

Vol. 8(2), July-December 2014
ISSN No. : 0976-304X



SAMSMRITI

**The SAMS
Journal**

Does Brand Name Control Online Consumer Purchasing Behaviour?

Manikee Madhuri Sharma and Dr. S Harish Babu

A Comparison of Pre-Recession and Post-Recession Volatility in Nifty

Mihir Dash and Shanki Jain

Determinants of Lead Manager Selection of Graded IPOs: A Logistic Regression Approach

Souvik Banerjee

Training and Development Practices and Performance of SCCL

Katta Ashok Kumar

Transformation of Rural India-Awakening of a Sleeping Giant

Dr. Pooja Arora and Viral Desai

Indian Leather Footwear Industry- An Overview

Dr.Md.Imrozuddin

A Study on Profitability, Liquidity, Operational Efficiency and Solvency of Tata Motors Ltd and MRF Ltd

Mirza Alamdar Hussain

**SAMBHRAM ACADEMY OF MANAGEMENT STUDIES
BANGALORE**

Does Brand Name Control Online Consumer Purchasing Behaviour?

SAMSMRITI – The SAMS Journal
Vol. 8(2), July – December 2014
pp. 1-7

Manikee Madhuri Sharma¹
Dr. S Harish Babu²

¹Research Scholar, University of Mysore, Mysore

²Head – Department of Management Studies, Nitte Meenakshi Institute of Technology and Research Academy, Bangalore

Key words

Brand value;
Consumer choice models;
E-commerce;
Digital marketing;
Grocery products;
Price-value sensitivity

Abstract: Consumer behaviour is now-a-days a very crucial aspect for marketers to tap as because of the umpteen number of products available to the end users. Products and services have now changed from being product centric to customer centric. Consumers are the king when it comes to being loyal to one particular product or service. There is again a lot of difference when consumer behaviour is traced in online and offline shopping scenarios. Through this paper the author endeavours to study whether brands play a pivotal role in online consumer buying behaviour. Are brand names more significant online or they play a major role in traditional supermarkets? Online shopping depicts a huge price options. Hence, does the growing availability of price options online make consumers more price-sensitive while opting for digital marketing? The author has addressed these and a few similar questions by first concretising how different store ambience (online and traditional) variedly changes consumer preferences. In the study, the liquid detergent category, sandwich spreads and paper towel categories are used to test the hypothesis.

A Comparison of Pre-Recession and Post-Recession Volatility in Nifty

SAMSMRITI – The SAMS Journal
Vol. 8(2), July – December 2014
pp. 8-13

Mihir Dash¹
Shanki Jain²

¹Professor, School of Business, Alliance University, Bangalore

²Business Analyst, BeWo Technologies, Bangalore

Key words

Volatility;
Investor nervousness;
GARCH model;
Global financial crisis

Abstract: Volatility is one of the key factors for an investor before investing in the capital market. High volatility is seen as a sign of investor nervousness, while low volatility is sign of confidence. Contrary to popular perception, volatility has not gone up in the recent past. This study analyses the volatility of NSE-NIFTY and its associated fifty stocks for a period of seven years (April 2004 - March 2011) using GARCH model. The study also compares the pre-recession and post-recession volatility, and analyses the effect of the global financial crisis on NIFTY volatility.

Determinants of Lead Manager Selection of Graded IPOs: A Logistic Regression Approach

SAMSMRITI – The SAMS Journal
Vol. 8(2), July – December 2014
pp. 14-26

Souvik Banerjee

Assistant Professor, Sri Sri Institute of Management Studies, Goa

Key words

Equity markets
IPO grade
Issue size;
Reputed investment bank;

Abstract: In this research paper it is explored, whether certain firm specific as well as certain environment related factors, determine, whether IPO of a firm, is managed by a reputed investment bank or not. Binary logistic regression is used for the purpose of analysis. The sample size is 171 companies, which had its IPO, in the time period, when IPO Grading was mandatory. It is inferred that, only two factors i.e. issue size and IPO Grade have statistically significant, effect on the selection of the investment bank.

Training and Development Practices and Performance of SCCL

SAMSMRITI – The SAMS Journal
Vol. 8(2), July – December 2014
pp. 26-34

Katta Ashok Kumar

Assistant Professor, Saveetha University, Chennai

Key words

Corporate training centre;
External training;
Human resource
development;
Training and development

Abstract: SCCL, the second largest coal mining company in India is highly employee development oriented as evident from the various training and development programs undertaken by it for its different cadres of employees at its internal training institutes. It also deputed its employees to various external training institutes both in India and abroad so as to enable them to enhance their knowledge and skills. Further, it spends huge amount of money on training and development. Against this background, this article attempts to assess the training and development practices and performance of SCCL.

