

RESEARCH PAPERS

Content Analysis of Brand Elements Selected by the Brands Marketed in India

Dr. Arvind C. Brahmabhatt, Yuvaraj Vyas

Impact of Dividend Announcement on Share Prices

Sweety Shah, Disha Mehta

Supply Chain Management Executives Satisfaction: A Comparative Study of Traditional and Modern SCM Techniques

Ravi Kumar

An Empirical Analysis on Drivers that Contribute to Fraudulent Activity with Regard to Life Insurance Fraud

Dr. Dhara Chudgar, Dr. Anjani Kumar Asthana

Environmental Attitude and Green Purchase Intention of Young Online Consumers: An Empirical Analysis

Chirag Malik, Dr. Neeraj Singhal

Effect of Mergers and Acquisition on Indian Private Sector Banks

Dr. Neha Chhabra Roy, Ravikindi Pushpa Vyshnavi

BOOK REVIEW

21 Success Sutras for CEOs

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CONTENTS

From The Editor's Desk

Research Papers

Content Analysis of Brand Elements Selected by the Brands Marketed in India

Dr. Arvind C. Brahmhatt, Mr. Yuvaraj Vyas

Impact of Dividend Announcement on Share Prices

Sweety Shah, Disha Mehta

Supply Chain Management Executives Satisfaction: A Comparative Study of Traditional and Modern SCM Techniques

Ravi Kumar

An Empirical Analysis on Drivers that Contribute to Fraudulent Activity with Regard to Life Insurance Fraud

Dr. Dhara Chudgar, Dr. Anjani Kumar Asthana

Environmental Attitude and Green Purchase Intention of Young Online Consumers: An Empirical Analysis

Chirag Malik, Dr. Neeraj Singhal

Effect of Mergers and Acquisition on Indian Private Sector Banks

Dr. Neha Chhabra Roy, Ravikindi Pushpa Vyshnavi

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Content Analysis of Brand Elements Selected by the Brands Marketed in India

Brand identity refers to the visible elements that together identify and distinguish the brand. The objective of the brand identity is to create a strong, comprehensive system of visual identity and application. Manu-a-time, brand name is considered as the most important and central element of any brand. Brand elements contribute to increasing brand awareness which is one of prerequisites for building brand equity. But the brand managers have a set brand elements created to catch the eye-ball of customers at large. Brand managers have liberty of choice among available set of brand elements. Some brands use and focus on a few of the brand elements so as to create strong, favorable and unique brand associations. This is an exploratory research which tries to understand how brand elements are used by different brands. It tries to figure out revealing characteristics of existing set of brand elements used by top 100 brands marketed in India. Thus, content analysis is performed specifically focusing on selected brand elements other than brand name. They are logo, slogan, jingle, character and colour.

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Keywords: Brand Equity, Brand Awareness, Brand Elements

Impact of Dividend Announcement on Share Prices

This paper attempts to explore the possible impact of corporate announcement such as dividend on stock prices in Indian stock market. To find the empirical evidences of dividend announcement 20 listed companies were selected based on the market trading volumes and had announced in over the period January 2015 through December 2015. A standard event study methodology is adopted in this paper surrounding sixty days of the announcement dates. Abnormal Returns of the stock are calculated by using Capital Asset Pricing Model (CAPM). The results of t-test for means have shown that there are significant differences on share prices after announcement except Bank of Baroda. The Average Abnormal Returns (AAR) and Cumulative Average Abnormal Return (CAAR) of the event days are not equal to zero, though investors do not gain significant returns in pre or announcement day but gain in post announcement period as there are positive incidences of abnormal return noticed around two days post announcement for most of the companies having positive dividend announcement and a few companies have post negative returns. An investor can take the marginal returns by investing in companies with dividend event but can't expect speculative returns.

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Keywords: Dividend, Corporate announcement, Average Abnormal Returns (AAR), Cumulative Abnormal Returns (CAAR).

