment by institutional investors. Hence, despite the use of sophisticated information technology and many reforms the stock markets are not fully efficient.

Dr. Vibha Dua, Faculty, DIAS
(For full text, please refer to ICFAI University Press Journal of Applied finance, Vol. 16, No. 2, February 2010, Page No. 33-51)

GREEN MARKETING, EMISSION TRADING AND CARBON CREDITING IN INDIA. (AN EMERGING OPPORTUNITY FOR INDIA)

Ms. Sunita Dahiya, Dr. Amita Charan, Mr. Vijay Kumar

Changing trade pattern, global recession, financial crisis and many other upcoming global challenges are truly difficult to manage for corporates, environmentalists and even administrators at the top. Most of the intellectuals and eminent personalities are realizing the importance of "Going Green" and conserving environment by reducing pollution and emission. Carbon Trading Green Marketing is a requirement for our survival on this earth. India can set standards for others to lead in area of Carbon Crediting and Trading. Carbon Credits is a new concept emerging globally, which provides a way to reduce pollution in the environment. The corporates reduce their emissions of green house gases, and are awarded carbon credits. These credits can be sold



elsewhere in the world. India is an emerging market hub for carbon trading/Garbage trading.

There can be increased revenue and profitability and also rush-taking measures adopted by developed nations and this in turn shall fuel the growth of developing nations.

Ms. Taru Singh, Faculty, DIAS

(For full text, please refer to, Effulgence, Vol. 8, No. 1, January-June 2010, Page No. 7-13).

INFORMATION TECHNOLOGY ENHANCING ENTERPRISE MOBILITY

Sandeep Koul

Mobile phones are powerful devices that stay with employees 24 X 7. If one could enable these devices to carry business applications, they could enhance productivity manifold. The solutions that are available today range from software for enhancing individual productivity to enterprise class solutions that an enterprise can deploy for its entire employee and customer base. Banks today for instance, are providing different levels of mobile banking for their customers.

Personal productivity apps include Google's mobile application stack which comprises of Google Mail, Picasa, Google Maps, You Tube, and many others. Enterprise mobility apps include vendors who can provide field force automation software for entire mobile workforce. Some of the better known ones are salesforce.com, which can provide CRM clients for mobile phone. Mobile databases and management systems are also there, like Sybase's SQL Anywhere, which is a database management system for mobiles.

Enterprise mobility solutions include examples like Sybase Unwired platform. This includes a tooling environment that integrates with commonly used integrated development environments like Visula Studio & Eclipse. This helps in-house developers to develop applications for mobile platforms from an IDE that they're already familiar with, and then deploy them to different mobile devices. This solution comprises of Sybase Unwired Server that helps in packaging and deployment of mobile applications to mobile devices. Another common trend being observed is the integration of mobile apps with enterprise business apps. For example, the service integrates with their ERP back-end, and dealers could for instance, query about their shipments, complaints, and much more.

Ms. Shuchi Vasisht, Faculty, DIAS

(For full text, please refer to, PC Quest, February 2010, Page No. 62-65)

PASSING NULL PARAMETERS

William Vaughn

Creating a stored procedure which is accepting a NULL value as parameter generally creates problem. This can be overcome by making use of default parameters. A default value is used if a parameter is not passed in i.e. by not passing in a parameter; we are forcing the use of the default parameter value.

Being able to force the use of default parameter values presents developers with a handy option when designing applications that use ADO.NET to execute stored procedures with optional named parameters. If we want a stored procedure to use the procedure-specified default value, simply do not generate a parameter for the SqlCommand object that's executing the stored procedure.

This approach is not very practical for stored procedures with a lot of optional parameters because the developers will have to come up with a state machine to figure out which parameter objects to build and which to populate.

Ms. Surbhi Jain, Faculty, DIAS

(For full text, please refer to, SQL Server Magazine, December 2009, Page No. 33-34)

SOCIAL NETWORKING OVERDRIVE

Siddharth Raman

Social networking isn't just about reconnecting with old friends rather it's a powerful medium of communication for personal use, business communication and entertainment.

