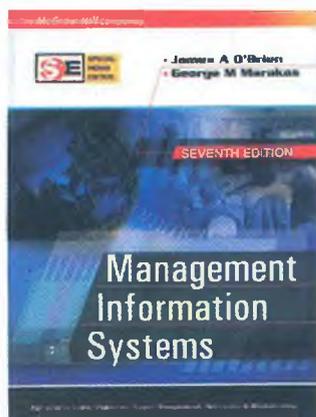


MANAGEMENT INFORMATION SYSTEMS



By: **James A O' Brien, George M. Marakas**
7th Edition

Publication :
Tata Mc-Graw Hills
Pages: 617
Price: Rs. 365

Reviewed by:
Ms. Ruchika Lalit

In the last two decades, Information Technology has emerged in the world affecting our personal, social and public life and has made a significant impact on the quality of life. It handles data and information represented in digital, text, image, graphics or voice media and deals with communication, storage, processing, and printing or exhibition in the manner and find as desired by the users. It is an outcome of the advances in telecommunication and computer technology.

Information Technology (IT) helps to optimize the use of scarce resources through intelligent information support for decision making, helps further in its implementation by support co-ordination effort without wasteful delays. Decision making has become a very complex process due to competitive environment, scarce resources, time pressures and unavoidable compulsions to achieve goals.

With the emergence of Internet and the Web, the business processes have undergone a radical change. Information Technology has made decisive inroads in all walks of life, in offices, factories, railway stations, airports, communications, entertainment, education, banking, hotels, hospitals, transportation and shopping. It is being used extensively for decision making, ease of operation, communication, record keeping and for obtaining higher productivity from the system in which it is put to use. Transactions have become paperless, cheque and cash are converted to E-cash, Digital Cash. It has opened new functions in business such as web-based business processes, secured payment processes and managing business from anywhere without being in the office or organization.

All these radical and dramatic changes have affected the working style of the manager. The management processes now need speed, precision, and snapshot business status through relevant information technology support. This requires a new MIS development approach. Though basic role of MIS has not changed, it has changed inside out in terms of content and presentation. It is no more a structural system in terms of regularly processed preformatted reports. The shift is from a centralized MIS to a distributed and knowledge driven, user-triggered MIS system. Management Information System was written to provide a real-world understanding of Information Systems for business and

computer science students. By teaching students how to use and manage information technologies to revitalize business processes, improve business decision making and gain competitive advantages. This text establishes a firm foundation in information systems on which students can build successful careers—whether they find themselves formulating strategic plans in executive suits, optimizing operations in business or factory floors, fine-tuning plans for their own entrepreneurial ventures, designing information system to optimize their organization's needs, or creating valuable new information products in any number of industries.

Students who are majoring in General Management, HRM, Accounting, Marketing, Production, Finance & MIS should understand how information system technologies support key organization functions, what information resources are available to them, and how MIS and other professionals are involved in the systems development process. The text does not assume any special background. It can be used by the computer science students to introduce them to the concepts of organizational information systems, by business students interested in entering in the field of information systems, and by students in a variety of disciplines who are users of Information Systems and wish to understand them. Student of MCA or MBA with specialization in Systems can be very much benefited by this book. The concept of this text enables an analyst or designer to operate successfully in current century.

Successful managers need to make critical decision all the time—quick and correct decisions based on timely, relevant, updated and organized information. Whether the decision is critically important and complicated or a simple and routine one, all decisions have to be based on information—which must be available to decision makers at their fingertips.

It is no longer enough that the business manager be skilled in a functional speciality such as engineering, human resources, finance, manufacturing, marketing and that he or she understands the traditional functions of planning, organizing, staffing and controlling. Some thing more is needed. The systems approach to management, coupled with the ability to effectively participate in the analysis,

design, implementation and utilization of computer based information systems.

The purpose of this book is to put information system in proper perspective so that business managers can understand what such systems can do, and equally important, understand what they cannot do. The book bring home a systematic knowledge of the Management Information Technology so that it can be appreciated and understood for application in business and industry. The text in this book will also enable the computer specialists to better appreciate the users needs and how those needs can be met with computer-based solutions.

