



HAPPY NEW YEAR

**Indian Institute of
Management
Lucknow**



NEWSLETTER

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"The true test of character is not how much we know how to do, but how we behave when we don't know what to do."

-- John Holt

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OTHERS

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Community Affairs
Alumni Association Chronicles
MDPs
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JOURNAL PUBLICATIONS

Anand, Manoj and K.P. Kaushik, "Currency Derivatives: A Survey of Indian Firms," *IIMB Management Review*, Vol. 20 No. 3 (2008), September: 324-339.

ABSTRACT

This paper examines management motivations for foreign currency derivatives usage in corporate India vis-à-vis the rest of the world. It identifies significant differences in the motivations of firms who either use foreign currency derivatives or have a documented foreign exchange risk management policy vis-à-vis firms that do not. The paper studies the types of financial risks that are of concern to Indian managers and, using a factor-analytic framework, reduces the management motivations studied to a few factors for hedging risk. 'To reduce volatility in profits after tax and cash flows'; and 'to reduce the cost of capital and thus increase firm value' on one side of the pole and 'to reduce risks faced by management' on the other side of the pole are the major motivations of the firms using foreign currency derivatives in India. Firm characteristics such as high degree of debt ratio and ESOPs usage influence use of foreign currency derivatives in India

Dash, S.B. and H. Mishra.(2008). , "Rural E-governance Model and its Impact on Decision-Making Process in Agriculture: A Study of ITC's E-Choupal", *ASBM Journal of Management*, Vo. 1 No. 1 (2008): 39-46.

ABSTRACT

E-commerce has become a buzz word today and it is believed to transform many aspects of day to day life and in certain areas it has even produced miraculous results and rural business being one of them where e-commerce plays a vital role .The e-choupal initiative which started by Indian Tobacco Company (ITC) in the year 2000 from Bhopal was a step to eliminate the intermediaries and connect the farmers directly to the Mandi and thus making the operations more transparent. This model is based on the philosophy of co-creation of value. Considering the phenomenal rise of ITC'S business its much talked e-choupal model, there is momentous need to empirically validate the impact of ITC on improving decision making ability of farmers. Results of this study with 244 farmers who are associated with ITC through its e-choupal operation from Uttar Pradesh and Madhya Pradesh provided empirical evidence that the decision making ability of farmers who are associated with ITC significantly improved after association with ITC e- choupal.

Singh, Kashi N., "The Uncapacitated Facility Location Problem: Some Applications in Scheduling and Routing", *International Journal of Operations Research*, Vol. 5 No. 1(2008): 36-43

ABSTRACT

The uncapacitated facility location problem (UFLP) represents a particular structure in integer linear program, and has widespread applications in real life. In this paper, the applicability of

UFLP-model is explored in problems arising in non-locational context. Three seemingly unrelated problems from the area of scheduling and routing are chosen for the purpose and the reported works in which their relationship with the UFLP has been studied are reviewed. These problems are found to have structures similar to a UFLP, and based on this, computationally competitive solution procedures could be developed for them. The study shows that several important problems, quite diverse in application, share common structures with the UFLP, and identification of this commonality can be beneficial from both modeling as well as algorithmic points of view.

CONFERENCE/SEMINAR PUBLICATIONS

Akbar, M., "Impact of Globalization on the Indian Pharmaceutical Industry Structure", Paper presented at the 1st International Conference on Globalization and Change: Issues, Concerns and Impacts, SAICON-AGBA Conference November 12-14, 2008 held at Murree, Islamabad, Pakistan

ABSTRACT

The SCP framework was used to examine the impact of the globalization of pharmaceutical industry by tracking the changes in the regulatory framework. We used Concentration ratios and HHI as structural variables, R&D, Marketing and labor costs as conduct variables, and operating profits as the performance variables. We did our analysis for 4 years, based on critical changes in regulatory environment in terms of globalization spread over 18 years. We conclude that the industry has grown rapidly; the Indian ownership continued their dominance during the whole period in spite of the opening up of the sector. The industry maintained the structural continuity yet the conduct had been moving in response to the challenges from globalization and to exploit emerging global opportunities. The Indian companies used "low-cost innovation" strategy to keep its leadership in the Indian markets and find increasing space in the global markets. Limitations are pointed out arising out of a lack of continuous data series, yet the conclusions are fairly stable and acceptable.

