The term Industrial Relations (IR) in its widest sense includes the subtle as well as gross area of interactions, actions and reactions which affect not just a company or an industry but also the economy making it a dynamic subject of study. The area encompasses wide range right from individual grievances to organized political action, work to lack of work, disciplinary procedures to national policies. The fabric of every nation, therefore affects the formation of these policies and procedures albeit with a difference depending on the organization, there complexity, size and number of employees.

The authors of the book “Industrial Relations - A Contemporary Approach”, bring forth the changes which have taken place in the Australian Industrial Relations post year 2000 through this book.

The world over has witnessed a sea change in the area of Industrial Relations so much so that for some, the subject seems irrelevant in the 21st century- one best relegated to history.

This book reflects the new reality of Industrial Relations. For easy comprehension, the book has been categorized into three parts. The parts further divided into various chapters. The Part I comprising of the nature and context of IR comprises of two chapters which discuss at length the different approaches to IR, identify the strengths and weaknesses of different approaches and their nuances implementations.

Chapter 2 throws light on the changing nature of work and employment in Australia over the last decade. It highlights the differences in labor market from standard to non-standard jobs resulting in a change in the wages paid, in career advancements, training and development opportunities to the permanent and part time or casual workers. This further propels a fear in the minds of the temporary employees thereby forcing them to accept any and everything often resulting in high level of work related stress.

The Part 2 discusses the various parties involved in IR. Chapter 3 explains at length the role and functions of state in advanced economies. It further asserts how IR in Australia has understood the importance of state intervention particularly through social insurance provision and labor legislation to safeguard the interests of the workforce. In addition, it also highlights the changes that are being brought into the forefront due to the current patterns of public sector restructuring. Chapter 4 delineates the role of federal tribunal. Initially the tribunal had the power to make and enforce awards but with the passage of time it only had judicial powers with AIRC having arbitral powers. The Workplace Relations Act 1996 further reduced the traditional arbitral powers of the tribunal. Chapter 5 deals with the role of management in modern organizations which are categorized by separation of ownership from control and the approaches being utilized differing at the country, industry and employee levels. The management of Australian organizations is playing a more active role in the recent times. Further diversity in people and practices has forced organizations to take note and ensure that the diversity acts like a strength and not like a weakness.

Chapter 6 throws light on employee unions- their activities, types and interests. The authors explain how there has been a steady decline in membership in the Australian unions during 1980’s. The major attributable causes for the dwindling membership was identified as changes in the structure of the industry, the business cycles, role of management, government and public perception of unions. But in recent times, the increased focus on the needs of women and part time workers might act as a ray of hope for the rise in union membership. Chapter 7 discusses the emergence of non-union employee representation as an alternative form of representation replacing the traditional trade unions. The various forms of non-union employee representation seem to be pro-employee with little or no third party
interventions. But there doesn’t seem to be a significant contribution made by these mechanisms with critics feeling that they observe deepened managerial prerogative rather than advanced employee representation.

Part 3, Process and Change delves into the various techniques and issues that initiate change and development. Chapter 8 explains the bargaining structures and processes. The two techniques which have been widely used are collective bargaining and award making with the later gaining popularity since 1990. Currently the awards have been reduced to the role of "safety nets". Further, the complex rule making processes needs to be understood better for comprehending the interconnections between the different types of bargaining and regulation. Chapter 9 throws light on the nature of conflicts and co-operations at the workplace. Conflict is inevitable and takes many forms but the most noticeable manifestations is in the form of strike, but the fact is that it is less costly in comparison to absenteeism which results in greater loss in man hours in Australia. It has been observed that in spite of increasing global competition, few Australian organizations have adopted the integrated work practices which are widely practiced in UK and USA. Chapter 10 draws relations between IR, HRM and Performance. The bottom line for any and every organization be it in the yester years or current age is economic performance and organizations need to usher new change through people, policies and procedures to improve their performances.

