

# DIAS Technology Review

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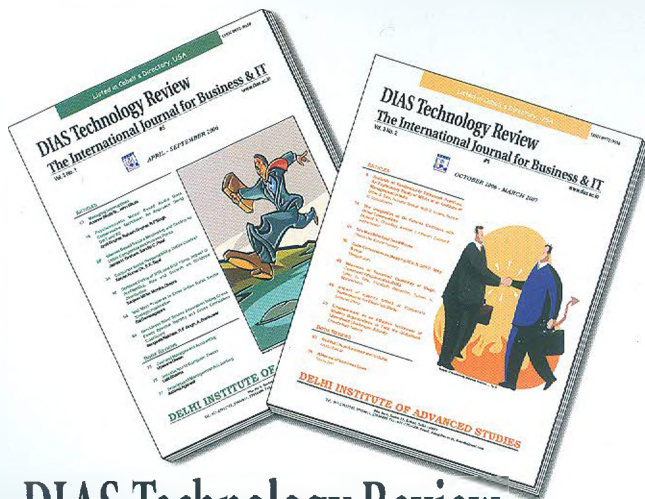
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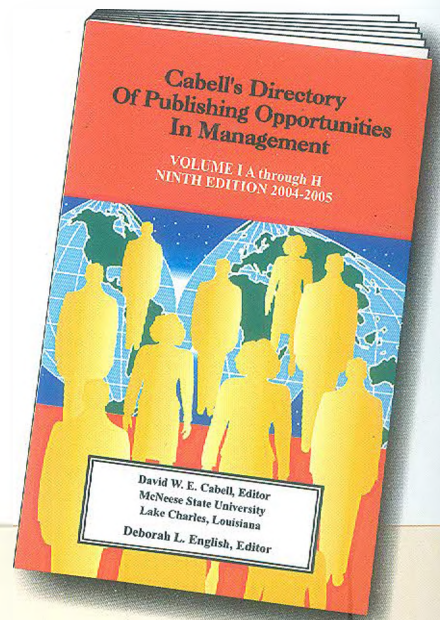


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### ARTICLES

#### 08 Service Quality Perception in Banks Post Mergers and Acquisitions: An Empirical Study

□ Dr. Neena Sinha, Dr. K.P.Kaushik, Ms. Timcy Chaudhary

The article is an attempt to study the relationship between bank mergers and service quality perception. The study also examines the relationship between consumer demographic characteristics (gender, ethnicity, education and income) and service quality perception of banks post mergers and acquisitions in Indian environment.

#### 16 The Influence of Downsizing on Market Orientation and Financial Performance

□ Dr. Rex McClure

An interdisciplinary approach to explain the influence of downsizing on financial performance has been discussed in this article. This article also offers insight into how downsizing can be best approached by organizations for the purpose of maximizing both market orientation and performance.

#### 28 Data Mining in Business Domains: A Conceptual Model of Recommender Systems for Classifier Selection

□ Dr. Mujtaba Ahsan

The paper deals with the selection process of an appropriate classifier based on the morphology and special characteristics of the problem at hand. The paper further addresses the development of a prototype repository and tools that can be utilized to select appropriate models and algorithms.

#### 35 Using Digital Asset Management as a Strategic Tool for Consistent Branding: Implications and Possibilities

□ Dr. P. Raj Devasagayam, Mr. Matthew Gonnering

The article suggests Digital Asset Management Strategies that yield the control of a brand management back in the hands of the marketing manager responsible to drive profitably through integrated marketing communications.



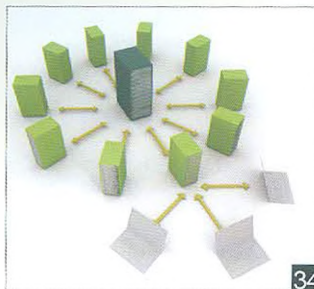
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#### 41 Impact of Work Isolation on Performance in Information Technology Area: An Empirical Examination

□ Dr. Atul Gupta, Ms. Niharika Patel, Mr. Bonavita

The study is conducted to measure the effect of information technology workers' isolation on organizational commitment, job satisfaction and job performance. A survey is conducted to measure the effects of worker isolation on organizational commitment, job satisfaction and job performance.

### BOOK REVIEWS

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## From The Editor's Desk

**A**fter every gloomy night, there comes a bright morning. Similarly, when an economy falls into recession upturn is sooner or later evident. Last year, all the economies across the globe experienced recession while this year all countries across the world are leaving no stones unturned for revival. For the early revival of economies strategies like corporate restructuring, financial re-engineering, flexible government norms and open door policies for foreign investors can be employed. In this tough time, we necessitate to provide better products, better service quality at a cheaper price. For this purpose organizations across the world are integrating their businesses to reap the benefits of economies of scale and expertise. The lead article titled, "Service Quality Perception in Banks Post Mergers and Acquisitions: An Empirical Study" talks about the post merger differences in service quality. The entry of private and foreign players in banking sector has forced the existing players to improve their service quality. It may be noted that mergers are considered as best strategy to meet with the ever increasing competition. However, government's support is essential to settle these deals. For instance, Bharti-MTN merger deal has been put on to the back burner, due to rigid government norms of dual listing of companies. Suppleness in government regulations can escort the nations to their good economic health.

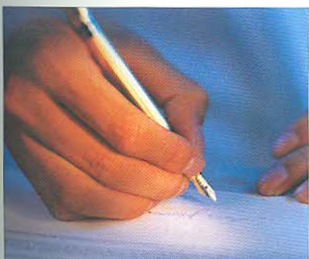
The next article discusses about the influence of downsizing on market orientation and financial performance. At the time of downturn, organizations find downsizing as the best approach for endurance and enhancement in financial performance. However, this may not be a panacea for all problems we need to look beyond it. Downsizing may also have adverse impact on financial performance of the companies. A more worthwhile approach to overcome this vicious circle is to redefine products, markets and organization structure.

In the next article, "Data Mining in Business Domains: A Conceptual Model of Recommender Systems for Classifier Selection" the authors has emphasized on the importance of data mining tools. Since information technology is permeating in all fields, business managers are also depending on IT for business decision making for analyzing business problems. These tools have become indispensable for modern business organizations.

The next article titled, "Using Digital Asset Management as a Strategic Tool for Consistent Branding: Implications and Possibilities" talks about the role of digital asset management in maintenance and retrieval of digital branding tools to facilitate customization of the branding strategy for sustainable competitive advantage. In the last article, "The Impact of Work Isolation on Performance in Information Technology Area," authors have tried to establish the relationship between work isolation and job performance. Work isolation trims down the innovativeness, productivity and social interaction of a worker, which is extremely hazardous for the growth of a worker as well as of the organization. In this thorny time, team efforts are needed to fight against the upheaval like recession.

We sincerely hope that the esteemed readers will find the present issue of the journal more interesting, informative and useful. Your feedback definitely helps us in continuous upgrading and improving the contents of our journal.

*Amjani*



# ABOUT THE CONTRIBUTORS

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