

## CHAPTER 29

### MANAGEMENT STUDIES

#### Doctoral Theses

334. AKALAMKAM (Krishna)  
**Online and Offline Information Sources in Consumer Pre-Purchase Search for Internet Purchases : The moderating Role of Consumer Characteristics and Internet shopping Experience.**  
Supervisor : Prof. J. K. Mitra  
Th 22557

#### *Contents*

1. Introduction 2. Literature review 3. Conceptual framework 4. Research Design and Methodology 5. Analysis and findings 6. Discussion and conclusions. References and appendices.

335. ARYA (Purushottam Kumar)  
**Financial Inclusion and Economic Development in Micro Perspective.**  
Supervisor : Prof. V K Seth  
Th 22311

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1. Introduction 2. Review of literature 3. Research methodology 4. Descriptive analysis 5. Factor analysis and scale development 6. discussion 7. Summary and conclusions. Bibliography and appendices

336. BANSAL (Vishakha)  
**Comprehensive Study of India's Tax Policies on Capital Structure of Indian Companies.**  
Supervisor : Dr. Pankaj Sinha  
Th 22312

#### *Contents*

1. Introduction to the study 2. Review of literature 3. Conceptual framework 4. Rsearch methodology 5. Development of algorithm for simulated marginal tax rate and its analysis 6. The relative advantage of debt at the personal level 7. Empirical results : Imapct of corporate and personal taxes on leverage decisions of firms 8. Interrelationship between taxes, capital structure decisions and value of the firm 9. Conclusions. References and annexures.

337. MAHAJAN (Shalu)  
**Profitability and Risk Management: A Comparative Study of Banks in India in the Post Reform Era.**  
Supervisor : Prof. Madhu Vij  
Th 22310

### *Abstract*

A comprehensive approach of both quantitative and qualitative analysis is used to find the determinants of profitability, impact of risk management and risk management practices followed by banks. This study identifies the profitability determinants for a balanced panel data of 70 commercial banks by employing random effects model and GMM (Generalized method of moments) system estimator for the period 1999-2012. Three alternative measures of bank profitability such as Returns on Assets (ROA), Returns on Equity (ROE) and Net Interest Margin (NIM) are used. The results show persistence in profitability of banks in India indicating departure from perfectly competitive market structures. The empirical results reveal that the profitability of banks is affected by bank-specific factors, industry specific and macroeconomic factors. However, the determinants of bank profitability vary significantly across the banks groups. Further an attempt is made to find the impact of risk management on profitability of commercial banks and its stock returns by using panel regression. The empirical results suggest that the risk management variables namely NETIM (interest rate risk management), NOTIM (natural hedging strategy) and PROV (credit risk management) have a significant impact on profitability. It is found that banks with superior risk management are rewarding their shareholders with higher returns. A structured questionnaire survey is conducted from June, 2013 to December, 2013 to explore the risk management practices followed by the banks in India. From 110 responses collected, it is found that there is a good understanding of risk management among the employees of banks. It is found that risk monitoring (RM) and credit risk analysis (CRA) have a positive and significant impact on risk management practices. The results suggest that there is a significant difference across banks in risk management practices. The results of the study have important implications for managers, policy makers and investors.

### *Contents*

1. Introduction 2. Literature review 3. Theoretical background 4. Research methodology 5. Empirical results-I 6. Empirical Results-II 7. Conclusion, Implications and future scope. Appendices and bibliography.

338. MAHESHWARI (Supriya)

#### **Momentum and Overreaction Effect : A Study of Indian Stock Market**

Supervisor : Prof. Raj S. Dhankar

Th 22558

### *Contents*

1. Introduction 2. Introduction to efficient market hypothesis debate 3. Review of literature 4. Data and methodology to form portfolios 5. Empirical test of momentum and overreaction effect 6. Firm characteristics and momentum contrarian profits 7. Contrarian and momentum profits following UP/Down market 8. Seasonality in momentum and contrarian profits 9. Behavioural explanation of momentum and long term reversal effects 10. A survey of investor behaviour 11. Conclusions, implications and future research directions. References, annexures.

339. MATHUR (Kritika)  
**Empirical Study of Indian Commodity Market.**  
Supervisor : Prof. Pankaj Sinha  
Th 22560

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1. Introduction 2. Price behaviour of commodities traded in Indian commodity market 3. Linkages between Indian commodity futures market and international commodity futures market 4. Impact of commodity transaction tax on Indian commodity futures market 5. Dynamics of day ahead trading of electricity in India 6. summary, conclusion and policy recommendations. References and appendices.

