

DIAS Technology Review

The International Journal for Business & IT

Vol. 1 No. 2

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www.dias.ac.in



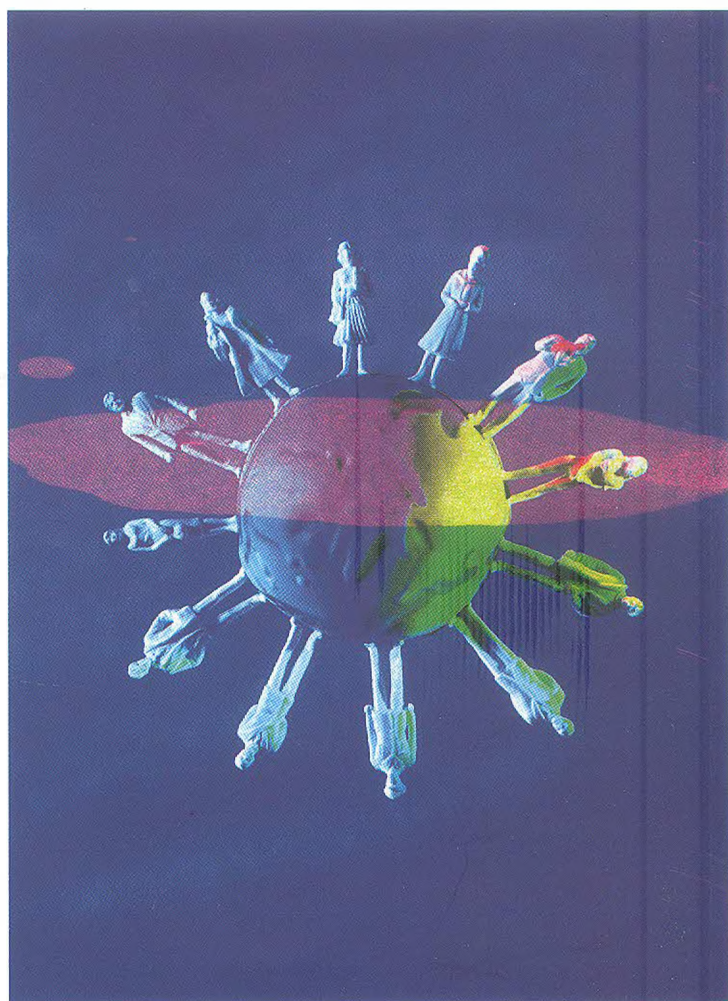
OCTOBER 2004 - MARCH 2005

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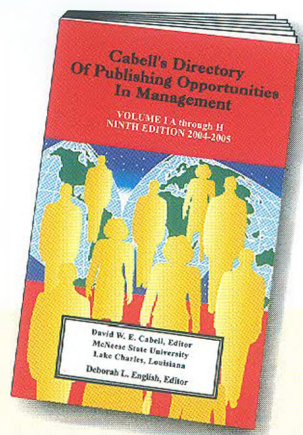


DIAS Technology Review

The International Journal for Business & IT

Now Listed In

CABELL'S DIRECTORY, U.S.A.



STATEMENT ABOUT OWNERSHIP AND OTHER PARTICULARS OF THE JOURNAL

1. Name of the Journal	:	DIAS Technology Review- The International Journal for Business & IT
2. Language of the Publication	:	English
3. Periodicity of Publication	:	Half-yearly
4. Place of Publication	:	Delhi
5. Registration No.	:	DEL ENG / 2004 / 3506
6. Publisher's Name Nationality Address	:	Shri S.K. Nijhawan Indian Delhi Institute of Advanced Studies Plot 6, Sector 25, Rohini, Delhi 110 085
7. Owner's Name	:	Delhi Institute of Advanced Studies Plot No. 6, Sector 25, Rohini, Delhi
8. Chief Editor's Name Nationality Address	:	Dr. S.N. Maheshwari Indian Director Delhi Institute of Advanced Studies Plot 6, Sector 25, Rohini, Delhi 110 085
9. Printer's Name	:	Shri Sanjay Sachdeva
10. Printed at	:	Swan Press of Lahore, B-71, Naraina Indl. Area, Phase-II, New Delhi - 110 028

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ARTICLES

8 Towards a Contingency Approach of Information Center Management

■ Dr. John C. Ryan, Dr. Frederick J. Slack & Dr. Ramesh G. Soni

With the advent of IT era most of the business organizations started implementing information centers which provide users with tools and services to enable them to perform their computer related work. The paper proposes a contingency model for information centers management and proves how it is supported by the data. The paper is useful for both theoreticians as well as practitioners.

20 The Characteristics of Necessity in a Work Place: A Replication Study

■ Dr. Chong W. Kim & Dr. Andrew Sikula

Workforce of any organization can be categorized as highly motivated, highly productive "necessity" employee; average productive with low motivation "common" employee and least productive, negatively affecting "parasite" employee. The article explores various traits of the three categories on two data sets over a period of two years and a surprising similarity of traits of necessity as well as parasite employee is found over this time period while a variation of traits was observed for common people over this duration.