All in the book is a treat to the students and academicians alike as it contains loads of value added information. The book has a lucid style of presentation through its chapterizations. Every chapter is supplemented with learning objectives, introduction, final observation, summary, discussion questions and further readings. IR news provides with insight into issues related to IR which have appeared in press. The work story enhances the understanding of the chapter theme with the help of fictional characters and hypothetical issues which affect the workplace. The case study at the end of every chapter further aids in understanding the application of the concepts. In addition the further readings encourage the student to extend his domain knowledge. All in all the book is a must read for industrial relations students, academicians and practitioners alike.
CUSTOMER RELATIONSHIP MANAGEMENT

In present-day competitive scenario, when products are perceived by the customers as value-delivery vehicle and extensions of their personality, the companies are forced to look beyond just product innovation and price leadership to retain their strategic advantage in the market. The marketers have realized that only customer orientation can help them in inculcating enduring relations which can be sustained as strategic advantage over the competitors; provided it is nurtured and managed well. Customer Relationship Management initiatives are implemented with the objective of fulfilling the customer expectations and building, maintaining and strengthening long-term relationship with them. The benefits of retaining the customers and reducing the defection rate are beyond pure business, leading to emotional bonding with the customers, which becomes the most potent weapon for success. But achieving this milestone of consumer advocacy needs clear understanding of customer behavior, their needs and expectations during all the phases of customer life cycle.

The e-CRM system helps in capturing the required customer data and this information can be used to facilitate further interactions with the customers. Moreover, Information Technology aids in managing a large volume of customer data and makes it available at all key areas of the organization so that customer-related transactions, including sales, marketing and service provisioning, can be efficiently executed in the organization. Though there are a number of e-CRM solutions available in the market, implementation of CRM for an organization is not just planning and execution of a software system; rather it is the change in culture and philosophy of the organization. This change in culture requires orientation of people, reengineering of processes and appropriate use of the technology. This right mix of people, processes and culture is prerequisite for CRM implementation.

In order to have the natural progression of learning process, the author has divided the book, Customer Relationship Management into three parts. Part I (Chapters 1 to 3) focuses on developing the understanding for theoretical concepts of CRM. Chapter 1 introduces the concepts and philosophy that are essential to understand CRM. The discussion on changing face of Indian market, customer-focus, voice of customer, customer ownership and customer value, customer care, touch points, moments of truth, customer loyalty and customer advocacy provides the pathway for understanding the relationship management. This foundation for understanding CRM continues in Chapters 2 and 3. These chapters provide the detailed discussion on Value Creation, Customer Life Cycle (CLC) and Relationship Marketing, which are the key facets for achieving customer focus and building, maintaining and strengthening the relationships.

Part II (Chapters 4 to 7) is geared towards offering the insights into CRM and associated concepts of customer-driven quality and loyalty management. Chapter 4 presents CRM as the system that integrates sales, marketing and service functionalities of an organization and helps in implementation of the concept of Relationship Marketing. In Chapter 5, the concepts of loyalty, loyalty management and loyalty programmes have been introduced. The steps involved in planning and implementing loyalty programmes and benefits, types of loyalty programmes have been explained. Chapter 6 presents the learning for service quality, the importance and methods of service capacity planning for an organization and service delivery systems to achieve quality parameters and standards. The concept of quality, quality management, Quality Management System (QMS), customer focus, leadership, involvement of people, process approach, system approach to management,
continual improvement, fact-based approach to decision-making and mutually beneficial supplier relationship, which are the core principles and philosophy of QMS, have been comprehensively covered in Chapter 7.

Part III (Chapters 8 to 13) focuses on planning and implementing CRM in an organization. It presents the applied knowledge required for successful implementation of CRM application. It first introduces Sales Force Automation (SFA) and discusses its objectives and features in Chapter 8. With the help of the corporate examples, the strategic advantages and critical factors for successful SFA are also elaborated. Chapter 9 is designed to explain the meaning, importance, scope and significance of e-CRM and provides insights into commercial applications, features and specifications of e-CRM solution. In chapters 10 to 12, the subject matter related to implementation and adoption of CRM in an organization has been explored. The issues like selection of the right application, carrying out Business Process Reengineering (BPR), and the alignment of all functional and operational areas within the organization are discussed comprehensively. These chapters will be of special significance to CRM project management team and top management desiring to bring customer orientation within the organization. In Chapter 13, while discussing the future of CRM, the essential concepts of two emerging technologies—Software as a Service (SaaS) and cloud computing—and their impact on CRM deployment are outlined. SaaS has been fast emerging as a technically sound and cost-effective medium of doing business. This paradigm shift in the business scenario has been enabled by a wide range of factors like increasing broadband penetration, superiority of web technologies and tools, lower cost of hardware installation, growing number of small to medium businesses and changing customer mindset. Besides these, new customer access technologies and the way these can be used by the companies to enhance the value to customers have been studied with the help of a range of examples in the chapter.

In the end, the text is closed with eight corporate case studies, which provide the realistic learning in the practical issues while implementing CRM. These cases enhance the conceptual knowledge gained in the chapters and prepare the readers for actual implementation of the CRM concept and philosophy.

