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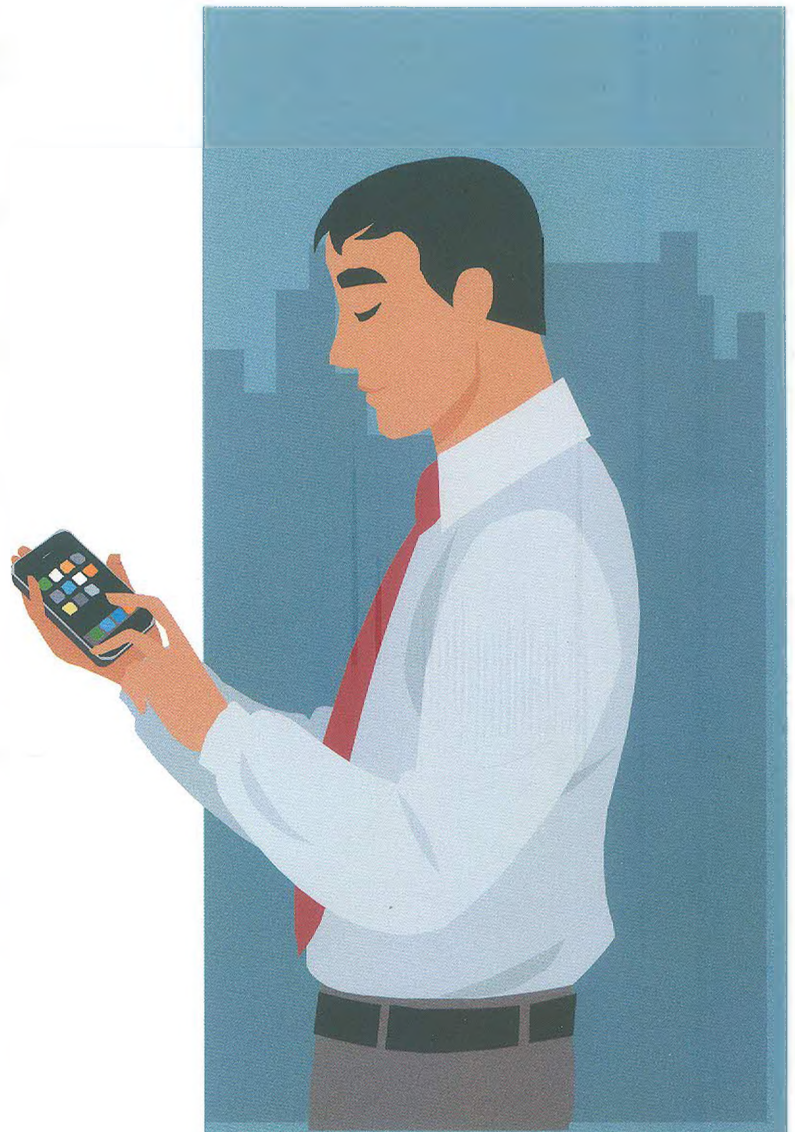
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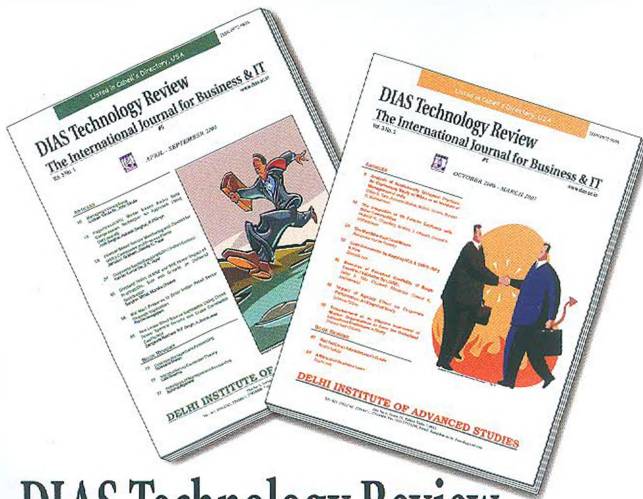
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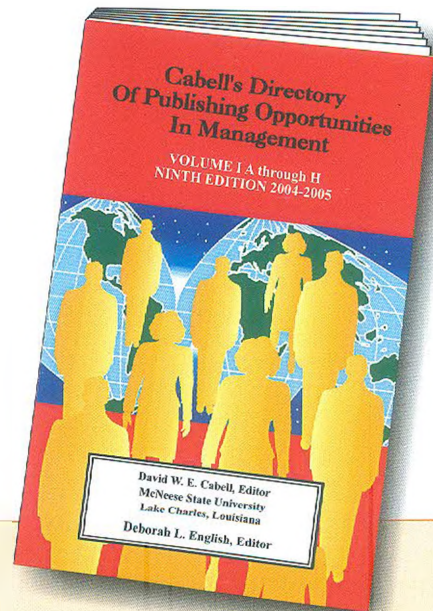
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ARTICLES

08 Total Quality Management in Small and Medium Scale Manufacturers: Development of Measurement Instruments

□ *Dr. Deepak Subedi, Dr. Uday Tate, Dr. Suneel Maheshwari*

The objective of this paper is to identify factors and develop constructs that could be used to develop a conceptual Total Quality Management (TQM) model that is applicable to small and medium scale manufacturers in US. The data was collected from small and medium size manufacturing enterprises to conduct factor analysis. Eight constructs were found by using factor analysis which were mostly in agreement with expectations of the conceptual discussions.