33 Mean Square Error Reduction Using Genetic Algorithm

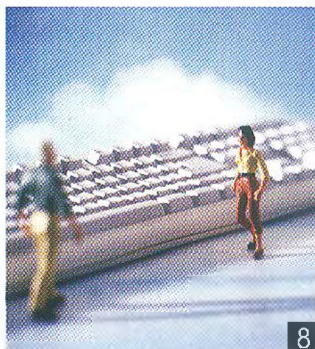
■ Ms. Madhu Shandilya, Dr. R.P. Singh & Mr. Rajesh Shandilya

The paper presents an image coding approach to image compression by using multi-level quantization. In addition, genetic algorithm is used to optimize quantization and to improve the image quality. Results better than existing algorithms are predicted as the proposed algorithm reduces mean square error and computation waste.

40 Dynamics of Tourism Marketing: Emerging Trends with Special Emphasis on Indian Tourism Industry

■ Mr. Sudhir Zutshi

Tourism industry is growing at very fast pace all over the world with the middle class strata of the society also joining in. Tourism has got awesome potential to contribute to economic growth. The paper discusses various types of tourism and finds out future trends in marketing tourism, especially Indian Tourism.



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58 Challenges and Strategies in Manpower Acquisition in the Information Technology Age

■ Dr. Donatus I. Amaram

The changing world economy with cut-throat competition has changed the business scenario completely. Recruitment and retention of workforce is becoming difficult increasingly, especially in highly skilled IT industry. The paper explores various practices to recruit and retain highly educated and skilled workers.

51 Security Issues in SCADA Systems

■ Dr. James H. Graham & Mr. Sandip C. Patel

The supervisory control and data acquisition network that provides vital national information to utility companies like electricity, gas etc. are continuously under terrorists threat. The paper evaluates, explores and further suggests various cost effective methods to enhance the security of system.

64 Relationship Marketing: A Search for Competitive Edge

■ Dr. Memcha L. & Dr. L. Jibon Kumar Sharma

The old adage "customer is the king" is finding new applicability in today's market scenario. Organizations are formulating new marketing strategy based on customer relationship. The article presents this relationship and its strategic implications.

69 Financial Performance of Equity Mutual Funds: Empirical Evidences from India

■ Prof. H.J. Sondhi & Dr. P.K. Jain

Mutual fund industry in India has gained momentum in recent times. The investors have diverse interests revolving around three basic principals of investment such as liquidity, safety and returns. The article evaluates the financial performance of mutual funds operating in India.

BOOK REVIEWS

Cost Accounting: Theory and Problems

■ Ruchi Kansil

Winning the Corporate Olympiad: The Renaissance Paradigm

■ N. Malati

Advanced Accountancy Volume - I & II

■ Haritika Chhatwal

From The Editor's Desk

It gives me immense pleasure to present the second issue of "DIAS Technology Review- The International Journal for Business & IT". The first issue has been very well received encouraging us to further improve the quality and contents of this Journal. This issue, like the earlier one, contains research articles from diversified fields.

The number of research papers received has been quite large and even after positive reports of the reviewers, many of the articles could not be accommodated in the second issue of the Journal. While thanking the contributors and the reviewers, we expect the same kind of response in the forthcoming issues of the Journal.

There are inherent risks in assuming the continuance of past success efforts since success can never be permanent. There has to be continuous learning and fine-tuning of the strategy for survival in this competitive world.

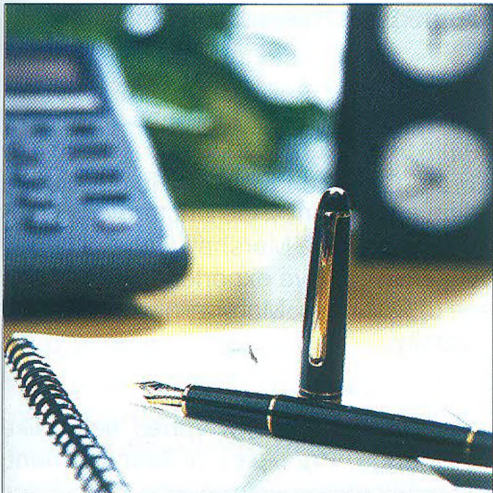
Global sourcing is a win-win situation. While on one hand, it allows companies to shift work to less expensive locations, cut costs, shorten time to market, offer more competitive pricing, increase market share and thus improve their bottom lines. On the other hand, it helps the developing countries to effectively utilize and improve upon the available skills, use lower infrastructure costs, develop/expand business and employment opportunities and earn valuable foreign exchange for the country. Business Process Outsourcing (BPO) is growing rapidly and all hurdles need to be removed by global community to make this world as one market in its true sense.

The present globalized environment needs higher and new levels of information, innovative skills, cross-cultural sensitivities, vision, technology upgradation, consumer expectations, and latest management concepts. The Journal is an attempt to provide a comprehensive view on emerging concepts and developments in the field of Management and Information Technology. The Journal would thus be of immense use to students, academicians and professionals interested in updating and upgrading their knowledge through well-researched original papers presented in this Journal.

The Editorial team of "DIAS Technology Review - The International Journal for Business & IT" is thankful to all the authors and reviewers for their contribution towards bringing out this issue in the present form. We, at DIAS, would however, always look forward to suggestions for continuous improvements in this Journal.



V.P. Arora
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The list of honours and awards bestowed upon Dr. Sikula is impressive: Outstanding Graduate Faculty Award 2003, Lewis College of Business, Marshall University; Distinguished Artist and Scholar Awards 2000, California State University and Most Valuable Player Award 1998, Department of Management, Chico, California State University to name a few.

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