INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT



A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., The American Economic Association's electronic bibliography, EconLit, U.S.A., EBSCO Publishing, U.S.A. Index Copernicus Publishers Panel, Poland, Deen J-Gage, India [link of the same is duly available at Inflibnet of University Grants Commission (U.G.C.)]

as well as in Cabell's Directories of Publishing Opportunities, U.S.A

Circulated all over the world & Google has verified that scholars of more than Hundred & Twenty One countries/territories are visiting our journal on regular basis.

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	GUDRI KE LAL - MANAGEMENT GURU ANNA HAZARE – A HOPE OF 'CORRUPTION' FREE INDIA DR. SANGEETA MOHAN & KRISHNA MOHAN SHARMA	1
2.	STUDENTS BEHAVIOUR AND THE QUALITY OF EDUCATION IN ETHIOPIAN SECONDARY SCHOOLS (THE CASE OF EASTERN ZONE OF TIGRAI REGION, ETHIOPIA) DR. HAILAY GEBRETINSAE BEYENE & MRUTS DESTA YEEBIYO	6
3.	POLICY STABILITY: A HOPE FOR INDUSTRIAL AND ECONOMIC DEVELOPMENT IN NIGERIA	13
4.	MOTIVATION & PRODUCTIVITY RELATIONSHIP: A STUDY ON THE SUPERSTORES OF DHAKA	19
5.	MD. SHEHUB BIN HASAN, HUSSAIN AHMED ENAMUL HUDA & ABU MD. ABDULLAH ANALAYSIS OF MACROECONOMIC FACTORS AFFECTING THE INFLOW OF FOREIGN DIRECT INVESTMENT IN MALAYSIA	25
6.	CONSUMER ATTITUDE TOWARDS GREEN PRODUCTS OF FMCG SECTOR: AN EMPIRICAL STUDY	34
7.	CELEBRITIES AS BRAND ENDORSERS - AN ANALYTICAL STUDY	39
8.	DR. AJIT SHRINGARPURE & ARCHANA DADHE IMPACT OF FOREIGN INSTITUTIONAL INVESTORS ON INDIAN CAPITAL MARKET DR. AJ. BRANDARA & AA. MACCENDRA	43
9.	DR. U. BRAHMAM & M. NAGENDRA PROCESS, PROVISIONS AND BENEFITS OF SECURITIZATION - AN EMPIRICAL STUDY DR. S. MURALIDHAR & N. L. VIJAYA	47
10.	WORK LIFE BALANCE AMONG HUMAN RESOURCES, EMERGING TRENDS IN SELECT CORPORATE BUSINESSES IN INDIA AND ABROAD - A STUDY DR. V. V. S. K. PRASAD	51
11.	GREEN MARKETING: INDIAN CONSUMER AWARENESS AND MARKETING INFLUENCE ON BUYING DECISION DR. KRISHNA KUMAR VELURI	60
12.	ANALYSIS OF HUMAN RESOURCE PRACTICES FOR HEALTH CARE REFORMS: A CASE STUDY OF JALGAON DISTRICT DR. P.T. CHOUDHARI & SAROJ B. PATIL	66
13.	THE IMPACT OF GLOBAL FINANCIAL CRISIS ON INDIAN STOCK MARKETS DR. B. J. QUEENSLY JEYANTHI, DR. ALBERT WILLIAM SJ & S. TITUS KALAVATHY	71
14.	INVENTORY AND WORKING CAPITAL MANAGEMENT: A CASE STUDY OF PHARMACEUTICAL SECTOR DR. TEJ SINGH	76
15.	PERFORMANCE OF RRBs: POST TRANSFORMATION DR. ISHWARA. P & DR. CIRAPPA. I. B	82
16.	MANAGEMENT BY OBJECTIVES (MBO): A RATIONAL MODEL FOR STRESS MANAGEMENT DR. H. RAMAKRISHNA	86
17.	A STUDY ON INFLUENCING FACTORS IMPACTING CONSUMERS FOOD CHOICE WITH REFERENCE TO READY-TO-EAT SEGMENT IN SOUTHERN INDIA VIJAYABASKARMASILAMANI & DR. N. SUNDARAM	91
18.	QUALITY OF WORK LIFE AND ITS RELATION WITH JOB SATISFACTION AMONG INDIAN BANKS DR. GIRISH TANEJA & LALITA KUMARI	97
19.	FACTORS AFFECTING THE STRESS AND INFLUENCE OF STRESS INDICATORS ON LEVEL OF ORGANIZATIONAL STRESS AMONG THE WOMEN EMPLOYEES IN IT SECTOR SATHYAPRIYA.J & DR. P. AMUTHALAKSHMI	107
20.	DOES EDUCATED WOMEN PLAY A SIGNIFICANT ROLE IN HOUSEHOLD DECISION MAKING: AN EMPIRICAL STUDY FROM KOLKATA SLUM AREAS ANIRBAN MANDAL & GITANJALI HAJRA	113
21.	INVESTOR'S BEHAVIOR IN VELLORE DISTRICT P.VINOTH RAJ	122
22.	IMPACT OF EMOTIONAL INTELLIGENCE ON EMPLOYEE ENGAGEMNET – AN ASSESSSMENT WITH SPECIAL REFERNCE TO RELIANCE COMMUNICATION LIMITED, NAVI MUMBAI SHAKTI AWASTHI & KOHINOOR AKHTAR	131
23.	A STUDY ON BRAND AWARENESS AND INFLUENCE OF BRAND LOYALTY ON WOMEN FOOTWEAR IN SANGLI CITY, MAHARASHTRA JYOTI INDUPRATAP YADAV	139
24.	CUSTOMER SATISFACTION AND EXPECTATION TOWARDS BUSINESS LINE NEWSPAPER: A RESEARCH CONDUCTED IN KOLKATA DEBARUN CHAKRABORTY	143
25.	INTEREST RATE FUTURES MARKET IN INDIA	149
	DIVYA SRIVASTAVA REQUEST FOR FEEDBACK	157