Each section of this book gives a glimpse of author’s rich experience by providing review questions and especially project work exercises to ‘soul search’ the learning, the readers have had through this book. It beautifully covers all the aspects of CRM and provides a quality resource and guide for both the management professionals and students of management courses. The book has accomplished well its due sense of appreciation apart from a lot of fine tuning which was called under the changed scenario.

Corrigendum

The review of the book titled "Mobile Law" by Pavan Duggal written by Dr. Anju Batra, Faculty DIAS, published in the 15th issue Vol. 8 No.1, April - September 2011 of DIAS Technology Review - The International Journal for Business and IT. We regret that the name of the reviewer was inadvertently wrongly printed in the journal. The correct name of the reviewer should be read as Anju Batra Instead of Anju Batia.
Editorial Policy

DIAS Technology Review is a biannual international journal of business and IT. 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 publication 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 complimentary 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 THE CONTRIBUTORS

DIAS Technology Review is a biannual International Journal of Business and IT. 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.

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 research papers so submitted are liable to undergo blind review 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 favorable 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 complimentary copy of the relevant edition of the journal.

We invite you to contribute your valued paper to this journal for Spring or Fall Issue, as may be convenient. Submission deadlines for papers are March 31st for Spring Issue and September 30th for Fall Issue. The detailed guidelines for the contributors are also available at our website http://www.dias.ac.in. The Article may please be sent to the Editor, DIAS Technology Review at the following address:

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

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 dias@dias.ac.in

COPYRIGHT

The copyright of the published articles will be exclusively with Journal DIAS Technology Review. The manuscript should not have been submitted or published / 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 dias@dias.ac.in

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

Dr. S.N.Maheshwari
Chief Editor
DIAS Technology Review
Delhi Institute of Advanced Studies
Plot No.6, Sector 25,
Delhi- 110 085 (India)
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; 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.

Letter 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 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.

<table>
<thead>
<tr>
<th>PARTICULARS</th>
<th>Per Insertion</th>
<th>Per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>In Rs.</td>
<td>In US $</td>
</tr>
<tr>
<td>BACK COVER</td>
<td>50,000</td>
<td>1,500</td>
</tr>
<tr>
<td>INSIDE FRONT</td>
<td>40,000</td>
<td>1,200</td>
</tr>
<tr>
<td>INSIDE BACK</td>
<td>40,000</td>
<td>1,100</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>30,000</td>
<td>900</td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>20,000</td>
<td>700</td>
</tr>
<tr>
<td>QUARTER PAGE</td>
<td>10,000</td>
<td>500</td>
</tr>
</tbody>
</table>
Would you take a moment to evaluate the articles you have 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

<table>
<thead>
<tr>
<th>Article</th>
<th>Highly Appreciable</th>
<th>Somewhat Appreciable</th>
<th>Not Appreciable</th>
<th>Did not Read</th>
</tr>
</thead>
<tbody>
<tr>
<td>An Empirical Test of Fundamental........................................</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A Case Study of Acquisition ................................................................</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mapping Career Aspirations to ..............................................</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>An Empirical Study of Employer...............................................</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade Openness, Exports and ...............................................</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporate Governance- A Tool for............................................</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

We would appreciate your general comments and suggestions about articles in this issue of “DIAS Technology Review”.

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

Address: ................................................................. Phone: ......................................................
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 years

Subscriber’s Details
Name:................................................Designation.................................................................
Organization:........................................... ...........................................................
Mailing Address:........................................... ...........................................................
........................................................................................................................................ PIN/ZIP ........................................
Phone:.................................................... Fax: .................................................................
E-mail:............................................................................................................................

