INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & 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., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A

as well as in

Registered & Listed at: Index Copernicus Publishers Panel, Poland

Circulated all over the world & Google has verified that scholars of more than 1388 Cities in 138 countries/territories are visiting our journal on regular basis.

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	THE IMPACT OF PLANNING AND CONTROL ON SERVICE SMES SUCCESS	1
2.	CHALLENGES FOR SMALL AND MEDIUM ENTERPRISES IN INFORMATION TECHNOLOGY IN THE CITY OF BANGALORE, INDIA	9
3.	ROLE OF MANAGEMENT INFORMATION SYSTEMS IN MANAGERIAL DECISION MAKING OF ORGANIZATIONS IN THE GLOBAL BUSINESS WORLD	14
	MD. ZAHIR UDDIN ARIF, MOHAMMAD MIZENUR RAHAMAN & MD. NASIR UDDIN	
4.	EFFECTS OF CALL CENTER CRM PRACTICES ON EMPLOYEE JOB SATISFACTION DR. ALIYU OLAYEMI ABDULLATEEF	19
5.	DETERMINANTS OF CAPITAL STRUCTURE: EVIDENCE FROM TANZANIA'S LISTED NON FINANCIAL COMPANIES BUNDALA, NTOGWA NG'HABI & DR. CLIFFORD G. MACHOGU	24
6.	RELATIONSHIP BETWEEN INTRINSIC REWARDS AND JOB SATISFACTION: A COMPARATIVE STUDY OF PUBLIC AND PRIVATE ORGANIZATION TAUSIF M.	33
7.	NUCLEAR ENERGY IN INDIA: A COMPULSION FOR THE FUTURE DR. KAMLESH KUMAR DUBEY & SUBODH PANDE	42
8.	CONTEXTUAL FACTORS FOR EFFECTIVE IMPLEMENTATION OF PERFORMANCE APPRAISAL IN THE INDIAN IT SECTOR: AN EMPIRICAL STUDY SUJOYA RAY MOULIK & DR. SITANATH MAZUMDAR	47
9.	A STUDY OF CITIZEN CENTRIC SERVICE DELIVERY THROUGH e-GOVERNANCE: CASE STUDY OF e-MITRA IN JAIPUR DISTRICT RAKESH SINGHAL & DR. JAGDISH PRASAD	53
10.	TWO UNIT COLD STANDBY PRIORITY SYSTEM WITH FAULT DETECTION AND PROVISION OF REST VIKAS SHARMA, J P SINGH JOOREL, RAKESH CHIB & ANKUSH BHARTI	61
11.	MACRO ECONOMIC FACTORS INFLUENCING THE COMMODITY MARKET WITH SPECIAL REFERENCE TO GOLD AND SILVER DR. G. PANDURANGAN, R. MAGENDIRAN, L. S. SRIDHAR & R. RAJKOKILA	68
12.	CRYTICAL ANALYSIS OF EXPONENTIAL SMOOTHING METHODS FOR FORECASTING	71
13.	UDAI BHAN TRIVEDI COMPARATIVE STUDY ON RETAIL LIABILITIES, PRODUCTS & SERVICES OF DISTRICT CENTRAL CO-OPERATIVE BANK & AXIS BANK ABHINAV JOG & ZOHRA ZABEEN SABUNWALA	75
14.	SECURE KEY EXCHANGE WITH RANDOM CHALLENGE RESPONSES IN CLOUD	81
15.	BINU V. P & DR. SREEKUMAR A COMPUTATIONAL TRACKING AND MONITORING FOR EFFICIENCY ENHANCEMENT OF SOLAR BASED REFRIGERATION	84
16.	V. SATHYA MOORTHY, P.A. BALAJI, K. VENKAT & G.GOPU FINANCIAL ANALYSIS OF OIL AND PETROLEUM INDUSTRY DR. ASHA SHARMA	90
17.	ANOVA BETWEEN THE STATEMENT REGARDING THE MOBILE BANKING FACILITY AND TYPE OF MOBILE PHONE OWNED: A STUDY WITH REFERENCE TO TENKASI AT VIRUDHUNAGAR DSITRICT DR. S. VALLI DEVASENA	98
18.	VIDEO REGISTRATION BY INTEGRATION OF IMAGE MOTIONS V.FRANCIS DENSIL RAJ & S.SANJEEVE KUMAR	103
19.	ANALYZING THE TRADITIONAL INDUCTION FORMAT AND RE – DESIGING INDUCTION PROCESS AT TATA CHEMICALS LTD, MITHAPUR PARUL BHATI	112
20.	THE JOURNEY OF E-FILING OF INCOME TAX RETURNS IN INDIA MEENU GUPTA	118
21.	ROLE OF FINANCIAL TECHNOLOGY IN ERADICATION OF FINANCIAL EXCLUSION DR. SARIKA SRIVASTAVA & ANUPAMA AMBUJAKSHAN	122
22.	ATTRITION: THE BIGGEST PROBLEM IN INDIAN IT INDUSTRIES VIDYA SUNIL KADAM	126
23.	INFORMATION TECHNOLOGY IN KNOWLEDGE MANAGEMENT	132
24.	M. SREEDEVI A STUDY OF EMPLOYEE ENGAGEMENT & EMPLOYEE CONNECTS' TO GAIN SUSTAINABLE COMPETITIVE ADVANTAGE IN GLOBALIZED ERA	136
25.	BIG-BOX RETAIL STORE IN INDIA – A CASE STUDY APPROACH WITH WALMART	142
26.	M. P. SUGANYA & DR. R. SHANTHI IMPACT OF INFORMATION TECHNOLOGY ON ORGANISATIONAL CULTURE OF STATE BANK OF INDIA AND ITS ASSOCIATED BANKS IN SRIGANGANAGAR AND HANUMANGARH DISTRICTS OF RAJASTHAN	146
27.	WOHITA USER PERCEPTION TOWARDS WEB, TELEVISION AND RADIO AS ADVERTISING MEDIA: COMPARATIVE STUDY SINDLY KORDA & SHAKEEL AHAMED	149
28.	SINDU KOPPA & SHAKEEL AHAMED STUDY OF GROWTH, INSTABILITY AND SUPPLY RESPONSE OF COMMERCIAL CROPS IN PUNJAB: AN ECONOMETRIC ANALYSIS SUMAN PARMAR	156
29.	DEVELOPMENT AND EMPIRICAL VALIDATION OF A LINEAR STYLE PROGRAM ON 'STRUCTURE OF THE CELL' FOR IX GRADE STUDENTS RAMANJEET KAUR	160
30.	PERFORMANCE APPRAISAL OF INDIAN BANKING SECTOR: A COMPARATIVE STUDY OF SELECTED PUBLIC AND FOREIGN BANKS SAHILA CHAUDHRY	163
	REQUEST FOR FEEDBACK	173

