

**Foreign Exchange Rate Sensitivity, FX Equity Exposure and
Stock Price: A Case of Bajaj Auto Limited**

Future foreign exchange rates are uncertain, which creates financial risk for firms that conduct international business. Fluctuating foreign exchange rates may adversely affect a firm's revenues streams, cost structure, operating cash flows, net cash flows and even its equity prices. These foreign exchange exposures can be managed through operational as well as financial hedging. Present paper is an attempt to measure various FX exposures like FX Operating Exposure, FX Net Cash Flow Exposure, and FX Equity Exposure for an Indian exporter Bajaj Auto limited (BAL), and to study the hedging measures undertaken by the company. BAL is ranked as the world's fourth largest two- and three- wheeler manufacturer The study has also estimated an empirical FX equity exposure by regressing time series of BAL's stock returns against percentage changes in the spot FX price of US dollar with a time lag of 10, 20, 40, 60 and 90 days. Results indicate that stock market takes around 20 days to recognize FX equity exposure of BAL.

Key Words: FX Operating Exposure, FX Equity Exposure, Range Forward contracts, Currency Swaps, Foreign Currency Debt.

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**Social Responsibility in Small and Medium Enterprises:
Evidences from India**

Social responsibility is acquiring a place of prime importance among large and small firms alike. This paper attempts to, through an empirical survey, to explore the understanding, extent and motives of social responsiveness of Indian small and medium sized enterprises in the four manufacturing sectors - 'ceramic pottery-ware', 'footwear', 'brassware' and 'sports goods'. The findings of the study indicate that the concept of CSR holds true in case of small and medium firms as well. They have almost similar CSR initiatives, which are apparently focussed more on the internal stakeholders. The prime motives for engaging in social responsible behaviour are confined to having a satisfied workforce, conforming to regulatory norms, and to build credibility as a responsible business entity thereby enhancing their acceptability across different markets.

Key Words: CSR, SMEs, Stakeholders, Social Responsibility, Firms.

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Impact of Organizational Characteristics on Business Intelligence Practices in Selected Indian Banks

In the wake of global financial crises the efficiency of the banking sector has also come under scrutiny. The mainstay of Indian economy has been the strength of its banking system. With rapid development in the field of information technology, the use of business intelligence practices in banking sector has increased many folds. In an empirical study of 20 selected Indian banks, the impact of various organizational characteristics such as nature of ownership viz. Public/Private and age of the banks viz. Old/New have been studied on business intelligence practices being followed in Indian banking. The major finding is that public sector banks are lagging in implementation of business intelligence solutions compare to private banks. The organizational and technological factors are important in implementation of business intelligence solutions with respect to category of banks. New banks are in better position to implement business intelligence solutions compare to old banks. The research is particularly useful for practitioners in the banking field and suggestions have been given toward the end of paper.

Key Words: Business Intelligence, Organizational characteristics, Technological factor, Decision Making, BI Implementation.

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Exploring Product Category and Promotion Type Association for Impulse buying in Malls in India

Indian malls are in their growth stage. The phenomenon that started two decades ago with three malls is now two hundred malls old. However, to reap success in the business research insights are needed as the sector has largely been unorganized till date. Impulse purchases and sales promotions are two prominent characteristics of mall shopping. This study explores the association between sales promotion and product category under the impulse purchase situation within Mall environment in India. Literature shows evidence of a relationship between the two for planned shopping. The study has been designed as a cross sectional survey conducted in the National Capital region (NCR) of New Delhi, India. The data was collected from 600 respondents through a "Mall Intercept Survey". Chi Square test for association was used for analyzing the strength of the association between sales promotion and product category. P – values for the same were comparatively analyzed for impulse purchases and non impulse purchases in Indian malls. The results show that the strength of association changes under the two purchase situations and effectiveness of sales promotion also changes. The findings are important for mall planners and retailers when planning their assortments and associated sales promotions.

Key Words: Retailing, Malls, Shoppers, Sales Promotion, Product Category.

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Predictors of Attitude toward Advertising – An Empirical Study of North Indian Consumers

This study identifies the predictors of Indian consumers' attitude-toward-advertising in-general, using an inventory of 28 belief statements developed by Pollay and Mittal (1993). The population for the study comprised the general public from 7 North Indian States (Punjab, Jammu & Kashmir, Himachal Pradesh, Uttar Pradesh, Rajasthan, Haryana and Uttaranchal) plus Union Territory of Chandigarh and National Capital Territory of Delhi. A sample of 900 respondents comprising 100 from every State/U.T was selected on the basis of convenience sampling. Seven demographic and six psychographic variables related to and predicting the attitude-toward-advertising-in-general (Ag) have been studied. The study finds no significant relation between attitude-toward-advertising-in-general (Ag) and demographics of the respondents; whereas attitudetoward- advertising-in-general (Ag) is significantly dependent upon the psychographics of the respondents. The importance of psychographic variables in determining the attitude toward advertising has been brought to the fore by the study.

The belief factors, as brought out by our study, necessitate that marketers should remain in touch with the expectations, attitudes, perceptions and opinions of the public for changing their attitude toward advertising in general.

Key Words: Attitude-toward-Advertising-in-General, Multiple Regression, Dummy Variables, Advertising in India.

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Global Developments in Conceptual Framework of Green Purchase Behaviour

The technological advancements around the world have although made the life easier but at the same time, they have also had a deep impact on quality of life. To save the entire mankind from the dreadful impact, taking widespread environmental actions like 'Green purchase behaviour' are essential. This paper aims at identifying the factors affecting green purchase behaviour (GPB) through an extensive review of available literature. Moreover, the comparative study across the various nations of the world will provide a comprehensive view of such factors, so that the congruence and the differences of such factors and their impact can be critically analysed. Results indicated that credibility/ perceived consumer behaviour, environmental concern, social influence, ecological knowledge and awareness, eco labelling and belief in available information, trust and belief in product attributes, government efforts and certain demographical variables have a positive impact on green purchase behaviour whereas (high) price, perceived poor quality, brand consciousness, skepticism regarding product availability and related information, time and cognitive efforts have a negative impact on green purchase behaviour. The paper also suggests certain strategies regarding quality, pricing, government actions, labelling, consumers' rewarding and other marketing functions. A comprehensive and global view of the researches on GPB generates an integrated approach to the problem of understanding the factors which can lead to an increase in GPB around the world.

Key Words: Green Purchase Behaviour, Perceived Consumer Effectiveness, Environmental Concern, Ecoliteracy, Eco labeling.

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The recent unpredictable upheavals in the climatic