

Editorial Policy



DIAS Technology Review is a biannual international journal of business and IT. It aims to be a premier and prestigious journal for publishing original and well-researched papers in the areas of Management and Information Technology. Contribution to the existing literature and knowledge base are the basic hallmarks for accepting the papers for publishing in the Journal.

Authors and Reviewers, both have an important role to play in making the journal scholastic, intellectually vibrant and comprehensively informative. The authors of the research papers are expected to base, prepare and present their papers on data which is truly authentic, accurate and consistent. They are fully accountable for the information they provide. The research papers so submitted are liable to undergo blind reviews by two referees who are expected to provide their unbiased, critical, constructive and quick evaluation of such papers. The papers will be accepted for publication in the journal only when the reports of both the reviewers are favourable or papers have been redrafted, represented and resubmitted by the authors as required by the reviewers. **No fee is charged from the author for publishing his paper in the journal. The author gets one complementary copy of the relevant edition of the journal.**

The primary focus of the journal is on academicians, students and others interested in research or those interested in updating and upgrading their knowledge in the areas of Management and Information Technology.

GUIDELINES FOR CONTRIBUTORS

DIAS Technology Review is a biannual International Journal of Business and IT. It aims to be a premier and prestigious journal for publishing original and well-researched papers in the areas of Management and Information Technology. Contribution to the existing literature and knowledge base are the basic hallmarks for accepting the papers for publishing in the Journal.

TYPES OF CONTRIBUTION

The Journal accepts for publication the following:

- Research Articles
- Book Reviews
- Literature Review/Critical Survey in a Specific Research Area
- Case Studies
- Abstracts of Doctoral Dissertations

The research papers so submitted are liable to undergo blind reviews by two referees who are expected to provide their unbiased, critical, constructive and quick evaluation of such papers. The papers will be accepted for being published in the journal only when the reports of both the reviewers are favorable or papers have been redrafted, represented and resubmitted by the authors as required by the reviewers. **No fee is charged from the author for publishing his paper in the journal. The author gets one complementary copy of the relevant edition of the journal.**

We invite you to contribute your valued paper to this journal for Spring or Fall Issue, as may be convenient. Submission deadlines for papers are March 31st for Spring Issue and September 30th for Fall Issue. The detailed guidelines for the contributors are also available at our website <http://www.dias.ac.in>. (The Article may please be sent to the Editor, DIAS Technology Review at the following address:

ELECTRONIC SUBMISSION

The electronic submission must be in the form of an attachment to a covering letter to be sent as e-mail to the Editor at diasedu@vsnl.com; dias@dias.ac.in

COPYRIGHT

The copyright of the published articles will be exclusively with Journal DIAS Technology Review. The manuscript should not have been submitted or published or will appear in another publication. This will ensure copyright protection for both the author and Delhi Institute of Advanced Studies. Note that it is the author's responsibility to obtain permission to reprint long quotations or use tables, figures or graphs previously published with copyright restrictions.

POLICY ON REPRODUCTION

Written application must be made to DIAS Technology Review for permission to reproduce any of the contents for use in books and any other publication intended for general distribution.

ELECTRONIC SUBMISSION

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

ALL MANUSCRIPTS ALONG WITH A SOFT COPY SHOULD BE SENT TO:

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

CALL FOR PAPERS

DIAS TECHNOLOGY REVIEW -
THE INTERNATIONAL JOURNAL FOR BUSINESS AND IT



DIAS Technology Review is a refereed journal for business and information technology academicians and professionals. The goal of the journal is to collect, store and disseminate new and relevant knowledge obtained from basic and applied research relating to all business and information technology disciplines. Submission deadlines for papers are March 31st for Spring Issue and September 30th for Fall Issue.

The Journal publishes original research that develops, tests, advances, or applies theory, research and knowledge to all areas of business and information technology. Articles with both strong theoretical foundations and significant practical implications are highly encouraged. Conceptual models, literature reviews, exploratory research are of interest if they make an important contribution to business and information technology theory, research or knowledge, and provide

insight for academic application or business practice. All types of rigorous methods (quantitative, qualitative, or combination) are acceptable.

