INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

IJRCM

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories
Indexed & Listed at:
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 Open J-Gage, India [link of the same is duly available at Inflibnet of University Grants Commission (U.G.C.)]
Registered & Listed at: Index Copernicus Publishers Panel, Poland & number of libraries all around the world.
Circulated all over the world & Google has verified that scholars of more than 1667 Cities in 145 countries/territories are visiting our journal on regular basis.
Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA
www.ijrcm.org.in

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	**AN INQUIRY INTO THE PRODUCTIVITY OF INDIAN PHARMACEUTICAL INDUSTRY: APPLICATION OF DATA ENVELOPMENT ANALYSIS** *UMANG GUPTA & ROHIT KAPOOR*	1
2.	**GLOBALIZATION AND GROWTH OF INDIAN LIFE INSURANCE INDUSTRY** *SUSHIL KUMAR, NIRAJ MISHRA & SEEMA VARSHNEY*	7
3.	**ASSESSMENT OF THE LEVEL AND FACTORS INFLUENCING ADMITTED CUSTOMERS' SATISFACTION WITH HEALTH CARE SERVICE IN UNIVERSITY OF GONDAR TEACHING HOSPITAL, NORTH WEST ETHIOPIA** *DIGISIE MEQUANINT & DR. ASSEGID DEMISIE*	10
4.	**STOCK MARKET CRISIS AND VALUE RELEVANCE OF ACCOUNTING INFORMATION: IMPACT ON QUOTED CEMENT MANUFACTURING FIRMS IN NIGERIA** *SAMAILA THOMPSON & ABUH ADAH*	16
5.	**SERVANT LEADERSHIP: A NEW PARADIGM OF LEADERSHIP IN BANGLADESH** *MD. SAJJAD HOSSAIN & ULLAH S M EBRAHIM*	20
6.	**PERFROMANCE ANALYSIS OF INTERNALLY GENERATED REVENUE MOBILISATION IN ABURA-ASEBU-KWAMANKESE DISTRICT ASSEMBLY, GHANA** *CHRISTOPHER DICK-SAGOE*	26
7.	**AN EMPIRICAL STUDY OF ENVIRONMENTAL CONSTRAINTS FACED BY PUBLIC PRIVATE PARTNERSHIP (PPP) IN INDIA WITH SPECIAL REFERENCE TO UTTAR PRADESH** *DR. ZEESHAN AMIR & ANIS UR REHMAN*	32
8.	**PERFORMANCE OF INDIAN BANK WITH REFERENCE TO NON PERFORMING ASSETS – AN OVERVIEW** *B. SELVARAJAN, DR. G. VADIVALAGAN & DR. M. CHANDRASEKAR*	38
9.	**RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND LOYALTY AMONG PASSENGER CAR USERS (AN EMPIRICAL STUDY CONDUCTED IN BANGALORE CITY AMONG SMALL PASSENGER CAR USERS)** *SRI.R.SRIVATS & DR. R. K. GOPAL*	47
10.	**INFLUENCE OF QUALITY CIRCLES ON ORGANISATIONAL PERFORMANCE: AN EMPIRICAL STUDY** *DR. D. S. CHAUBEY, RANI RAMASWAMY & NIDHI MAITHEL*	53
11.	**PERFORMANCE OF TAX SAVING FUNDS OF SELECTED ASSET MANAGEMENT COMPANIES: A COMPARATIVE ANALYSIS** *DR. K. V. S. N. JAWAHAR BABU & DR. M.S. VASU*	60
