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   REVIEW OF LITERATURE

   NEED/IMPORTANCE OF THE STUDY

   STATEMENT OF THE PROBLEM

   OBJECTIVES

   HYPOTHESES

   RESEARCH METHODOLOGY

   RESULTS & DISCUSSION

   FINDINGS

   RECOMMENDATIONS/SUGGESTIONS

   CONCLUSIONS

   SCOPE FOR FURTHER RESEARCH

   ACKNOWLEDGMENTS

   REFERENCES

   APPENDIX/ANNEXURE

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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.

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

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

IMPACT OF DIVIDEND DECISION – A CASE STUDY

SOHELI GHOSE
ASST. PROFESSOR
FACULTY OF COMMERCE
J.D.BIRLA INSTITUTE
JADAVPUR UNIVERSITY
KOLKATA

ABSTRACT

The study of corporate finance is one of the major areas of finance which looks into the financial problems of firms and their solution. Corporate finance deals with long-term and short-term decisions and techniques relating to monetary decisions that business enterprises make and the tools and analysis used to make these decisions. The primary goal of corporate finance is to maximizeshareholder value thereby making Dividend Decision one of the important aspects of corporate finance. In the above context I have studied the relationship between the Dividend Payout Ratio, Gross Profit Margin, Net Profit Margin and ROCE of 2 companies Jindal Steel & Power & SAIL over a period of 2008 to 2012. The study is based on secondary data collected from the authentic websites of these companies. I have used Pearson's Correlation Coefficient (2 Tailed test, 5% Level of Significance) to see whether there is any significant correlation between the above mentioned variables. It also needs to be seen whether there are any major fluctuations in the above variables over the period of study and to what extent.

KEYWORDS

Corporate Finance, Dividend Payout Ratio, Gross Profit Margin, Investment Decisions.

INTRODUCTION

Corporate finance is the area of finance dealing with monetary decisions that business enterprises make and the tools and analysis used to make these decisions. The primary goal of corporate finance is to maximizeshareholder value. The study of corporate finance is applicable to the financial problems of all kinds of firms. Short-term issues include the management of current assets and current liabilities, inventory control, investments and other short-term financial issues. Long-term issues include new capital purchases and investments. Thus corporate finance is associated with transactions in which capital is raised in order to create, develop, grow or acquire businesses. One of the major areas of Corporate Finance is Capital Investment Decision which looks into long-term corporate finance decisions relating to fixed assets and capital structure. Decisions are based on several inter-related criteria. (1) Corporate management seeks to maximize the value of the firm by investing in projects which yield a positive net present value when valued using an appropriate discount rate in consideration of risk. (2) These projects must also be financed appropriately. (3) If no such opportunities exist, maximizing shareholder value dictates that management must return excess cash to shareholders (i.e., distribution via dividends). Capital investment decisions thus comprise an investment decision, a financing decision, and a dividend decision.

LITERATURE REVIEW

In their paper "Financing-Motivated Acquisitions", ***Isil Erel, Yeejin Jang, Michael S. Weisbach,*** evaluated the extent to which acquisitions lower financial constraints on a sample of 5,187 European acquisitions occurring between 2001 and 2008. Each of these targets remains a subsidiary of its new parent, so they observed the target's financial policies following the acquisition. They examined whether these post-acquisition financial policies reflect improved access to capital. They found that the level of cash target firms hold, the sensitivity of cash to cash flow, and the sensitivity of investment to cash flow all decline significantly, while investment significantly increases following the acquisition. These effects are stronger in deals more likely associated with financing improvements. These findings are consistent with the view that easing financial frictions is a source of value that motivates acquisitions.

Kay Giesecke, Francis A. Longstaff, Stephen Schaefer, Ilya Strebulaev, in their paper "Macroeconomic Effects of Corporate Default Crises: A Long-Term Perspective", studied the macroeconomic effects of bond market crises and contrast them with those resulting from banking crises. During the past 150 years, the U.S. has experienced many severe corporate default crises in which 20 to 50 percent of all corporate bonds defaulted. Although the total par amount of corporate bonds has often rivaled the amount of bank loans outstanding, they found that corporate default crises have far fewer real effects than do banking crises. These results provide empirical support for current theories that emphasize the unique role that banks and the credit and collateral channels play in amplifying macroeconomic shocks.

