

S A J M M R

ISSN (online) : 2249-877X

South Asian Journal of Marketing & Management Research



Published by
South Asian Academic Research Journals
A Publication of CDL College of Education, Jagadhri
(Affiliated to Kurukshetra University, Kurukshetra, India)

SAJMMR

ISSN (online) : 2249 –877X

Editor-in-Chief : Dr. B.C.M. Patnaik

Impact Factor : SJIF = 4.748

Frequency : Monthly

Country : India

Language : English

Start Year : 2011

Indexed/ Abstracted : Ulrich's Periodicals Directory, ProQuest, U.S.A.
EBSCO Discovery, Summon(ProQuest),
Google Scholar, CNKI Scholar, ISRA-JIF, GIF, IJIF

E-mail id: sajmmr@saarj.com

VISION

The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management including social sciences , education and information & technology. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.

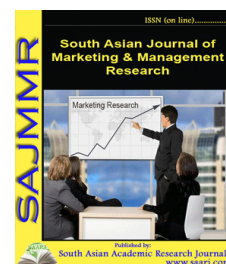


Published by: South Asian Academic Research Journals

SAJMMR:

**South Asian Journal of
Marketing & Management
Research**

(A Double Blind Refereed & Reviewed International Journal)



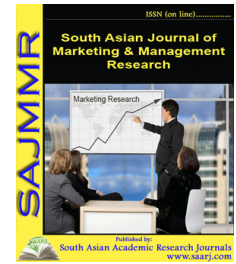
SR. NO.	PARTICULAR	PAGE NO.
1.	SIZE EFFECT: A CROSS-SECTIONAL ANALYSIS Dr. Rakhi	1-27
2.	PORTRAYAL OF WOMEN IN MEDIA AND ITS IMPACT ON YOUNG GENERATION: A PERCEPTION ANALYSIS Dr. Kasamsetty Sailatha, Khisar Pasha M.K, Shruthi M.T.	28-37
3.	AN ANALYSIS OF COLLEGE STUDENT'S IMPULSE BUYING BEHAVIOR C.Nagadeepa, Pushpa.A	38-50
4.	AN ANALYSIS OF NIFTY INDEX AND CONSTRUCTION OF OPTIMAL PORTFOLIO USING SHARPE SINGLE INDEX MODEL Ms. Umayya Salma Shajahan, Pranavamoorthy R.C	51-79
5.	SOCIO-ECONOMIC EMPOWERMENT OF DALIT WOMEN THROUGH MICRO FINANCE – A CASE STUDY Rajanayaka K.J	80-97
6.	PROSPECTS OF ENTREPRENEURIAL DEVELOPMENT TOWARDS ECONOMIC DEVELOPMENT Ashoka M, Dr. Duggappa M.C.	98-105
7.	UNDERSTANDING ENTREPRENEURSHIP: A WEALTH OF OPPORTUNITIES Dr. Goulap Jagadish Brahma, Prof. J.K. Panda	106-117



Published by: South Asian Academic Research Journals

SAJMMR:
**South Asian Journal of
Marketing & Management
Research**

(A Double Blind Refereed & Reviewed International Journal)



SIZE EFFECT: A CROSS-SECTIONAL ANALYSIS

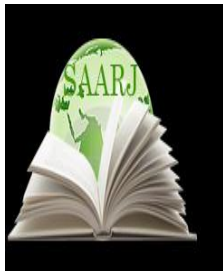
Dr. Rakhi*

*Department of Commerce
Kurukshetra University,
Kurukshetra, India.

ABSTRACT

This paper investigates the “size effect” on stock return in Indian equity market. The sample for the purpose of study consists of 250 companies forming part of BSE 500 equity index. A study period of seven years, i.e. from October 2003 to September 2010 has been considered. Further the whole period has been divided into two non-overlapping periods i.e. October 2003 to December 2007 and January 2008 to September 2010. The basic data for the study consists of month-end closing share prices collected from the Prowess database maintained by Center for Monitoring Indian Economy. Jensen alpha, Treynor and Sharpe measures have been computed along with portfolio standard deviation, average rate of return and mean excess return of portfolios. The study concludes that investors are unable to earn abnormal returns by investing in low market capitalization stocks. Market portfolio performed better than large cap portfolios.

KEYWORDS: *Cross-sectional analysis, Monthly Stock Returns.*

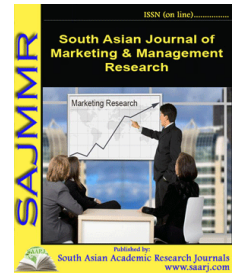


Published by: South Asian Academic Research Journals

SAJMMR:

**South Asian Journal of
Marketing & Management
Research**

(A Double Blind Refereed & Reviewed International Journal)



PORTRAYAL OF WOMEN IN MEDIA AND ITS IMPACT ON YOUNG GENERATION: A PERCEPTION ANALYSIS

Dr. Kasamsetty Sailatha*; Khisar Pasha M.K; Shruthi M.T.*****

*Coordinator and Associate Professor,
PG Department of Commerce,
TTL College of Business Management (PG Centre),
Mysore, Karnataka, India.