12.	**IMPACT OF MICRO - CREDIT TO WOMEN SHGS – A STUDY WITH REFERENCE TO NAGAPATTINAM DISTRICT, TAMIL NADU** *K. MUTHU. & DR. K. RAMAKRISHNAN.*	70
13.	**MANAGERIAL EFFECTIVENESS AND COUNTERPRODUCTIVE WORK BEHAVIOUR: A COMPARISON AT DIFFERENT MANAGERIAL LEVEL** *DR. RISHIPAL*	74
14.	**A STUDY ON HEALTH INSURANCE PRODUCT PERFORMANCE AT HDFC, BANGALORE** *V. CHANDRAMOHAN & DR. K. RAMACHANDRA*	79
15.	**A COMPARATIVE STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT IN BANKING SECTOR IN INDIA (INDUSTRIAL CREDIT AND INVESTMENT CORPORATION OF INDIA AND STATE BANK OF INDIA)** *DR. PONDURI.S.B. & V. SAILAJA*	89
16.	**WORK ETHICS AND ITS IMPACT ON JOB SATISFACTION OF INDIAN MANAGEMENT TEACHERS - AN EMPIRICAL STUDY** *DR. RAJESHWARI NARENDRAN & PREETI MEHTA*	98
17.	**AN APPRAISAL OF QUALITY OF SERVICES IN URBAN HOSPITALS (A STUDY ON THREE URBAN HOSPITALS IN GUNTUR DISTRICT, ANDHRA PRADESH)** *DR. T. SREENIVAS & NETHI SURESH BABU*	103
18.	**PERFORMANCE EVALUATION OF SOME SELECT EQUITY FUNDS FLOATED BY PRIVATE SECTOR BANKS** *B. RAJA MANNAR & DR. B. RAMACHANDRA REDDY*	113
19.	**ANALYSING THE FINANCIAL PERFORMANCE OF IRON AND STEEL INDUSTRY WITH THE HELP OF MARKET VALUE ADDED APPROACH** *E. LAVANYA & DR. B. RAMACHANDRA REDDY*	117
20.	**ACHIEVING CUSTOMER LIFETIME VALUE THROUGH CUSTOMER RELATIONSHIP MANAGEMENT** *SHAKEEL-UL-REHMAN & DR. M. SELVARAJ*	120
21.	**COMPARATIVE ANALYSIS OF CAPITAL STRUCTURE OF BANKING COMPANIES WITH SPECIAL REFERENCE TO STATE BANK OF INDIA AND ICICI BANK** *DR. ANURAG B. SINGH & PRIYANKA TANDON*	124
22.	**MANAGING BRAND EXTENSION** *DR. C. MUTHUVELAYUTHAM & T. PRABHU.*	132
23.	**BEHAVIOURAL ISSUES IN EFFECTIVE IMPLEMENTATION OF CUSTOMER RELATIONSHIP MANAGEMENT** *NISHI TRIPATHI & RICHA SINHA*	135
24.	**STATUTORY DISCLOSURE BY INDIAN LIFE INSURANCE COMPANIES** *GAGANDEEP KAUR & RAJINDER KAUR*	139
25.	**PRODUCT LINE STRATEGY ADOPTED BY SMALL SCALE MOTOR AND PUMP INDUSTRY** *DR. J. SUGANTHI*	144
26.	**FACTORS OF CRM (A STUDY WITH SPECIAL REFERENCE TO BANKS)** *DR. S. GAYATHRY*	149
27.	**IMPACT OF GRIEVANCES AND REDRESSAL OF EMPLOYEES IN TEXTILE MILLS, COIMBATORE** *P. DEEPA ANANDA PRIYA & DIVYA.S*	156
28.	**A STUDY OF EMPLOYEE COMPETENCY MAPPING STRATEGIES AT SELECT ORGANISATIONS OF BANGALORE** *DR. Y. NAGARAJU & V. SATHYANARAYANA GOWDA*	176
29.	**COMPARATIVE STUDY OF ORGANIZATIONAL ROLE STRESS AMONG EMPLOYEES: PUBLIC VS PRIVATE BANKS IN INDIA** *SHADMA PARVEEN*	182
30.	**AN EMPIRICAL EXAMINATION OF NONWORK DOMAIN ON EMPLOYEE TURNOVER** *L.R.K. KRISHNAN*	189
	REQUEST FOR FEEDBACK	201

