

HANDBOOK OF FINANCE AND BUSINESS MANAGEMENT

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Preface

With the liberalization and globalization of the economies, the corporate world has found itself in an environment where it has to contest with the market forces and large corporations and significant brand equity. The role of finance in the business world is largely to help transfer and mediate the movement of money from investors to businesses that need it. Finance makes this possible through the financial markets and the investment vehicles available to both investors and businesses. As a whole, the role of finance has several important uses that contribute to economic growth.

Financial and Business Management means planning, organizing, directing and controlling the financial and business activities such as procurement and utilization of funds of the enterprise. It means applying general management principles to financial resources of the enterprise.

The modern thinking in financial and business management accords a far greater importance to management decision making and policy. Thus, the finance and business management approach have provided managers with a more systematic understanding of one of the most critical factors in the process of management – the finance element.

This book includes current research work in the field of emerging areas of Finance and Business Management. In present scenario there is a need to look after the financial approach to management. With this objective in mind 2nd International Conference on Finance and Business Management (ICFBM) was conducted in Delhi (India) on 21st October 2012, which was organized by the Society of Technical and Management Professionals (STMP). The selected papers are published in this book. This book makes an attempt to provide a thorough knowledge of current research in the field of finance and business management.

EDITORS

Contents

Preface **iii**

SECTION—1

FINANCE AND ECONOMICS

- 1. Portfolio Construction through Price Earnings Ratio: Indian Evidence** **3**
Abhay Raja
- 2. Myths and Realities Related to Micro Finance** **10**
Dr. Anupama Sharma & Sumita Kukreja
- 3. Performance Evaluation of Index Funds and Exchange Traded Funds in India** **19**
Dr. Arshdeep
- 4. Islamic Banking: With Reference to India** **33**
Rajesh Arora
- 5. Collaborative Approach in Global Trade and Investment Between India and China** **41**
B.N.V. Parthasarathi
- 6. Asset Liability Management and Risk Management at Commercial Banks: An Empirical Analysis** **47**
Deepa Pillai & Shirly Abraham
- 7. Rising Dollar & Indian Financial Markets** **55**
Dr. D. R. Rajashekhara Swamy & Rangaswamy A.S

8. SWOT Analysis of Margin Free Markets: A Case Study of Thrissur District	66
Dr. K.N. Ushadevi	
9. A Comparative Study of Break Even Point with Special Reference to Dividend Distribution	76
N. Chhabra & M.S. Pahwa	
10. Financial Preference of Indian Pharmaceutical Firms: Does it Follow the Pecking Order Hypothesis?	83
Nikita Navral, Anshit Agrawal	
11. Financial Inclusion—Role of Regional Rural Banks	92
Preethi. K.N	
12. A Study of Death Claims Settlement by Life Insurance Companies in India	97
Prof. Radha Raman Soni	
13. Trade Liberalisation and Environment	102
Shabeer. K. P	
14. Convergence with IFRSs in India: Prospects and Challenges	109
Dr. Sankar Thappa	
15. An Analysis of Private Equity Investments	122
Sharmistha Ghosh	
16. IPO Mechanism in India	129
Sumeet Gulani	
17. Microinsurance-Rural Development through Financial Inclusion in India	139
Ms. Sreemoyee Guha Roy	
18. Financial Derivatives Market in India: A Development and Future Growth Story	148
Sunil Kumar	
19. A Study of Transformational Leadership in Private Sector Organizations in India	161
Dr. Priya Solomon	
20. Investment Modeling a Neoclassical Approach and Sensitivity Analysis in Uttarakhand Construction Stage Small Hydro Power Plant	172
Chhabra, N., Pahwa M. S. & Mishra B. C. K.	

(vii)

21. **Financial Institutions and Financial Analysis of National Bank for Agriculture and Rural Development (NABARD)** 185
Shayna Taneja, Manjula Shastri

SECTION—2

MARKETING MANAGEMENT

22. **The Effects of Smartphone Usage Behavior on Family Communication: An Empirical Study in Indonesia** 199
Johan R. Nurwardana, Widya Paramita, & Rikha M. Khoirunnisa
23. **Green Marketing: A New Paradigm** 208
Astha Sharma & Smita Singh
24. **Advertisements for the Highbrows Segment** 216
Debi Datta Das Mohapatra
25. **Twitter: As a Powerful Marketing Tool** 226
Nidhi Sharma
26. **Impact of Rural Organized Retail Stores on Rural Market** 240
Pradeep Narwal & Pooja Rastogi
27. **Middlemen Exploit Banana Cultivators: A Study on Cultivators of Southern Part of Tirunelveli District in Tamil Nadu** 252
Dr. P. Thomas Wilfred Edison
28. **'Social Advertising' – The Latest Trend in Advertising** 262
Prof. Teena Y. Sharma & Prof. (Dr.) K.L.Bhardwaj
29. **Social Networking: An Emerging Tool of Marketing** 268
Upasana Gupta & Abhishek Gupta
30. **Demographic Based Study on Hedonic vs. Utilitarian Consumption** 274
Dr. Deepa Kapoor
31. **Factors Affecting the Customers' Bank Selection Criteria: An Empirical Study of Delhi-NCR** 283
Dr. Arun Mittal
32. **Study of Effectiveness of E-advertising as Compared to other Advertisement in Influencing Consumers in Favour of Consumer Non Durable Products** 295
Shyam Sunder Saini, D.S. Chaubey

