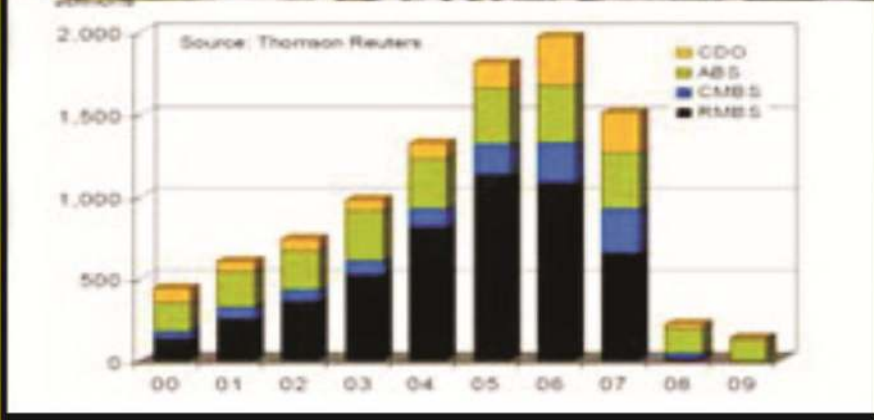


SJBIR

ISSN (online) : 2319-1422

**SAARJ Journal on Banking &
Insurance Research
(SJBIR)**



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

SJBIR

ISSN (online) : 2319-1422

Editor-in-Chief : Dr. Priti Pandey

Impact Factor : SJIF = 2.380

Frequency : Bi-Monthly

Country : India

Language : English

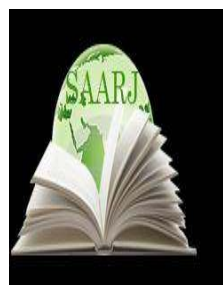
Start Year : 2012

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: sjbir@saarj.com

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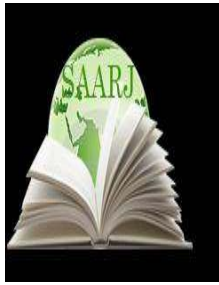


**SAARJ Journal on
Banking & Insurance
Research (SJBIR)**

(Double Blind Refereed & Reviewed International Journal)



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**SAARJ Journal on
Banking & Insurance
Research (SJBIR)**

(Double Blind Refereed & Reviewed International Journal)



DOI NUMBER: 10.5958/2319-1422.2017.00026.1

**A STUDY ON CUSTOMER'S PERCEPTION TOWARDS DEBIT CARD
USERS IN PUBLIC AND PRIVATE SECTOR BANKS AT DHARMAPURI
DISTRICT**

Dr. S.M. Krishnan*; C. Senthil kumar**

*Professor & Head,
Department of Commerce,
Govt Arts College for Men, Krishnagiri.
Email id: karthigaviji@gmail.com

**Research Scholar, Assistant Professor,
Gurunanak College, Chennai, INDIA.

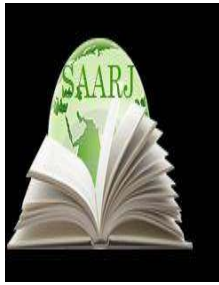
ABSTRACT

Debit card use at the point of sale has grown dramatically in recent years in India and now exceeds the number of credit card transactions. The debit cards are used to withdraw cash from an ATM, purchase of goods and services at Point of Sale, E-commerce online purchase both domestically and internationally. However, it can be used only for domestic fund transfer from one person to another. This paper attempts to study about the customer perception of debit card usages in the banking industry and satisfaction of debit card holders. The Debit card is one of the best online e-payment tool through which the amount of purchase is immediately deducted from customer account and credited to merchant's account provided if that much amount is available in the customer's account. The system checks the account for adequate funds before permitting any transaction. Wide acceptance of ATMs by consumers, the introduction of biometric ATMs, and increasing scope of value-added ATM services will maintain growth in the industry. However, it can be used only for domestic fund transfer from one person to another. This increased usage of debit cards in urban and rural areas suggests the need for which the debit cards are used by the card holders.

KEYWORDS: Debit Card, Credit Card, Sector Bank

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SAARJ Journal on Banking & Insurance Research (SJBIR)

(Double Blind Refereed & Reviewed International Journal)



DOI NUMBER: **10.5958/2319-1422.2017.00027.3**

IMPACT OF FIRM SPECIFIC VARIABLES ON STOCK PRICE VOLATILITY AND STOCK RETURNS OF NEPALESE COMMERCIAL BANKS

Dr. Ramji Gautam*

*Associate Professor,
Tribhuvan University, NEPAL.