**Student,
PG Department of Commerce,
TTL College of Business Management (PG Centre),
Mysore, Karnataka, India.

***Student,
PG Department of Commerce,
TTL College of Business Management (PG Centre),
Mysore, Karnataka, India.

ABSTRACT

Media can play a useful role in propagation of information about products to the general public, this powerful tool is used for creating proper awareness, imparting education and prevention of various health diseases therefore media plays an important role in community development. Advertisements have always been an important marketing strategy. In modern times, advertising has become the lifeline of the business economy. In the present scenario advertising messages are preoccupied with grabbing attention and sustaining interest, rather than transferring persuasion messages. This has largely been due to a perception that advertising needs to stand out and perform a creative, educative and entertaining function in order to be received by customers. The agencies that produce these kinds of commercials argue that because there is so little product difference advertisers need to highlight the difference through advertising not the product. At the same time, advertisements should not hamper the ethical and moral value of the society. To make the advertisement more attractive, these agencies use lot of tools and modern techniques and one among them is women. The objective of the study is to understand the perception of young generation about the portrayal of women in advertisement and its impact on the young generation. To fulfill this research objective, the study has carried in Mysore city considering the sample size of 100 which includes college students, women and men by adopting simple random sampling technique. Mean is used as a statistical tool to analyze and interpret the data. The study found that most of the respondents

were the opinion that the use of erotic images of women in advertisements was offensive and they were also of the opinion that this kind of advertisements attracts the customer's immediate attention and they last long in the minds of the people but people remember only the erotic image of women in advertisement but not the product advertised.

KEYWORDS: Advertisements, Public, Young generation, Awareness.

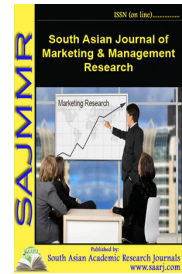


Published by: South Asian Academic Research Journals

SAJMMR:

**South Asian Journal of
Marketing & Management
Research**

(A Double Blind Refereed & Reviewed International Journal)



AN ANALYSIS OF COLLEGE STUDENT'S IMPULSE BUYING BEHAVIOR

C.Nagadeepa*; Pushpa.A**

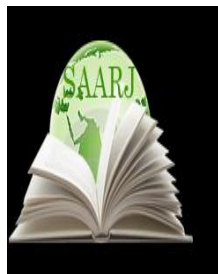
*Department of Management Studies,
Garden City College,
Bangalore, India.

**Department of Management Studies,
Garden City College,
Bangalore, India.

ABSTRACT

This paper attempts to explore the impulsivity among the college students of Bangalore with special reference to Apparels. The student's impulse buying tendency is influenced by various impulsive dimensions like psychology factors, emotional factors, store environment factors and product factors. The study is based on primary data collected from different college students in Bangalore with the help of structured questionnaires collected from 100 students. The data so collected is analysed using the SPSS tool. The statistical analysis used in the study is factor analysis. It is found that there are various factors influencing buying behaviour. But this study has analysed four factors of impulsive buying behaviour i.e., product, personal, store environment and promotional factors. The product characteristics like the product quality, new products, popularity of the product, packaging of the product etc. The purchasing powers of the people are really gone up. Thus the impulse buying behavior of the students is gone up mainly due to income, time pleasure, store characteristics and store environment.

KEYWORDS: Emotional factors, Impulse buying, product factors, psychology factors, retail outlets, store environment factors.

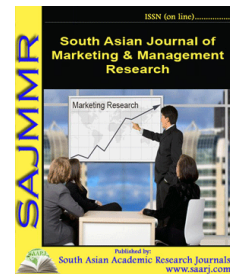


Published by: South Asian Academic Research Journals

SAJMMR:

**South Asian Journal of
Marketing & Management
Research**

(A Double Blind Refereed & Reviewed International Journal)



AN ANALYSIS OF NIFTY INDEX AND CONSTRUCTION OF OPTIMAL PORTFOLIO USING SHARPE SINGLE INDEX MODEL

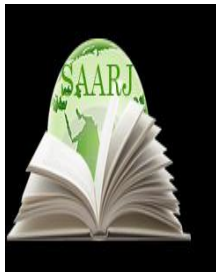
Ms. Umayal Salma Shajahan*; Pranavamoorthy.R.C**

*Assistant Professor,
Sona College of Technology.

