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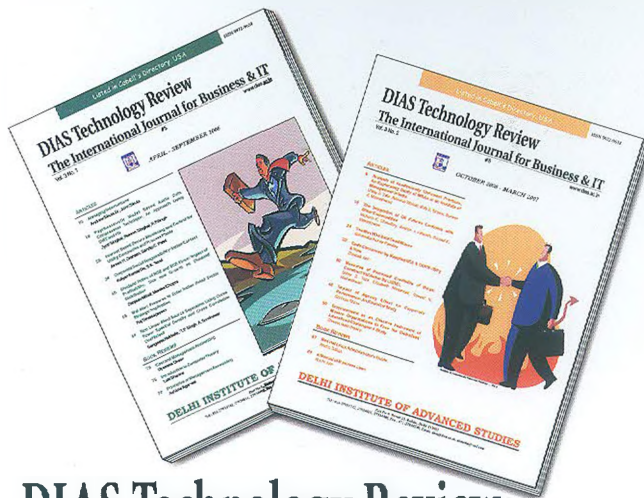
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DELHI INSTITUTE OF ADVANCED STUDIES

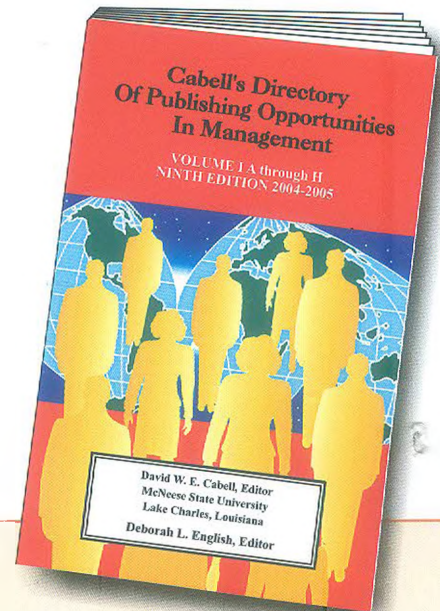


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- 9 Importance of the Ethnicity of First Generation Immigrants in Developing Marketing Strategies to Serve Indian Diaspora in the USA**

□ *Dr. P. Raj Devasagayam, Dr. Jennifer Cummings*

The article explores consumer behavior and social psychology to deliberate upon ethnicity and its implications for marketers aiming Indian Diaspora as their target customer in USA.

- 18 Relationship of Organizational Culture to Job Satisfaction, Personal Efficacy, Stress and Commitment - A Study of Associates of Delhi Metro Rail Corporation (DMRC).**

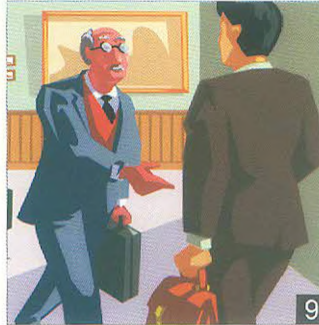
□ *Dr. Anu Singh Lather, Mrs. Sangeeta Mohan*

The article is an attempt to study the relationship between organization culture and employee performance measured through various parameters.

- 28 Reliability and Cost-Benefit Analysis of 2-Out-of-3 Redundant System with General Distribution of Repair and Waiting Time**

□ *Dr. S. Chander, Mr.R.K.Bhardwaj*

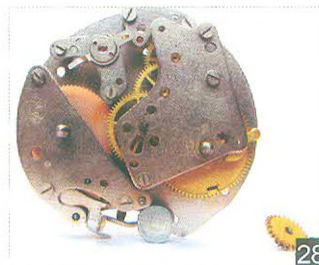
The article discusses the development two probabilistic models for 2-out-of-3 redundant system of identical units. The system is considered in up state if 2-out-of-3 units are operative. The paper also suggests that 2-out-of-3 redundant system can be made more reliable and profitable by providing components of low failure rates and immediate repair facility.



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- 36 Mutual Information Based Image Registration: An Approach Using Wavelet Decomposition**

□ *Ms. Asmita A. Moghe, Dr. Jyoti Singhai & Dr. S.C Shrivastav*

The article deals with the use of wavelet decomposition for Mutual Information Based Registration discusses reasons that make it superior over sub sampling/filtering.

- 46 Managing The Delivery of 'Manufacturing Processes' In An Australian Regional University Known for Excellence in E-Learning**

□ *Dr. David Ross, Dr. Harry Ku*

The experience in managing the delivery of the course "Manufacturing Process" at a regional Australian University known for its excellences in E-Learning, is shared in this article it also discusses the essentials for its successful delivery with limited resources.

