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Dr. Vinayshil Gautam, FRAS (London)

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From the Editorial Desk

NATURE OF THE TIMES

One tends to see the world and generalise from one's own vantage point of perceptions. Consider the so-called world of management which is focused almost universally on organised institutions of work. In those institutions of work, the focus is often on profits and what is popularly referred to as 'growth'. It does not seem to bother many that profits are the almost second last stage of an activity. It doesn't also seem to bother many that growth means different things to different people.

In the wide, broad field of 'human activity', 'organised work' is a microcosm of the large universe of human existence. Unorganised work provides livelihood to a huge universe of human population. It comes in the form of daily wages, work outside institutional systems and may have little recourse to judicial or adjudicating systems. Many regulatory frameworks lay down a threshold of numbers before a regulation kicks in, say typically for the provident fund system to kick in, an institution must have (in India) at least twenty people. Clearly, there is no institutional framework of a provident fund system for organisations or systems which employ less than twenty people, yet life affects the existence of all individuals. Illustratively, all individuals have to go to some market to buy the things needed for daily survival. This heightens the role of local assumptions of fair play and some modicum of the common application of the mind.

Hence, it is obvious that all organisations, whether in a formally regulated system, or outside must show some evidence of some commonsensical norms being applied. Where this does not happen, there is a serious possibility of the system being taken advantage of. These are again tricky issues because most legal systems do not respond, overtly, to this kind of need.

Be that as it may, the unprecedented and extended experience of the pandemic has aggravated some of the weaknesses of the organised framework. That these weaknesses may have existed in a very large number of institutions, only multiplies the gravity of the problem. The situation has been further aggravated, by the so far unchartered movement of labour from somewhere to nowhere. One can consider an example from say the hospitality sector.

Times Square in New York would be popularly perceived as a high watermark level of organised work and profitability. It is dotted with hotels and restaurants which cater to a relatively smaller number of local residents and a large number of floating population. There are cases of high-flying brand names in tourism sector running institutions in buildings with forty, fifty floors or more with a hugely altered framework of services. Reportedly there are institutions which have 5-star rating now running with services that make changing of the linen in the rooms not just a routine affair. Kitchens have been closed and catering services, if being run at all are at a notional level. Food is expected to be brought in from restaurants of catering proximity. Emergency medical facilities in such institutions, which were even otherwise highly-priced, are not easily available as of today. One is supposed, in times of need to google for a doctor. The hotel often declines assistance in even getting a taxi to go to a hospital, if it is required.

The list can go on. Some of this is acknowledged and some of this is known to the hapless who experience it.

continue..

In the meanwhile, the rates of rental of a room or whatever else has not changed. In other parts of the world, to supplement the income of such properties a relatively new concept of 'staycation' has been floated. One is encouraged to move out of one's home to spend some time, possibly a few nights in a hotel. Operationally, it means that some segments of the society have disposable incomes but are not able to get the services, at their normal place of stay.

This seems to be a narrative in many parts of the world. Be that as it may, serious research analysis is needed in many parts of the world of work to seek an answer for some propositions. One of the propositions that comes easily to the mind is whether work is going to demand working remotely for the next few years or whether answers are still unknown? What will constitute the best practises? Do HR manuals need to be seriously revisited on such and similar assumptions? How will all this affect corporate culture?

These are large yet fundamental issues. Work has to begin on them somewhere in academically oriented institutions. Others will have to follow.

Even after this work begins, it will take time for answers to start flowing in. Their universalisation will be a still more extended process. In the meanwhile, life in the organised and unorganised sector would continue to evolve and define itself with its own organic logic.

There are some answers which one can seek and there are some questions which are still to be formulated. Yet, in the meanwhile life will continue to flow.

Dr Vinayshil Gautam; FRAS(London)

Debt Equity Ratio and Stock Market Returns: An Empirical Analysis of Indian Stock Market

Abstract

Benjamin Graham, popularly known as the father of fundamental analysis, proposed to invest in stocks having higher book value of the equity than the total debt. The present study intends to examine the profitability of stocks qualifying the said valuation metric in the Indian stock market. The study has been conducted for the time frame of 15 years spanning from 2003 to 2015. The stocks so selected have been retained for one and two years. The returns obtained have been analysed with the help of one sample T-test and capital asset pricing model. The results showed that the valuation metric provided higher average returns than the market index across the time frame of the study. The asset pricing model confirmed the lesser volatility of the stocks and presence of extraordinary returns in case of two years' retention period. The rule thus can be used by analysts, fund managers and investors for optimising the reward to risk ratio of their portfolios.

Keywords: Debt Equity Ratio, Benjamin Graham, Stock Returns, Indian Stock Market, T-Test, Asset Pricing Model.