Various social networking sites are available like twitter, facebook, orkut, linked in etc. Sites such as twitter and facebook have mobile versions that can be easily accessed on the mobile internet browser . www.power.com gives a one stop destination through which Orkut, Twitter and Linked in can be accessed. It also allows access to Hi5 and Myspace.

Tweet Deck is an extremely popular Twitter client, built using Adobe AIR. It also allows multiple account management. On the desktop front, Scrapboy is also quite useful. It links orkut and facebook and also allows the user to access groups, see updates and browse walls and scrapbooks. Various options like Facebook desktop, Digsby, Yoono etc are also available which provide us with similar functionality.

On the whole, the options out there are several . The number of ways by which we can access our favourite social networking sites are numerous. It is just our choice as it is not just about convenience and customization, it is also about fun.

Ms. Neha Goel, Faculty, DIAS

(For full text, please refer to, Digit, Vol. 10, Issue 2, February 2010, Page No. 52-53)



YET ANOTHER ACCESS POINT

Richard Gass and Christophe Diot

The YAAP (Yet Another Access Point) is a personal access point that supports local file sharing and opportunistic network proxying. Accessing services from the Internet has become common- place since the introduction of smart phones and hand-held devices. Users can enjoy near seamless connectivity to online resources practically anywhere via cellular networks. Mobile users depend a great deal on infrastructure and the services they provide. In areas of no connectivity, i.e., areas with no Wi-Fi or cellular coverage, mobile users are cut-off from the world and are left in solitude, not able to send email or exchange data in an easy manner, even if the intended destination is in the same room.

The YAAP is a small form factor computer (about the size of a cigarette box) that offers local storage, multiple network interfaces, and offers locally connected users a familiar and easy way to allow their devices to communicate with one another in a private and secure fashion.

The YAAP software includes three main applications that are accessed through a regular web browser:

Chat	File exchange	Proxy services
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The YAAP can be used in a combination of any of the four primary configurations:

Router Mode	Access Point Mode	Wireless Client Mode	Proxy Mode
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All of these modes are configurable through an administrative web interface. The admin interface also allows the owner of the YAAP or administrators to add or delete users, reset passwords, and configure network interfaces.

The following services are required to the get the YAAP up and running:

Web Server	DHCP Server	NAT	Captive Portal
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The YAAP was designed to easily provide drop-in, ad- hoc infrastructure services. It offers an easy and familiar way for users to share files and chat, with or without infrastructure support.

Ms. Neha Tandon, Faculty, DIAS

(For full text refer ACM SIGCOMM Computer Communication Review, Vol.39, No.5, October 2009, Page No. 52-53)

HAND WRITING RECOGNITION SYSTEM USING NEURAL NETWORKS

Pooja Singla

Artificial Neural Networks(ANN) technology based computers perform various real world tasks like pattern recognition, voice recognition, handwriting recognition etc This technology is based on physiology of the brain that make these computers capable to understand complex patterns.

The Handwriting expert system uses immense information of neural networks. Back propagation Algorithm of ANN added grand fame to it because of its simplicity and reasonable speed. The backpropagation algorithm can be divided into two phases: propagation and weight update. Each propagation involves forward propagation of a training pattern's input through the neural network in order to evolve the propagation's output activations and back propagation of the propagation's output activations through the neural network by means of the training pattern's target in order to evolve the deltas of all output and hidden neurons.

For each weight-synapse, multiply its input activation and output delta to obtain the gradient of the weight and then bring the weight in the opposite direction of the gradient by subtracting a ratio of it from the weight. This ratio influences the speed and quality of learning; it is called the learning rate. Various features of characters that in combination forms the input for the recognition system are database collection that include handwriting sample provided by writer. Next is the conversion of this BMP image into gray scale, binarization, edge detection, thinning, zooming and feature extraction.

Handwriting recognition systems are very useful in checking the authentication of handwritten letter. It is also helpful in maintaining criminal records where hand writing is the proof.