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

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

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

CO-ORDINATOR

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, 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., HaryanaCollege of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), MaharajaAgrasenCollege, 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, MaharishiMarkandeshwarUniversity, Mullana, Ambala, Haryana

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, YanbuIndustrialCollege, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

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

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.GovernmentCollege, Faridabad
DR. SHIVAKUMAR DEENE
Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga
DR. 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. V. SELVAM
SSL, VIT University, Vellore
PROF. N. SUNDARAM
VITUniversity, Vellore
DR. PARDEEP AHLAWAT
Associate Professor, Institute of Management Studies & Research, MaharshiDayanandUniversity, Rohtak
DR. S. TABASSUM SULTANA
Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

TECHNICAL ADVISOR

AMITA
Faculty, Government M. S., Mohali
DR. 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

SUPERINTENDENT

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 address: **infoijrcm@gmail.com**.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION**:

DATED: _____________

THE EDITOR
IJRCM

Subject: **SUBMISSION OF MANUSCRIPT IN THE AREA OF .**

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/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. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it 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).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our 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):
E-mail Address:
Alternate E-mail Address:

NOTES:

a) The whole manuscript is required to be in ***ONE MS WORD FILE*** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
b) 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)
c) 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**.
e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
f) 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.

2. **MANUSCRIPT TITLE**: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR 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.

4. **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 ***BRITISH ENGLISH*** prepared on a standard A4 size ***PORTRAIT SETTING PAPER***. 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

   OBJECTIVES

   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, 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.

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:

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.

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.

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

STOCK MARKET CRISIS AND VALUE RELEVANCE OF ACCOUNTING INFORMATION: IMPACT ON QUOTED CEMENT MANUFACTURING FIRMS IN NIGERIA

SAMAILA THOMPSON
RESEARCH SCHOLAR
DEPARTMENT OF ACCOUNTING
FACULTY OF ADMINISTRATION
AHMADU BELLO UNIVERSITY
ZARIA

ABUH ADAH
SR. LECTURER
DEPARTMENT OF ACCOUNTANCY
KADUNA POLYTECHNIC
KADUNA

ABSTRACT
Studies in value relevance research have examined the relationship between stock market prices and accounting information contained in financial statements; and several of these studies from different countries have shown contradictory results partly because accounting regulations differ between countries. In this respect, little is also known about the value relevance of accounting information and market share prices of listed cement manufacturing firms in Nigeria especially during the stock market crisis. Most studies in this area had been undertaken in relation to the value relevance of accounting numbers, and their fluctuations in the Nigerian stock market. This study however examined the value relevance of accounting information of quoted cement manufacturing firms during the stock market crisis. The study used secondary data obtained from the Nigerian Stock Exchange Factbooks, and Cashcraft Management Limited. It adopted and modified the Ohlson Residual Income Model to regress the relationship between earnings per share, book value per share, and market share prices of the quoted cement manufacturing firms in Nigeria during the stock market crisis. The study found that a significant positive relationship exists between earnings per share, book value per share and market share prices of cement manufacturing firms in Nigeria during the stock market crisis. The study recommended that quoted cement manufacturing firms in Nigeria should recapitalize through mergers and acquisitions to enhance their capacity to absorb the stock crisis. These measures are anticipated would increase investors' confidence in accounting information of these quoted cement manufacturing firms in Nigeria.

KEYWORDS
Book Value Per Share, Clean Surplus Relation, Earnings Per Share, Value Relevance.

INTRODUCTION
Accounting information is a necessity for the functioning of capital markets, and it is important to recognize that financial statements provide the most widely available data on a firm's economic activities (Vazquez, Valdes and Herrera, 2007) as such, active stock investors turn to financial statement analysis to ascertain the fundamental value of firms, and they also rely on these statements to assess the firm's plans and performances; so, financial information is a pre-requisite for a well functioning capital market; as it is assumed that one function of accounting information is to reflect economic income (returns), and this is represented by market prices. Financial reports assist investors in equity valuation; hence for accounting information to be value relevant, it must be related to current firm value. Where there is no association between accounting information and firm value, accounting information cannot be value relevant, which implies that financial reports are unable to fulfill one of its primary objectives.

