

# DIAS Technology Review

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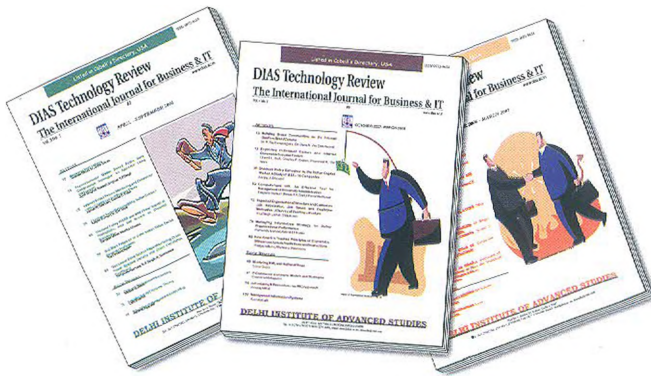
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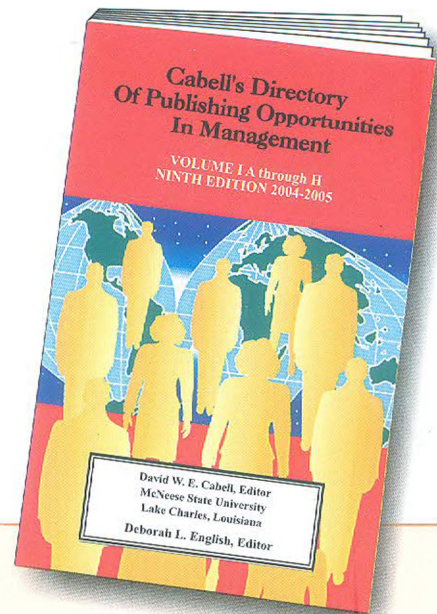


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#### 17 Exploring Individual Culture and Internet Commerce Success Factors

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Information Technology has revolutionized the way business is conducted today, specially there has been substantial growth in Internet commerce. The article investigates the relationship between individual cultural values and Internet success factors using five dimensional measures of culture.

#### 30 Dividend Policy Behaviour in the Indian Capital Market : A Study of BSE - 30 Companies

□ Dr. Sanjay J. Bhayani

The most influencing factor in determining dividend policies of the company is its earning capacity. The article deals with the relation between dividend and dividend pay out ratio, earning per share, current year's profit and previous year's dividend rate.

#### 40 Computerized UIS: An Effective Tool for Management of University Administration

□ Dr. Sangeeta Gupta, Dr H. Bansal, Dr A.K. Saini, Dr. Dharminder Kumar

The unprecedented growth of education sector has posed many challenges before institution of higher learning, specially universities including management of its operation. The article studies University Information System of various universities in terms of IT in various functional areas.

#### 52 Impact of Organizational Structure and Culture on Job Satisfaction, Job Stress and Employee Motivation : A Survey of Existing Literature

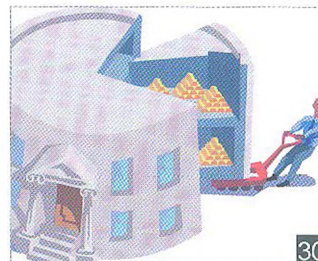
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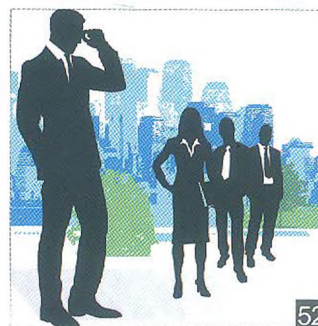
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Effectively managing and to have a satisfied, motivated, less stressed performing workforce is the biggest concern for HR managers and the policy makers of the organization. This paper is an attempt to identify various factors of organizational structure and culture which have positive and negative impact on job satisfaction, job stress and employee motivation through the extensive review of existing literature.

#### 70 Managing Information Strategy for Better Organizational Performance

□ Dr. Purnendu Mandal, Dr. Ashraf El-Houbi

Information Technologies/systems support organizations in business processes operations, decision making and strengthening strategies for competitive advantages. The article discusses various approaches of information management at various strategic level highlighting some of the concern of top managements in this regard.