Kiranpreet Kaur

Assistant Professor,
Shree Atam Vallabh Jain College,
Ludhiana, Punjab.

The Sensitivity of Stock Prices to Money Supply Changes in India: An Empirical Analysis

Abstract

The relationship between monetary variable changes and stock market returns have been one of the most widespread research areas for a long time. The existing studies have found that these variables positively or negatively impact the stock market returns. Thus, the relationship between the money supply and the stock market instead remain at odds. In this context, the present study investigates the impact of money supply (M3) on the Indian stock markets from January 1992 to December 2019. The study attempts to estimate the money supply's impulse response and the Indian stock market and the direction of their causality. The findings indicate that the money supply changes have a long-term and short-term impact on the Indian stock market. It also confirms the presence of unidirectional causality from money supply to both the stock indices.

Keywords: Causality, Money Supply, Nifty, Sensex, Stock Prices.

Dinkar Nayak

RBI Chair Professor,
RBI Endowment Unit,
Faculty of Commerce,
The Maharaja Sayajirao University
of Baroda, Gujarat.

Rubina Barodawala

Research Scholar,
Department of Economics,
Faculty of Arts,
The Maharaja Sayajirao University
of Baroda, Gujarat.

Factors Affecting Smartphone Purchase Decisions of Generation-Y and Generations-Z: The Indian Scenario

Abstract

The objective of the paper is to identify the factors responsible for the purchase decision of smartphones among the youth of India. The country is the second-largest market for smartphones next only to China. The research work was carried out in India with the sample being Generation Y and Z users of the product. The research design included the use of survey method with samples from metro & tier- I cities. Multiple regression was performed and factors that influence the choice of the smartphone were identified. Tool used was SPSS. The paper concludes that in an emerging economy like India, the purchase decision criteria that emerge as winners are specifications, attractive features, brand value, and celebrity influence. This could be a starting point for companies to develop their strategies for the Indian, emerging market consumers.

Keywords: Smart-phones, factors, purchase decision, Indian consumer, Generation Y and Z.

Sarthak Garg

Ex-Student,
FORE School of Management,
New Delhi.

Savita Gautam

Ex-Associate Professor,
FORE School of Management,
New Delhi.

Appraisal of Pradhan Mantri Jan-Dhan Yojana (PMJDY)

Abstract

Pradhan Mantri Jan-Dhan Yojana (PMJDY) was launched by the Hon'ble Prime Minister of India on August 28, 2014, as a national mission for a period of 4 years in two phases. It is intended to provide basic financial and banking services to every household at an affordable cost. The present study evaluates the performance of PMJDY. Secondary data, collected through various published sources has been analysed which reveals that till 20 November, 2019, a total of 20, 37.55 crore (27.01% of total India population) accounts have been opened under PMJDY, with total deposits of Rs 1,07,172.54 crore in public, private or regional rural banks. The public sector banks opened 79.60% of total accounts, with 79.01% of total deposits. The state-wise analysis reveals that Uttar Pradesh, Bihar, West Bengal, Madhya Pradesh and Rajasthan are the most contributing states in the progress of PMJDY. The results may be useful for the policymakers, government, banks, financial institutions and others to know the progress and relevance of PMJDY in Financial Inclusion in India.

Keywords: Financial Inclusion, PMJDY, Sustainable Development, Banks, Financial Literacy, RBI.

Mohd Arif

Assistant Professor,
Faculty of Commerce,
Sri Jai Narian Misra PG, College,
Lucknow, U.P.

Kaushal Kishore Shukla

Associate Professor,
Faculty of Commerce,
Sri Jai Narian Misra PG, College,
Lucknow, U.P.

Rural Exposure towards the Sukanya Samriddhi Yojana of Financial Inclusion in Fazilka District of Punjab

Abstract

Financial inclusion is a method of ensuring that everybody has access to appropriate financial services at a reasonable cost in a just and equitable way. Sukanya Samriddhi Yojana's purpose is to ensure girl's financial independence by encouraging them to invest in a savings scheme. The primary data is collected from the rural area of the Fazilka District of Punjab to check the awareness and perception level. Data has been collected through the schedule. Multistage sampling and statistical tools such as mean, standard deviation, skewness and kurtosis, chi-square, ANOVA t-test were applied. The study found that people are aware to a high extent about the provision of opening account within the age limit, maximum of two accounts, interest rate, maximum deposit limit, aware to some extent regarding the transfer of accounts and a moderate extent awareness about tax benefits. Government, financial and education institutes, therefore, have to develop better financial literacy programs and motivate the rural masses to include everyone in the mainstream.