The essence of this book is that ISS are every where in business. They are pervasive because information is the single most powerful resource in every business function in every industry. MIS provides students with exactly the sight balance of technical information and real-world application. This book place major emphasis on the strategic role of information planning, maintaining proper balance between the technical and the practical, emphasize the latest trends throughout the book. The book consists of real world cases, examples and exercise about the people and companies in the business world Indian case studies are also discussed. The scope for the text is an organizational information system. It includes standard generational information system, information systems for management control, information system for strategic management, decision support systems, office information systems and knowledge work support systems. The chapters in themselves are divided into sections with Real World case studies in every section. At the end of each chapter summary, key terms and concepts, review quiz, discussion questions and analytical exercises are given for the practical knowledge of each and every concept given in the chapter.

The book is committed to address each IS topic with a constant view towards emerging business trends, including the transformation of business by combination of online electronic commerce and increasingly powerful database and telecommunication technologies. The increasing use of ISS to support decision making from the operational to executive levels, to create leading-edge strategic advantages in competitive markets, and reorganization of business, including moves such as downsizing, right-sizing and merging.

The text in the book has been divided into 5 modules.

The book opens with Module 1, 'Foundation concepts'. Chapter 1 provides an overview of Information System the components, trends and role of ISS. Types of ISS, OSS, MSS and other classifications are also discussed. Detailed description of Information System Resources, and Information System Activities is also the part of this chapter. Competitive advantage of Information Technology is covered in chapter 2. It includes fundamentals of strategic advantages and use of Information Technology for strategic advantage. Real world case of US Department of Commerce is discussed regarding strategic advantage.

Information Technology is explained in Module 2. Four chapters of the book are covered by information technologies. Module 2 provides reader a sufficient knowledge and understanding of computer concepts. It covers all latest concepts besides providing basic hardware discussed in chapter 3 and software concepts explained in chapter 4. Application software and system softwares are elaborated here. Data resources of computer system i.e files, databases, data

warehouses, data mining etc. and their managements are covered under chapter 5. Telecommunications and networks are discussed in chapter 6. This chapter covers networking of enterprise, business values of telecommunications networks and the Internet. A telecommunications network model and network alternation and types of telecommunications networks are the part of Section II in chapter 6. The chapter presents a review on telecommunication media, processors, softwares, wireless technologies, network architectures, protocols and topologies. Application softwares such as e-mail, web browsers, electronic spreadsheets, word processors, desktop publishing, groupware etc. are discussed and different programming language and operating systems are covered by system softwares.

Module 3, Business Applications begins with Electronic Business Systems covered in chapter 7. This chapter emphasizes on cross-functional enterprise applications, marketing systems, manufacturing, human resource accounting systems. Enterprise business systems given in chapter 8, focuses on three important Management Information Systems – CRM, ERP and SCM. Real world examples for these systems are also helpful in proper understanding of these systems. Electronic commerce systems are described in chapter 9. Various e-commerce applications and issues are also integrated in this chapter. Chapter 10 emphasizes the complex decisions by using Decision Support Systems. The text then shows how basic AI techniques, including Expert Systems, Neutral Networks, Fuzzy Logic Systems, Genetic Algorithms, Virtual Reality and Intelligent Agents, can be used by managers to reach decisions.

Various development processes are included in Module 4. Two chapters, chapter 11 and chapter 12 emphasize on developing Business/IT Strategies and Solutions respectively.

Different management challenges e.g. security, integrity, globalization etc. is Module 5. The book concludes with the security, ethical and social challenges of IT, security management, global IT management so that managers can make their enterprise globally available to the people around the world. Chapter 13 focuses on security challenges and security management issues in the use of Information Technology. Global issues such as Global Business/IT strategies, applications, global data access issues, IT platforms are covered in chapter 14. Six Indian real world case studies given in appendix are helpful in understanding the impact of latest technologies in various organizations in India.