Raghuram Rajanstudied the nature of the firm and its linkage with financing in his paper "The Corporation in Finance ". To produce significant net present value, an entrepreneur has to transform her enterprise into one that is differentiated from the ordinary. To achieve the control that will allow her to execute this strategy, she needs to have substantial ownership, and thus financing. But it is hard to raise finance against differentiated assets. So an entrepreneur has to commit to undertake a second transformation, standardization, that will make the human capital in the firm, including her own, replaceable, so that outside financiers obtain control rights that will allow them to be repaid. He argued that the availability of a vibrant stock market helps the entrepreneur commit to these two transformations in a way that a debt market would not. This helps explain why the nature of firms and the extent of innovation differ so much in different financing environments.

Aswath Damodaran, in his paper 'Dividends and Taxes: An Analysis of the Bush Dividend Tax Plan' studied the implications of making dividends tax free to investors. Investors and corporate finance practitioners contemplated about this after President Bush proposed it as part of his economic package in early 2003. While much of the debate has concentrated on the consequences of the tax law change for the stock market and budget deficits, the real effects may be in how companies raise money (debt versus equity), how much cash they choose to accumulate and how they return this cash to stockholders (dividends versus stock buybacks). If the tax law changes occur as proposed, it will profoundly alter the terms of the debate and require us to rewrite much that we take for granted in corporate finance today. In particular, companies will become more (if not entirely) equity financed, a decrease in cash balances and a dramatic surge both in the number of companies that pay dividends and in how much they pay. This asymmetric treatment of debt and equity has formed the basis for much of the debate in corporate finance on whether firms should use debt or equity and how much firms should pay out to their stockholders in dividends. In this paper, he considered the implications of the tax law change for both valuation and corporate finance practice.

OBJECTIVE AND METHODOLOGY OF THE STUDY

In this paper I have analysed the relationship between the Dividend Payout Ratio, Gross Profit Margin, Net Profit Margin and ROCE of 2 companies Jindal Steel & Power & SAIL over a period of 2008 to 2012. The study is based on secondary data collected from the authentic websites of these companies. I have used Pearson's Correlation Coefficient (2 Tailed test, 5% Level of Significance) to see whether there is any correlation between the above mentioned variables. It also needs to be seen whether there are any major fluctuations in the above variables over the period of study and to what extent. The dividend decision of these companies has also been compared over the period of study.

Null Hypothesis 1: There is no correlation between Dividend Payout Ratio & Gross Profit Margin of the companies being studied.

Alternate Hypothesis 1: There is correlation between Dividend Payout Ratio & Gross Profit Margin of the companies being studied.

Null Hypothesis 2: There is no correlation between Dividend Payout Ratio & Net Profit Margin of the companies being studied.
Alternate Hypothesis 2: There is correlation between Dividend Payout Ratio & Net Profit Margin of the companies being studied.
Null Hypothesis 3: There is no correlation between Dividend Payout Ratio & ROCE of the companies being studied.
Alternate Hypothesis 3: There is correlation between Dividend Payout Ratio & ROCE of the companies being studied.

INFERENCES AND RESULTS

a) In the case of Jindal Steel & Power there is a negative correlation between Dividend Payout and Gross Profit Margin (-0.485). This makes it obvious that the Gross Profit & Dividend Payout move in the reverse direction over the years. This is evident from March 2008 to March 2010, as the Gross profit Margin decreased, the Dividend Payout did not.

There is a negative correlation between Dividend Payout and Net Profit Margin (-0.386). This makes it obvious that the Net Profit & Dividend Payout move in the opposite direction over the years. This is evident in the initial part of the study period, as the Net Profit Margin decreased, the Dividend Payout did not.

There is a significant negative correlation between Dividend Payout and ROCE (-0.876). This makes it obvious that the Dividend Payout & ROCE move in the same direction over the years.