Ali, Jabir, C.M. Misra and T. Nath, "Developing Food Processing Micro-enterprises through Self Help Groups (SHGs): A Study of SGSY in Uttar Pradesh", Presented at 8th International Entrepreneurship Forum on Creativity and Entrepreneurship: Imperatives for Sustainable Global and Knowledge-based Economy, during December 17-18, 2008 at Ahmedabad, India.

ABSTRACT

The paper aims to identify critical issues at each stage of SHGs development, starting from the process of SHG formation to initiation of economic activities in profitable and sustainable manner. In particular, the study emphasises on analyzing the procurement system of SHGs, design intervention, packaging, status of marketing, pricing and profitability etc. and at the end suggests a workable and feasible business model for organizing such activities for sustainable development in the long-run.

Ali, Jabir, S. Kapoor and T. Nath, "Consumer's Preference on Food Retail Store Attributes in India.", Presented at the Third National Conference on Interdependence, Integration and Co-creation: Retail Business, during November 29-30, 2008 at Lucknow.

ABSTRACT

This paper examines how consumers prefer a variety of attributes of food retail stores while making food purchase decisions and evaluate the effects of socio-demographic factors on their preferences for these market attributes. A total of 621 urban consumers were personally surveyed using structured questionnaire from six district headquarters of Uttar Pradesh. Analysis of consumers' responses on food store attributes indicates that food retailers should aim to offer a variety of products and services to attract them. The results may help the food processors and outlet owners to understand the diversified set of preferences for market attributes so that they can make better decisions in emerging organized food retail environment.

Dash, S.B., "Sustaining Brand Image with Changing Environmental Dynamics: A Study of ITC's E-Choupal, paper presented in the Sixth AIMS International Conference on Management during December 28-31 at IBA, Greater NOIDA, Delhi, India

ABSTRACT

E-commerce has become a buzz word today and it is believed to transform many aspects of day to day life and in certain areas it has even produced miraculous results and rural business being one of them where e-commerce plays a vital role. The e-choupal initiative which started by Indian Tobacco Company (ITC) in the year 2000 from Bhopal was a step to eliminate the intermediaries and connect the farmers directly to the Mandi and thus making the operations more transparent. This model is based on the philosophy of co-creation of value. Considering the phenomenal rise of ITC's business through its much talked e-choupal model, There is momentous need to empirically validate the impact of ITC's E-choupal on improving decision making ability of farmers. Results of this study with 244 farmers who are associated with ITC e-choupal and 139 farmers who are not associated with ITC's e-choupal operation from Uttar Pradesh and Madhya Pradesh provided empirical evidence that the decision making ability of farmers who are not associated with ITC's E-choupal significantly improved along with farmers who are associated. The investigation has clearly indicated that preserving the brand image of ITC'S much hyped e-choupal model is a challenge in the changing environment dynamics.

Ganguly, B., S.B. Dash and Arunabha Mukhopadhyay, "The Antecedents and Consequences of Trust in Online Shopping: the moderating effect of Culture, personal characteristics and Product Type", Paper presented at the doctoral consortium held at IISc Bangalore (COSMAR, 20th -21st November 2008).

ABSTRACT

The paper reviews past literature and proposes a model to compare the antecedents and consequences of trust in online transactions. Trust has been proposed to be a mediator between purchase intention and the antecedents of purchase intention. A number of comprehensive models have been developed to get insights into the antecedents and consequences of online trust and how the relationship between trust and these antecedents and also that between trust and its consequences vary for customers of different product types, cultural, demographic and psychographic values. The conceptual model with culture as moderator is based on Hofstede's national culture dimensions – individualism/collectivism, power distance, uncertainty avoidance, and masculinity/femininity. The conceptual framework shall offer online companies insights into the relative importance of key variables initiating purchase intention through development of trust

for the different types of online customers and shall also facilitate them to develop online marketing strategy for the various consumer segments.

