

# DIAS Technology Review

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OCTOBER 2018 – MARCH 2019

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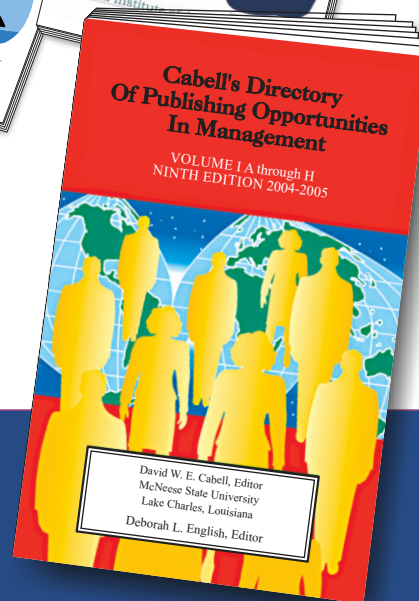
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Dr. Pratiksha Tiwari, Dr. N. Malati

The aim of the paper is to validate the employability skills in vocational education from a student's perspective by employing the CFA technique.



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#### 66 An Examination of ISO 9001 Certifications in the BRIC Countries

Dr. Chris Luchs, Dr. Suneel Maheshwari, Dr. Terrence J. Moran

The authors have analyzed the impact of Globalization on the number of ISO 9001 certifications issued in BRIC countries.

#### 19 Privacy Threats and Techniques to Secure Personal Data on Social Networks

Dr. Barkha Bahl, Mr. Rahul Aggarwal

The authors have discussed various data privacy threats that persist for the people on social media platforms. They have also proposed a technique to avoid the possibility of attack on privacy.

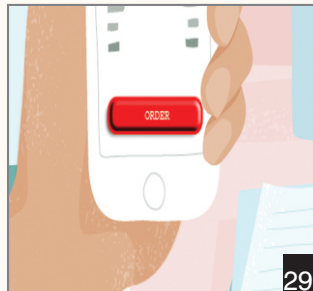


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#### 29 Service Quality and Behavioral Intention: The Mediating Effect of Satisfaction in Online Food Ordering Services

Dr. Divya Mohan, Dr. Nishant Kumar

The paper primarily studies the interrelationship among perceived Service Quality components like satisfaction and behavioral Intention of online food ordering service providers.



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#### 42 Test of Random Walk Hypothesis : A Study in the context of Indian Stock Market

Dr. Sonali Yadav

The author through this paper has investigated the evolving weak form market efficiency in the Indian Stock Market to predict future price behaviour.

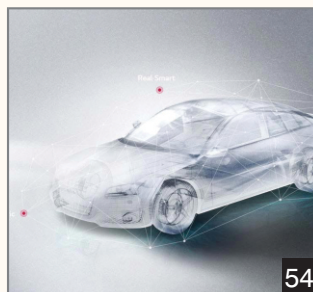


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#### 54 A Study of Business Networks in Pune Auto – Component Cluster of India

Mr. Dinesh Rawat, Dr. R. K. Mittal, Dr. Vijita Singh Aggarwal

The authors in this paper have focused on identification of different types of Business Networks between firms and the participants



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# From The Editor's Desk

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It is our immense pleasure to present to our readers the 30th issue of DIAS Technology Review. A skilled and productive human resource is pre-requisite to economic growth and a quality education system is the back bone of nation building process. It is essential for the students to be equipped with pragmatic knowledge and adequate skill-set to grab better employment opportunities in today's competitive world. The biggest challenge faced by Indian education system today is a skill gap in context of academic, technical and employability skills of the students. In the research article **Employability Skill Factors in Retail Vocational Education: An Empirical Analysis**, authors have cross-examined certain non-technical skills which can be transferred into different fields of work. These are pre-requisite for either entering the working world or to remain in a job. They have found that Interpersonal skills, Integrating Theory & Practice and Learning Skills are the major factors that affect employability of students.

Dispersion of technical knowledge has influenced our professional as well as personal life to a great extent. Information sharing and communication on Social Networking sites is in vogue for its ease and promptness, but to keep personal information private and protected has become a big challenge due to cyber-attacks taking place every other day. The authors in their study, **Privacy Threats and Techniques to Secure Personal data on Social Networks** have discussed various data privacy threats occurring on social media platforms, certain prevention techniques and some fool-proof methods to thwart such attacks on privacy of the users of social networking sites. Similarly, On-line marketing also affects customers' behavioural intentions and consumerism. The research paper **Service Quality and Behavioral Intention: The Mediating Effect of Satisfaction in Online Food Ordering Services** explores the interrelationships among perceived 'Service Quality' components like Website design, reliability, responsiveness, trust & personalization etc. and the 'Satisfaction' resulting in behavioral intention to revisit and recommend, for online food ordering service providers. The authors have explored that perceived service quality is a predecessor of customer satisfaction and satisfaction performs a mediating role between service quality and behavioral intention.

Presence or absence of random walk has always caught attention of academicians, stockbrokers, individuals, institutional investors, financial institutions and regulators in the area behavioral finance. In case of 'weak form efficient' markets, technical analysis fails to make any comments on future price behavior. In the research paper **Test of Random Walk Hypothesis: A Study in Context of Indian Stock Market**, the author has investigated the weak-form market efficiency in Indian Stock market, by testing daily data of Bombay Stock Exchange (BSE) 200 index-based companies over the period of 1 January 1991 to 31 December 2016. By employing Runs Test, Augmented Dickey-Fuller Test, Phillips Perron Test, Normality Test and Variance Ratio Test, the author has resolved that Indian stock market is not 'weak form efficient' but has a pattern and so prices do not follow a random walk.

Business networks formed by the firms are always an area of concern for policy makers. These patterns provide a deeper understanding of how firms connect with its buyers, suppliers, government agencies, research and educational institutes operating in cluster and other stakeholders. In the research study, **A Study of Business Networks in Pune Auto-Component Cluster of India**, the authors have investigated that the network with supplementary stakeholders like financial institutes and competitors, especially in Auto-Component Cluster of Pune remains unfilled, which indicates missed opportunities for growth in this sector.

Standardization and quality control are the buzz words for all the organizations and the ISO 9001 certification process provides companies scope to improve operations. In research paper **An Examination of ISO 9001 Certifications in the BRIC Countries**, authors have tried to scrutinize the impact of globalization on the number of ISO 9001 certifications issued in Brazil, Russia, India and China (BRIC countries). The analysis reveals that the change in FDI per capita and the lagged change in FDI per capita are positively associated with the number of ISO 9001 certificates and the conditions in Brazil and Russia are statistically associated with the number of organizations obtaining ISO 9001 certificates. In our attempt of enlightening our treasured readers with up to date knowledge, we are confident that this new edition of DIAS Technology Review will, as usual, prove captivating and informative.



Regards,

Dr. Anju Batra

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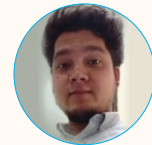
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