- 55 Impact of Foreign Institutional Investors on Underlying Stock Market: A Survey of the Existing Literature**

□ *Dr. B.S.Bodla, Mr. Ashish Garg*

The survey studies the debatable issue of effect of foreign institutional investors on stock market it reveals that in general arrival of FIIS has increased the return in the host country.

BOOK REVIEWS

- 64 Fundamentals of Cost Accounting**

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From The Editor's Desk

DIAS fraternity feels proud in placing before you the VIIIth issue of its research journal DIAS Technology Review. The careful selection of articles cover diverse areas and hope it will be appreciated by our august readers.

With Globalization and liberalization, organizations have also gone through metamorphoses. Many management theories about organizational assets have been proposed, but 'people' are still the biggest asset of any organization. However as age old Indian scripture says objectives of individuals must reconcile with the objectives of the organization. In case of a conflict organizational interest must prevail. The famous ancient economist Chanakya advocates this principle as:

त्यजेदकं कुलस्यार्थे ग्रामस्यार्थे कुलं त्यजेत
ग्रामं जनपदस्यार्थे आत्मार्थे पृथ्वीम् त्यजेत

"Give up a member to save a family, a family to save a village, a village to save a country and the earth (i.e. life) to save your soul."

A pool of strong organizations make an industry strong, which finally culminates into a strong country. World is watching with interest the rapid economic growth of two Asian Countries, India and China which are now attracting large Foreign Direct Investments, witnessing boom in IT sector and also grabbing big business opportunities across the globe.

However to have a stable economy is still a far dream for these developing nations and continuous analysis of financial structure must be monitored carefully to avoid entering a crisis under vulnerable situation. This is where excellence in management and technical education scenario of a country plays a role. The education system therefor must aim to develop managers and technocrats with the capacity to understand and analyze the dynamic business environment for effective decision making while maintaining higher domains of professionalism.

The article "Relationship of Organizational Culture to Job Satisfaction, Personal Efficacy, Stress and Commitment - A Study of Associates of Delhi Metro Rail Corporation (DMRC)" focuses on relationship of organizational culture with performance of its employee.

"Importance of the Ethnicity of First Generation Immigrants in Developing Marketing Strategies to Serve Indian Diaspora in the USA" explores consumer behavior and social psychology to deliberate upon ethnicity and its implications for marketers aiming Indian Diaspora as their target customer.

"Managing The Delivery of 'Manufacturing Processes' In An Australian Regional University Known For Excellence In E-Learning" shares with readers experience in managing the delivery of the course in a well known Australian Regional University.

In "Reliability And Cost-Benefit Analysis of 2-out-of-3 Redundant System With General Distribution Of Repair And Waiting Time" two probabilistic models for 2-out-of-3 redundant system of identical units are developed. The system is considered in up state if 2-out-of-3 units are operative. The paper also suggests that 2-out-of-3 redundant systems can be made more reliable and profitable by providing components of low failure rates and immediate repair facility.

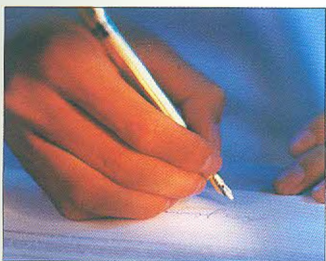
"Mutual Information Based Image Registration: An Approach Using Wavelet Decomposition" shows the use of wavelet decomposition for Mutual Information Based Registration and establishes its superiority over sub sampling/filtering.

In Literature Review section we introduce the survey of existing literature on "Impact of Foreign Institutional Investors on Underlying Stock Market".

Looking forward to your feedback through our column "Letters to Editor".

Tripti Mishra

Tripti Mishra
Editor



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Dr. Raj Devasagayam holds an MBA from Bombay University in India and a Ph.D. in Marketing from Florida Atlantic University, and is presently Associate Professor of Marketing at Siena College. An active researcher, he has authored a number of book chapters and published in the Journal of Financial Services Marketing, Journal of Brand Management, The International Journal of Business Disciplines, and the Multi Cultural Review on topics ranging from web-based marketing and building brand communities to marketing strategies and pedagogy. Dr. Raj sits on the Board of Marketing Management Association, serves as the Co-editor of Marketing Insights, is the Atlantic Region Representative for the Mu Kappa Tau, and the Faculty Advisor to the American Marketing Association chapter at Siena.

Bringing his scholarship into the classroom is important to Dr. Devasagayam, as is involving students in his scholarship. He recently collaborated with a student on "Marketing to Ethnic Diaspora: A Preliminary Investigation," which was named Best Overall Paper on Conference Theme at the 2005 Marketing Management Association National Conference. Dr. Raj is a member of the American Marketing Association, the Marketing Management Association, the Marketing Science Institute and the Popular Culture Association.

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