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

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

AMITA

Faculty, Government M. S., Mohali

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, Delh

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, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga **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

PROF. A. SURYANARAYANA

Department of Business Management, Osmania University, Hyderabad

DR. ASHOK KUMAR

Head, Department of Electronics, D. A. V. College (Lahore), Ambala City

DR. SAMBHAV GARG

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

PROF. V. SELVAM

SSL, VIT University, Vellore

DR. PARDEEP AHLAWAT

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

S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad **SURJEET SINGH**

Asst. Professor, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

TECHNICAL ADVISOR

Faculty, Government H. 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

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

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

<u>SUPERINTENDENT</u>

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

COVERING LETTER FOR SUBMISSION:	DATED:
THE EDITOR	
URCM	
Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF	<u> </u>
(e.g. Finance/Marketing/HRM/General Management/Economics/Psychol	logy/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. Furtherm under review for publication elsewhere.	ore, it has neither been published elsewhere in any language fully or partly,
I affirm that all the author (s) have seen and agreed to the submitted version	on of the manuscript and their inclusion of name (s) as co-author (s).
Also, if my/our manuscript is accepted, I/We agree to comply with the contribution in any of your journals.	formalities as given on the website of the journal & you are free to pub
NAME OF CORRESPONDING AUTHOR:	
Designation:	
Affiliation with full address, contact numbers & Pin Code:	- Table 1
Residential address with Pin Code:	
Mobile Number (s):	
Landline Number (s):	
E-mail Address:	
Alternate E-mail Address:	
NOTES:	
	(pdf. version is liable to be rejected without any consideration), which will sta

- The sender is required to mention the following in the **SUBJECT COLUMN** of the mail: New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/ 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.
- d) 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.
- MANUSCRIPT TITLE: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised. 2.
- AUTHOR NAME (S) & AFFILIATIONS: The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email 3. 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.

- 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 5. commas and full stops at the end.
- MANUSCRIPT: Manuscript must be in BRITISH ENGLISH prepared on a standard A4 size PORTRAIT SETTING PAPER. It must be prepared on a single space and 6. 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.
- 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 7.
- SUB-HEADINGS: All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. 8.
- 9. MAIN TEXT: The main text should follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUD

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

RECOMMENDATIONS/SUGGESTIONS

SCOPE FOR FURTHER RESEARCH

REFERENCES

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, crystal clear, 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.
- EQUATIONS: These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right. 11
- 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:

BOOKS

- 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.