Transformation of Rural India-Awakening of a Sleeping Giant

SAMSMRITI – The SAMS Journal
Vol. 8(2), July – December 2014
pp. 35-39

Dr. Pooja Arora¹
Viral Desai²

^{1,2} Assistant Professor, Gahlot institute of Management Studies and Research, Navi Mumbai

Key words

Globalisation;
IT revolution;
Rural transformation;

Abstract: Rural India remained by and large unaffected over centuries irrespective of economic and political changes in India and across the globe. It continued with its own rhythm and remained stagnant over considerable time horizon. Globalization and forces supporting the process of globalization started acting on 'Rural India' and signs of change became visible. Massive government effort, coupled with various schemes and subsidies, for rural economy to achieve a sustainable growth. Over the period of time policies were changed based on feedback received. It was observed that changes associated with each area are, of special type and hence the research wing has come up with tailor made solutions for achieving sustainable economic growth at a given level of skill of villagers. Efforts for multiple economic activities apart from agricultural activity like small scale industries, agro based industries, were planned and potential for business of each and every area was evaluated and areas were reclassified for application of development strategy for the specific class of rural area. Mix results were obtained. Sustainability of growth, high income through multiple avenues, low cost of living, and thereby continuous generation of surplus to attract MNCs to rural areas, was considered to be the main target. It was concluded that in order to achieve sustainable growth for rural areas, critical factors include connectivity with urban areas, development of natural differentiating asset of the area, for business, corporate entry in agriculture and agro based industry, taxing rich farmers and agro based industry for carrying out further sustainable development of rural area, electrification and other civic amenities for areas to be built quickly, achieving self-sufficiency without aids from subsidies and joint efforts of government and private sectors, and development of rural workforce from point of view of requisite education and skill, will ultimately lead us to our goal.

Indian Leather Footwear Industry- An Overview

SAMSMRITI – The SAMS Journal
Vol. 8(2), July – December 2014
pp. 40-46

Dr.Md.Imrozuddin

Associate Professor, Koshys Institute of Management Studies, Bangalore

Key words

Economic development;
Leather industry;
Strategic positioning;
Sustainable growth

Abstract: The economy of India is the tenth largest economy in the world by GDP and the third largest economy in terms of purchasing power parity (PPP) behind the USA and China. India is also one of the few markets in the world, which offers high prospects for growth and earning potential in practically all areas of business. Indian economic growth has been among the fastest in the world in the recent years. Service sector is the lifeline for the social economic growth of a country. It is today the largest and fastest growing sector globally contributing more to the global output and employing more people than any other sector. The real reason for the growth of the service sector is due to the increase in urbanisation, privatisation and more demand for intermediate and final consumer services. Availability of quality services is vital for the well-being of the economy.

Rural India remained by and large unaffected over centuries irrespective of economic and political changes in India and across the globe. It continued with its own rhythm and remained stagnant over considerable time horizon. Globalization and forces supporting the process of globalization started acting on 'Rural India' and signs of change became visible. Massive government effort, coupled with various schemes and subsidies, for rural economy to achieve a sustainable growth. Over the period of time policies were changed based on feedback received. It was observed that changes associated with each area are, of special type and hence the research wing has come up with tailor made solutions for achieving sustainable economic growth at a given level of skill of villagers. Efforts for multiple economic activities apart from agricultural activity like small scale industries, agro based industries, were planned and potential for business of each and every area was evaluated and areas were reclassified for application of development strategy for the specific class of rural area. Mix results were obtained. Sustainability of growth, high income through multiple avenues, low cost of living, and thereby continuous generation of surplus to attract MNCs to rural areas, was considered to be the main target. It was concluded that in order to achieve sustainable growth for rural areas, critical factors include connectivity with urban areas, development of natural differentiating asset of the area, for business, corporate entry in agriculture and agro based industry, taxing rich farmers and agro based industry for carrying out further sustainable development of rural area, electrification and other civic amenities for areas to be built quickly, achieving self-sufficiency without aids from subsidies and joint efforts of government and private sectors, and development of rural workforce from point of view of requisite education and skill, will ultimately lead us to our goal.

A Study on Profitability, Liquidity, Operational Efficiency and Solvency of Tata Motors Ltd and MRF Ltd

SAMSMRITI – The SAMS Journal
Vol. 8(2), July – December 2014
pp. 47-64

Mirza Alamdar Hussain

MBA II Year Student, Sambhram Academy of Management Studies, Bangalore

Key words

Liquidity;
Operational efficiency;
Profitability;
Solvency;

Abstract: Profits are the ultimate test of any management's effectiveness. This is the reason why big business houses are interested in knowing about the overall profitability of their concern. They are basically concerned about the ability of the firm to meet its short term as well long term obligations to its creditors, to ensure a reasonable return to its owners and secure optimum utilization of the assets of the concern. Without profit business enterprise will not be able to maintain its existence, since profit is the backbone of every business enterprise. Profit and profitability provides a tonic for growth and development of business activities. It motivates workers to work hard, owners to invest more capital, creditors to provide more facility and government to provide better facilities for economic development of the society. The earning power of an enterprise is gauged by return on equity. The overall performance can be improved either by increasing the profit margin or by accelerating the pace of rotation of funds for business activity which in turn can lead to more sales per rupee of investment.

The study examines the profitability, Liquidity and operational efficiency position of Tata Motors Ltd and MRF Ltd for the past five years. It involves analysis of profitability, Liquidity and operational efficiency of the companies with the help of key ratios, statistical analysis and growth chart in terms of turnover & profit.