Management Information Systems, if properly defined and understood, has untapped potential for business, industry, and government. It may indeed prove to be the only way to maintain a competitive industry posture as information is realize as the fourth major resource. Changing IT present two challenges : learning to use it, and finding new opportunities to improve management. Most students have taken a hands-on-course that teaches them how to use a computer. Many expect the introductory MIS course to be more of the same-hand-on computer usage tied to specific needs. However, there are more complex and interesting problems to be solved. Managers need to apply their problems and find new opportunities improve their organizations.

Thus, this book emphasizes on development of concepts of Management Information System. Overall, this book is tremendous utility to business and IT students for understanding the impact of IT on business.

Editorial Policy



DIAS Technology Review is a biannual international journal of business and technology. It aims to be a premier and prestigious journal for publishing original and well-researched papers in the areas of Management and Information Technology. Contribution to the existing literature and knowledge base are the basic hallmarks for accepting the papers for publishing in the Journal.

Authors and Reviewers, both have an important role to play in making the journal scholastic, intellectually vibrant and comprehensively informative. The authors of the research papers are expected to base, prepare and present their papers on data which is truly authentic, accurate and consistent. They are fully accountable for the information they provide. The research papers so submitted are liable to undergo blind reviews by two referees who are expected to provide their unbiased, critical, constructive and quick evaluation of such papers. The papers will be accepted for being published in the journal only when the reports of both the reviewers are favourable or papers have been redrafted, represented and resubmitted by the authors as required by the reviewers. **No fee is charged from the author for publishing his paper in the journal. The author gets one complementary copy of the relevant edition of the journal.**

The primary focus of the journal is on academicians, students and others interested in research or those interested in updating and upgrading their knowledge in the areas of Management and Information Technology.

GUIDELINES FOR CONTRIBUTORS

TYPES OF CONTRIBUTION

The Journal accepts for publication the following:

- Research Articles
- Book Reviews
- Literature Review/Critical Survey in a Specific Research Area
- Case Studies
- Abstracts of Doctoral Dissertations

The Journal tries to maintain a balance between purely research-oriented papers and those derived mainly from the experiences of practitioners involved in the different areas of Management and Information Technology. Preference is given to application oriented research papers and theoretical papers of extreme originality and liable to lead to further research work useful from both theoretical and practical point of view.

GUIDELINES FOR RESEARCH PAPERS

The paper should contain the following items in the order shown below:

- (i) A cover page showing title of the paper, author's affiliation, full address, telephone number, fax number and e-mail.
- (ii) Abstract of not more than 150 words outlining the purpose, scope and conclusions of the paper should be presented on a separate page immediately preceding the text. The abstract should explain why the readers should consider these results important.
- (iii) The text should be suitably divided under headings and sub-headings to elucidate the text to emphasize

the importance of various sections. The article should not normally exceed 6000 words/16 -20 pages and should be in clear and concise English. It should be typed in 12-point font on one side of A-4 paper in double-line spacing with wide margins.

- (iv) Acknowledgment, if any must be included.
- (v) Only those references, which are actually utilized in the text, should be included in the reference list. In the text, references should be cited with the surname of the author(s) along with the year of publication, all in brackets. References should be complete in all respects and alphabetically arranged.

REFERENCE CITATION

BOOKS:

Douglas L. Perry (2002) VHDL Designing, PHI Publications PP 410-413.

JOURNAL ARTICLE:

Defelice, A (2006), A New Marketing Medium Customer Relationship Management December, 34-35.

REPORTS, ETC:

Centre for Monitoring Indian Economy (CMIE) (2000), Monthly Review of the Indian Economy, Mumbai, May, p. 124.
Reserve Bank of India (1998), Harmonising the Role of Operations of Development Financial Institutions and Banks: A Discussion Paper, January.

NEWSPAPERS:

Tarapore, S.S. (1998). Fls' Days are numbered. Business Standard, 28 August.