We invite you to contribute your valued paper to this journal for Spring or Fall Issue, as may be convenient. The Article may please be sent to the Editor, DIAS Technology Review. The detailed guidelines for the contributors are also mentioned in "Guidelines for Contributors".

We also accept articles online at dias@dias.ac.in; diasedu@vsnl.com. In case you need any additional information, feel free to visit our website at <http://www.dias.ac.in>.

We will tremendously value your cooperation and support in this regard. ◆◆◆

Letters to Editor

Readers are our invaluable assets. In order that they can voice their opinion, share their views and provide any related information or suggestions, we are offering this platform exclusively for them. We expect their active participation in the process of enhancing the quality of the journal. Please write to us on diasedu@vsnl.com, dias@dias.ac.in or mail to: The Editor, DIAS Technology Review, Delhi Institute of Advanced Studies, Plot No.6, Sector 25, Rohini, Delhi 110 085.

ADVERTISEMENT RATES

PARTICULARS	Per Insertion		Per Year	
	In Rs.	In US \$	In Rs.	In US \$
BACK COVER	50,000	1,500	90,000	3,000
INSIDE FRONT	40,000	1,200	75,000	2,400
INSIDE BACK	40,000	1,100	75,000	2,200
FULL PAGE	30,000	900	55,000	1,800
HALF PAGE	20,000	700	35,000	1,400
QUARTER PAGE	10,000	500	20,000	1,000

DIAS TECHNOLOGY REVIEW

THE INTERNATIONAL JOURNAL FOR BUSINESS AND IT

Feedback Form

Would you take a moment to evaluate the articles/abstracts you have read in this issue of the "DIAS Technology Review"? Your valuable comments will help us to shape the future issues. Thank you.

- Editor-in-Chief

	Highly Appreciable	Somewhat Appreciable	Not Appreciable	Did not Read
<i>Service Quality Perception in banks.....</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>The Influence of Downsizing</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Data Mining in Business Domains</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Using Digital Asset. Management</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Impact of work Isolation on Performance</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

We would appreciate your general comments and suggestions about articles in this issue of "DIAS Technology Review".

.....

.....

.....

Name: Mr./Ms./Dr./Prof. Designation:

Address:

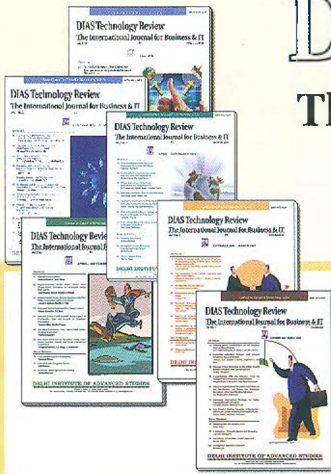
..... Phone:

DIAS Technology Review

The International Journal For Business & IT

DELHI INSTITUTE OF ADVANCED STUDIES

Sector 25, Rohini, Delhi 110085 (India) (A Biannual Publication)



SUBSCRIPTION ORDER FORM

Enclosed Cheque/DD number dated for
Rs..... drawn in favour of Delhi Institute of Advanced Studies and payable at
Delhi towards the subscription of DIAS TECHNOLOGY REVIEW for a period of (tick as applicable)

1 year

2 years

3 years

Subscriber's Details

Name:..... Designation:.....

Organization:.....

Mailing Address:.....

..... PIN/ZIP

Phone:..... Fax:

E-mail:.....

Date:

Place:

Signature and Seal

Subscription Rates*

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

* Subject to change without prior notice

Heartiest Thanks to our Reviewers!