Kumar, Rakesh and Samir K Srivastava, "Institutionalizing the Sales & Operations Planning Process", paper presented (by Prof. Samir K Srivastava) and abstract published in the proceedings of the 12th Annual International Conference of the Society of Operations Management, Indian Institute of Technology, Kanpur, December 19-21, 2008.

ABSTRACT

Sales and Operations Planning (S&OP) is a company-wide demand and supply plan that provides the next level of detail in fulfilling business plan objectives by describing family-level sales, production and inventory targets. The major focus of this paper is on institutionalizing a strong S&OP process within a firm. We carry out literature review to gain an insight of the concept, the process, the thrust areas and advances made as well as to identify research gaps and areas which need attention. We utilise these and our own experiential insights to improve and institutionalize the S&OP process focussing mainly on role of process, people and technology. We first define the key objectives of the S&OP process and thereafter define clearly the role of various stakeholders such as the demand planner. We suggest what should be discussed in S&OP meetings and provide a framework for ownership of business forecast over an 18-period time horizon in context of FMCG sector. We also suggest a platform to align the plans on a continuous basis to avoid surprises and discuss managerial implications in sufficient detail. Finally, we state the limitations of our work and suggest directions for future work.

Kumar, Sushil (CFAM) 'Dynamics of Value Chain', Paper presented in the "Livelihoods India Conference" as an add-on to the Micro Finance India Summit in New Delhi on November 13, 2008.

ABSTRACT

With organized retail catching up and entry of major multinational food and agribusiness companies, food and agribusiness, in most developing countries including India, is undergoing radical transformations both at policy and the structural levels. There are associated challenges which the various players in the value chain have to face in the dynamically changing competitive landscape of the food and agribusiness industry. Some of these dynamics, especially in the context of the developing or emerging economies, include inequity in distribution of economic rents among various players; value chain governance mechanism including multiplicity of institutions with overlapping functions and strong intra- and inter-sectoral coupling; inefficiencies in the supply chain; dynamically changing tastes and preferences of the consumers; demographic and socio-economic shifts; agribusiness management education curriculum to meet needs of agribusiness and food industry; WTO issues; food quality and safety issues; agriculture sustainability, among many others.

The presentation focuses on

- Increasing complexity because of concentration at all points in the food and agribusiness value chain
- Inter-sectoral linkages underpinning the dynamics of value chains
- Impact of technological (especially efficient consumer response and industrialization of agriculture), socio-economic and demographic changes on food and agribusiness value chain
- Need for increased integration in the value chain in the wake of above changes
- Disjuncture between high levels of economic integration with the global food and agribusiness markets and the extent the primary producers gain from the globalization

How the factors and processes in the value chain (including value chain governance) can be modified so as to make it more integrated as well as inclusive.

Pati, Surya Prakash, Mousumi Padhi and Pankaj Kumar, "Psychological Empowerment: Investigation into the Reliability of its Conceptualization in the Indian Context and An Exploration into the Influence of the Dimensions of the Barriers to Creativity on the Same", Paper presented at the XVIIIth Annual Conference of National Academy of Psychology (NAoP), 2008, conducted by the Department of Humanities & Social Sciences, Indian Institute of Technology, Guwahati, December 14-17, 2008

ABSTRACT

The paper is another contribution to cross cultural literature on organizational science. With the concepts of employee empowerment and creativity gaining heightened attention post liberalization, the purpose of the paper was to investigate the validity of Menon's (1999) construct of psychological empowerment in the Indian context. Apart from that the paper investigated the linkage between the dimensions of barriers to creativity and psychological empowerment. An exploratory factor analysis of the collected data showed the absence of a dimension of Menon's (1999) construct of psychological empowerment. Moreover a negative yet significant correlation between barriers to creativity and psychological empowerment was found. The findings had immense managerial implications. Foremost among them is that it brought about empirically that skill enhancement of employees by training programs and promotion of innovation in organization promotes empowerment in Indian context. Apart from that a re-conceptualized model of psychological empowerment from the perspective of Indian work cultural values was formulated.