- (i) Tables should be numbered consecutively in Arabic numerals and should be referred in the text as Table 1, Table 2 etc. Tables should not duplicate results in graphs. Each table should be on a separate sheet.

- (ii) The minimum amount of descriptive text should be used on graphs and drawings (label curves, points etc. with single-letter symbols). Graphs axes should be labelled with variable written out in full, along the length of the axes, with the unit in parenthesis.
- (iii) All figures and illustrations should be sent on a separate sheet.
- (iv) All footnotes should be indicated by serial numbers in the text and literature cited should be detailed under 'Notes' at the end of the chapter bearing corresponding number.
- (v) Authors are requested to submit articles on floppy/compact disc using any well-known word processing packages like Word Perfect, MS Word. Three copies of the printout should be sent to the Editor along with the floppy/compact disc clearly marked with the software package used including version number, author(s) name and short title of the article. The hard copy and electronic files must match exactly.
- (vi) Papers submitted for consideration in DIAS Technology Review should be accompanied by a

declaration by the author(s) that the paper is original and has not been published or submitted for publication elsewhere.

- (vii) Editorial decision regarding articles accepted for processing in DIAS Technology Review will be

communicated in 60 days' time. The decision of the editorial board regarding acceptance/ rejection will be final.

- (viii) The editorial board will not be responsible for the views expressed by the author(s) especially if the views lead to any controversy.

GUIDELINES FOR REVIEW OF LITERATURE/ CRITICAL SURVEY

The Literature / Survey should be in areas of Management, Information Technology and other related areas and should have been conducted for Award of Doctoral Degree on or after June 30, 2003.

GUIDELINES FOR BOOK REVIEW:

This section covers reviews of books on Management and Information Technology on the latest topics. Book reviews must provide the following details and in the order specified:

1. Name of author
2. Title of book reviewed
3. Place of publication
4. Publisher
5. Year of publication
6. Number of pages, with binding specification such as paperback or hardbound.

The review should not normally exceed 2000 words and should be chapter wise. The reviewer has the right to include his/her own comments at his/her own responsibility. A copy of the book must be sent along with the Book Review desired to be published.

GUIDELINES FOR ABSTRACTS

It includes summaries of significant articles of management interest published in Indian and International Journals particularly those focusing on emerging economies. (Authors desirous of having their publications considered for inclusion in this feature may please send reprints of their articles to DTR Editorial Office.)

GUIDELINES FOR ABSTRACTS OF DOCTORAL DISSERTATIONS ONLY

The thesis should be in areas of Management, Information Technology and other related areas. The thesis should have been approved from a University for Award of Doctoral Degree on or after June 30, 2003.

COPYRIGHT

The copyright of the published articles will be exclusively with Journal DIAS Technology Review. The manuscript should not have been / will appear in another publication. This will ensure copyright protection for both the author and Delhi Institute of Advanced Studies. Note that it is the author's responsibility to obtain permission to reprint long quotations or use tables, figures or graphs previously published with copyright restrictions.

POLICY ON REPRODUCTION

Written application must be made to DIAS Technology Review for permission to reproduce any of the contents for use in books and any other publication intended for general distribution.

ELECTRONIC SUBMISSION

The electronic submission must be in the form of an attachment to a covering letter to be sent as e-mail to the Editor at diasedu@vsnl.com ; dias@dias.ac.in

ALL MANUSCRIPTS ALONG WITH A SOFT COPY SHOULD BE SENT TO:

Editor,
DIAS Technology Review
Delhi Institute of Advanced Studies
Plot No.6, Sector 25,
Delhi- 110 085 (India)

DIAS TECHNOLOGY REVIEW

THE INTERNATIONAL JOURNAL FOR BUSINESS AND IT

Feedback Form

Would you take a moment to evaluate the articles you've read in this issue of the "DIAS Technology Review"? Your valuable comments will help us to shape the future issues. Thank you.