Keywords: Financial Inclusion, SSY, Multistage Sampling, ANOVA, Financial Independence.

Aman Bishnoi

Research Scholar,
Himachal Pradesh University,
Shimla, H.P.

Book Scan

Emotional Intelligence: Theory and Practice by Vikramaditya Ekkirala and Smita Singh (Dabholkar), Cengage, India, 2021, Pages: 303, Rs. 335/-

Amid the growing relevance of understanding emotions and emotional intelligence, the book “Emotional Intelligence: Theory and Practice” authored by Vikramaditya Ekkirala & Smita Singh (Dabholkar) and published by Cengage Learning India Pvt. Ltd is a sensible and relevant contribution to the existing body of work in this domain. The book comprehensively portrays multiple facets of Emotional Intelligence (EI). The authors have made an admirable attempt to assemble the key dimensions of emotions and EI, leading discussion threads and avenues for further exploration for its broader audience- students, researchers, practitioners and trainers.

The book is a lucid presentation of the subject with the help of different and relevant components, such as conceptual foundations, measures and models, along with perspectives of research and application orientation. The book expands over nine chapters aptly covering topics addressing the conceptual understanding on the topic - Emotions and Intelligence; What is Emotional Intelligence; Models and Measures of Emotional Intelligence. Followed by the chapters titled Personality and Emotional Intelligence; Components and Competencies of Emotional Intelligence; Developing Emotional Intelligence Competencies, which deal with components and competencies of EI and the ways to develop the same. Further chapters on Emotional Intelligence (EI) in the Organizational Context; Artificial Intelligence and Emotional Intelligence; Global Trends in Emotional Intelligence and Road Ahead capture the practical applications of EI at workplace and the associated challenges to be dealt with.

An important aspect of the book is that it captures insights from the industry experts contributes to a great extent in gaining insight into the practices and realistic perspectives of the concepts covered in the book highlighting the practical relevance of EI. Also, inputs from research literature in this domain adds value in the understanding of the topics. The structure of each chapter of the book opens with case-lets that generate enough inquisitiveness on the topic to be covered in the chapter. The 'EI Perspective' capsules interspersed in the chapters would allow the readers in developing further interest on the topic. Other elements of a chapter especially Chapter synthesis, Application based exercise and Activities beyond the book, Self-assessment instruments are very important sections of the book meant to encourage individual practice beyond classrooms sessions. Further, video resources and analysis of select movies for the related constructs are interesting components added in the chapters as resources making the topic more engaging for the readers.

Overall, the book is a useful resource designed to serve the readers. It is a well-illustrated and comprehensive guide in gaining better understanding and further exploring about emotions and EI.

Dr. Prachi Bhatt

Professor, OB & HR,
FORE School of Management,
New Delhi.

Human Resource Analytics: Theory and Application Techniques by Swati Dhir and Suparna Pal, Cengage, India, 2021, Pages: 343, Rs. 425/-

The business environment of the contemporary time is very advanced, and firms are implementing practical ways for evaluating employee potential. The focus is on retaining skilled employees and increasing productivity, both of which require technical competence. HR analytics is an application of research designs and advanced statistical tools for evaluating HR data to find solutions or to make sustainable decisions relating to HR issues based on evidence. The field has emerged as a new trend and challenge in the business environment, highlighting the strategic value of Human Resource Management (HRM) to the top management leaders. As a result, HR analytics has grown from a tactical partner to a more strategic centre of excellence.

The textbook is a complete guide/handbook of the technical know-how used in HR analytics for boosting organizational effectiveness. It covers all the significant aspects of HR analytics and provides a deep understanding of different statistical tools and their human resource management applications. More specifically, the handbook offers a glimpse of HR-based theory, diverse application techniques, various case examples and critical-thinking activities, etc.

For the convenience of the stakeholders, the authors have divided this book into four different modules. In this, module one specifies concept and HR data challenges in the HR domain. Module two lays the foundation of basic and advanced statistical tools and techniques, for example, Multiple regression, ANOVA, cluster analysis, and logistic regression. Module three discusses various descriptive and diagnostic aspects and concerns, and issues of talent management. While module four elaborates the several ways of solving the problem by using qualitative and quantitative techniques. In the end, the book includes five cases for gaining scenario-based analysis and discussion.

The book achieves four objectives: 1) defining HR analytics and highlighting its importance; 2) describing the HR analytics process; 3) identifying possible HR issues that can be answered by HR analytics; and 5) identifying HR analytics challenges.

The book helps gain expertise in the HR data analysis domain.

Dr. Chandra Sekhar

Assistant Professor, OB & HR,
FORE School of Management,
New Delhi.

