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## RESEARCH PAPERS

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**Role of Bollywood Celebrities in Generating Brand Awareness and Preference in Kolkata.**

*Supriyo Patra, Dr. Saroj Kumar Datta*

**Data Assumptions Checking for Estimating Structural Equation Modeling: Supply Chain Context**

*C. Ganeshkumar, Dr. G. Mathan Mohan*

**Impact of Macroeconomic Variables on Financial Performance of Banks: A Case of Selected Private Commercial Banks in Ethiopia**

*Dr. D. Guruswamy, Mr. Abdurkerim Hedro*

**Effect of Promotion Mix on Consumer Behavior in Shopping Malls**

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**Study on the Education Loans Default of Repayment**

*N. Panjali, Dr. R. Kasilingam*

**Open Market Share Repurchase Announcement & Offer and Stock Market Behavior**

*Falguni Pandya, Dr. Naresh K Patel*

**Frontiers of Electronic Commerce**

*Raksha Chauhan*

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## Role of Bollywood Celebrities in Generating Brand Awareness and Preference in Kolkata.

Indian Celebrities are making their presence felt in various mass media as brand endorser for both multinational and domestic companies. At present it is evident that their endorsement range from the world of Fast Moving Consumer Goods, Consumer Durable products to even Service sectors. The Objectives of this research paper are aimed at first highlighting the brand endorsement details of the selected Bollywood Celebrities and secondly studying the role of Bollywood Celebrities in generating brand awareness and brand preference among the target audience in Kolkata. The application of "Q" rating technique in Indian cultural context and its effect on brand awareness and brand preference is also studied in this paper. The findings highlight the fact that the "Q" rating of the selected Bollywood Celebrities has got no relation in generating brand awareness but it is playing a positive role in generating brand preference among both male and female respondents in Kolkata.

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**Key Words:** Media, Bollywood, "Q" Rating, Brand Awareness, Brand Preference

## Data Assumptions Checking for Estimating Structural Equation Modeling: Supply Chain Context

As with all statistical methodologies, Structural Equation Modeling (SEM) requires certain underlying assumptions be satisfied to ensure accurate inferences. These assumptions pertain to the intersection of the data and the estimation method. The major assumptions associated with SEM include, Normality, Linearity, Multicollinearity and Homogeneity. Based on the review of literature relating to supply chain management and performance of manufacturing firms, a conceptual model was framed and the resulting hypotheses has empirically tested using structural equation modeling (SEM) and primary data was collected using personal interview method from the executives of manufacturing firms by administering a well structured questionnaire. Researchers should examine and explore the nature of the collected data and the relationships among variables before the application of any of the multivariate techniques like SEM. When the statistical assumptions are not met, it is not necessarily a "fatal" problem that prevents further analysis. Instead, the researcher may be able to apply any number of transformations to the data that will solve the problem and enable the assumptions to be met.

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**Key Words:** Inorganic Growth, Event Study, Synergistic and Disciplinary Takeovers, Script Return

## Impact of Macroeconomic Variables on Financial Performance of Banks: A Case of Selected Private Commercial Banks in Ethiopia

This research was aimed to examine the impact of macroeconomic variables on the financial performance of selected private commercial banks of Ethiopia. Financial performance was dependent variable, whereas, exchange rate, interest rate, external debt, import, exports and money supply was independent variables. Explanatory research design and purposive sampling method were employed in this study. Balanced panel data was analyzed by using descriptive, correlation and multiple regression analysis. Ordinary least square estimation and classical linear regression model assumption were employed. Annual audited financial statements of sampled private commercial banks and annual reports on macroeconomic variables used in the study where obtained from National Banks of Ethiopia, and Ministry of Finance and Economic Development covered a period of 12 years (2002- 2013). The study found that exchange rate, external debt and gross domestic product have influence on the financial performance of banks. Exchange rate and gross domestic product have positive and significant impact on the financial performance. However, external public debt has negative and significant influence on the financial performance of banks whereas other variables like interest rate, export, import, inflation, and money supply have no significant relationship with financial performance of private commercial banks.

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**Key Words:** - Private Commercial Banks, Financial Performance, Macroeconomic Variables.

## Effect of Promotion Mix on Consumer Behavior in Shopping Malls

A specific combination of promotional methods used for one product or a family of products is promotion mix. The main aim of promotion is to ensure that customers are aware of the existence and positioning of products. Promotion is also used to persuade customers that the product is better than competing products and to remind customers about why they may want to buy. Promotion has many potential uses in business. This can be used to: Increase sales, Attract new customers, Encourage customer loyalty, Encourage trial, Create awareness, Inform, Remind potential customers, Reassure new customers, Change attitudes, Create an image, Position a product, Encourage brand switching. To support a distribution channel. Retailer is part of the supply chain for any product that it sells. Supply chain consists of the different stages, starting with the raw materials, that the product goes through before it reaches the final consumer. Retailers fulfill the important economic role of making these products and services accessible to consumers and rely on them to supply us with hundreds of products and services each year. The study aims at seeing effect of promotion mix on consumer behavior in shopping malls. The sample size is 180 and convenient sampling technique has been used for data collection. Factor Analysis, t test and ANOVA have been used for data analysis.

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**Keywords:** Promotion mix, Consumer behavior, Advertising, Personal Selling, Brand, Organized Retailing.

## Study on the Education Loans Default of Repayment

This paper deals with the default of repayment of education loan. The aim of the study is to identify the borrowers' ability in respect of the repayment of education loan. A well-structured Questionnaire is used to collect the data. Several statistical tests such as factor analysis, cluster analysis, discriminant analysis and correspondent analysis are used to explain the findings of this study. The study finds that the level of defaulting of education loan is quite high. Some of the important issues constraining the borrowers' capability to repay the education loan are; quantum of loan received, time taken to sanction and disbursement of loan, lack of transparency and disclosure, change in the interest rates, location and place and the adherence of borrowers rights act. Further, the study also demonstrates that lack of employment opportunities, low income earned and interest in further/higher studies as other reasons that forced the loan availed from not repaying their education loans. The implications of the findings are discussed.

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**Keywords:** Education loan, students, non-repayment of loans, borrower's capability, interest rates, loan processing.

## Open Market Share Repurchase Announcement & Offer and Stock Market Behavior

Examination of empirical research carried out earlier has given mixed evidence in terms of generating wealth for the shareholders at the time of share repurchase announcement and offer. In this, paper it has been attempted to study stock market reaction pertaining to share repurchase announcement and offer for a time framework of -60 to +300 days for pre and post event and tries to find out the impact of this corporate event on the wealth of the shareholders by measuring cumulative abnormal return and average abnormal return. The study came with the finding that share repurchase offer and not share repurchase announcement results in to positive abnormal return. Further, share repurchase offer results in to positive abnormal return not immediately but in medium term to long terms and thus increases wealth of the shareholders and finds that there are excess return found on post announcement and post execution of share repurchase offer.

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**Key Words :** Share Repurchase, Announcement, Offer, Abnormal Return

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