- Editor-in-Chief

	Highly Appreciable	Somewhat Appreciable	Not Appreciable	Did not Read
<i>Building Brand Communities on</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Exploring Individual Culture</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Dividend Policy Behaviour</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Computerized UIS: An Effective</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Impact of Organizational Structure</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Managing Information Strategy</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>How America Teaches Principles</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

We would appreciate your comments and suggestions about articles in this issue of "DIAS Technology Review" in general:

.....

.....

.....

Name: Mr./Ms./Dr./Prof. Designation:

Address:

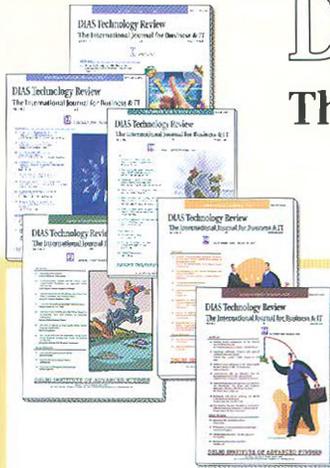
..... Phone:

DIAS Technology Review

The International Journal For Business & IT

DELHI INSTITUTE OF ADVANCED STUDIES

Sector 25, Rohini, Delhi 110085 (India) (A Biannual Publication)



SUBSCRIPTION ORDER FORM

Enclosed Cheque/DD number dated for
Rs..... drawn in favour of Delhi Institute of Advanced Studies and payable at
Delhi towards the subscription of **DIAS TECHNOLOGY REVIEW** for a period of (tick as applicable)

1 year

2 years

3 year

Subscriber's Details

Name:..... Designation:.....

Organization:.....

Mailing Address:.....

..... PIN/ZIP

Phone:..... Fax:

E-mail:.....

Date:

Place:

Signature and Seal

Subscription Rates*

Category	1 Year	2 Years	3 Years
Indian (in Rs.)			
Institution	400	600	1000
Individual	250	350	450
Student	150	250	350
Foreign (in US \$) Air Mail	50	80	120
Single Copy (in Rs.)- 250/- (US\$) - 30			

*Subject to change without prior notice.



CALL FOR PAPERS

**DIAS TECHNOLOGY REVIEW -
THE INTERNATIONAL JOURNAL FOR BUSINESS AND IT**

DIAS Technology Review is a refereed journal for business and information technology academicians and professionals. The goal of the journal is to collect, store and disseminate new and relevant knowledge obtained from basic and applied research relating to all business and information technology disciplines. Submission deadlines for papers are March 31st for Spring Issue and September 30th for Fall Issue.

The Journal publishes original research that develops, tests, advances, or applies theory, research and knowledge to all areas of business and information technology. Articles with both strong theoretical foundations and significant practical implications are highly encouraged. Conceptual models, literature reviews, exploratory research are of interest if they make an important contribution to business and information technology theory, research or knowledge, and provide

insight for academic application or business practice. All types of rigorous methods (quantitative, qualitative, or combination) are acceptable.

We invite you to contribute your valued paper to this journal for Spring or Fall Issue, as may be convenient. The Article may please be sent to the Editor, DIAS Technology Review. The detailed guidelines for the contributors are also mentioned in "Guidelines for Contributors".

We also accept articles online at dias@dias.ac.in ; diasedu@vsnl.com. In case you need any additional information, feel free to visit our website at <http://www.dias.ac.in>.

We will tremendously value your cooperation and support in this regard. ◆◆◆

Letters to Editor

Readers are our invaluable assets. In order that they can voice their opinion, share their views, provide any related information or suggestions, we are offering this platform exclusively for them. We expect their active participation in the process of enhancing the quality of the journal. Please write to us on diasedu@vsnl.com , dias@dias.ac.in or mail to: The Editor, DIAS Technology Review, Delhi Institute of Advanced Studies, Plot No.6, Sector 25, Rohini, Delhi 110 085.