Beaver (2002) believes that less and less of stock prices seems to be explained by accounting information, which he attributed to a gray zone where other factors are at play. Various value relevance studies have examined whether there has been a change in the value relevance of accounting information due to, for example, decreased timeliness of financial statement information, increased reporting of losses and increased importance of unreported intangible assets (Amir and Lev, 1996; Lev and Zarowin, 1999; Francis and Schipper, 1999; Nilsson, 2003 as referenced in Svensson and Larsson, 2009). Accordingly, Lev (1989), concludes that there are several reasons why the value relevance of earnings is weak. He refers to manipulation by management, investor irrationality, and biases induced by accounting measurement and valuation principles. He also notes that information other than earnings has an impact on stock prices.

In the light of the above, during the stock market crisis of the mid-2000's, most Nigerian firms were valued at billions of naira as shown in their financial statements, yet not declaring any profits. The question of value relevance of the financial statement information becomes even more important. Can investors' trust the accounting information contained in these financial statements for purposes of investment decisions?

REVIEW OF THE LITERATURE
Value relevance literature that examined the association between accounting information and prices or returns extends back at least 40 years (Miller and Modigliani, 1966). However, Amir, Harris, and Veuti (1993) where about the first in their study to use the term value relevance. In defining value relevance, Barth, Beaver and Landsman (2001) simply state that value relevance research examines the association between accounting amounts and equity market values. Market value relevance shows that there is a statistical relationship between financial information and share prices, and that accounting based measures explain market prices sufficiently, given that under the efficient market assumption prices reflect available information (Francis and Schipper, 1999). Investors believe that relevant information is that information which contributes to their equity investments decisions; as such one objective of financial reporting, is to assist investors in equity valuation. So, for financial information to be value relevant, accounting numbers must be related to current firm value (Beisland, 2009).

The benchmark for assessing the characteristics of accounting information is the amount implicitly assessed by investors, because equity market values lead accounting amounts in reflecting value relevant information (Beaver, Lambert and Morse, 1980; Beaver, Lambert, and Ryan, 1987), thus, using equity market values as a benchmark for assessing value relevance of accounting information is consistent with SFAC No. 1 which states that an objective of financial statements is to aid investors in estimating the amount and timing of future cash flows.

The relevance of accounting information in determining the value of the firm is influenced by the market's perception of the reliability of that information. When the reliability of earnings declines, the market may place less reliance on earnings and look for other sources of information, such as book value. However, as book value is only one of a number of alternate sources of information, the decline in the value relevance of earnings may not be exactly offset by the increase in the value relevance of book value. Earnings and book value are expected to have a positive association with market value reflecting the value-relevance of these accounting measures

The value-relevance of earnings is demonstrated in the early works of Ball and Brown (1968), Beaver and Dukes (1972) and Patell and Kaplan (1977), but the study by Dechow (1994) was one of the first to investigate the relative superiority. Therefore, the permanence of earnings influences the value relevance of earnings, with the market assigning greater weight to permanent earnings than to those that are perceived as transitory (Kormendi and Lipe 1987; Collins and Kothari 1989; Lipe 1990; Ali and Zarowin 1992; Cheng, Lui and Schaefer 1996; Sloan 1996 as referenced in Nilsson, 2003).

The potential lack of reliability of the earnings figure has led investors to look to book value as measure of value. Collins, Maydew and Weiss (1997) investigated the causes of the shift in focus from earnings to book value, and these include the increasing magnitude and frequency of abnormal and extraordinary items; the increasing occurrence of reported losses; the decline in firm size, and the increase in the incidence of intangibles. These factors, which are linked to a reduction in the value-relevance of earnings, have also been shown to be associated with an increase in the value relevance of book value (Berger, Ofeck and Swary 1996; Burgstahler and Dichev 1997; Collins, Maydew and Weiss 1997; Barth, Beaver and Landsman 1998, as referenced in Van Cauwenberge, 2007).