SECTION—3**HUMAN RESOURCE MANAGEMENT AND ORGANIZATION BEHAVIOUR**

33. Absenteeism: A Modern Day Management Ache	309
Dr. Alpesh B Joshi & Dr. Vikas Arora	
34. Study of Interrelationships between Service Quality Dimensions, Customer Satisfaction and Loyalty in E-banking Sector	316
Arun Kumar Kaushik	
35. Employee Engagement: Understanding the Concept, Importance and Drivers Facilitating Employee Engagement	328
Dr. Gagandeep Kaur Gulati	
36. Potential of the Brain to be Regained with the Meditation Techniques	338
Gaurav Thakur & Poonam Verma	
37. Gender Differences in Generation Y's Green Buying Behavior	345
Geetanjali Gulati & Swarna Bakshi	
38. Current Trend of Job Satisfaction Among Corporate Employees: A Critical Study of Eastern India Based Industries	358
Jagannath Ghosh	
39. Employee Satisfaction in Cooperative Enterprises: A Case Study of Cannanore Cooperative Spinning Mills Ltd.	369
Dr. K.M. George	
40. Conflict Management: Solving Conflicts in the Work Place without Making Losers	376
Md. Yousuf. Chowtupalli, S. Abdul Rafi & M. K. Jyothi	
41. Managing People at Workplace—Challenges Ahead for HR Professionals	383
Minakshi Garg, Mrinalini Oswal	
42. Recruitment and Selection in Indian Retail Industry	389
Mitushi Singh, Dr. S.K. Dubey	
43. The Role of Training in Organizational Performance	398
Nader Boroumand	
44. Change Management & Organization Behaviour at British Retailer Marks & Spencer	408
Priyanka G. Bhatt	
45. Transnational Organisation Workforce Effectiveness for Goal Attainment Using Organisational Politics	419
Rajshree Panda	

46. Correlates of Employee Performance: A Comparative Study	426
Ritu Sharma	
47. Engage to Manage Better: The New Talent Management Imperative	436
Sasmita Misra	
48. Job Satisfaction of the Employees of Coirtuft International Pvt. Ltd. Analysis	444
Shaheena P & Vineetha Mohan	
49. Cross Cultural & Ethical Issues Faced by Indian Expatriates	454
Somya Pandit & Sameer Rastogi	
50. The Role of BCG Matrix in the Growth of any Organization with Special Focus on Zara	460
Shubhangi Rajput	

SECTION—4

IT AND STRATEGIC MANAGEMENT

51. Applying DeLone and McLean Success Model in Twitter As a Hedonic Social Networking Service (SNS)	471
Finda W. Tribudiani & Jogiyanto H. Mustakini	
52. Role of Self Help Groups in Entrepreneurial Development Among Rural Poor: An Analytical Study	488
Dr. Deepa Saxena & Suraj Singh Parihar	
53. A Study on the Entrepreneurial Climate in Establishing and Managing the Business by Women Entrepreneurs Belonging to Rural and Urban Regions in Andhra Pradesh	498
Neriyannuri Sangeetha & Panatula Muralikrishna	
54. Bought Leaf Tea Factories: Impact on the Tea Industry of Assam and Issues of Concern	506
Prof. Pranjal Bezborah & Dr. Rashida T. Noorain	
55. Empirical Investigation of CSR Dimensions in Small and Medium Enterprises: A Case Study of Noida	516
Dr. Puja Singhal	
56. Indo–Russian Defense Co-operation: Prospects and Perspective	527
Dr. Ranbir Singh & Sunita Rathee	
57. Implementation of Drinking Water Local Self Government: A Case of Madakkathara Gram Panchayat of Thrissur District	541
Shaheena. P & Parveen. T.S	

(x)

58. Corporate Social Responsibilities Practiced in Indian Companies: Issues & Benefits	552
S. Pandiselvi, R.R. Manasa & M. Daphne Rumulshiya	
59. Corporate Social Reporting Practices in India: Specially Focus on Public and Private Sector Banks	560
Manoj Kumar	
60. Social Interest in Adolescence	570
Dr. Sunita Rani & Dr. Sachin Pathak	
61. Corporate Social Responsibility (CSR) and Sustainability	577
Kavita Singh & Dr. Ombir Singh	
62. Public Private Partnership Model in Indian Education: System and Future Prospects	587
Atreya S K & Prasad S S	
63. Traditional Knowledge (TK) Based Innovation in MSMEs in India (The Road Less Travelled)	597
S. S. Khanka	
64. Perspectives of BYOD in the Academic Institutions	607
Arpana Chaturvedi & Poonam Verma	
65. Berserk – Way Out	613
Bhavna Kumar	