Date:
Place:
Signature and Seal

Subscription Rates*

<table>
<thead>
<tr>
<th>Category</th>
<th>1 Year</th>
<th>2 Years</th>
<th>3 Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indian (in Rs.)</td>
<td>400</td>
<td>600</td>
<td>1000</td>
</tr>
<tr>
<td>Institution</td>
<td>250</td>
<td>350</td>
<td>450</td>
</tr>
<tr>
<td>Individual</td>
<td>150</td>
<td>250</td>
<td>350</td>
</tr>
<tr>
<td>Student</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foreign (in US $) Air Mail</td>
<td>50</td>
<td>80</td>
<td>120</td>
</tr>
<tr>
<td>Single Copy (in Rs.)</td>
<td>250/-</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(in US $) 30/-</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Subject to change without prior notice
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. Alex P Tang, Professor, Department of Accounting & Finance, Morgan State University, Baltimore, USA.
- Dr. Anand Krishnamoorthy, Associate Professor of Business, Troy University, Atlantic, USA.
- Dr. A.K. Saxena, Professor, Business Administration, Bundelkhand University, Jhansi.
- Dr. A.K. Sengupta, Director, Jagannath International Management School, New 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, Dean, 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. Mobanti, Principal, Banarsidas Chandwala Institute of Hotel Management & Catering Technology, New Delhi, India.
- Prof. B.S. Sharma, Ex Vice Chancellor, Kota Open University, India.
- Dr. C.P. Gupta, Professor, Finance & Accounting Area, Management Development Institute, Gurgaon, India.
- Dr. Chong W. Kim Dean and Professor of Management, Lewis College of Business, Marshall University, USA.
- Dr. Chung Baek, Assistant Professor of Finance, Department of Accounting, Business Law, Economics and Finance, Troy University, Dothan, USA.
- 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. Misbra, Formerly Head of Credit, Abu Dhabi Commercial Bank, Abu Dhabi, Dubai.
- Dr. Idrisbin M. Jaffaneb, Chairman, Department of Finance and Legal Studies, Indiana University of Pennsylvania, USA.
- Dr. Jagdish Patlakh, 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.
- Dr. K.N. Badani, Associate Professor of Finance, MDI, Gurgaon.
- Prof. Karmeshu, Professor in Computer and System Sciences, JNU, New Delhi, India.
- Dr. (Mrs.) Madhu Vij, Professor, Faculty of Management Studies, Delhi University, India.
- Dr. Michael Newsome, Associate Professor of Economics, Marshall University, USA.
- Dr. Mohamed Alhobali, Associate Professor in Statistics, Indiana University of Pennsylvania, USA.
- Mr. Naveen Jain, Vice President – Finance & Planning, Hotel Leelaventures Ltd., Mumbai, 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, Professor, Department of Marketing and Management, Siena College, USA.
- Dr. R.K. Aggarwal, Associate Professor, Operations Research, University of Western Sydney, Australia.
- Dr. R.K. Bhardwaj, Director, Institute of Management Studies, Ghaziabad, India.
- Dr. Rajendar 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.S. Nigam, Formerly Director, Delhi School of Economics, University of Delhi, Delhi, India.
- Dr. Sandip C. Patel, Associate Professor, Morgan State University, Baltimore, USA.
- Dr. Sanjeev Mittal, Professor, School of Management Studies, G.G.S. Indraprastha University, Delhi, India.
- Dr. Sanjeev Singh, Scientist 'C', Defence Research & Development Organization, New Delhi, India.
- Dr. Sharath Sadasivam, Assistant Professor, Accounting & Information Systems, Emporia State University, USA.
- Dr. Sunil Maheshwar, Professor of Accounting, Marshall University, USA.
- Dr. T.N. Kapoor, Ex Vice Chancellor, Panjab University, Chandigarh, 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.
- Dr. Vihb Jain, Reader, Janki Devi College, University of Delhi, Delhi, India.
- Dr. Vinod Kumar Panchal, Associate Director, DRDO, Delhi.

We will like to have many more academicians and professionals in our team in our efforts to maintain the quality and contents of the journal. Hopefully, you may like to be one of them. If so please mail for detail to us.
VISION

We strive to provide a dynamic learning environment for imparting holistic education that inculcates professional excellence, induces competitive spirit, instils leadership quality to carve a niche in the changing global scenario.

THE INSTITUTE

DELHI INSTITUTE OF ADVANCED STUDIES is a dynamic, growth oriented institution, affiliated to G.G.S. Indraprastha University. Established by Shri Laxman Das Sachdeva Memorial Educational Society, the Institute is providing dynamic learning environment that is changing in response to changing needs of society. At DIAS, pursuit of Excellence is a way of life. The guiding philosophy behind all the academic activities of the Institute is to inculcate professionalism in management and to enhance the effectiveness of organization. The Institute seeks professional excellence through ethics, passion and perseverance.

Shri S.K. Sachdeva, a Well-known name in the educational world, is the Chairman of the Institute. Dr. S.N Maheshwari, former Principal of Hindu College, Delhi University is its Director General.

The Institute runs the following programmes affiliated with Guru Gobind Singh Indraprastha University.