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

PATRON

SH. RAM BHAJAN AGGARWAL

Ex. State Minister for Home & Tourism, Government of Haryana Vice-President, Dadri Education Society, Charkhi Dadri President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ROSHAN LAL

Head & Convener Ph. D. Programme, M. M. Institute of Management, M. M. University, Mullana

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Government F. G. College Chitguppa, Bidar, Karnataka

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

DR. KUMARDATT A. GANJRE

Director, Mandar Education Society's 'Rajaram Shinde College of M.B.A.', Pedhambe – 400 706, Maharashtra

DR. V. SELVAM

Divisional Leader - Commerce SSL, VIT University, Vellore

DR. N. SUNDARAM

Associate Professor, VIT University, Vellore

DR. PARDEEP AHLAWAT

Reader, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

S. TABASSUM SULTANA

Asst. Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

<u>SUPERINTENDENT</u>

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript anytime in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email addresses: infoijrcm@gmail.com or info@ijrcm.org.in.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

	DATED:
THE EDITOR URCM	
Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF	
(e.g. Finance/Marketing/HRM/General Management/Economics/Psychologics)	gy/Law/Computer/IT/Engineering/Mathematics/other, please specify)
DEAR SIR/MADAM	
Please find my submission of manuscript entitled '	' for possible publication in your journals.
I hereby affirm that the contents of this manuscript are original. Furthermor	re, it has neither been published elsewhere in any language fully or partly, nor is
under review for publication elsewhere.	
under review for publication elsewhere. I affirm that all the author (s) have seen and agreed to the submitted version	of the manuscript and their inclusion of name (s) as co-author (s).
I affirm that all the author (s) have seen and agreed to the submitted version	
I affirm that all the author (s) have seen and agreed to the submitted version Also, if my/our manuscript is accepted, I/We agree to comply with the forcontribution in any of your journals.	
I affirm that all the author (s) have seen and agreed to the submitted version Also, if my/our manuscript is accepted, I/We agree to comply with the forcontribution in any of your journals. NAME OF CORRESPONDING AUTHOR: Designation:	
I affirm that all the author (s) have seen and agreed to the submitted version Also, if my/our manuscript is accepted, I/We agree to comply with the forcontribution in any of your journals. NAME OF CORRESPONDING AUTHOR: Designation: Affiliation with full address, contact numbers & Pin Code:	
I affirm that all the author (s) have seen and agreed to the submitted version Also, if my/our manuscript is accepted, I/We agree to comply with the forcontribution in any of your journals. NAME OF CORRESPONDING AUTHOR: Designation: Affiliation with full address, contact numbers & Pin Code: Residential address with Pin Code:	
I affirm that all the author (s) have seen and agreed to the submitted version Also, if my/our manuscript is accepted, I/We agree to comply with the for contribution in any of your journals. NAME OF CORRESPONDING AUTHOR: Designation: Affiliation with full address, contact numbers & Pin Code: Residential address with Pin Code: Mobile Number (s):	
I affirm that all the author (s) have seen and agreed to the submitted version Also, if my/our manuscript is accepted, I/We agree to comply with the for contribution in any of your journals. NAME OF CORRESPONDING AUTHOR: Designation: Affiliation with full address, contact numbers & Pin Code: Residential address with Pin Code: Mobile Number (s): Landline Number (s):	
I affirm that all the author (s) have seen and agreed to the submitted version Also, if my/our manuscript is accepted, I/We agree to comply with the for contribution in any of your journals. NAME OF CORRESPONDING AUTHOR: Designation: Affiliation with full address, contact numbers & Pin Code: Residential address with Pin Code: Mobile Number (s):	of the manuscript and their inclusion of name (s) as co-author (s).