The relative value relevance of earnings and book value has also been examined in the context of return on equity (Burgstahler and Dichev 1997; Penman 1998). Burgstahler and Dichev (1997) develop an option-style valuation model in which market value is a convex non-additive function of earnings and book value; a high return on equity (ROE) suggests that the firm is using its assets efficiently and will therefore continue to employ the assets in the same manner. Therefore, future earnings are expected to be similar to current earnings. This perception of permanence may result in value relevant earnings. Conversely, if ROE is low, the firm will look for a better way to employ its assets. This would result in the need to revise the expectation of earnings and thus book value becomes more relevant as the predictability of earnings declines. A similar result was found by Penman and Sougiannis (1998) who combined earnings and book value multipliers in a valuation model. Weights were calculated for capitalized earnings and book value dependent on the relative size of each measure. It was found that the weights varied non-linearly with respect to the difference between the measures.

STATEMENT OF THE PROBLEM

Studies by Adeyemi and Ogundele (2003) was limited to communications in accounting, problems and solutions; Kantudu (2005) on the other hand studied the relevance of financial statement to stakeholders' investment decisions; while Babatunde and Mokuolu (2005) studied the stock market development and economic growth in Nigeria; so far, there are no any significant existing empirical studies that has investigated the value relevance of accounting information and market share prices of quoted cement manufacturing firms in Nigeria during the stock market crisis.

OBJECTIVES

This study investigates the value relevance of accounting information of quoted cement manufacturing firms during the stock market crisis in Nigeria. Specifically, the objectives of the study are to;

(i) Examine the relationship between earnings per share and market price per share of quoted cement manufacturing firms in Nigeria.

(ii) Assess the relationship between book value per share and market share price of quoted cement manufacturing firms in Nigeria.

HYPOTHESES

$H_{o1.}$ There is no significant relationship between earnings per share and market price per share of quoted cement manufacturing firms in Nigeria during the stock crisis.

H_{o2}. There is no significant relationship between book value per share and market price per share of quoted cement manufacturing firms in Nigeria during the stock crisis.

RESEARCH METHODOLOGY

Ohlson (1995) developed a formal model relating firm value to accounting variables. This study follows this model in accordance with the methodology used by Collins, Maydew, and Weiss (1997) to analyze its implications with data of quoted Nigerian cement manufacturing firms. Ohlson (1995) started with a dividend discounting model under the residual income valuation assumptions. The original assumption of the Ohlson model imposes a time-series structure on the abnormal earnings process that affects value. Also, the present value relation of the dividend discount model stipulates that the market value of a firms equity (p_t) equals the present value of its expected future dividends $(E_t[d_t])$ discounted at the risk-free interest rate (R_t). Applying the risk-free interest rate (R_t) as a discount factor reflects the assumption of risk-neutral investors, as it is also assumed to be constant.

The Clean Surplus Relation *(CSR)* ties up accounting data so all flows pass through the income statement. *CSR* ensures that all changes in the book value of equity (BV_t) are reported as either accounting earnings (E_t) or dividends (d_t). Another assumption of the Ohlson model approximates the time series behavior of abnormal earnings as linear and stationary, which Ohlson denominated as the Linear Information Dynamics *(LIDOM) relation*, where abnormal earnings are defined by the Abnormal Earnings Relation *(AER)* as the difference between accounting earnings (E_t) and normal earnings. Normal earnings represent a firm's normal earnings return on the capital invested at the beginning of the period, which is the net book value of equity multiplied by the interest rate.