<table>
<thead>
<tr>
<th>Programme</th>
<th>Duration</th>
<th>No. of Seats</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA (Full Time)</td>
<td>2 Years</td>
<td>120</td>
</tr>
<tr>
<td>MCA (Full Time)</td>
<td>3 Years</td>
<td>60</td>
</tr>
</tbody>
</table>

The success of a professional educational Institution is evaluated and judged both on its academic performance and the placement of its students. DIAS has been successful on both these fronts.

ACADEMIC PERFORMANCE

The students of DIAS have excelled in the University by securing top positions in MBA and MCA programmes. The following students of DIAS were awarded Gold Medals at Annual University Convocation for standing 1st at the University Final Examinations:


PLACEMENT

DIAS provides excellent placement opportunities for its students in prestigious organization. Some of the companies where our students have been placed include: Tata Consultancy Services, IBM, Nucleus Software Ltd., caritor, Accenture, Intersolutions, Bharti Touchtell, American Express, Standard Chartered, ICICI Prudential, Infosys, Adobe, Hughes, Thomas Cook, Maspar, Quark, Syntel, BEC Foods and many others.

MISSION

DIAS believes in learning to excel and excelling to serve. The aim of the Institute is to develop a unique culture that seeks to scale heights of glory through ethics, passion and perseverance. The guiding philosophy of the Institute is to enhance team spirit, integrity and commitment to serve the cause of humanity.
According to scientific convention, Computational Intelligence is a computational part of Artificial Intelligence and comprises a number of techniques and methods that share the property of being non-symbolic, operating in a bottom-up fashion where structure usually emerges from an unstructured environment.

Computational Intelligence theories and methodologies are being extensively applied in solving complex and changing real-world applications in science, technology and business.

The conference aims to provide a unique platform to discuss, analyze and understand the current and future prospects of computational intelligence.

**KEY FOCUS AREAS**

The key focus areas of the conference are:

- Computational Intelligence - Theories and Methodologies
  - Artificial Intelligence
  - Swarm Intelligence
  - Neural Networks
  - Knowledge Discovery and Data Mining
  - Evolutionary Learning & Genetic Algorithms
  - Fuzzy Theory and Models
  - Fuzzy Systems and Soft Computing
  - Kernel Methods and Support Vector Machines
  - Combinatorial & Numerical Optimization
  - Nature Inspired Computing and Optimization
  - Machine Learning Theory and Methods

- Computational Intelligence - Emerging Applications
  - Signal Processing
  - Pattern Recognition
  - Image Processing
  - Intelligent Computing in Communication and Computer Networks
  - Robotics
  - Natural Language Processing
  - Expert Systems
  - Speech processing systems
  - Computer Vision
  - Bioinformatics
  - Intelligent Agent and Web Applications
  - Wireless Sensor Networks
  - Fault Diagnosis
  - Data Fusion and Security
  - Information Retrieval systems
  - Decision Support Systems
  - Business Intelligence

The above areas are indicative only. Paper presenters may present papers on other issues relating to the main theme of the conference.

**WHO SHOULD ATTEND**

- Academicians
- Research Scholars
- Software Professionals
- Corporates
- Expert System Developers

**REGISTRATION**

All participants who wish to attend the conference are required to register. For registration, please fill in the registration form along with the Demand Draft of the applicable fee in favor of Delhi Institute of Advanced Studies, payable at Delhi and send it to Ms. Barkha Bahl (9811765551), Event In-charge, latest by 15th January 2013. Registration form can be downloaded from our website www.dias.ac.in.

**IMPORTANT DATES**

- Submission of Abstract: 22nd February, 2013
- Submission of Final Paper: 25th February, 2013
- Registration: 10th March, 2013

**REGISTRATION FEE**

<table>
<thead>
<tr>
<th>Delegate Category</th>
<th>Registration Fees</th>
<th>Absentia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Executives</td>
<td>Rs. 2,500/-</td>
<td>Rs. 2,800/-</td>
</tr>
<tr>
<td>Academicians</td>
<td>Rs. 2,000/-</td>
<td>Rs. 2,200/-</td>
</tr>
<tr>
<td>Research Scholars</td>
<td>Rs. 1,500/-</td>
<td>Rs. 1,800/-</td>
</tr>
<tr>
<td>Students</td>
<td>Rs. 750/-</td>
<td>Rs. 750/-</td>
</tr>
<tr>
<td>Alumni Members</td>
<td>Rs. 500/-</td>
<td>Rs. 750/-</td>
</tr>
</tbody>
</table>

**ORGANIZING TEAM**

- Ms. Barkha Bahl: 9811765551
- Ms. Tripti Mishra: 9313969495
- Ms. Sonia Gupta: 9994011830