- The sender is required to mention the following in the **SUBJECT COLUMN** of the mail: $\textbf{New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Marketing/HRM/General Marketing/HRM/General Marketing/HRM/Ge$ Engineering/Mathematics/other, please specify)
- There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- The total size of the file containing the manuscript is required to be below 500 KB.
- Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.
- PT TITLE: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.
- IOR NAME (S) & AFFILIATIONS: The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in italic & 11-point Calibri Font. It must be centered underneath the title.
- ABSTRACT: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

- 5. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
- 6. MANUSCRIPT: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
- 7. **HEADINGS**: All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 8. SUB-HEADINGS: All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
- 9. **MAIN TEXT**: The main text should follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVE:

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed 5000 WORDS.

- 10. **FIGURES &TABLES**: These should be simple, centered, separately numbered & self explained, and **titles must be above the table/figure**. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.
- 11. **EQUATIONS**: These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
- 12. **REFERENCES**: The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (ed.) for one editor, and (ed.s) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parentheses.
- The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

воок

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

 Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

 Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITE

Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

IMPACT OF FOREIGN INSTITUTIONAL INVESTORS ON INDIAN CAPITAL MARKET

DR. U. BRAHMAM PRINCIPAL RR INSTITUTE OF ADVANCED STUDIES CHIKKABANAWARA

M. NAGENDRA LECTURER RR INSTITUTE OF ADVANCED STUDIES BANGALORE

ABSTRACT

An important feature of the development of capital market in India in the last 20 years has been the growing participation of Institutional Investors. Institutional investors comprise both foreign institutional investors and the domestic institutional investors. In India, these institutional investors manage large amount of funds which constitutes a significant share of the entire market capitalization. Impact of these investors especially FIIs in Indian capital market has been a matter of debate. FII investments seem to have influenced the Indian capital market to a considerable extent. This paper makes an attempt to understand whether there exists a relationship between FII and capital market returns in India. Here, will see the impact of FIIs movement on index prices through the analysis of historical investment of FIIs and historical prices of BSE SENSEX and NSE NIFTY.

KEYWORDS

FIIs, Indian Capital Market, BSE SENSEX, and NSE NIFTY.

INTRODUCTION

he economic landscape of India underwent a paradigm change when the economy was liberalized in 1991. It also laid the foundation for a strong regulatory network. India witnessed stellar economic performance through the period 2005-09. This was manifested through an average 8.5 – 9 percent GDP growth rates, rising domestic savings and investment levels and the amount of foreign capital flowing into the country.

Foreign investments can any of the three forms:

- Portfolio investments in Indian companies Foreign Institutional Investor ("FII") route— essentially entailing transactions executed on stock exchanges in India;
- Direct investment into Indian companies Foreign Direct Investment ("FDI") route;
- Private Equity investments Foreign Venture Capital Investor ("FVCI") route

Foreign Institutional Investors have been a major source of funds into the Indian Capital Markets in the past few years. Foreign Institutional Investors are defined under SEBI Regulations as "an institution that is a legal entity established or incorporated outside India proposing to make investments in India only in securities." Foreign institutional investors also include domestic asset management companies or domestic portfolio managers who manage funds raised or collected or bought from outside India for the purpose of making investment in India on behalf of foreign corporate or foreign individuals. These investments are governed by the Securities and Exchange Board of India (Foreign Institutional Investors) Regulations, 1995. Potential investors also have to get approval from the Reserve Bank of India to operate foreign currency accounts to bring in and take out funds and rupee bank accounts to pay for transactions. The Reserve Bank of India also regulates the activities of FIIs, through exchange control regulations.