Ohlson's (1995) book value-abnormal earnings model can be expressed as a function of current earnings and lagged book value. According to Collins, Pincus, and Xies's (1999), the preliminaries of the Ohlson model are based on the *CSR* which is;

$$P_t = BV_{t-1} + E_t - d_t \quad (1)$$

where BV_t = book value of equity at time t, E_t = earnings for period t, and d_t = dividend in period t. The definition of abnormal earnings is;

$$Ex_t^a = E_t - (R_f - 1)BVt_{-1} \quad (2)$$

where R_f is one plus the risk-free rate. The stochastic process assumption for abnormal earnings (where ε_t is other non-accounting value-relevant information) is:

$$E^a_{t-1} = \omega E^a_t + \varepsilon_{t+1} \quad (3)$$

Given that Ohlson's (1995) initial book value-abnormal earnings valuation model is;

$$P_t = BV_t + \sum R_f^{-T}(E^a_{t+T}) \quad (4)$$

where p_t is the firm's stock price at time t. Ohlson (1995) shows that with the standard assumptions underlying the dividend discount model together with equation (1) and (2), his equation can be rewritten as;

$$P_t = BV_t + a_1 E_t^a + a_2\varepsilon_t \quad (5)$$

By substituting the definition of abnormal earnings (E_t^a) from above into equation *(5),* Ohlson (1995) shows that price can be expressed as a function of current period earnings, book value at time t, and other information. Ohlson notes that in this form, the valuation function shows how earnings and book values operate as the primary value indicators. Collins, Maydew, and Weiss (1997) and Collins, Pincus, and Xie (1999) complied with the empirical methodology of the Ohlson (1995) model that specify;

$$P_{it} = a_{0t} + a_{it}BV_{it}\, a_{it}\, E_{it} + \varepsilon_{it} \quad (6)$$

where;

P_{it} - Price of firm i share at the date on which annual report is issued.

BV_{it} - Book value per share of firm i at the end of year t.

E_{it} - Earnings per share of firm i during year t.

ε_{it} - Other non – accounting value-relevant information

a_0 - Coefficient for each independent variable

t - Time dimension

i - Individual firm.

The functional relationship between market share price and the independent variables is regressed from our data as;

$$MPS_{it} = a_0 + a_1BVS_{it} + a_2EPS_{it} + a_3SMC_{it} + \varepsilon_{it}$$

Where; MPS_{it} is the dependent variable, a_0, a_1, a_2, a_3 are regression coefficients with unknown values. *BVS, EPS* and *SMC* are the independent variables. ε is the other non- accounting value-relevant information.

FINDINGS

This section of the study is devoted to presentation of the results of the analysis performed on the data collected to enable the test of the propositions of the study.

TABLE - 1: VARIABLES AND VALUES FOR EQUATION PARAMETERS

FIRMS	YEARS	VARIABLES			
		MPS	BVS	EPS	SMC
Ashaka Cement	2009	11.55	13.20	47.00	1
	2008	17.01	17.49	121.00	1
	2007	53.12	16.81	110.00	1
	2006	55.00	17.21	231.00	1
	2005	34.20	16.53	303.00	0
	2004	22.50	17.22	385.30	0
	2003	17.75	15.13	242.00	0
	2002	13.99	13.66	173.50	0
	2001	20.89	17.09	316.40	0
Lafarge Wapco Cement	2009	30.00	29.13	168.00	1
	2008	25.50	26.96	375.00	1
	2007	79.80	21.86	356.00	1
	2006	53.99	17.02	365.00	1
	2005	17.30	10.33	101.00	0
	2004	11.30	27.24	-198.00	0
	2003	18.51	21.92	-185.00	0
	2002	14.15	24.71	-81.00	0
	2001	21.84	30.88	86.00	0
Cement Company Northern Nigeria	2009	12.46	6.71	184.00	1
	2008	5.33	6.33	134.00	1
	2007	23.00	5.01	11.00	1
	2006	21.59	2.85	-3.20	1
	2005	7.95	2.97	20.70	0
	2004	6.63	3.43	85.12	0
	2003	3.83	2.05	-14.70	0
	2002	3.07	3.18	-93.20	0
	2001	4.55	1.35	-146.60	0

Source: NSE Fact Books; Cashcraft Management Limited

Where:*MPS*- Market Price per Share; *BVS* - Book Value per Share; *EPS* - Earning Per Share; *SMC*- Stock Market Crisis
Note: *SMC* Figures of "0" indicate the periods without stock market crisis, and "1" indicate the Periods with stock market crisis.
The computation results obtained are presented in table 2 below and subsequently interpreted.