BOOKS

Malhotra, N and S.B. Dash, *Marketing Research: An Applied Orientation*, 5th edition, New Delhi: Pearson Education, 960p.; ISBN: 9788131723173; Copyright: 2009.

NEW TO THIS EDITION

- Marketing Research: An Applied Orientation, 5e allows students to actually experience the interaction between marketing research and marketing decision-making through a variety of hands-on exercises.
- Step-by-step instructions in the book help students conduct any data analysis using screen-shots from a live SPSS system. Additionally, this book teaches students how to navigate statistical software tools and interpret marketing-research data and output.
- Five Harvard Business School cases have been added in the book.
- Several cases have been added containing real data sets obtained from actual surveys conducted
- Additional cases on analysis of variance, multiple regression, cluster analysis, discriminant analysis, multidimensional scaling, and conjoint analysis, all in the Indian context.

WORKING PAPERS

Kumar, Sushil (CFAM) and Anuttera Pandit, "Food Labels: Assessing Awareness and Usage Level of Indian Consumer and Influences on Food Buying Behavior", IIML WPS 2008-09/15.

ABSTRACT

Food regulations and increased consumer awareness are forcing food companies across the world to display more and more information on packaged food products. However, little is known about consumer response to such information in emerging economies. Using data from a questionnaire survey conducted among 373 respondents across three major cities in India, the study assesses the level of awareness about five categories of information generally displayed on food labels. The study also examines the usability of such information in purchase decisions of the respondents. The level of awareness and the purchase decisions are compared across different socio-economic groups. It is found that Indian consumers in these three cities are fairly aware of the information provided on the food labels; though the level of awareness about different types of information varies. The results indicate that particular category of information is used more by the consumers while purchasing packaged food products. Differences across different socio-economic groups are also significant in many cases. The results have very strong implications for regulatory authorities as well as the food companies.

Kumar, Sushil (CFAM) and Rupali Mathur, "Competition in Food and Agribusiness Sector in India in the Post Liberalization Period", IIML WPS 2008/09-16.

ABSTRACT

One of the major objectives of Government of India's economic reforms programme initiated in 1990's was to improve efficiency and effectiveness of market players by exposing them to competition. Food and Agribusiness sector in India, structure of which was highly closed and protected, faces radically altered environment in the post reform period. The paper analyzes the extent of increase in competition in six sub-sectors (Food and Beverage, Fertilizer, Paper and Paper Products, Pesticide, Machinery, and Banking) of the food and agribusiness sectors. Using data of 1145 companies for 1991 to 2006 period, we develop Herfindahl index for each year and use this as a measure of competition. Results show that market concentration has come down significantly in Pesticides and Banking services indicating increased competition in these two sub-sectors. In Machinery, Food and Beverages, and Paper and Paper Products industries there has been moderate decrease in market concentration while in remaining one sector i.e., Fertilizers the market concentration has in fact increased. Hence, the results indicate mixed impact of economic liberalization on competition in the Food and Agribusiness sector. The paper analyzes the implications of these results in the context of global business environment.