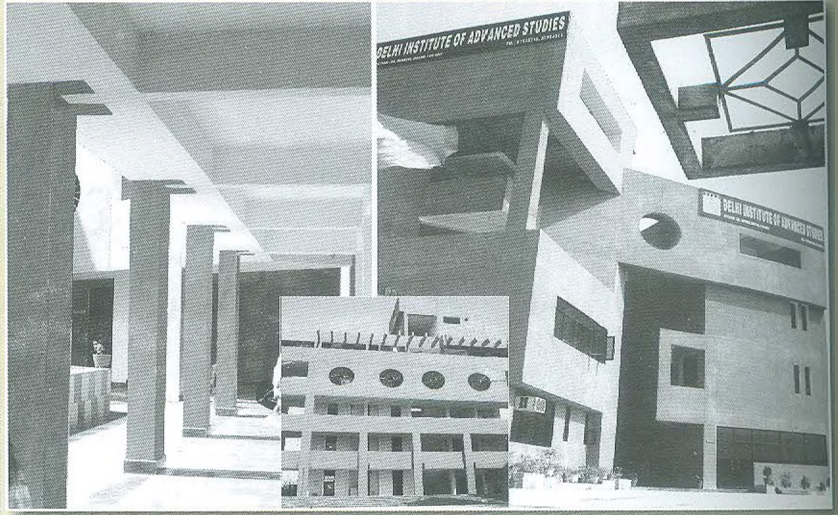
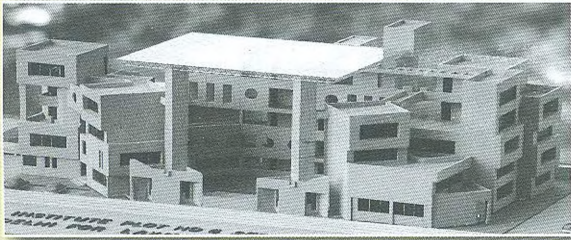
Having capable and accomplished professionals in the standard setting process is the key to the issuance and sustainability of every high quality product.

We are really fortunate to have a panel of eminent and distinguished academicians and professionals who are continuously offering support to us for keeping the journal scholastic, intellectually vibrant and comprehensively informative. We particularly express our gratitude to the following panel for reviewing the articles and offering their valuable suggestions:

- Dr. Anand Krishnamoorthy, Associate Professor of Business, Troy University, Atlantic, USA.
- Dr. A.K. Saxena, Dean, Faculty of Management Studies, Bundelkhand University, Jhansi, India.
- Dr. A.K. Sengupta, Director, Jagannath International Management School, New Delhi, India.
- Dr. Angappa "Guna" Gunasekaran, Professor, Operations Management, University of Massachusetts, USA
- Dr. Andrew Sikula Sr, Director, West Virginia Marshall University, USA
- Dr. Anu Singh Lather, Dean, School of Management Studies, Guru Gobind Singh Indraprastha University, Delhi, India.
- Dr. Ashok De, Principal, Ambedkar Institute of Technology, Delhi, India.
- Dr. Atul Gupta, Associate Professor in Management, Lynchburg College, USA.
- Mr. B.N. Mohanti, Principal, Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi, India.
- Prof. B.S. Sharma, Ex Vice Chancellor, Kota Open University, India.
- Dr. C.P. Gupta, Chairman, Finance & Accounting Area, Management Development Institute, Gurgaon, India.
- Dr. Chong W. Kim, Professor & Head, Division of Management & Marketing, Marshall University, USA.
- Dr. C.V. Baxi, Chairman – Corporate Governance Centre, Management Development Institute, Gurgaon, India.
- Prof. David Ross, Chair of Flexible Delivery, Management and Commercialization, Faculty of Engineering & Surveying, University of Southern Queensland, Australia.
- Dr. Gin Chong, Associate Professor, Department of Accounting, Finance & MIS, A & M University, Prairie View, USA.
- Dr. H.K.N. Mishra, Formerly Head of Credit, Abu Dhabi Commercial Bank, Abu Dhabi, Dubai.
- Dr. Ibrahim J. Affaneh, Chairman, Department of Finance and Legal Studies, Indiana University of Pennsylvania, USA.
- Dr. Jagdish Pathak, Associate Professor in Accounting Systems, University of Windsor, Canada.
- Dr. James H. Graham, Vogt Endowed Professor, University of Louisville, Kentucky, USA.
- Prof. J.K. Goyal, Director, Jagan Institute of Management Sciences, Delhi, India.
- Prof. Karmeshu, Professor in Computer and System Sciences, JNU, New Delhi, India.
- Dr. (Mrs.) Madhu Vij, Professor, Faculty of Management Studies, Delhi University, India
- Dr. Michael Newsome, Associate Professor of Economics, Marshall University, USA.
- Dr. Mohamed Albohali, Associate Professor in Statistics, Indiana University of Pennsylvania, USA.
- Mr. Naveen Jain, Vice President – Finance & Planning, Hotel Leela ventures Ltd., Mumbai, India.
- Prof. Nupur Prakash, Dean, School of Information Technology, Guru Gobind Singh Indraprastha University, Delhi, India.
- Dr. P.K. Goyal, Professor of Management, Institute of Management Technology, Ghaziabad, India.
- Dr. P.K. Jain, Professor of Finance, Indian Institute of Technology, New Delhi, India.
- Dr. Raj Devasagayam, Professor, Department of Marketing, Siena College, USA
- Dr. R.K. Aggarwal, Associate Professor, Operations Research, University of Western Sydney, Australia.
- Dr. R.K. Bharadwaj, Director, Institute of Management Studies, Ghaziabad, India
- Dr. Rajendar K. Garg, Professor of Marketing, Indiana University of Pennsylvania, USA
- Dr. Ramesh G. Soni, Interim Vice Provost for Research and Dean of Graduate Studies, Indiana University of Pennsylvania, USA.
- Dr. R.K. Mittal, Dean, School of Management Studies, G.G.S. Indraprastha University, New Delhi, India.
- Dr. R.S. Nigam, Formerly Director, Delhi School of Economics, University of Delhi, Delhi, India
- Dr. Sandip C. Patel, Professor, Morgan State University, Baltimore, USA.
- Dr. Sanjeev Mittal, Professor, School of Management Studies, G.G.S. Indraprastha University, Delhi, India.
- Dr. Sanjeev Singh, Scientist 'C', Defence Research & Development Organization, New Delhi, India.
- Dr. S.N. Mittal, Professor and Ex-Dean, Department of Commerce, M.D. University, Rohtak, India.
- Dr. S. Singh, Director, New Delhi Institute of Management, Delhi, India.
- Dr. S.P. Narang, Formerly Director, Apeejay School of Management, Greater Noida, India.
- Dr. Suneel Maheshwari, Professor of Accounting, Marshall University, USA.
- Mr. Sunil Sarda, Executive Director, Anand Rathi Securities Pvt. Ltd., New Delhi, India.
- Dr. T.N. Kapoor, Ex Vice Chancellor, Panjab University, Chandigarh, India.
- Dr. Vibha Jain, Reader, Janki Devi College, University of Delhi, Delhi, India.
- Dr. V.K. Bhalla, Professor, Faculty of Management Studies, University of Delhi, Delhi, India.
- Dr. Vasudha Bhatnagar, Reader, Dept. of Computer Science, University of Delhi, Delhi, India.

We will like to have many more academicians and professionals in our team in our efforts to maintain the quality and contents of the journal. Hopefully, you may like to be one of them.

DELHI INSTITUTE OF ADVANCED STUDIES



VISION

We strive to provide a dynamic learning environment of imparting holistic education that inculcates professional excellence, induces competitive spirit, instils leadership quality to carve a niche in the changing global scenario

THE INSTITUTE

DELHI INSTITUTE OF ADVANCED STUDIES is a dynamic, growth oriented institution, affiliated to G.G.S. Indraprastha University. Established by Shri Laxman Das Sachdeva Memorial Educational Society, the Institute is providing dynamic learning environment that is changing in response to changing needs of society. At DIAS, pursuit of Excellence is a way of life. The guiding philosophy behind all the academic activities of the Institute is to inculcate professionalism in management and to enhance the effectiveness of organization. The Institute seeks professional excellence through ethics, passion and perseverance.

Shri S.K. Sachdeva, a Well-known name in the educational world, is the Chairman of the Institute. Dr. S.N Maheshwari, former Principal of Hindu College, Delhi University is its Director General while Dr. Jagmohan Taluja, is the Director of the Institute.