TABLE-2: STATISTICAL RESULTS

VARIABLES	MPS	BVS	EPS	SMC
Beta	N/A	0.303	0.372	0.349
Standard Error	5.454	0.308	0.017	5.634
t-values	0.619	2.004	2.336	2.258
T significance	0.542	0.057	0.029	0.034
Tolerance	N/A	0.935	0.844	0.894
VIF	N/A	1.070	1.185	1.113
R	.712			
R Square	0.507			
Adjusted R square	0.443			
Std. Error of Estimates	13.78673			
F. Statistics	7.883			
Sig. F change	0.001			
Durbin Watson	1.573			

Source: SPSS Regression Results

N/A= Not Applicable
The statistical results in table 2 indicate a significant positive correlation between *MPS* and *BVS, EPS* and *SMC. 50.7%* of the variations in the *MPS* of quoted cement manufacturing firms in Nigeria are explained by *BVS, EPS* and *SMC*; this means that *BVS, EPS* and *SMC* have a significant influence on the market share price of these firms. It further reveals the overall fitness of the adjusted Ohlson Regression Model with the adjusted coefficients of determination (R^2) of *0.507*. Additionally, the adjusted *R-Square* value showed a positive *0.443.*
In order to assess the multicollinearity and autocorrelation of the variables, the Tolerance, *VIF* (Variance Inflation Factor) and Durbin-Watson *(DW)* values are used. Whereas the Tolerance and *VIF* values assess the multicollinearity of values*, DW* is used to assess autocorrelation of the values. From table 2 above, the Tolerance values of the variables are consistently smaller than *1.0*, which shows a complete absence of multicollinearity (Tobachnick and Fidell, 1996; Musa, 2005 as referenced in Abubakar, 2010). As suggested by Neter, Kutner, Nachtsheim and Wasserman (1996), Cassey and Anderson (1999) and Musa (2005), the *VIF* values which are consistently lower that ten *(10)* reaffirm the complete absence of multicollinearity among the variables considered. As for autocorrelation of the values, the *DW* value 1.573 falls within the range of 1.5 – 3.5 and this signifies a complete absence of autocorrelation.
The regression equation as stated earlier is;

$MPS_{it} = a_0 + a_1BVS_{it} + a_2EPS_{it} + a_3SMC_{it} + \varepsilon_{it}$ …….(1)

Substituting the computed beta values of the variables in the above equation, we have;

$MPS_{it} = 3.378 + 0.3033BVS + 0.372EPS + 0.349SMC + 13.78673$ ………………………………………………………………………………………(2)

From equation *(2) BVS, EPS* and *SMC* all have a positive beta coefficients and can influence a positive change in the market share price when there is an increment in them. This indicates that whenever there is *N1* increment in *BVS* and *EPS*, the market share price will increase by 30.3_K and 37.2_K respectively.
The calculated t-value of *BVS, EPS* and *SMC* gives *2.004, 2.336* and *2.258,* which are less than the table critical t-value of *3.078*, in each case at *1%* levels of significance. The t-significance values for *BVS, EPS* and *SMC* indicate that there is a significant relationship between the three variables and the *MPS* at *1%* level of significance. The *F*-statistics gives a positive value of *7.883* which indicates a strong positive significant relationship.
These results provide evidence that the regression model is well fitted and that accounting information published in financial statements of quoted cement manufacturing firms in Nigeria during the stock market crisis is value relevant.