BOMBAY STOCK EXCHANGE

Of the 22 stock exchanges in the country, Mumbai's (earlier known as Bombay), Bombay Stock Exchange is the largest, with over 6,000 stocks listed. The BSE accounts for over two thirds of the total trading volume in the country. Established in 1875, the exchange is also the oldest in Asia. Among the twenty-two Stock Exchanges recognised by the Government of India under the Securities Contracts (Regulation) Act, 1956, it was the first one to be recognised and it is the only one that had the privilege of getting permanent recognition ab-initio.

BSE SENSEX

BSE Sensex or **Bombay Stock Exchange Sensitive Index** is a value-weighted index composed of 30 stocks that started January 1, 1986. The Sensex is regarded as the pulse of the domestic stock markets in India. It consists of the 30 largest and most actively traded stocks, representative of various sectors, on the Bombay Stock Exchange. These companies account for around fifty per cent of the market capitalization of the BSE. The base value of the sensex is *100* on April 1, 1979, and the base year of BSE-SENSEX is *1978-79*.

NATIONAL STOCK EXCHANGE OF INDIA

NSE was promoted by leading Financial Institutions at the behest of the Government of India and was incorporated in November 1992 as a tax-paying company unlike other stock exchanges in the country. On its recognition as a stock exchange under the Securities Contracts (Regulation) Act, 1956 in April 1993, NSE commenced operations in the Wholesale Debt Market (WDM) segment in June 1994. The Capital Market (Equities) segment commenced operations in November 1994 and operations in Derivatives segment commenced in June 2000.

S&P CNX NIFTY

The Standard & Poor's CRISIL NSE Index 50 or S&P CNX Nifty nicknamed Nifty 50 or simply Nifty (NSE: ^NSEI), is the leading index for large companies on the National Stock Exchange of India. The Nifty is a well diversified 50 stock index accounting for 23 sectors of the economy. The S&P CNX Nifty stocks represent about 60% of the total market capitalization of the National Stock Exchange (NSE). It is used for a variety of purposes such as benchmarking fund portfolios, index based derivatives and index funds. Nifty is owned and managed by India Index Services and Products Ltd. (IISL),

OBJECTIVES

- To determine the factors that influences the dependency of Indian stock market on foreign institutional investors.
- To analyze graphically, Net purchases and sales by FIIs in the sampling period.
- To analyze the stock market returns of indices and determine FII's Percentage Change in Investment.
- To analyze the Trends in FII Investment in India in the sampling period.
- Examine whether FIIs have any influence on Equity Stock Market.

SCOPE OF THE STUDY

The scope of the study extends up to the analysis of analysis of stock market returns of dependent factors like FII investments of a country. The analysis lies as a means for comparison between the net purchase, sales, and investments in Indian stock market taken in the sample data only.

METHODOLOGY

SOURCE OF DATA

Various sources of secondary data are:

- Books, Journals, and Internet(BSE, NSE, SEBI)
- SAMPLING SIZE
- Monthly closing data of Sensex and Nifty(2001-2010)
- Yearly FII Inflows (2001-2010)
- Yearly returns of sensex and nifty(2001-2010)
- RESEARCH TOOLS
- Correlation, Co-efficient of Determination, and SPSS Software

ANALYSIS

TRENDS IN EQUITY

The year 2010 has seen a net inflow of ₹ 140,497 crore in equities so far. The *cumulative* investments in equity stand at ₹982,251 crore the graph below shows the trend in FII sales and purchases over the 2001-2010 period.

TABLE 1: TABLE SHOWING EQUITY FII FLOWS IN ₹ CRORE

٠.	DEE 1. INDEE SHOWING EQUITION EDITOR & CHE				
	Year	Purchases	Sales	Net	
	2001	51,866.60	38,572.80	13,294.70	
	2002	46,320.31	42,673.54	3,627.23	
	2003	94,816.50	64,024.10	29,953.2	
	2004	183,883.70	145,185.50	38,688.40	
	2005	278,186.10	232,378.50	45825.6	
	2006	435,804.30	404,523.22	31,281.08	
	2007	805,167.57	734,227.52	709,40.05	
	2008	720,757.80	773,809.50	-53,051.70	
	2009	626,004.50	540,636.90	85,367.6	
	2010	768,402.60	634,110.70	140,497.20	

