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Abstract Compilation

Investors Perception about Different Corporate Actions

Corporate action generates materialistic changes to company and yield different benefits to them. The actions initiated by corporate entities may also affect the value of its securities, which ultimately affects shareholders value. Investors have different perception about benefits which may accrue to the company and them as investors, from different corporate actions. For instance, the investors can perceive the mergers and acquisition beneficial for companies while stock split and rights issue can yield lesser benefits. This study analysis the investors' perception about different corporate actions such as mergers, acquisitions, bonus, rights, IPO, dividend, stock split and buy back. This study is based on primary data. Primary data have been obtained from equity investors in Chennai and Puducherry. The statistical tools such as simple mean, factor analysis, cluster analysis, chi-square analysis, correspondence analysis and structural equation modeling have been employed in this study. This study finds that investors are of the perception that acquisition is beneficial for companies and its shareholders. This study also finds that investors' perception about beneficial corporate action to companies and shareholders influences their investment decisions based on corporate actions.

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Keywords *:- Shareholders, Merger, Corporate Actions, Bonus, IPO*

Comparative Study of Factors Affecting Talent Retention and Strategic Remedies

India is rated as the best off-shore destination among most preferred countries for BPO owing to its relatively low costs, high quality workforce, location attractiveness, capability and efficiency of workers. But in spite of the tremendous growth potential of this sector, low retention rate and the manpower crisis is dampening the growth of the sector. The human resource professionals of the industry are facing various challenges like the attrition and its implications, skill shortages, retention of star employees etc. HR department is not leaving any stone unturned and trying hard to make some policies and strategies to retain their best talent. In today's time, money is no longer a motivating factor for working class and employees are moving out in search of newer pastures. Creative strategies that go beyond pay and benefits are required. This study attempts to evaluate the retention strategies through structured questionnaire on a sample size of 250 middle management employees from 25 BPOs operating in Delhi and NCR. The findings of the study BPOs should accentuate on organization's atmosphere, supportive top management in comparison to salary and other monetary benefits.

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Keywords: *Attrition and Retention, National and International BPO, Succession planning, work life balance, Job Sculpting.*

Banks' Capital Buffer and Business Cycle: Evidence for India

Capital buffer is defined as the excess capital held by banks over and above the minimum required regulatory capital. It can also act as a cushion to absorb unexpected shock, thus limiting the pro-cyclical effect of capital. This paper examines the relationship between Indian business cycle and the capital buffer held by banks in India for a period 1999-2000 to 2012-2013. The descriptive statistics shows that private sector banks has the highest mean capital buffer of 5.1875 as compared to public sector banks which has mean capital buffer of 3.1857. It indicates private sector banks are well capitalized in comparison to public sector banks in India. The authors applied regression analysis and found that in both public sector banks and private sector banks in India, business cycle is having insignificant impact on capital buffer but with different signs. In all banks group also, business cycle is found to have negative and insignificant impact on capital buffer. This study shows that capital buffers maintained by banks in India are not dependent on the business cycle but rather on lagged capital buffer which indicates adjustment cost for keeping the capital levels.

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Keywords: *Capital Buffer, Business Cycle, GDP, Bank Credit*

An Enquiry into the Status of Primary Education in Eastern and North Eastern States of India

The present exercise is primarily to focus on the development potentiality of different states of India and to examine how far the government is alert to achieve the goal. We have decided to take the states of eastern region & North Eastern States for a comparative analysis. The growth of education is expected to be reflected in the 'enrolment rate'. In the first section we have tried to observe the partial correlation between the growth of enrolment and different variables that we have already identified to have some impact on the growth of enrolment. In the concluding section we have examined the factors that are responsible in determining the variable 'Net Enrolment' appears to be the most important indicator in the spread of elementary education in the Eastern states & North Eastern States separately as well as collectively. The magnitude and direction of influences of the determinants have been estimated on the basis of the results of multiple regression where 'Net Enrolment' has been treated as a dependent variable and a set of independent variables that have been chosen after conducting the multi- collinearity test among the identified independent variables. It is observed that the impact on the dependent variable Net Enrolment by different dependent variables is not uniform across states as well as across regions. P.C. of Single Class Room (SCR) has negative impact on both the regions separately. The impact of P.C. of Single Teacher School (STS) is as expected is negative in combined region as well as in Eastern region, however, it has recorded a positive impact on Net Enrolment in the North Eastern region.

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Keywords: *Capability Expansion Doctrine, Net Enrolment', Single Class Room (SCR), Single Teacher School (STS), No Female Teacher School (NFTS), & Teaching and Learning Materials (TLM GRNT)*

Impact of Demographic Factors on Deal Proneness Towards sales Promotion in Organized Apparel Retailing in Gujarat

Price Conscious customers are more deal sensitive and do not mind spending time on studying various offers and promotions. Deal prone consumer is defined as a consumer who is likely to be influenced by the price and perceive a higher value when the purchase price is presented in a sale form. The purpose of this study was to find the impact of demographic factors on consumers' deal proneness for Price Discount and Buy One Get One Free offered by Organized Apparel Retailers in state of Gujarat. Convenient sampling was used to select the respondents from different parts of Gujarat. The sample size was 213 respondents. The study revealed that, for price discount, Income, Gender, Household Size and Education have equal impact on deal proneness. But, younger consumers are more deal prone to price discount than older consumers. Likewise for Buy-One-Get-One free scheme; Income, Gender, age and household size have equal impact on deal proneness. However, consumers with education up to graduation are more attracted to Buy One Get Free.

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Keywords: *Deal Proneness, Demographic Factors, Price Discount, Buy-One-Get-One-Free*

An Empirical Analysis of Differentials and Equivalence of Capital Mobilization by Indian Securities Market during Pre and Post-Recession Period

With an objective to understand the pattern of capital mobilization by Indian securities market in the pre and post-recession period, an extensive study was undertaken covering 17 industries in India. The period of study was divided into two halves i.e., five years before and 5 years after recession. This research paper made an attempt to answer, which industries showed the maximum variation in the stated period with respect to capital mobilization and also to check how exactly the means differed across the highly variant groups. For this purpose the entire sample was divided into 17 groups of industries and relevant hypothesis were framed. The statistical technique used was One-Way Analysis of Variance, error bar charts, descriptive, levene's statistics and contrast tests. When the hypothesis was rejected, the study was further extended to study the statistical equivalence of the other groups. The results of the analysis brought to the forefront some very interesting results. The variations were observed in the capital raising pattern by Indian securities market in the pre and post-recession period. Information Technology and Power Industry, which showed the maximum variation than their counterparts earlier, have been replaced by Finance and Power industry in the post-recession period.

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Keywords: *ANOVA, Capital Mobilization, Contrast tests, Recession, Securities Market.*

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