Ms Sushma Hans, Faculty, DIAS

(For full text, please refer to, International Journal of Computing and Applications, Vol. 5, No. 1, June 2010, Pages 17-26)



Book Reviews

STRATEGIC MARKETING

Author	:	David W. Cravens & Nigel F. Piercy
Publisher	:	Tata McGraw-Hill
Edition	:	2009
Pages	:	726
Reviewed by	:	Ms. Ritika Maheshwari

The challenges of providing superior value to customers have become critical to many companies around the world in their efforts to achieve high levels of performance. Strategic marketing's demanding role in business performance is demonstrated in the market-driven strategies of successful organizations competing in a wide array of market and competitive situations. Superior customer value, leveraging distinctive capabilities, responding rapidly to diversity and change in the market place, developing innovation cultures, and recognizing global business challenges are demanding initiatives that require effective marketing strategies for gaining and sustaining a competitive edge.

The author has examined marketing strategy using a combination of text concepts, application processes, and cases to develop decision-making processes and apply them to business situations. The text is organized into six parts. The first part provides an overview of market-driven strategy and business marketing strategies. Second part considers markets, segments, and customer value. Part III discusses designing market-driven strategies. Fourth part considers market-driven program development which includes strategic brand management; value-chain strategy; pricing strategy and management; promotion, advertising, and sales promotion strategies; sales force, internet, and direct marketing strategies. Part V examines implementing and managing market-driven strategies. Finally, Part VI includes comprehensive cases that offer students a variety of opportunities to apply marketing strategy concepts.

The presentation of subject matter in the book is quite simple, lucid and authentic. The text is facilitated by shorter application-focused cases at the end of each chapter to enhance the diagnostic and analytical skills of readers. Overall, this book can be useful text for the students taking undergraduate capstone management marketing courses and in the MBA marketing core and advances strategy courses.

RETAILING MANAGEMENT-TEXT AND CASES

Author	:	Swapna Pradhan
Publisher	:	Tata McGraw Hill Companies
Edition	:	Third
Pages	:	613
Reviewed by	:	Ms. Sakshi Saxena

The business of retail in India has seen significant changes in the last few years. Over the last decade, we have witnessed the launch of a large number of formats by leading retailers. Considering the importance of India as a favored destination among developing countries for global retailers, the book Retailing Management by Swapna Pradhan has emphasized much on Indian perspective by substantiating each concept along with relevant Indian examples.

The book aims at clarifying concepts in retailing management by relating it with Indian examples. It is divided into five sections. Unit I introduces basic concepts in retail and retail management. It includes various theories, different formats, evolution of the industry from traditional formats like haats, to established formats like kiranas shops, convenience stores, etc. to emerging formats like hyperformats, internet retail, specialty malls, etc.. Unit II deals with strategy, planning and the retail consumer. The concept of a strategic approach helps in building up the fundamental principles that retailer has to plan for and adapt to a complex, changing environment. Also, the process of strategy formulation from the perspective of the retailer is being discussed. Evolution of franchising in retailing industry is also being discussed.

Unit III covers different aspects of merchandise management. This section initiates the discussion on retail merchandising and then moves on to examine the difference in the buying needs of various types of organization and also the roles played by a buyer and a merchandiser in retail organization. It includes areas like developing and implementing merchandise plans, the financial aspects of merchandising and pricing. Unit IV emphasizes on various elements involved in maintaining a business like human resource, finance, operations etc. and their importance in retailing management. Conceptual perspective of the function of human resource and its impact on the store operations and profitability is been examined. Unit V talks about all important aspect of creating and sustaining value propositions by branding, supply chain management and efficient management information system for the retail customer. Finally, Case Study section is incorporated in the book to provide an insight about the strategies adopted by some of the leading Indian retailer.

The above mentioned book will help in making a reader a good retail planner and decision maker. In all, the book is quite comprehensive and exhaustive. It offers a balanced approach and conceptual information in a highly readable format.



Technology Browser

MANAGEMENT OPERATIONS MANAGEMENT

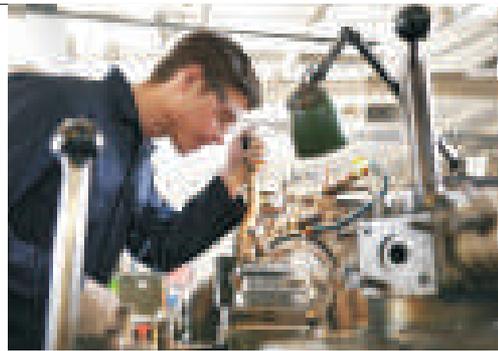
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