The Dividend payout has been more or less similar in the study period making it a stable series.

b) In the case of SAIL there is a significant positive correlation between Dividend Payout and Gross Profit Margin (-0.452). This makes it obvious that the Gross Profit & Dividend Payout move in the opposite direction over the years. This is evident from March 2008 to March 2010

There is a negative correlation between Dividend Payout and Net Profit Margin (-0.506). This may be because the fluctuations in the Net Profit Margin are very negligible. Thus the correlation is not that well defined.

There is a negative correlation between Dividend Payout and ROCE (-0.419). This makes it obvious that the Dividend Payout & ROCE move in the reverse direction over the years. This may be because the fluctuations in the Net Profit Margin are very negligible. Thus the correlation is not that well defined.

There is very little fluctuation in the Dividend payout over the period of study similar to the marginal fluctuations in GP & NP Margin & ROCE.

Thus the 3 Null Hypotheses are rejected as there is a correlation between Dividend Payout and Gross Profit Margin, Net Profit Margin, ROCE. Whether positive or negative there is a relation between the above. Thus GP, NP and ROCE affect the Dividend Payout Ratio. Thus the companies Tata Steel, Tata Power & Tata Motors relate their Dividend decisions with their Profit margins & ROCE.

CONCLUSION

Dividend decision is an important area of any Company especially while taking relevant corporate decisions or formulating critical corporate strategies. Every company puts in a lot of thought behind the same to somehow maximize the returns & also look into share holders' interest. Through this study one can conclude that there is a correlation between Dividend Payout and Gross Profit Margin, Net Profit Margin, ROCE. The two companies studied out here look into this area effectively. The decisions of Jindal Steel & Power & SAIL are somewhat similar being, their Dividend Payout increased with the increase in GP Margin, NP Margin and ROCE. Irrespective of the direction, one cannot rule out the correlation between the above. Also the Dividend payout had less variability for Jindal Steel & Power & SAIL. The same can be said about their respective GP & NP Margin & ROCE. Thus one can conclude that Dividend decision being one of the important decisions of Corporate Finance is influenced by GP & NP Margin & ROCE of the companies studied here which are Jindal Steel & Power & SAIL.

TABLES & CHARTS

TABLE 1: DETAILS OF JINDAL STEEL & POWER

Jindal Steel and Power	Dividend Payout Ratio Net Profit	Gross Profit Margin	Net Profit Margin	Return On Capital Employed	Return On Net Worth
Mar '12	7.23	24.04	15.66	13.4	19.46
Mar '11	6.97	31.36	21.04	15.67	23.76
Mar '10	8.16	27.8	19.59	14.86	21.94
Mar '09	5.55	28.71	19.5	23.16	28.38
Mar '08	5.86	34.35	22.79	24.95	32.95

TABLE 2: CORRELATION FOR JINDAL STEEL & POWER

		Dividend Payout Ratio Net Profit	Gross Profit Margin	Net Profit Margin
Dividend Payout Ratio Net Profit	Pearson Correlation	1	-.485	-.386
	Sig. (2-tailed)		.407	.521
	N	5	5	5
Gross Profit Margin	Pearson Correlation	-.485	1	.978**
	Sig. (2-tailed)	.407		.004
	N	5	5	5
Net Profit Margin	Pearson Correlation	-.386	.978**	1
	Sig. (2-tailed)	.521	.004	
	N	5	5	5
Return On Capital Employed	Pearson Correlation	-.876	.691	.654
	Sig. (2-tailed)	.051	.197	.231
	N	5	5	5
Return On Net Worth	Pearson Correlation	-.806	.833	.793
	Sig. (2-tailed)	.100	.080	.109
	N	5	5	5

TABLE 3: CORRELATION FOR JINDAL STEEL & POWER

		Return On Capital Employed	Return On Net Worth
Dividend Payout Ratio Net Profit	Pearson Correlation	-.876	-.806
	Sig. (2-tailed)	.051	.100
	N	5	5
Gross Profit Margin	Pearson Correlation	.691	.833
	Sig. (2-tailed)	.197	.080
	N	5	5
Net Profit Margin	Pearson Correlation	.654	.793
	Sig. (2-tailed)	.231	.109
	N	5	5
Return On Capital Employed	Pearson Correlation	1	.973**
	Sig. (2-tailed)		.005
	N	5	5
Return On Net Worth	Pearson Correlation	.973**	1
	Sig. (2-tailed)	.005	
	N	5	5

