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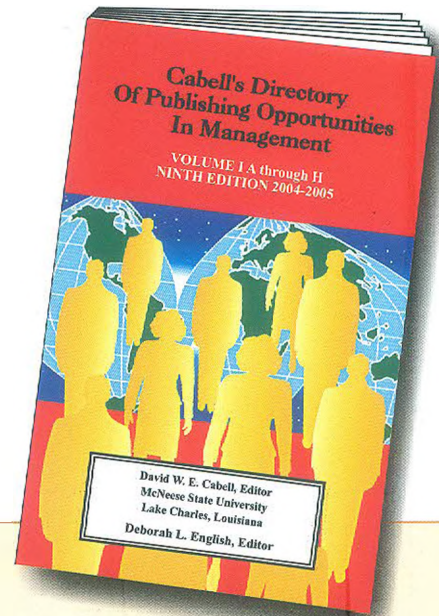


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OCTOBER 2006

ARTICLES

8 Analysis of Academically Dishonest Practices: An Exploratory Study of MBAs at an Institute of Management in India

□ *Dr. Uday S. Tate, Dr. Avinash Waikar, Dr. Bob S. Brown, Dr. Suneel K Maheshwari*

The article focuses on academic dishonesty prevalent in a Institute of Management in India. Based on a survey, it also considers differences related to gender, age & culture and comes out with astonishing results.

16 The Integration of Oil Futures Contracts with Other Commodities

□ *Dr. Mukesh Chaudhry, Dr. Ibrahim Affaneh, Dr. Suneel K Maheshwari*

World economy depends heavily on oil as commodity. Various governments and the central banks of different countries monitor its impact on macroeconomics variables. Using the data from Future Industry Institute the article shows a high level of co integration between Oil Futures Soft Commodity, Grains and Oil seeds and Live Stock.

24 The Man Who Sold Dead Mouse

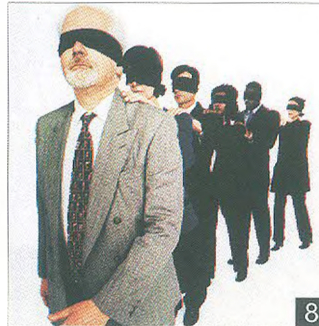
□ *Dr. Shivendra Kumar Pandey*

To bring forth the fundamental principles of management and marketing the article uses the story of a young man who started his business with a dead mouse. It establishes the relevance of the centuries old story in modern business scenario.

32 Code Conversion by Mapping HDL & OOPS 'Why & How'

□ *Mr. Deepak Jain*

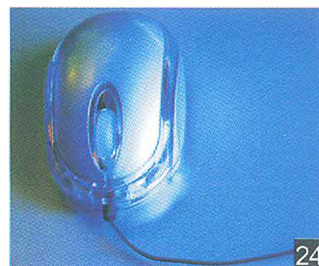
Object Oriented programming structure has proved its importance in software development. In order to minimize co-designing of digital VLSI Chips and their simulating software, automation in code conversion from HDL to OOPS and vice-versa is introduced. The article deliberates upon code conversion from C++ to VHDL and vice-versa.



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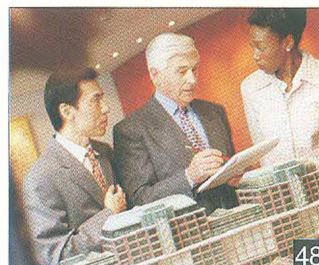
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40 Measures of Perceived Credibility of Blogs: Construct Validation By LISREL

□ *Dr. Uday S. Tate, Dr. Elizabeth Alexander, Dr. Suneel k Maheshwari*

Sooner or later blogs will become promotional tool. However the consumer's perception of blogs and its credibility remains a question that decides the future of the blogs. The article tries to assess validity and credibility of different types of blogs.

48 Impact of Agency Effect on Corporate Performance: An Empirical Study

□ *Dr. Srinivas Shirur*

The article tries to find the similarities in the nature of agency effect among top five companies within different sectors. The objective behind this study is to help promoters and government decide the optimal agency effect, which can lead to corporate success.

59 Empowerment as an Effective Instrument of Modern Organizations to Face the Globalised Liberalised Challenges: A Study

□ *Ms. Shweta Nath Sidana*

In today's highly global scenario empowerment has become a key issue for managing and facilitating human development.

The present article is a study of four Indian Organizations that indicates that as compared to private sector, public sector units are better tuned to meet the challenges of business by empowered, committed professionalism of the managers.

BOOK REVIEWS

67 Red Hat Linux Administrator's Guide

□ *Ms. Anshu Saluja*

69 A Manual of Business Laws

□ *Ms. Ruchi Jain*

From The Editor's Desk

Change is the only permanent thing in life, and in economy, uncertainty is the only certainty. With each passing decade we are witnessing the demise of established paradigms and fresh ages dawning, each of which is being embraced by the society quickly and excitedly.

Today physical assets and financial capital are not sufficient for sustainable competitive advantage rather effective channeling of intellectual capital is the need of the hour. 'Knowledge capital' is the intangible asset of a company.

Along with knowledge, in this 21st millennium, the buzzword is creativity and innovation. Individual and organisational creativity are driven by specialization, cognitive styles of work and preferences of particular tools or methodologies. Managers thus tend to maintain diverse signature skills among their employees. They must embrace intellectual diversity, encourage integrative skills among employees and develop those skills themselves.

Skills and Knowledge both embodied in people and embedded in physical system as well as managerial system, exhibit a character depending on what is valued in a company. There has been a long history of debate as to the complex nature of values, or ethics, as well as the purpose of a business in society. Organisations are so busy trying to keep pace with times and struggling to keep their heads above water, that there is little time or inclination to pay attention to workplace ethics.

This issue of the journal is rather an eclectic combination of articles with two articles being based on ethics in business and education. 'The Man Who sold Dead Mouse' is an article that is based on fundamental principles of management and marketing. It establishes the relevance of the centuries old story in modern business scenario.

'Analysis of Academically Dishonest Practices: An Exploratory study of MBAs at an Institute of Management in India' focuses on academic dishonesty prevalent in a Institute of Management in India.

Authors of the 'Integration of Oil Futures Contracts with Other Commodities' explore the high level of integration between Oil Futures Soft Commodity, Grains and Oil Seeds, and Live Stock.

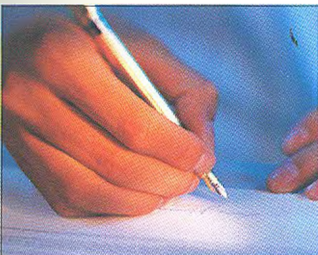
'Measures of Perceived Credibility of Blogs: Construct Validation by LISERL' questions the credibility of Blogs as they become promotional tools of the future.

'Impact of Agency Effect on Corporate Performance: An Empirical Study' tries to find the similarities in the nature of agency effect among top five companies within different sectors.

In IT section "Code Conversion by mapping HDL & OOPS" introduces conversion from HDL to OOPS and vice-versa.

"Empowerment as an effective instrument of modern organisation to face the Globalized Liberalised Challenges : a study" shows that as compared to private sector, the public sector units are better tuned to meet the challenges of business by empowered, committed professionalism of the managers.

We thank our fellow researchers, academicians and IT professionals for their scholarly contribution to this issue of DTR. We hope that the articles incorporated in present issue will make an interesting and informative reading for our esteemed readers. Their interaction through our column "Letters to Editor" is always welcomed.



Tripti Mishra

Tripti Mishra
Editor

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