Contents

Talat Afza, Choudhary Slahudin and Mian Sajid Nazir 7

Diversification and Corporate Performance: An Evaluation of Pakistani Firms

Bishnu Sharma 19

Technology Strategy, Contextual Factors and Business Performance: An Investigation of Their Relationship

S A Buddhika, L R Rupasinghe and Sarath Abeysekera 40


Ravi Kiran, Anupam Sharma and K C Mittal 55

Attitudes, Preferences and Profile of Online Buyers in India: Changing Trends

M Chandrasekhar and Rajendra M Sonar 74

Impact of Information Technology on the Efficiency and Total Factor Productivity of Indian Banks

Sarbani Mitra, Satyajit Dhar and K M Agrawal 101

Assessment of Corporate Environmental Proactiveness

Case Study
Victoria Wise and Muhammad Mahboob Ali 136

Case Studies on Corporate Governance and Corporate Social Responsibility

Book Reviews 150