ADVERTISEMENT RATES:				
PARTICULARS	Per Insertion		Per Year	
	IN Rs.	IN US \$	IN Rs.	IN US \$
BACK COVER	50,000	1,500	90,000	3,000
INSIDE FRONT	40,000	1,200	75,000	2,400
INSIDE BACK	40,000	1,100	75,000	2,200
FULL PAGE	30,000	900	55,000	1,800
HALF PAGE	20,000	700	35,000	1,400
QUARTER PAGE	10,000	500	20,000	1,000

Heartiest Thanks to our Reviewers!

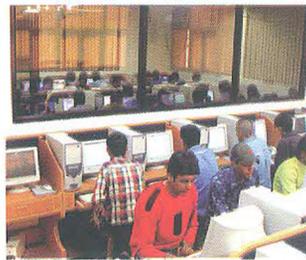
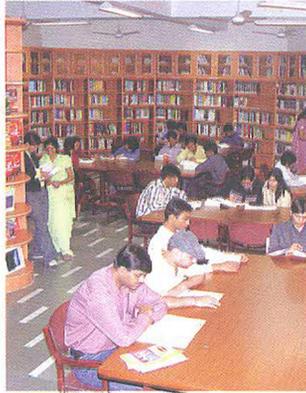
Having capable and accomplished professionals in the standard setting process is the key to the issuance and sustainability of every high quality product.

We are really fortunate to have a panel of eminent and distinguished academicians and professionals who are continuously offering support to us for keeping the journal scholastic, intellectually vibrant and comprehensively informative. We particularly express our gratitude to the following panel for reviewing the articles and offering their valuable suggestions:

- ✎ Dr. Anand Krishnamoorthy, Associate Professor of Business, Troy University, Atlantic, USA.
- ✎ Dr. A.K. Saxena, Dean, Faculty of Management Studies, Bundelkhand University, Jhansi, India.
- ✎ Dr. A.K. Sengupta, Director, Jagannath International Management School, New Delhi, India.
- ✎ Dr. A.K. Seth, Professor of Commerce, Delhi University, Delhi, India.
- ✎ Dr. Angappa "Guna" Gunasekaran, Professor, Operations Management, University of Massachusetts, USA
- ✎ Dr. Andrew Sikula Sr, Director, West Virginia Marshall University, USA
- ✎ Dr. Anu Singh Lather, Professor, School of Management Studies, Guru Gobind Singh Indraprastha University, Delhi, India.
- ✎ Dr. Ashok De, Principal, Ambedkar Institute of Technology, Delhi, India.
- ✎ Dr. Atul Gupta, Associate Professor in Management, Lynchburg College, USA..Mr. B.N. Mohanti, Principal, Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi, India.
- ✎ Prof. B.S. Sharma, ExVice Chancellor, Kota Open University, India.
- ✎ Dr. C.P.Gupta, Chairman, Finance & Accounting Area, Management Development Institute, ,Gurgaon, India.
- ✎ Dr. Chong W. Kim, Professor & Head, Division of Management & Marketing, Marshall University, USA.
- ✎ Dr. C.V.Baxi, Chairman – Corporate Governance Centre, Management Development Institute, Gurgaon, India.
- ✎ Prof. David Ross, Chair of Flexible Delivery, Management and Commercialization, Faculty of Engineering & Surveying, University of Southern Queensland, Australia.
- ✎ Dr. Gin Chong, Associate Professor, Department of Accounting, Finance & MIS, A & M University, Prairie View, USA.
- ✎ Dr. H.K.N. Mishra, Formerly Head of Credit, Abu Dhabi Commercial Bank, Abu Dhabi, Dubai.
- ✎ Dr. Ibrahim J. Affaneh, Chairman, Department of Finance and Legal Studies, Indiana University of Pennsylvania, USA.
- ✎ Dr. Jagdish Pathak, Associate Professor in Accounting Systems, University of Windsor, Canada.
- ✎ Dr. James H. Graham, Vogt Endowed Professor, University of Louisville, Kentucky, USA.
- ✎ Prof. J.K. Goyal, Director, Jagan Institute of Management Sciences, Delhi, India.
- ✎ Prof. Karmeshu, Professor in Computer and System Sciences, JNU, New Delhi, India.
- ✎ Dr. Krishan Rana, Professor in Information System and Decision Sciences, Virginia State University, USA.
- ✎ Dr. Michael Newsome, Associate Professor of Economics, Marshall University, USA.
- ✎ Dr. Mohamed Albohali, Associate Professor in Statistics, Indiana University of Pennsylvania, USA.
- ✎ Dr. Mukesh Chaudhry, Professor of Finance, Indiana University of Pennsylvania, USA.
- ✎ Dr. M.N. Huda, Director, Bharati Vidyapeeth's Institute of Computer Applications and Management, Delhi, India.
- ✎ Dr. Nasib S. Gill, Department of Information Technology, Maharshi Dayanand University, Rohtak, India.
- ✎ Mr. Naveen Jain, Vice President – Finance & Planning, Hotel Leela ventures Ltd., Mumbai, India.
- ✎ Dr. Naveen Rajpal, Professor, School of Information Technology, G.G.S. Indraprastha University, Delhi, India
- ✎ Prof. Nupur Prakash, Dean, School of Information Technology, Guru Gobind Singh Indraprastha University, Delhi, India.
- ✎ Dr. P.K. Goyal, Professor of Management, Institute of Management Technology, Ghaziabad, India.
- ✎ Dr. P.K. Jain, Professor of Finance, Indian Institute of Technology, New Delhi, India.
- ✎ Dr. Raj Devasagayam, Associate Professor, Department of Marketing, Siena College, USA
- ✎ Dr. R.K. Aggarwal, Associate Professor, Operations Research, University of Western Sydney, Australia.