Source: Moneycontrol.com

There has been a steep rise in FIIs in Equity beginning 2003. Except for 2008 to mid 2009 due to recession period, since 1993, only once have foreign investors turned net sellers. This has primarily been on account of rise in global liquidity conditions primarily driven by low interest rates in US that was affected to counter recessionary condition post the dot –com bubble, a rising aversion towards US, for its huge current account current account deficit and growth of the 'emerging' economies like China, India etc. FIIs have been progressively raising their investments in Indian market since 2003, the year that saw the year that saw the beginning of the bull-run in the Sensex. This continued until 2008, when the recession hit. Liquidity dried up. So did the risk-aversion of investors towards emerging markets. The equity begun to rise in middle of 2009 and gradually attracted foreign investors last financial year.

TRENDS IN DEBT

TABLE 2: TABLE SHOWING DEBT FII FLOWS IN ₹ CRORE

Year	Purchases	Sales	Net Purchase
2001	5116.9	4998.5	119
2002	2777.79	2713.04	64.86
2003	10688.9	5757.26	4939.74
2004	13682.6	10569.4	3113.2
2005	6733.5	11838.9	-5105.4
2006	9549.23	6255.65	3629.18
2007	31,210.58	22,061.45	9,149.13
2008	48,586.10	36,245.70	12,340.40
2009	110,438.70	106,980.30	3,458.40
2010	213,849.20	161,749.00	54,442.80

Source: Moneycontrol.com

The period 2001-2010 witnessed relatively high debt flows as compared to the preceding periods into currency bond markets owing to low inflation and high global liquidity. FII investments into Debt have been ₹ 790 crore for in the month of October 2010 and ₹ 899.80 crore in the first ten days of November, 2010. Cumulative debt FII flows till 31st November stand at the level of ₹ 7109.30 crore.

GROWTH OF FII INVESTMENTS AND REGISTERED FII IN INDIA

TABLE 3: TABLE SHOWING GROWTH OF REGISTERED FII IN INDIA

Year	Registered FII	
2001	556	
2002	482	
2003	489	
2004	517	
2005	639	
2006	822	
2007	993	
2008	1219	
2009	1594	
2010	1741	
6 6501		

Source: SEBI

In 1993, when investments in FII's were introduced, Pictet Umbrella Trust Emerging Markets' Fund, an institutional investor from Switzerland, was the only FII to enter the Indian market. While no new registrations were reported till 2001 thereafter from 2003, an average of 51 new FIIs began operations in the country each FIIs began operations in the country each year. The graph clearly indicates the steep increase in number of FIIs since the year 2003. Currently, there are 1,741 registered FIIs and 6,164 registered sub-accounts.

IMPACT OF FII ON STOCK MARKET CORRELATION OF FII WITH SENSEX CORRELATIONS

	_	FII	SENSEX
FII	Pearson Correlation	1	.423**
	Sig. (2-tailed)		.001
	N	120	120
SENSEX	Pearson Correlation	.423**	1
	Sig. (2-tailed)	.000	
	N	120	120

^{**.} Correlation is significant at the 0.01 level (2-tailed). 2001-2010

The correlation between FII and SENSEX is significant. This means that the FII inflows influence to a considerable extent on the Sensex volatility. The number of observations considered for this correlation analysis is 120. The observations being the Monthly closing price of Sensex, Monthly FII Net cash inflow. The effect of FII on Sensex is positive, it means if FII increases, the value of sensex also increases. The behaviour of the foreign portfolio investors matched the behaviour of Sensex during this period. Net FII investment in the Indian capital markets started fluctuating sharply during the year 2007 and it turned negative. Net FII investment in the Indian stock market was positive from 2008 to 2010. During this period, the Sensex and net FII investment showed very high degree of correlation. On the whole, there exists a relationship between FIIs.

CORRELATION OF FII WITH NIFTY CORRELATIONS

	-	FII	NIFTY
FII	Pearson Correlation	1	.429**
	Sig. (2-tailed)		.001
	N	120	120
NIFTY	Pearson Correlation	.429**	1
	Sig. (2-tailed)	.000	
	N	120	120

^{**.} Correlation is significant at the 0.01 level (2-tailed).