CHART 1: COMPARISON FOR JINDAL STEEL & POWER

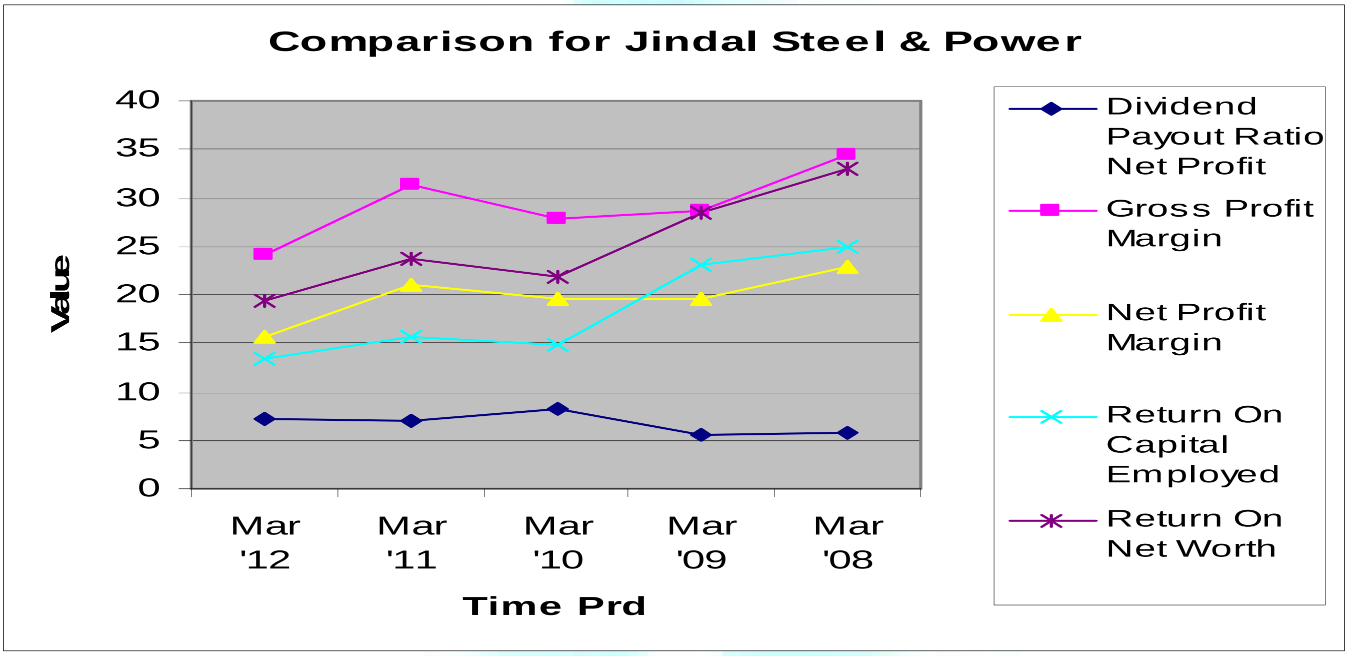


TABLE 4: DETAILS OF SAIL

SAIL	Dividend Payout Ratio Net Profit	Gross Profit Margin	Net Profit Margin	Return On Capital Employed	Return On Net Worth
Mar '12	27.1	9.74	7.44	10.91	8.89
Mar '11	23.49	12.88	11.03	12.88	13.23
Mar '10	23.54	19.4	15.73	20.46	20.27
Mar '09	20.32	17.48	13.4	27.61	22.06
Mar '08	23.71	25.1	18.16	44.03	32.76