14 A Lucrative Export - Engineering Education: Down Under

□ *Dr. D Ross, Dr. H Ku, Dr. P Penfold*

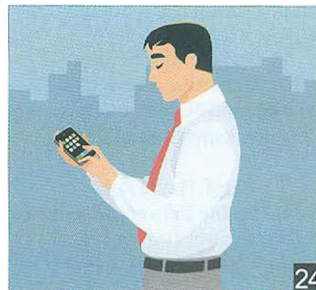
Education has become an Australian lucrative export. This paper evaluates and reviews engineering education in Australia as an export item. Programs available for year 10 school leavers to professional engineers holding master's degrees have been mentioned in this paper. It starts with Technical and Further Education (TAFE) colleges, followed by the newly formed Australian Technical Colleges. It appears that Australian Technical Colleges may be absorbed into the TAFE system by the actions taken by present government.



24 The Technology Acceptance Model: The Effect of Agreeability

□ *Dr. Emad Abu-Shanab, Dr. Michael Knight*

The technology acceptance model is one of the robust models that show high explanation of variance for the "intentions to use". This paper attempts to test moderating effect of personal agreeability on TAM relationships. The study resulted in support for the TAM. A significant effect of perceived usefulness and perceived ease of use on intentions to use was found.



34 Building 'Brand India' Culturally Through Cinema

□ *Ms. Anagha Shukre*

This paper highlights the essentialities of managing the equity of 'Brand India' through Indian Cinema. The paper also focuses on the



various steps in the journey of Indian Cinema and its subsequent over-hauling at the international stage.

Ph.D ABSTRACT

40 Impact of Earning Announcement, Bonus Issue and Buy-Back on Equity Share Prices in India

□ *Dr. Vibha Dua*

BOOK REVIEW

45 Retailing Management

□ *Ms. Ritu Bajaj*

From The Editor's Desk

I feel proud in placing before you the 10th issue of our research journal DIAS Technology Review. This is the time for unearthing and focusing attention on some of the greatest upheavals like recession in the world market and non-adherence to corporate governance practices, which has resulted in financial collapses serving as an impetus for the most sweeping corporate governance regulations. These regulations aim at creating global consciousness to improve governance practices for bringing economic viability to the nations. Hence it becomes imperative to comprehend the need for better corporate governance practices.

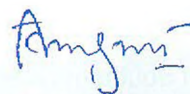
Corporate governance is the set of processes, customs, policies, laws and institutions affecting the way a corporation is directed, administered or controlled. The positive effect of corporate governance practices on different stakeholders ultimately, results in strengthening the economy, and hence good corporate governance is a tool for socio-economic development. However to have an unwavering economy is still a far dream for the nations in the current scenario. Continuous analysis of the key areas of growth becomes essential to sustain economic growth rate in this world of recession.

Articles in this issue are related to the key areas of growth dependent on both human and physical resources. The first article of this issue talks about the "Total Quality Management in Small and Medium Scale Manufacturers: Development of Measurement Instruments". A Total Quality Management model (TQM) has been proposed that is applicable to both small and medium scale manufacturers in the United States of America. The second article titled "A Lucrative Export-Engineering Education: Down Under" evaluates and reviews engineering education in Australia as an export item. These days technology has enriched every walk of our life still the acceptance of new technology is a major issue of concern. The next article "The technology Acceptance Model: The effect of Agreeability" is an attempt to test the moderating effect of personal agreeability on Technology Acceptance Model relationships. The Technology Acceptance Model has gained a reputation as a technique useful for organizations, because of its predictive power in addressing individual behavior and attitudes toward technology. The last article titled "Building 'Brand India' Culturally Through Cinema" discusses the popularity of Indian films abroad along with the Indian stars.

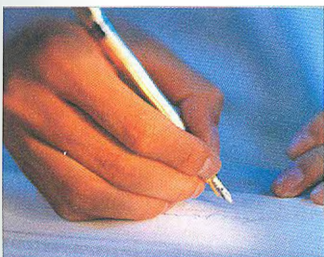
In order to familiarize readers with innovative research work, in this issue we have for the first time incorporated a summary of a doctoral dissertation titled, "Impact of Earning Announcement, Bonus Issue and Buy-back on Equity Share Prices in India". We propose to incorporate such doctoral summaries in future issues of our journal. We shall appreciate and welcome your valuable contribution in this regard.

Hopefully this issue of Journal like its previous ones will be of immense use to students, academicians and professionals interested in updating their knowledge through well researched papers published in this issue.

The Editorial team of "DIAS Technology Review-The International Journal of Business and IT" is gratified to all the authors and prospective subscribers who have shown their interest in the journal. We tremendously value your suggestions for continuous enhancement of the quality and contents of the journal.



Dr. Vibha Dua
Asst. Editor



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