Kumar, Sushil (CFAM) and Rupali Mathur, "Climate Change and Businesses: Need for Training the Workforce", IIML WPS 2008/09-17

ABSTRACT

As global temperatures rise due to increasing greenhouse gases emissions, climate change is becoming a reality. Arguments over cause of global warming – whether it is man-made or it is part of a natural cycle – are not expected to die down soon, but the unavoidable fact is that the world is witnessing drastic changes in the climatic patterns. Even World Economic Forum put climate change centre stage as ever increasing concern for it is radically altering the business environment. Businesses are arguably perceived by the society to be the worst contributors of greenhouse gases emissions. Society, through various options available to it – stringent regulatory pressures, green consumerism, voluntary initiatives, and various financial incentives or disincentives - is pressurizing businesses to align their business practices with environmental goals. How businesses shape up to meet the challenges posed by attendant physio-socio-economic consequences is going to be crucial. Many studies establish positive correlation between environmentally benign practices and overall performance of a business. In order for a firm to be aware of the challenges it faces in the changed business environment, it is imperative that its workforce at all levels should have

sufficient understanding of the dynamics of such challenges. Building on training need assessment and based on interactions with few companies, the paper focuses on the need of training in the field of climate change.

Choudhari, Deepanshi and Sushil Kumar (CFAM), "A Brief Study of the Voluntary Carbon Markets and Recent and Future Trends", IIML WPS 2008/09-18

ABSTRACT

In addition to the regulatory carbon markets, voluntary carbon markets have also witnessed tremendous activity and growth in last few years. Fuelled by increased awareness of adverse consequences of climate change and increased consciousness among industry and individuals, voluntary carbon markets are poised for boom in times to come. Non-annex countries which are without carbon reduction targets under the Kyoto Protocol have started resorting to voluntary measures for reduction in their GHGs emissions. Many companies in these countries have committed voluntary emission reductions in stipulated and tight timeframes. In order to meet their commitments, in addition to in-house efficiency measures, these companies are purchasing emission reduction units from the voluntary markets. Many conscientious individuals too are entering such markets to neutralize their individual carbon footprints. This paper provides comprehensive overview of the voluntary carbon market and its prospects. An effort has been made to predict prices of carbon credits in the voluntary markets.

NEWSPAPER ARTICLE

Venkat, Vani *Kashmir Votes... Opinion Page, The Hindu (Chennai), December 31, 2008*

OTHER ASSIGNMENTS

- **Kumar, Sushil (CFAM)** was the **Lead Presenter** at *Dynamics of Value Chain'* in "Livelihoods India Conference" as an add-on to the **MicroFinance India Summit** on the 13th of November, 2008 at Hotel Ashoka, New Delhi.
- **Srivastava, Samir K.** chaired a **Session** in the **12th Annual International Conference** of the **Society of Operations Management, Indian Institute of Technology, Kanpur, December 19-21, 2008.**

COMMUNITY AFFAIRS

Ramteke, Rajesh completed PG Diploma in Business Management from Lal Bahadur Shastri Institute of Management Studies, Lucknow

ALUMNI ASSOCIATION CHRONICLES

DISHA INITIATIVE

December 12, 2008

Bhavishya, the social initiatives committee of IIM Lucknow conducted a session of the DISHA initiative. Disha is a mentoring and career counseling program for bright, underprivileged children in Lucknow who lack the advice and guidance of well educated parents to help them make the right career decisions. The session was attended by std. XI students from Bakshi ka Talab Interschool and Prakash Bal Vidya Mandir, Gomti Nagar. These students are guided by students selected from



IIM, Jaipuria Institute of Management (JIM) and Institute of Engineering and Technology (IET) through a rigorous selection process. The session started with a basic computer workshop where the students were given basic knowledge about the internet. This was followed by a motivational session by **Prof. P.C. Purwar, Director, IIML** and **Dr. D. S. Sengar**, Professor and Chairman, Social Initiatives Committee. Prof. Purwar gave valuable words of encouragement and wisdom to the young students and wished them a bright future. Dr. Sengar besides encouraging the students also urged upon the immediate need of such activities by other institutions. An aptitude test was also conducted for the school students.