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.

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

MACRO ECONOMIC FACTORS INFLUENCING THE COMMODITY MARKET WITH SPECIAL REFERENCE TO GOLD AND SILVER

DR. G. PANDURANGAN

ASST. PROFESSOR

DEPARTMENT OF COMMERCE

GOVERNMENT ARTS & SCIENCE COLLEGE

OOTY

R. MAGENDIRAN
HEAD OF THE DEPARTMENT
DEPARTMENT OF MANAGEMENT STUDIES
EASA COLLEGE OF ENGINEERING & TECHNOLOGY
COIMBATORE

L. S. SRIDHAR

ASST. PROFESSOR

DEPARTMENT OF MANAGEMENT STUDIES

EASA COLLEGE OF ENGINEERING & TECHNOLOGY

COIMBATORE

R. RAJKOKILA

LECTURER

DEPARTMENT OF MANAGEMENT STUDIES

EASA COLLEGE OF ENGINEERING & TECHNOLOGY

COIMBATORE

ABSTRACT

In this paper, we have made an attempt to predict precious metals market, how it is influenced by the macro economic factors. In order to perform our analysis we extract the necessary information from the secondary source. The data for the study consist of 3 months futures prices and spot prices: Gold - 10th January, 2007 to 31st March, 2009 comprising 581 observations and Silver – 14th July, 2008 to 24th March, 2010 comprising 229 observations. We have identified few macro economic factors and tested its influence on the gold and silver prices. We found that the interest rate is important factors to determine the prices of both gold and silver price.

KEYWORDS

Commodity market, and macroeconomic factor influences

INTRODUCTION

ovements in commodity prices are important for the welfare of both developing and developed countries. Perfect market models presume that all investors are equally endowed with knowledge and ability to analyze the available information. Generally investors interested on acquiring particular information and they are not interest rest of it. Another relevant feature of commodity prices is their tendency to co-movements. Understanding such co-movement is important, because of the welfare implications for both commodity importers and exporters. Considering the information exchange and price discovery roles of the futures market, many theoretical as well as empirical attempts have been made and the regulatory bodies, market makers, academicians and practitioners unanimously have agreed upon the common notion that organized futures markets contain significant information for the prospective cash market price.

REVIEW OF LITERATURE

Earlier research focused on the historical movements of primary commodity prices relative to the price of manufactured goods in the examination of the Prebisch (1950) and Singer (1950) hypothesis, as recently re-examined by Harvey et al. (2010). Attention has also focused on commodity prices on time series properties Cuddington (1992), Deaton(1999), and Cashin, et al.,(2000) changes. Beck (1993), based upon Muths (1961) model of commodity prices with rational expectations, suggests that commodity prices may exhibit conditional heteroskedasticity. Later the researchers made attempt on economic factors determinants of commodity prices. Frankel (2008) and Calvo (2008) have discussed the role of the real interest rate; Wolf (2008) and Svensson (2008) have mentioned the importance of shifts in global supply and demand. Further, Krugman (2008) has argued that the increase in oil prices, providing an incentive to produce biofuels, is responsible for the increase in commodity prices. Akram (2009), for example, uses structural VAR models of quarterly data from 1990 to 2007 to separately look at the impact of real interest rates changes on the real price of crude oil, industrial raw materials, food and metals. Vansteenkiste (2009) has found a dynamic principal component from a large set of monthly commodity prices for the recent period and tests its potential determinants using regressions. She found that co-movement was highest in the 1970s and 1980s, declined in the 1990s and has recovered somewhat during the early years of this century.

DATA AND METHODOLOGY

This study attempt is a descriptive research one. Data were collected in secondary sources. The data for the study consist of 3 months futures prices and spot prices: Gold - 10th January, 2007 to 31st March, 2009 comprising 581 observations and Silver – 14th July, 2008 to 24th March, 2010 comprising 229 observations. All the times series are obtained from NCDEX (National Commodities and Derivatives Exchange) database. Most of the investors prefer to invest in Bullion market not only because it is a safe investment but also it hedges against inflation and political uncertainties and it is easy to liquidate. The macro economic

factors data were obtained from Reserve Bank of India (RBI) official bulletin and official website. Series of data, the regression which was used as a tool to estimate in measuring the influence of various sets of macroeconomic factors that affect the price of gold and silver market. There is one standard model followed by other models, checking for robustness of the results. The table captures the regression estimates for inflation rate, United States (US) dollar exchange, and crude oil price, and Interest rate.