**Student,
Sona College of Technology.

ABSTRACT

Behavioural Finance is the combination of psychology and economics that investigates what happens in markets in which some of the agents display human limitations and complications. The study of behavioural economics includes how market decisions are made and the mechanisms that drive public choice. This research takes into the consideration of human decisions that cause the changes in the behaviour of the stock prices daily. The main focus of this research is to construct an optimal portfolio in Indian stock market with the help of the Sharpe single index model. Portfolio construction is an important process of the investors for investment in the equity market. A good combination of portfolio will give maximum return for a particular level of risk. In this research, 50 stocks that range from various sectors like Pharmaceuticals, IT, Banking, Automobiles, Cements, Paints, Infrastructure and Oil & Refineries sectors have been taken into consideration and these stocks are constituent of the NSE Nifty index. The monthly data for all the stocks for the period of January 2009 to December 2013 have been considered. The proposed method formulates a unique cut off point (Cut off rate of return) and selects stocks having excess of their expected return over risk free rate of return passing this cut-off point. Percentage of investment in each of selected stocks is then decided on the basis of respective weights assigned to each stock depending on respective beta value, stock movement variance unsystematic risk, return on stock and the cut off rate of return. The study finds that only 14 company stocks constitute the optimum portfolio and they are HCL, Asian Paints, Lupin, Ultratech Cements, Dr. Reddy's Labs, Tata Motors, Sun Pharma, Cipla, TCS, Wipro, Ambuja Cements, Hero Motocorp, ITC and Grasim. The relationship between the total risk and return of the optimum portfolio obtained is positive.

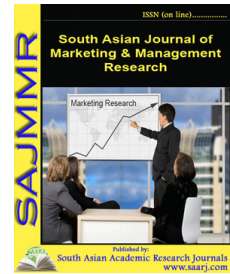


Published by: South Asian Academic Research Journals

SAJMMR:

**South Asian Journal of
Marketing & Management
Research**

(A Double Blind Refereed & Reviewed International Journal)



SOCIO-ECONOMIC EMPOWERMENT OF DALIT WOMEN THROUGH MICRO FINANCE – A CASE STUDY

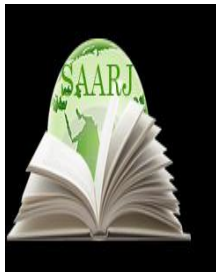
Rajanayaka K.J*

*Research Scholar,
DOS in Economics,
University of Mysore,
Mysore, India.

ABSTRACT

The micro credit institutions (MFIs) in India today offer a variety of products, follow different pricing strategies, adopt varied credit delivery models and have different legal forms and organizational structures. The present section attempts to analyze the micro credit industry in India using posters competitive strategy framework model and gives an overview of the products offered by the MFIs, the credit-delivery methodology being used and different pricing strategies employed. The micro credit programmes by the informal sector in India have evolved over the years. There is no single appropriate form of legislation for institutions undertaking micro credit institutions have been getting registered under different legislations, categorized under three heads. An attempt is made in this paper is to analyse the socio-economic empowerment of dalit women through micro finance.

KEYWORDS: *Micro Finance, Dalit Women and Empowerment.*

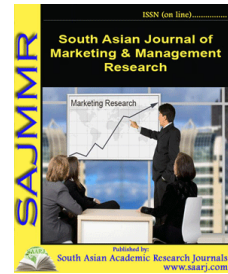


Published by: South Asian Academic Research Journals

SAJMMR:

**South Asian Journal of
Marketing & Management
Research**

(A Double Blind Refereed & Reviewed International Journal)



PROSPECTS OF ENTREPRENEURIAL DEVELOPMENT TOWARDS ECONOMIC DEVELOPMENT

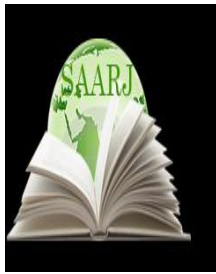
Ashoka M*; Dr. Duggappa M.C.**

*Research Scholar,
Lecturer
Department of Commerce,
Shimoga.

**Associate Professor,
Govt. First Grade College,
Holehonnur, Shimogga.

ABSTRACT

Good Entrepreneur can create a strong economy. Entrepreneurship is an important facet of industrial growth and development of a nation. It is the backbone of a nation that sets its eyes on maximizing its performance in every field. The spirit of entrepreneurship brings about enthusiasm, persistence and the ability to seek entrepreneurial opportunities that lead to success. A nation's ability to generate a steady stream of business opportunities can only come about when its people take to entrepreneurial activities. Entrepreneurs are essentially the engines of growth for a nation. There are several factors that go into making a successful entrepreneur, and he or she need not necessarily possess a strong business and financial background. On the contrary, well-conceived and well directed training can always produce an outstanding entrepreneur. In addition, today's world with its burgeoning population offers limited avenues of employment.