- ✧ Dr. Rajendra K. Garg, Professor of Marketing, Indiana University of Pennsylvania, USA
- ✧ Dr. Ramesh G. Soni, Interim Vice Provost for Research and Dean of Graduate Studies, Indiana University of Pennsylvania, USA.
- ✧ Dr. R.K. Mittal, Dean, School of Management Studies, G.G.S. Indraprastha University, New Delhi, India.
- ✧ Dr. R.S. Nigam, Formerly Director, Delhi School of Economics, University of Delhi, Delhi, India
- ✧ Dr. Sandip C. Patel, Assistant Professor, Morgan State University, Baltimore, USA.
- ✧ Dr. Sanjeev Mittal, Reader, School of Management Studies, G.G.S. Indraprastha University, Delhi, India.
- ✧ Dr. Sanjeev Singh, Scientist 'C', Defence Research & Development Organization, New Delhi, India.
- ✧ Dr. S.N. Mittal, Professor and Ex-Dean, Department of Commerce, M.D. University, Rohtak, India.
- ✧ Dr. S. Singh, Director, New Delhi Institute of Management, Delhi, India.
- ✧ Dr. S.P. Narang, Formerly Director, Apeejay School of Management, Greater Noida, India.
- ✧ Dr. Suneel Maheshwari, Professor of Accounting, Marshall University, USA.
- ✧ Mr. Sunil Sarda, Executive Director, Anand Rathi Securities Pvt. Ltd., New Delhi, India.
- ✧ Dr. T.N. Kapoor, Ex -Vice Chancellor, Punjab University, Chandigarh, India.
- ✧ Dr. Vibha Jain, Reader, Janki Devi College, University of Delhi, Delhi, India.
- ✧ Dr. V.K. Bhalla, Professor, Faculty of Management Studies, University of Delhi, Delhi, India.
- ✧ Dr. Vasudha Bhatnagar, Reader, Dept. of Computer Science, University of Delhi, Delhi, India.

We will like to have many more academicians and professionals on our team in our efforts to maintain the quality and contents of the journal. Hopefully, you may like to be one of them.



DELHI INSTITUTE OF ADVANCED STUDIES

(Affiliated to G.G.S. Indraprastha University and approved by All India Council for Technical Education)

Plot No. 6, Sector 25, Rohini, Delhi - 110 085 India

Ph. : 011- 2793 2742, 2793 4011, 27934400 Fax: 011-27934200 Email: dias@dias.ac.in