Before constructing the model, important to check if there is any multi-collinerity and for this the Variance Inflation Factor is found.

The Variance Inflation Factor (VIF) measures the impact of collinearity among the variables in a regression model. The Variance Inflation Factor (VIF) is 1 Tolerance, it is always greater than or equal to 1. There is no formal VIF value for determining presence of multi- collinearity. Values of VIF that exceed 10 are often regarded as indicating multi collinearity, but in weaker models values above 2.5 may be a cause for concern. In many statistics programs, the results are shown both as an individual R² value (distinct from the overall R² of the model) and a Variance Inflation Factor (VIF). When those R² and VIF values are high for any of the variables in your model, multicollinearity is probably an issue. When VIF is high there is high multicollinearity

RESEARCH QUESTIONS AND CONTRIBUTION

Whether identify macroeconomic factors influence on the price of precious metals?

Many studies first examine this relationship on the basis of price or return. This Study focuses on the model setting for commodity market. This will implicate to make better understanding commodity market in long term aspect.

RESULTS AND DISCUSSION

Gold Market (Ref. Table no.01 and 02)

Comparing the R-squared values, in Model 1 is found that when all the four factors, namely Inflation Rate, Dollar Exchange, Crude Oil and Interest Rate are included the value is high; this shows the model is fit. Also, In Model 2, when Interest rate was excluded in building the model, the R- squared values is getting down. Interest rate is the predominantly affect in commodity price determinants gold market. When the inflation rate and US Dollar exchange rate were excluded in the model (Model 4 and Model 5 respectively), does not have much impact. The variables which was selected falls between values 1 to 3 in Variance Inflation Factor (VIF), generally accepted levels in VIF is maximum value of 5. Therefore the model is not having any multicollinearity problem.

Silver Market (Ref. Table. No. 03 and 04)

Comparing to all other models, Model 1 has the high amount of R Squared values (0.84), this shows the model is fit. Also, when Interest rate was excluded in building the model, it is found that the value of R-square (0.48) is low. And hence we conclude that Interest rate is the major factor. Remaining factors does not have much impact towards price determinants in silver market

CONCLUSION

Few macroeconomic factors were identified and tested its influence on the gold and silver prices. Interest rate is important factors to determine the prices of both gold and silver. Further research on other commodities will bring the best model, and it will give the better direction both investors and policy makers.

REFERENCES

- Akram, F.Q., (2009), "Commodity prices, interest rates and the dollar", Energy Economics, vol. 31, pp. 838-851. 1.
- Beck, S.E., (2001), "Autoregressive conditional heteroscedasticity in commodity spot prices", Journal of Applied Econometrics, vol. 16(2), pages 115-132. 2.
- Cashin, P., Liang, H., McDermott, C.J., (2000), "How persistent are shocks to world commodity prices?", IMF Staff Papers, vol. 47, pp. 177-217. 3.
- Cuddington, J., (1992), "Long-run trends in 26 primary commodity prices: A disaggregated look at the Prebisch-Singer hypothesis", Journal of Development Economics, vol. 39, pp. 207-227.
- 5. Deaton, A., (1999), "Commodity prices and growth in Africa", Journal of Economic Perspectives, vol. 13, pp. 23-40.
- Frankel, J.A., (1986), "Expectations and commodity price dynamics: the overshooting model", American Journal of Agricultural Economics, vol. 68, 6. pp.344-348.
- Frankel, J.A., (2008)," The effect of monetary policy on real commodity prices. In Asset Prices and Monetary Policy", NBER, University of Chicago, NBER 7. Working Paper 12713.
- Harvey, D.I., Kellard, N.M., Madsen, J.B., Wohar, M.E., (2010), "The Prebisch-Singer hypothesis: Four centuries of evidence", The Review of Economics and 8. Statistics, vol. 92(2), p. 367-377.
- Mollick, A.V., Faria, J.R., Alburquerque, P.H., León-Ledesma, M.A., (2008)., "Can globalisation stop the decline in commodities terms of trade?" Cambridge Journal of Economics, vol. 32, pp. 683–701.
- Prebisch, R., (1950), "The Economic Development of Latin America and its Principal Problems, . Reprinted in: Economic Bulletin for Latin America, vol. 7, 1962, pp. 1-22.
- 11. Singer, H., (1950) "The distribution of gains between investing and borrowing countries". American Economic Review, vol. 40, pp. 473-85.