The correlation between FII and NIFTY is significant. This means that the FII inflows influence to a considerable extent on the Nifty volatility. The number of observations considered for this correlation analysis is 120. The observations being the Monthly closing price of Nifty, Monthly FII Net cash inflow. FII flows and contemporaneous stock returns are strongly correlated in India. The correlation coefficients between different measures of FII flows and market returns on the National Stock Exchange during different sample periods are shown in Table above. While the correlations are quite significant throughout the sample period, they exhibit a significant rise since the beginning of the 2001-10. The calculations show that there exists a relationship between FIIs and Nifty.

CORRELATION OF NET INVESTMENT IN EQUITY WITH NET INVESTMENT IN DEBT CORRELATIONS

	-	EQUITY	DEBT
EQUITY	Pearson Correlation	1	.251**
	Sig. (2-tailed)		.006
	N	120	120
DEBT	Pearson Correlation	.251**	1
	Sig. (2-tailed)	.006	
	N	120	120

^{**.} Correlation is significant at the 0.01 level (2-tailed).

The correlation between Net Investment in Equity and Net Investment in Debt is significant. The number of observations considered for this correlation analysis is 120. The observations being the Monthly Net Inflow in Equity, Monthly Net Inflow in Debt. The flow of Equity is considerably more than Debt, during 2009-2010.

CALCULATION OF CO-EFFICIENT OF DETERMINATION

The coefficient of determination, r^2 , is useful because it gives the proportion of the variance (fluctuation) of one variable that is predictable from the other variable

It is a measure that allows us to determine how certain one can be in making predictions from a certain model/graph.

Co-efficient of Determination = r²

FII with Sensex 0.178

Only 17.8% of the total variation of FII is explained by the Sensex and the remaining 82.2% is accounted for by something other than Sensex. Similarly, in the case of FII and Sensex we have r^2 = .178, indicating that variation in FII explains about 17.8% of the variation in Sensex. 82.2% of the variation in Sensex is unexplained by FII, explainable by other factors, omitted variables, random variation, etc. We shouldn't put too much emphasis on r^2 , t-stat is more important. However, r^2 , or some other measure of goodness of fit is expected in reported empirical results.

FII with Nifty 0.184

Only 18.4% of the total variation of FII is explained by the Nifty and the remaining 81.6% is accounted for by something other than Nifty Coefficient of Determination (r^2) ranges from 0 - 1, is always part of the standard regression output, the important measure of goodness of fit. r^2 = correlation coefficient (r) squared, since the range of r is from -1 to +1, squaring r forces r^2 to fall between 0 and 1. r^2 in the above table gives the percentage (%) of the total variation in Nifty that is explained by the regression equation, or explained by FIIs. During the period the total variation in Nifty explained by FII amounted to 18.4% and the remaining 81.6% is explained by other factors which influence Nifty.

CALCULATION OF CO-EFFICIENT OF NON-DETERMINATION

The coefficient of non determination; represents that part of the dependent variable's total variation not accounted for by linear association with the independent variable.

Co-efficient of Non-Determination = $1 - r^2$

FII with Sensex	0.822
FII with Nifty	0.816

CONCLUSION

Results of the study shows that not only the FIIs are the major players in the domestic stock market in India, but their influence on the domestic market is also growing, FII trading is having a higher percentage in the total BSE turnover, from which it can be said that FIIs presence can significantly impact the BSE trading. This paper analyses the impact primarily of FII Inflows on the volatility of the Index (Sensex and Nifty). On the basis of the results from the analysis given above it can be said that the impact of FII cash inflows on the index volatility is significant enough to influence. The correlation between the FII inflow and Sensex, Nifty is positive. Therefore it can be concluded from the analysis that then FII operate only in the index and Blue Chip stocks and Mutual Fund operate in the Non index and non blue chip stocks.

The return on the Indian stock market is considerably high and it is attracting more and more FII. FII's are interested in Indian stock exchanges especially Sensex and Nifty as it constitutes the best most liquid companies in India. So the FII are playing a dominant role in the volatility of the Sensex and Nifty. The investment of FII is more in Sensex and Nifty as compared to other stock exchanges of India. The Purchase and Sale of securities by FII has a bearing on the Sensex and Nifty prices. This is very much evident from the crash of index prices when the FII are very active in selling of securities when they see some economic instability. The domestic institutional investors have to play an active role in the stock market so as to bring the stability in the stock market. The stability of the stock market is important indicator of the economic development.

REFERENCES

- www.bseindia.com
- 2. www.nse-india.com
- 3. www.moneycontrol.com
- 4. www.en.wikipedia.org



REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mails i.e. infoijrcm@gmail.com or info@ijrcm.org.in for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.