IIML DIALOGUE

December 27, 2008

The December edition of IIML Dialogue witnessed audience from across the world, appreciate the views and perspectives shared by **Mr. Javeed Ahmad (IG)** and **Mr. Ashok Mutha Jain (Sr. SP & IIML Alumnus from the Batch of 1988)** on "Managing Security -the Role of Management Practices in National Security". In an interesting dialogue, the panelists talked about the current face and challenges to national security and the need for policing to trickle down to the common man. They shared some of their experiences in managing the UP Police and some eye-opening stigmas that the state is stricken with. Moreover, they talked about the need for empowering policing with

management practices and the contribution that premier management institutes like IIM Lucknow are making in this direction.

MANAGEMENT DEVELOPEMENT PROGRAMMES

| NAME OF THE PROGRAMME | DURATION | PROGRAMME DIRECTOR |
|--|----------------------|--|
| Managerial Decision Making under Uncertain Environment | December 2-4, 2008 | Prof. B K Mohanty |
| Customer Retention and Cross Selling: Getting More out of Loyalty (Programs) | December 3-5, 2008 | Prof. Amit Mookerjee, IIMLNC |
| Employee Selection and Assessment Techniques | December 10-12, 2008 | Prof. Ajay Singh & Prof. Punam Sahgal IIMLNC |
| Effective Contract Management and Arbitration | December 15-17, 2008 | Prof. D S Sengar |
| Understanding Self for Managerial Excellence | December 18-20, 2008 | Prof. Pankaj Kumar |
| Corporate Communication and Media Relations | December 22-24, 2008 | Prof. R L Raina |
| Leadership for Innovation in Agriculture | December 22-26, 2008 | Prof. Sushil Kumar (AMC) |
| Effective Proposal and Report Writing Skills | December 29-31, 2008 | Prof. R L Raina |

FORTHCOMING MDPs

| NAME OF THE PROGRAMME | DURATION | PROGRAMME DIRECTOR |
|---|------------------------|---|
| AMP for ONGC Executives | Jan. 8 - Feb. 13, 2009 | Prof. R L Raina & Prof. Abhishek Nirjar |
| Managerial Effectiveness | January 19-23, 2009 | Prof. Archana Shukla |
| Project Management | January 19-23, 2009 | Prof. K N Singh & Prof. Sushil Kumar |
| Financial Statements for Non-Finance Executives | January 20-23, 2009 | Prof. Vipul |
| Managing Diversity for Competitive Advantage | January 28-30, 2009 | Prof. Pankaj Kumar |

GYANODAYA- LATEST ARRIVALS

BUSINESS INTELLIGENCE

Wallace, Michael *The Disaster Recovery Handbook: A Step-By-Step Plan To Ensure Business Continuity And Protect Vital Operations, Facilities, And Assets / Michael Wallace And Lawrence Webber.-- New Delhi: Phi, 2008. 398 P; 26 Cm. ISBN : 81-203-3109-5.*

658.478 WAL RA 39056

COMMUNICATION

Intercultural Communication Competence: Implications For Learning And Teaching In A Globalized World / Edited By Thomas Schmalzer ...[Et Al.]-- Delhi: Macmillan, 2007. 243 P; 25 Cm.

ISBN : 0230-63360-9.
302.2 INT 39039

COMPUTER & INFORMATION SYSTEMS(CIS)

Agrawal, P K Sap Hr Personnel
Administration And Recruitment: Technical
Reference And Learning Guide.-- New
Delhi: Phi, 2008. 583 P; 25 Cm.

ISBN : 9788120333253.

658.403D2 AGR 39086

Alapati, Sam R Expert Oracle Database 10g
Administration.-- New Delhi: Dreamtech
Press, 2005. 1276 P; 25 Cm.

ISBN : 9788181283733.

658.403D3 ALA 39078

Bhave, Mahesh P Programming With Java /
Mahesh P Bhave And Sunil A Patekar.--
Delhi: Pearson, 2009. 709 P; 25 Cm.

ISBN : 9788131720806.

658.403D3 BHA 39107

Coyle, Frank P Xml Web Services And The
Data Revolution.-- New Delhi: Pearson,
2002.

356 P; 25 Cm.

ISBN : 9788131703120.