TABLES

TABLE NO. 1: MACRO ECONOMIC FACTORS INFLUENCING THE COMMODITY MARKET (GOLD)

MODEL 1	MODEL 2	MODEL 3	MODEL 4	MODEL 5
4638.99	-9719.57	13722.9	14097.6	2965.42
(3540.31)	(4464.86)	(4237.42)	(1589.98)	(3793.98)
262.907	555.677	480.123	417.825	-
(99.6000)	(140.677)	(124.067)	(93.6981)	
204.836	341.458	4.58482		303.421
(70.1316)	(105.101)	(80.8895)		(64.6583)
38.8951	29.1039	-	27.5413	46.7322
(7.27678)	(11.1519)		(6.83709)	(7.23652)
-1282.66	-	-1087.04	-1437.42	-1493.70
(186.781)		(249.903)	(199.071)	(183.872)
0.909051	0.770696	0.825230	0.884023	0.888608
0.897315	0.749199	0.808846	0.873150	0.878166
1.10e-15	2.39e-10	3.20e-12	4.67e-15	2.46e-15
	4638.99 (3540.31) 262.907 (99.6000) 204.836 (70.1316) 38.8951 (7.27678) -1282.66 (186.781) 0.909051 0.897315	4638.99 -9719.57 (3540.31) (4464.86) 262.907 555.677 (99.6000) (140.677) 204.836 341.458 (70.1316) (105.101) 38.8951 29.1039 (7.27678) (11.1519) -1282.66 (186.781) 0.909051 0.770696 0.897315 0.749199	4638.99 -9719.57 13722.9 (3540.31) (4464.86) (4237.42) 262.907 555.677 480.123 (99.6000) (140.677) (124.067) 204.836 341.458 4.58482 (70.1316) (105.101) (80.8895) 38.8951 29.1039 - (7.27678) (11.1519) - -1282.66 - -1087.04 (186.781) 0.770696 0.825230 0.897315 0.749199 0.808846	4638.99 -9719.57 13722.9 14097.6 (3540.31) (4464.86) (4237.42) (1589.98) 262.907 555.677 480.123 417.825 (99.6000) (140.677) (124.067) (93.6981) 204.836 341.458 4.58482 - (70.1316) (105.101) (80.8895) - 38.8951 29.1039 - 27.5413 (7.27678) (11.1519) - 27.5413 (186.781) - -1087.04 -1437.42 (186.781) 0.770696 0.825230 0.884023 0.897315 0.749199 0.808846 0.873150

TABLE NO.2::VARIANCE INFLATION FACTOR (GOLD)

TABLE NO.2 VARIANCE IN EATION TACTOR (GOLD)					
VARIABLE	MODEL 1	MODEL 2	MODEL 3	MODEL 4	MODEL 5
Inflation Rate	2.975	2.430	2.480	2.131	-
Dollar Exchange	3.774	3.470	2.697	-	2.704
Crude Oil	1.794	1.725	-	1.282	1.495
Interest Rate	2.755	-	2.649	2.533	2.250

TABLE NO. 3: MACRO ECONOMIC FACTORS INFLUENCING THE COMMODITY MARKET (SILVER)

VARIABLE	MODEL 1	MODEL 2	MODEL 3	MODEL 4	MODEL 5
Constant	30972.5 (35971.8)	38003.7 (64803.2)	49259.6 (33609.0)	21536.5 (3555.67)	61654.1 (27498.1)
Inflation Rate	517.761 (405.921)	442.842 (731.324)	611.326 (408.519)	585.529 (300.648)	=
Dollar Exchange	-174.606 (662.069)	-540.247 (1186.51)	-490.749 (625.883)	-	-709.197 (526.925)
Crude Oil	59.6991 (48.1144)	93.4729 (85.9085)	=	64.5824 (42.4890)	71.1001 (48.6055)
Interest Rate	-2431.90 (479.222)	-	-2514.15 (486.115)	-2445.65 (455.783)	-2409.67 (492.364)
R-squared	0.844700	0.444765	0.820791	0.843620	0.819433
Adjusted R-squared	0.782580	0.293338	0.771916	0.800971	0.770188
Prob (F-statistic)	0.000472	0.008061	0.000203	0.000097	0.000212

TABLE NO. 4: VARIANCE INFLATION FACTOR (SILVER)

VARIABLE	MODEL 1	MODEL 2	MODEL 3	MODEL 4	MODEL 5
Inflation Rate	2.726	2.723	2.632	1.634	-
Dollar Exchange	3.190	3.152	2.717	-	1.911
Crude Oil	1.991	1.953	-	1.696	1.922
Interest Rate	1.099	-	1.078	1.086	1.097



REQUEST FOR FEEDBACK

Dear Readers

At the very outset, Internation]al Journal of Research in Commerce, IT 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.

Our Other Fournals