The Institute runs the following programmes affiliated with Guru Gobind Singh Indraprastha University.

Programme	Duration	No. of Seats
MBA (Full Time)	2 Years	120
MBA (Part Time)	3 Years	60
MCA (Full Time)	3 Years	60

The success of a professional educational Institution is evaluated and judged both on its academic performance and the placement of its students. DIAS has been successful on both these fronts.

ACADEMIC PERFORMANCE

The students of DIAS have excelled in the University by securing top positions in MBA and MCA programmes. The following students of DIAS were awarded Gold Medals at Annual University Convocation for standing 1st at the University Final Examinations:

MBA: Ms. Pratibha Manchanda (Batch 2000-2002), Ms. Manpreet Kaur (Batch 2001-2003), Ms. Silky Mahajan (Batch 2002-2004), Ms. Kavita Sharma (Batch 2003-2005), Mr. Rahul Gupta (Batch 2004-2006).

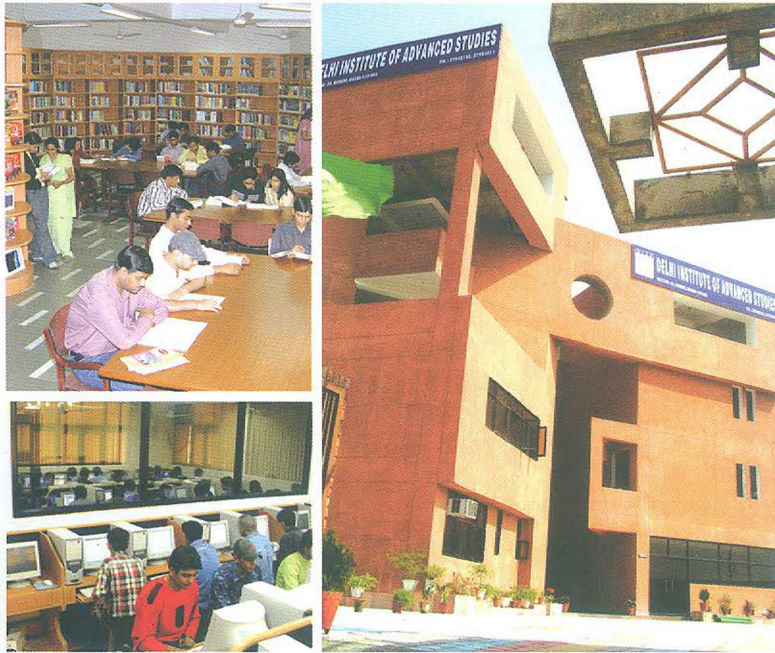
MCA: Ms. Lovelina Massand (Batch 1999-2002), Mr. Pratham Kailash (Batch 2002-2005). Ms. Neha Garg (Batch 2003-2006), Ms. Neha Chaudhary (Batch 2004-2007), Ms. Shruti Gupta (Batch 2005-2008).

PLACEMENT

DIAS provides excellent placement opportunities for its students in prestigious organization. Some of the companies where our students have been placed include: Tata Consultancy Services, IBM, Nucleus Software Ltd., caritor, Accenture, Intersolutions, Bharti Touchtell, American Express, Satandard Chartered, ICICI Prudential, Infosys, Adobe, Hughes, Thomas Cook, Maspar, Quark, Syntel, BEC Foods and many others.

MISSION

DIAS believes in learning to excel and excelling to serve. The aim of the Institute is to develop a unique culture that seeks to scale heights of glory through ethics, passion and perseverance. The guiding philosophy of the Institute is to enhance team spirit, integrity and commitment to serve the cause of humanity.



DELHI INSTITUTE OF ADVANCED STUDIES

(Affiliated to G.G.S. Indraprastha University and approved by All India Council for Technical Education)

Plot No. 6, Sector 25, Rohini, Delhi - 110 085 India

Ph. : 011- 2793 2742, 2793 4011, 27934400 Fax: 011-27934200 Email: dias@dias.ac.in