ABSTRACT

The main purpose of the study is to examine the impact of firm specific variables on stock price volatility and stock return in context of Nepalese commercial banks over the period of 2008/09 to 2015/16. This study employs causal comparative research design which deals with how bank specific variables, specifically, leverage ratio, market capitalization, growth of assets, earning price ratio, dividend yield and book to market effect on stock price volatility and stock return. The study reveals a positive relationship between leverage, market capitalization, dividend payout and dividend yield with stock return which indicates that higher the market capitalization, leverage, dividend payout and dividend yield ratio, higher would be the stock return. Likewise, there is negative relation between book to market, growth of assets, and earning price ratio with stock return which reveals that higher the book to market, growth of assets and earning price ratio, lower would be the stock return. Similarly, leverage, dividend payout, and dividend yield have positive relation with share price volatility, which shows higher the leverage, dividend payout and dividend yield, higher would be the share price volatility. However, there is negative relationship between market capitalization, book to market, growth of assets and earning price ratio which showing higher the market capitalization, book to market, growth of assets and earning price ratio, lower would be the share price volatility.

KEYWORDS: *Stock Price Volatility, Dividend Payout Ratio, Earning Price Ratio, Stock Return, Leverage, Dividend Yield, Size, Commercial Banks*

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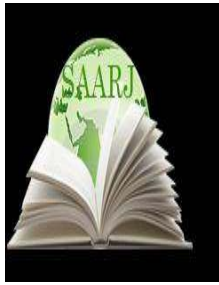
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SAARJ Journal on Banking & Insurance Research (SJBIR)

(Double Blind Refereed & Reviewed International Journal)



DOI NUMBER: **10.5958/2319-1422.2017.00028.5**

ASSESSMENT OF LIQUIDITY IN NEPALI COMMERCIAL BANKS

Shiva Raj Poudel *

*Researcher,
NEPAL.

ABSTRACT

The main objective of the study is to examine the indicators of liquidity position in Nepali commercial banks using pooled ordinary least square (OLS) model of 195 observations from 15 commercial banks operated in Nepal for the period of 2002/03 to 2014/15. Liquid asset to deposit plus short term borrowing ratio is considered as the proxy of liquidity of commercial banks. All the data for the study were obtained from the database of Nepal Rastra Bank for bank specific variables and database of world bank for macroeconomic variables. The results confirmed that capital adequacy ratio, bank size and interest spread have the significant positive impact on commercial bank liquidity as expected. In contrast, interbank interest rate has the significant negative impact on liquidity. Surprisingly, credit risk has the significant positive impact on liquidity as opposed to the expectation. The analysis further confirmed that return on equity and rate of inflation have insignificant negative whereas, GDP growth has insignificant positive impact on liquidity position of Nepali commercial banks. As compared to other business organizations, the liquidity risk is much more sensitive in commercial banking industries. Therefore, the central bank can play directive and regulatory roles to minimize such risks. Moreover, due to investors perception on too big to fail hypothesis larger banks have better access to liabilities to meet liquidity needs so larger banks should not need to rely on liquid assets to meet liquidity needs as small banks.

KEYWORDS: *liquidity, capital adequacy, bank size, credit risk, interest spread, interbank interest rate*

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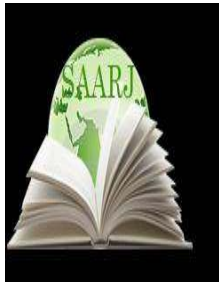
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SAARJ Journal on Banking & Insurance Research (SJBIR)

(Double Blind Refereed & Reviewed International Journal)



DOI NUMBER: **10.5958/2319-1422.2017.00029.7**

A STUDY ON INDIAN INSURANCE IN THE GLOBAL SCENARIO

Mr. B. Parashuramulu *; Ch. Guru Raju**

*Research Scholar,
Department of Commerce & Business Management
Kakatiya University, Warangal (Telangana), INDIA.
Email id: parashu124@gmail.com

**Director of Admissions,
Kakatiya University, Warangal, INDIA.
Email id: Gururaju.ch@gamil.com

ABSTRACT

India's insurable population is expected to grow to 750 million and life expectancy to 74 years by 2020. As a result, life insurance, which is the second most preferred financial instrument in India, would contribute to an estimated 35 per cent of total savings in the next seven years, compared with a meager 26 per cent in 2010. In life insurance business, India is ranked 10th among the 88 countries, for which data are published by Swiss Re. during 2012, the life insurance premium in India declined by 6.9 per cent (inflation adjusted). During the same period, the global life insurance premium increased by 2.3 per cent. India's share in global life insurance market was 2.03 percent during 2012, as against 2.30 per cent in 2011. Over the last 10 years, the penetration of non-life insurance sector in the country remained steady in the range of 0.5-0.7 per cent. However, its density has gone up from USD 2.4 in 2001 to USD 10.5 in 2012. Insurance density which reached the maximum of USD 64.4 in the year 2010 from the level of USD 11.5 in 2001. During the year under review 2012-13 the insurance density was USD 53.2. The key objectives of the IRDA include promotion of competition so as to enhance customer satisfaction through increased consumer choice and lower premiums, while ensuring the financial security of the insurance market.

KEYWORDS: *Indian Insurance Sector, Life and Non-Life Insurance .Global Scenario, Density in India, Insurance Penetration.*

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