658.403I72 COY 38851

Davies, Joseph Understanding Ipv6.--2nd
Ed-- New Delhi: Phi, 2008. 556 P: 1 Cd-Rom
; 24 Cm.

ISBN : 978-81-203-34.

658.403C2 DAV RA 39087

Davies, Joseph Windows Server 2008:
Networking And Network Access Protection
(NAP)/ Joseph Davies, Tony Northrup With
Microsoft Networking Team.-- New Delhi:
PHI, 2008. 816 P: 1 CD-ROM; 24 Cm.

ISBN : 9788120334618.

658.403D49 DAV RA 39090

Erl, Thomas SOA Principles Of Service
Design.-- Delhi: Pearson, 2008. 573 P; 26 Cm.
ISBN : 9788131723098.

658.403C21 ERL 39110

Frakes, William B Information Retrieval:
Data Structures and Algorithms /Edited By
William B Frakes and Recardo Baeza-
Yates. -- New Delhi: Pearson, 1992. 504 P; 25
Cm.

ISBN : 9788131716962.

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Gross, Christian How To Code .Net: Tips
And Tricks For Coding .Net 1.1 And .Net 2.0
Applications Effectively.-- New Delhi:
Dreamtech Press, 2008. 216 P; 25 Cm.

ISBN : 9788181285492.

658.403D2 GRO 39079

Johansson, Jesper M Microsoft Windows
Server 2008 Security Resource Kit /Jesper
M Johansson With The Microsoft Security
Team.-- New Delhi: Phi, 2008. 476 P: 1 Cd-
Rom; 24 Cm.

ISBN : 9788120335028.

658.403D49 JOH RA 39089

Kanneganti, Ramarao Soa Security /
Ramarao Kanneganti And Prasad
Chodavarapu:
Dreamtech. New Delhi., 2008. 483 P; 24 Cm.
ISBN : 9788177228809.

658.403C21 KAN 39081

Kelkar, S A Software Project Management:
A Concise Study.--Rev Ed-- New Delhi:
PHI, 2007. 172 P; 24 Cm.

ISBN : 9788120322875.

658.403K63 KEL 39091

Lee, Wei-Meng Practical .Net 2.0
Networking Projects.-- New Delhi:
Dreamtech Press,
2008. 271 P; 25 Cm.

ISBN : 9788181286390.

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Merkow, Mark S Information Security:
Principles And Practices / Mark S Merkow
And Jim Breithaupt.-- Delhi: Pearson, 2006.
448 P, 25 Cm. (Prentice Hall Security Series).
ISBN : 9788131712887.

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Pulier, Eric Understanding Enterprise Soa /
Eric Pulier And Hugh Taylor. –
New Delhi: Dreamtech Press, 2008. 242 P; 25
Cm
ISBN : 9788177226584.
Alt. Title : Understanding Enterprise Soa
(Enterprise Services-Oriented A.
658.403C21 PUL 39082

Suderraman, Rajshekhar Oracle 10g
Programming: A Primer.-- Delhi: Pearson,
2009.543 P; 25 Cm.
ISBN : 9788131723210.
658.403D3 SUN 39106

Tulloch, Mitch Introducing Windows
Server 2008 / Mitch Tulloch And The
Microsoft Windows Server Team.-- New
Delhi: PHI, 2008. 477 P; 25 Cm.
ISBN : 9788120334014.
658.403D49 TUL 39084

Ullman, Larry Php 6 And Mysql 5: Visual
Quickpro For Dynamic Web Sites. -- New
Delhi: Pearson, 2008. 620 P; 25 Cm.
ISBN : 9788131719909.
658.403D3 ULL 38845

Vyncke, Eric Lan Switch Security: What
Hackers Know About Your Switches: / Eric
Vyncke And Christopher Paggen.-- Delhi:
Pearson, 2008. 340 P; 25 Cm.
ISBN : 81 317 1758 5.
658.403D46 VYN 38863