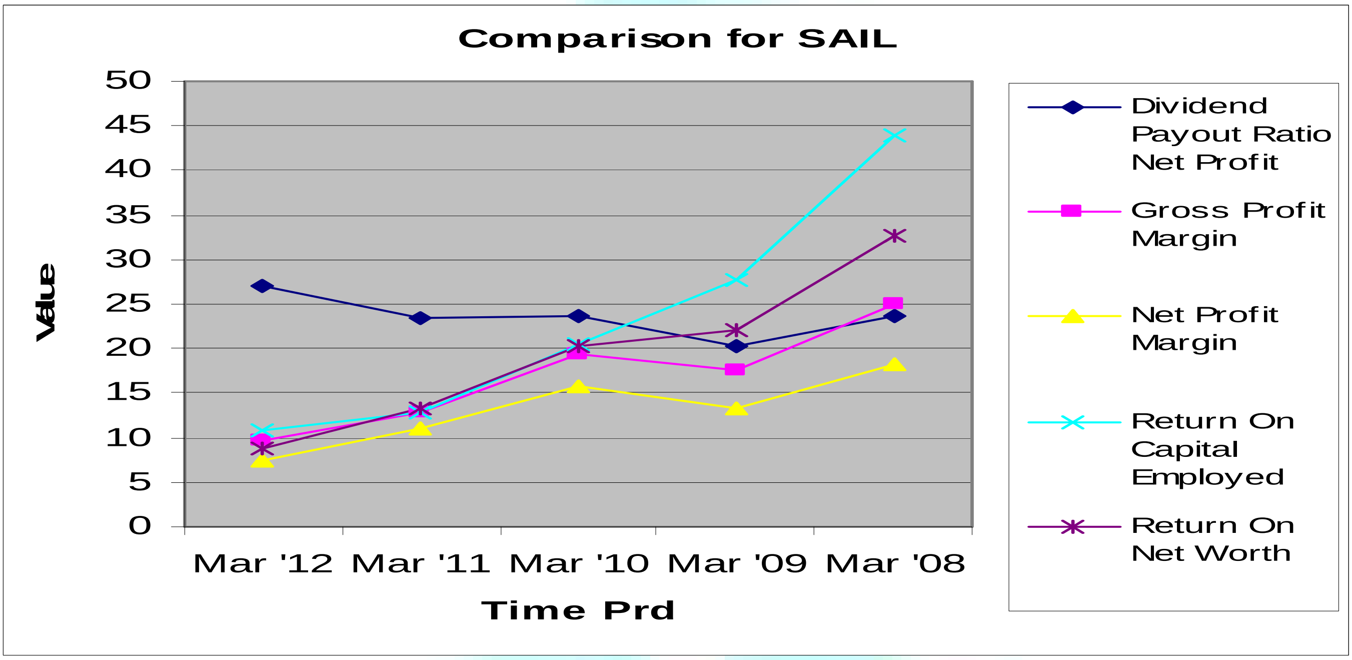
TABLE 5: CORRELATION FOR SAIL

		Dividend Payout Ratio Net Profit	Gross Profit Margin	Net Profit Margin
Dividend Payout Ratio Net Profit	Pearson Correlation	1	-.452	-.506
	Sig. (2-tailed)		.445	.384
	N	5	5	5
Gross Profit Margin	Pearson Correlation	-.452	1	.984**
	Sig. (2-tailed)	.445		.002
	N	5	5	5
Net Profit Margin	Pearson Correlation	-.506	.984**	1
	Sig. (2-tailed)	.384	.002	
	N	5	5	5
Return On Capital Employed	Pearson Correlation	-.419	.929*	.856
	Sig. (2-tailed)	.483	.022	.064
	N	5	5	5
Return On Net Worth	Pearson Correlation	-.494	.981**	.941*
	Sig. (2-tailed)	.397	.003	.017
	N	5	5	5

TABLE 6:CORRELATION FOR SAIL

		Return On Capital Employed	Return On Net Worth
Dividend Payout Ratio Net Profit	Pearson Correlation	-.419	-.494
	Sig. (2-tailed)	.483	.397
	N	5	5
Gross Profit Margin	Pearson Correlation	.929*	.981**
	Sig. (2-tailed)	.022	.003
	N	5	5
Net Profit Margin	Pearson Correlation	.856	.941*
	Sig. (2-tailed)	.064	.017
	N	5	5
Return On Capital Employed	Pearson Correlation	1	.980**
	Sig. (2-tailed)		.003
	N	5	5
Return On Net Worth	Pearson Correlation	.980**	1
	Sig. (2-tailed)	.003	
	N	5	5

CHART 2: COMPARISON FOR SAIL



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