340. MISHRA (Mukul)  
**Study of Global Competitive Strategies of Emerging Indian Multinational Corporation.**  
Supervisor : Prof. Ajay Pandit  
Th 22315

*Abstract*

Studies conducted in the past focused on the motives, strengths, challenges & opportunities and internationalization of Emerging Indian multinational Corporations (EIMNC). However, there are few studies which have focused on how these EIMNC are competing in foreign markets. This study attempts to fill that gap and endeavor to identify the generic competitive strategies of EIMNC and their linkages with firm performance applying Porter's Model (1980,1985). The five Generic Competitive Strategies were further tested with performance measures to examine their association. Under Low Cost Strategy, Innovation in Manufacturing Process, Efforts to Ensure Availability of Products and Products in High Price Segment significantly affected some of the performance measures. Under Differentiation Strategy, the New Product Development, Price, and Promotion and Advertising above Industry Average have significant effect on some of the performance measures. In Low cost & Differentiation Strategy, Efforts to Enhance Quality of Advertising, Refining Existing Products, and Operating Efficiency of Business Units have significant effect on some of the performance measures. In Low Cost Focus Strategy, Efforts to Build Reputation, Continuing Overriding Concern for Cost Reduction, Specific Attempts to Ensure a Pool of Highly Trained Experienced Personnel, and Broad Product Range have significant effect on some of the performance measures. Under generic strategy of Niche Focus & Differentiation Strategy, the four specific tactics measured as Extensive Customer Service Capabilities, Serving Special Geographic Segments, and Maintaining Low Inventory Levels have significant effect on some of the performance measures. This study has important implications for managers. They must focus on all the practices which define their chosen generic competitive strategy. To outperform the competition, the company must excel in all the critical and most statistically significant practices identified in the study.

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1. Introduction 2. Outward foreign direct investment from India 3. Emerging Indian multinational corporations 4. Literature review 5. Research design 6. Data analysis 7. Finding and conclusion. References and appendices.

341. PATTNAIK (Samrat)  
**Cross Functional Study of Marketing and Operations Towards Joint Decision Support Tools.**  
Supervisor : Dr. Amit Bardhan  
Th 22556

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1. Introduction 2. Marketing and operations joint decision problems 3. Cross functional integration in organizational processes 4. Value from cross functional analytics in company performance 5. Effect of cross functional integration between marketing and operations on negative critical incidents. References.

342. SHARMA (Shweta)  
**Social Media : Analysis and Implication on Marketing Communications in the Indian Context.**  
Supervisor : Dr. H. V. Verma  
Th 22313

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1. Introduction 2. Marketing communications through social media : Literature review and theory development 3. Consumer engagement on social media and associated constructs : Conceptualization and dimensionalization 4. Research problem formulation 5. Research methodology 6. Social media usage and behaviour 7. Measure development 8. Model estimation and Validation 9. Assessing the conceptual framework using SEM 10. Assessing consumer perceptions of different social media platforms using multi-dimensional scaling 11. Discussion and implications. References and appendices.

343. SUNANDA S.  
**Study of Microfranchising as a Business Model.**  
Supervisor : Prof. Vivek Suneja  
Th 22559

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1. Introduction to microfranchising as a Business model 2. Review of literature 3. Franchising Vs Microfranchising 4. Research methodology 5. To assess microfranchising as a viable business model 6. Statistical validation of research findings 7. Conclusion of the study of microfranchising as a business model, suggestions and recommendations. Bibliography.

344. SURINDER KAUR  
**Human Resource Accounting : A Review of Current Practices and Management Strategies.**  
Supervisors : Dr. A. Venkat Raman and Dr. Monica Singhania  
Th 22314

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1. Introduction 2. Literature review 3. Research design and methodology 4. Instrument development and tool testing 5. Data analysis and findings 6. Conclusions, implications and future directions. Bibliography and annexure.

345. VERMA (Devanshi)

**Study of Organizational Performance and Strategic Human Resource Management.**

Supervisor : Dr. A. Venkat Raman

Th 22316

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1. Introduction 2. Review of literature 3. Methodology 4. Data analysis and interpretation 5. Discussion and conclusion. References and annexures.