Supply Chain Management Executives Satisfaction: A Comparative Study of Traditional and Modern SCM Techniques

Understanding the importance of supply chain management, most of the manufacturing industries are now in action as in many industries the supply chain management is undergoing a drastic change. One such critical change is the shift from traditional SCM inventory methods such as supplier agreements, stock level maintenance, traditional ordering, manual inventory storage which includes direct materials and direct labour to modern SCM inventory methods which include ERP (Enterprise Resource Planning), DRP (Distribution Requirements Planning), JIT (Just in Time) and VIM (Vendor-managed inventory). Through on paper, efficiencies are shown to improve, but the question remains are the management executives satisfied with the change with respect to inventory management. To find out a conclusive answer, the research study was conducted in the industrial heart of Madhya Pradesh, Pithampur which is also called the 'Detroit of India'. To ensure the relevance of the study, the data was comprehensively from multiple industries rather than focusing on one area. The study was focused on understanding the current level of satisfaction of supply chain inventory management executives with respect to the traditional methods and modern methods.

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Keywords: Supply chain management, Traditional methods, Modern methods, Satisfaction

An Empirical Analysis on Drivers that Contribute to Fraudulent Activity with Regard to Life Insurance Fraud

Life insurance fraud is posing a big challenge for the entire industry and its number is seeing an upward trend. These frauds can relate to customers by submitting false documents at the proposal stage, misrepresentation on health, family history, occupation etc in the proposal form, money laundering, fake claims by submitting fake claim documents. These increasing frauds are driving up the costs and premium for the companies. Hence, companies need a more vigorous fraud management framework. In order to curtail fraudulent activities in life insurance fraud it is very much important to identify the drivers that contribute to this activity. Both qualitative and quantitative research was used to identify various drivers, reasons which compel people to commit life insurance fraud and finally understand the significant effect of external driver's on internal drivers that is fraudster's attitude. A detailed survey of 500 customers was done and techniques such as, cross tabulation, frequency distribution and regression model were used. The study revealed that there are four drivers; poor control, difficult economy, fraudster's attitude and consumer's attitude that contribute to the fraudulent activities in life insurance fraud.

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Keywords : Drivers, Life Insurance Fraud, Fraudster

Environmental Attitude and Green Purchase Intention of Young Online Consumers: An Empirical Analysis

The purpose of the paper is to study the underlying factors influencing the environmental attitude of young online consumers and their intention to purchase environmentally friendly products. To meet the objectives of the study, descriptive research method was used. A survey was administered to the young facebook and LinkedIn users lying under the age group of 18-30, yielding a total response of 302 relevant responses. Standard scales with some relevant modifications were used for measuring the attitude towards the environment and purchase intention towards green products. Confirmatory factor analysis was applied to identify the underlying factors/constructs influencing the attitude. Results show that Collectivism (CO), Eco-literacy (ECO), Perceived Consumer Effectiveness (PCE) and Environmental Concern (EC) are socio-psychological factors which are positively correlated to young online consumer environmental attitude (CEA) and their intention to purchase environmentally friendly product is positively correlated to their environmental attitude. The outcome of the research may help the marketers, policy makers, strategists, advertisers and other stakeholders in designing their policies and promotional strategies in order to tap a new emerging market of socially responsible and environmentally friendly consumers.

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Key words: Environmental attitude, young-consumers, perceived consumer effectiveness, collectivism, environmental concern.

Effect of Mergers and Acquisition on Indian Private Sector Banks

Various studies have been conducted to find out the various factors that are promoting the M&A in banking industry. In the current scenario there is a drastic increase in the number of mergers and acquisitions (M&A) all around the Globe; creating synergy for any industry to overcome their problems during their tough period. The banking sector is considered as the backbone for any economy, as the success or the failure of an economy depends on the strength of banking system. This research is mainly a study on the M&A that has taken place in the Indian banking industry. This study focuses on the factors that are promoting the M&A in the banking sector and also perform the valuation of pre and post-merger profitability of Bank of Rajasthan and ICICI Bank. The net present value has been computed using primary data on the platform of excel and graphical representations to visualise pre and post-merger situation for both the banks. This is also forecasted in this paper if the banks would not merge than the situation of banks is varying. This helps to find the synergy or the benefits that are going to rise from this merger and how it is going to create value to ICICI bank.

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Key words: Mergers & Acquisition; Banking Sector; Pre merger valuation, post-merger Valuation; Profitability forecast

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