#### 80 How America Teaches Principles of Economics: Differences Across Institutions and Instructions

□ Dr. Rodger Adkins, Dr. Michael a. Newsome

With the decline of students enrolling in economics major the need for additional reforms was felt intensively. The article is a nationwide survey of economists teaching principles of micro economics and macro economics on changes and the avenues of possible future change. Apart from curriculum reform alternative teaching methodologies are suggested.

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# From The Editor's Desk

**T**ime is the greatest nomad, travelling irrespective of month, date and year. World moves along with it, witnessing the expected and unexpected treasuring happiness and sorrows accordingly. The New Year is always the time for introspection. Oprah Winfrey once said "It's a New Year! One more chance to get it right". Once must acknowledge the past but firmly ground it in potential possibilities of tomorrow.

The US Federal Reserve's cut in its interest rates by 50 basis points compelled global investors to scout for markets that provided high returns backed by sound fundamentals. The euphoria in stock market was extended to India, China, Australia, Hongkong, South Korea, Singapore, Indonesia and Pakistan.

Amidst all India stands unique, for its growth in GDP is more internally driven than that of the other emerging economies. However, it is going to be roller-coaster ride for all the countries as one must always expect the unexpected.

With experienced and inexperienced both investing in the market, it is necessary that fundamentals of economics be clear to youths across the Globe.

In this eighth issue of DTR we include with "How America Teaches Principles of Economics: Differences Across Institutions and Instructors". The article is a nationwide survey of economists teaching principles of micro economics and macro economics on change and the avenues of possible future change.

In today's competitive market scenario brand communities are built around strong brands. The article "Building Brand Communities On the Internet: GeoFree BrandComms" provides directions to for operational, tactical and strategic freedom of building geographically free brand communities called GeoFree BrandComms. It further discusses the application of GeoFree BarndComms in Web Based marketing strategies.

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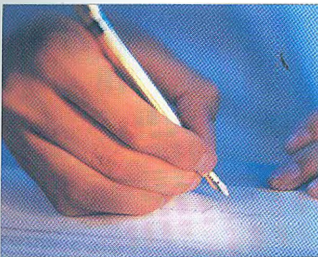
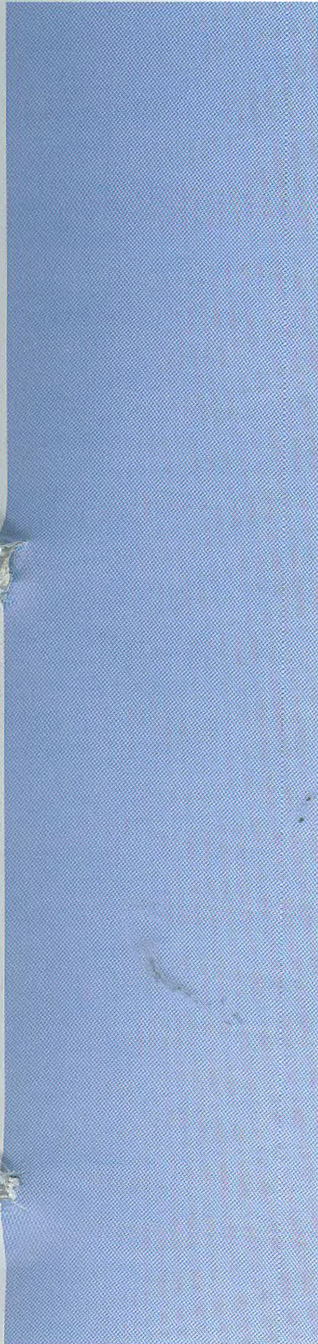
Information Technologies/systems support organizations in business processes and operations, decision making and strengthening strategies for competitive advantages. The article "Managing Information Strategy for Better Organizational Performance" discusses various approaches to information management at various strategic lend highlighting some of the concern of top managements in this regard.

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*Have a blessed year.*

*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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