

CHAPTER 18

FINANCIAL STUDIES

Doctoral Theses

210. ABBO MARIE HELENE
Impact of a Co-Branding Strategy Between Non-Profit and For-Profit Organizations on Consumers' Attitude.
Supervisors : Prof. Muneesh Kumar and Prof. Christophe Benavent
Th 16660

Abstract

Examines various antecedents that influence the success of CCB initiatives. Starting from the underlying attitudinal process, attempts to identify the mechanisms at work in the success of a CCB alliance. Identifies and examines the impact of the antecedents on consumers' attitude and purchase intent in the Indian context. Demonstrates that the attitudes towards the FPO and the NPO determine the perception of CCB alliance but regarding purchase intent the Prior Attitude towards the NPO seems to be less significant. The FPO brand still is a major factor in such an alliance but the NPO can/may aggressively offer CCB proposals. They can be active prescribers of such a new branding tool for the FPO's brand managers. For example, they can give advices on "how to be successful in CCB alliances" they can also describes the best practices for CCB alliances in their websites.

Contents

1. Introduction. 2. Co-branding and cause co-branding a theoretical framework. 3. Research design. 4. Consumers' attitude and purchase intent - testing existing models. 5. Self fit, social fit and proposed CCB model. 6. Key findings and conclusions. Bibliography and appendix.

211. PANDEY (Asheesh)
Equity Valuation Using Price Multiples : An Empirical Study For Indian Capital Market.
 Supervisors : Prof. Sanjay Sehgal and Prof. C. P. Gupta
Th 16659

Abstract

Studies to find out the efficacy of standalone and combined price multiples in equity valuation. It also attempts to test the distributional properties of price multiples and the relationship of price multiples with their fundamental determinants. The entire study was divided into three phases. Phase one discussed about the distributional properties of price multiples and evaluate relationship between price multiples and their determinants. In phase two the efficacy of historical standalone price multiples in equity valuation was examined and a comparison was made between standalone and pairwise historical combined multiples, in the Indian context. Finally, in phase three the effectiveness of standalone and pairwise combined multiples in equity valuation for other emerging markets was tested.

Contents

1. Introduction. 2. Theoretical framework of equity valuation. 3. Review of literature. 4. Time series and cross sectional behavior of price multiples in India. 5. Analysis of alternative multiples based on historical data. 6. Analysis of combination of historical multiples. 7. Summary of findings and conclusions. Bibliography and appendix.

212. PATHEJA (Anju)
Credit Risk Management in Commercial Banks in India.
 Supervisor : Prof. Muneesh Kumar
Th 16855

Abstract

Provides an overview of risks in banking, risk management in commercial banks and existing literature on the subject. Offers a model for credit risk management process in a commercial bank and elaborates in length about each element in the process. Presents an analysis of credit risk management practices with regards to credit risk management organization, policy and strategy. Also presents an analysis of credit risk management practices with regard to credit risk management

operations and systems. Develops and validates credit risk management index, which may be of use for regulatory authority and back management both. Provides a vivid picture of perspectives of credit risk officials to identify the current level of satisfaction and future directions of improvement. Offers a case study of a leading commercial bank to understand the process level issues.

Contents

1. Introduction to risk management. 2. Credit risk management : A theoretical framework. 3. CRM organisation, policy and strategy. 4. CRM operation and systems. 5. Credit risk management index. 6. Credit risk managers' perspectives. 7. A Case study in credit risk management. 8. Summary findings and conclusions. Bibliography and Annexures.