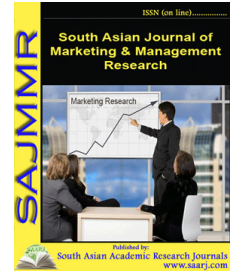


Published by: South Asian Academic Research Journals

SAJMMR:

**South Asian Journal of
Marketing & Management
Research**

(A Double Blind Refereed & Reviewed International Journal)



UNDERSTANDING ENTREPRENEURSHIP: A WEALTH OF OPPORTUNITIES

Dr. Goulap Jagadish Brahma*; Prof. J.K. Panda**

*Assistant Professor,
Hawassa University,
Hawassa, Ethiopia.

**Professor,
Utkal University
Bhubaneswar, India.

ABSTRACT

Entrepreneurship is perceived as vital instrument for sustainment of any economy and its international progress. Moreover, recognizing and choosing appropriate opportunities for new ventures is one of the most significant skills of an accomplished entrepreneur. On the other hand, entrepreneurs recognize opportunities for creating and delivering value stakeholders in the future businesses. Whereas, components of an opportunity might be identified, opportunity are created and not discovered.

This research presents an existing platform of entrepreneurial opportunity recognition and its development and employs Dubin's (1978) theory building framework. The research critically reviewed various theories proposed by several authors in order to gain superior knowledge of entrepreneurial opportunities. The research is based on secondary data sources. Moreover, this research has employs Dubin's (1978) theory building framework in order to recognize entrepreneurial opportunities and their development. Finally, conclusion was made and area for further research has been suggested in order to support the feasibility of the subject.

KEYWORDS: *Entrepreneurship, Opportunity, Ability, Uncertainty, Innovation.*

Editorial Board

Dr. B.C.M. Patnaik, Editor in Chief

Associate Professor (Accounts & Finance)
KSOM, KIIT University,
Bhubaneswar, Odisha, INDIA.

Dr. Victor Sohmen

Professor
Department of Management and Leadership
Drexel University Philadelphia, Pennsylvania,
USA

Dr. Anisul M. Islam

Professor
Department of Economics University of
Houston-Downtown, Davies College of Business
Shea Street Building Suite B-489
One Main Street, Houston, TX 77002, USA

Shyam Lal Kaushal

Professor
School of Management Studies
Himachal Pradesh University, Shimla, INDIA.

Dr. Zachary A. Smith

Professor
Public Administration, Northern Arizona
University, USA.

Dr. Celaledin Serinkan

Professor
Business Management, Pamukkale University,
TURKEY.

Dr. Liliana Faria

Faculty
Vocational Psychology,
ISLA Campus Lisboa - Laureate International
Universities, PORTUGAL.

Dr. Marko Olavi Kesti

Faculty
Administration, University of Lapland, FINLAND

Dr. Kapil Khanal

Associate Professor
Department of Management, Shankar Dev Campus,
Ram Shah Path T.U. Kirtipur, NEPAL

Dr. Sunil Kumar

Associate Professor
Faculty of Economics, South Asian University (SAU),
New Delhi, INDIA.

Dr. Dalbir Singh

Assistant Professor
Haryana School of Business,
Guru Jambheshwar Univ. of Sc. & Tech., Hisar,
Haryana, INDIA

Dr. Sonia Sharma Uppal

Assistant professor,
P.G Department of Comm. & Mgt. Arya College,
Ludhiana, INDIA

Poongothai Selvarajan

Lecturer
Department of Economics and Management
Vavuniya Campus of the University of Jaffna,
Vavuniya, SRI LANKA

Mrs. S. Dinesh Kumar

Assistant Professor
Faculty of Mgt. Studies and Comm.
University of Jaffna, SRI LANKA,

S. Anandasayanan

Senior Lecturer
Department of Financial Management
Faculty of Management Studies & Commerce
University of Jaffna, SRI LANKA

Poongothai Selvarajan

Lecturer
Department of Economics and Management,
Vavuniya Campus of the University of Jaffna,
Vavuniya, SRI LANKA

Categories

- Management and Economics
- Financial Management and Accounting
- Industrial and Business Management
- Entrepreneurship Management
- Marketing Management
- Banking and Insurance Studies

Review Process

Each research paper/article submitted to the journal is subject to the following reviewing process:

1. Each research paper/article will be initially evaluated by the editor to check the quality of the research article for the journal. The editor may make use of iThenticate/Viper software to examine the originality of research articles received.
2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
4. The review process may take three/four working days.
5. In case of acceptance of the article, journal reserves the right of making amendments in the final draft of the research paper to suit the journal's standard and requirement.

Published by

South Asian Academic Research Journals

A Publication of CDL College of Education, Jagadhri (Haryana)
(Affiliated to Kurukshetra University, Kurukshetra, India)

Our other publications :

Academicia - An International Multidisciplinary Research Journal

ISSN (online) : 2249-7137

SAARJ Journal on Banking & Insurance Research (SJBIR)

ISSN (online) : 2319-1422