Wilson, Ed Windows Powershell Scripting
Guide.-- New Delhi: Phi, 2008.
663 P; 1 Cd; 25 Cm.
ISBN : 9788120334595.
658.403D3 WIL Ra 39088

ECONOMICS

2006 Compendium Of Top 500 Companies
In India.-- Mumbai: Capitaline, 2006. 549 P;
27 Cm.
ISBN : 81-902684-2-2.
330.02 COM R 39029

Meredith, Robyn The Elephant And The
Dragon: The Rise Of India And China And
What It Means For All Of Us.-- New Delhi:
Viva, 2008. 252 P; 24 Cm.
ISBN : 9788130908953.

330.951 MER 39076

National Knowledge Commission (India)
Entrepreneurship In India.-- New Delhi:
National Knowledge Commission, 2008.
171 P; 30 Cm.
338.04 NAT 39036

Sachs, D Jeffrey The End Of Poverty: How
We Can Make It Happen In Our Lifetime. –
New Delhi: Penguin, 2005. 396 P; 20 Cm.
ISBN : 0 141 01866 6.
339.46091724 SAC 39071

FINANCIAL MANAGEMENT

Clearing Corporation Of India Limited
Factbook 2008.-- Mumbai: Clearing
Corporation Of India Limited, 2008.
326 P; 25 Cm.
332.024 CLE 39037

Cuthbertson, Keith Quantitative Financial
Economics: Stocks, Bonds, and Foreign
Exchange / Keith Cuthbertson And Dirk
Nitzsche.-- 2nd Ed-- Chichester: Wiley, 2004.
720 P; 26 Cm.
ISBN : 0 470 09171 1.
332.6 CUT 39096

Sriram, M Revathy Core Banking Solution:
Evaluation Of Security And Controls / M
Revathy Sriram, P K Ramanan And R
Chandrasekhar.-- New Delhi: Phi, 2008. 277
P; 25 Cm.
ISBN : 9788120335356.
332.10285 SRI 39083

LAW

Brownlie, Ian Basic Documents in
International Law.--6th Ed-- Oxford: Oup,
2009. 425 P; 25 Cm.
ISBN : 9780199217717.
341.1 BAS 39111

Brownlie, Ian Principles Of Public
International Law.--7th Ed: Oup, 2008. 784
P; 25 Cm.
ISBN : 9780199217700.
341 BRO 39112

The Indian Contract Act, 1872 (9 Of 1872)
Along With Model Specimens Of Damages

On Breach Of Contract And Execution Of Deeds By Agents And Quick Review Flow Chart With Short Notes.-- New Delhi: Universal Law Publishing Co, 2007. 67p, 25 Cm.

346.020954 IND RA 39117

Reddy, O Chinnappa The Court And The Constitution Of India: Summits And Shallows.-- New Delhi: Oup, 2008. 332 P; 23 Cm.

ISBN : 0 19 569699 9.

347.73731 RED 39114

Towards Legal Literacy: An Introduction To Law In India/ Edited By Kamla Sankaran and Ujjwal Kumar Singh.-- New Delhi: OUP, 2008. 211 P; 25 Cm.

ISBN : 019569222 5.

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MANAGEMENT (GENERAL)

Steinhilber, Steve Strategic Alliances: Three Ways To Make Them Work.-- Boston: Hbs, 2008. 148 P; 19 Cm.

ISBN : 9781422125885.

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Vangundy, Arthur B Getting To Innovation: How Asking The Right Questions Generates The Great Ideas Your Company Needs.-- New Delhi: PHI, 2008. 270 P; 24 Cm.

ISBN : 9788120335783.

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MANAGEMENT (QUANTITATIVE)

Winston, Wayne L Operations Research: Applications And Algorithms / Wayne L Winston ; With Cases By Jeffrey B Goldberg.--4th Ed-- Australia: Thompson, 2003. 1418 P: 1 Cd; 26 Cm.

ISBN : 81 315 0190 6.

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