CONCLUSION AND RECOMMENDATION
Several studies have shown that earnings and book value are found to correlate with stock prices, and investors are able to take advantage of this kind of information and this is reflected in market share prices. While we have not assessed the total contributions of value relevance studies to valuation, because of the different valuation models and the set of variables used in these analysis; we however have studied the links between accounting information and market share prices of quoted cement manufacturing firms in Nigeria during the stock market crisis. The Ohlson model (1995) was used to empirically measure the value relevance of accounting information of quoted cement manufacturing firms in Nigerian. The study found that there is a significant positive relationship between earnings per share, book value per share and market price per share of these quoted cement manufacturing firms in Nigeria during the stock market crisis. The study therefore concludes that there a significant relationship between stock market crisis and the market share prices of cement manufacturing firms in Nigeria. Following the findings of this study, we recommend that quoted cement manufacturing firms in Nigeria should recapitalize through mergers and acquisitions as obtained in the Nigerian banking sector; this will enhance the capacity of these quoted cement manufacturing firms to absorb the shock of the stock crisis. This measure is anticipated would increase investors' confidence in the accounting information of quoted cement manufacturing firms in Nigeria.

REFERENCES
1. Abubakar, S. (2010). *Value Relevance of Accounting Information of Listed New Economy Firms in Nigeria: An Empirical Investigation Using Ohlson Model.* Department of Accounting, Ahmadu Bello University, Zaria.
2. Adeyemi, S.B., Ogundele, B.O. (2003). Communications in Accounting: Problems and Solutions. *The Nigerian Accountant, 36(1), pp.22-27.*
3. Amir, E., Harris, S., and Veuti, E. K. (1993). A Comparison of the Value Relevance of U.S Versus Non-U.S.GAAP Accounting Measures Using Form 20-F Reconciliations. *Journal of Accounting Research, pp.230-264.*
4. Amir, E., Lev, B. (1996). Value Relevance of Non-Financial Information: The Wireless Communications Industry. *Journal of Accounting and Economics, 22, pp.3-30.*
5. Babatunde, O.O., Mokuolu, J.O. (2005). Stock Market Development and Economic Growth in Nigeria; An Empirical Analysis. *Nigerian Journal of Banking and Financial Issues, 6(1), pp.56-58.*
6. Ball, R., Brown, P. (1968). An Empirical Evaluation of Accounting Income Numbers. *Journal of Accounting Research, 6(2), pp.159-178.*
7. Barth, M. E. Beaver, W. H., Landsman, W. R. (2001). The Relevance of the Value Relevance Literature for Financial Accounting Standard Setting: Another View. *Journal of Accounting and Economics, 31, pp.77-104.*
8. Beaver, W. H. (2002). Perspectives on Recent Capital Market Research. *Accounting Review, 77, pp.453-474.*
9. Beaver, W. H., Lambert, R., and Morse, D. (1980). The Information Content of Security Prices. *Journal of Accounting and Economics,* pp.3-28.
10. Beaver, W. H., Lambert, R., and Ryan, S. (1987). The Information Content of Security Prices; A Second Look. *Journal of Accounting and Economics, pp.139-157.*
11. Beisland, L. A. (2009). A Review of Value Relevance Literature. *The Open Business Journal, 2, pp.1-17.*
12. Burgstahler, D., Dichev, I. (1997). Earnings, Adaptation, and Equity Value. *The Accounting Review, 72, pp.187-215.*
13. Collins, D., Kothari, S.P. (1989). An Analysis of the Inter-temporal and Cross-sectional Determinants of the Earnings Response Coefficient. *Journal Accounting and Economics, 11, pp.143-181.*
14. Collins, D., Maydew, E., Weiss, I. (1997). Changes in the Value Relevance of Earning and Book Values over the Past Forty Years. *Journal of Accounting and Economics, 24(1), pp.39-68.*
15. Collins, D., Pincus, M., Xie, H. (1999). Equity Valuation and Negative Earnings: The Role of Book Value of Equality. *The Accounting Review, 74(1), pp.29-61.*
16. Dechow, P. M. (1994). Accounting Earnings and Cash Flows as Measures of Firm Performance: The Role of Accounting Accruals. *Journal of Accounting and Economics, 18, pp.1-22.*
17. Financial Accounting Standards Board (1978). Statement of Financial Accounting Concepts No.1, Objectives of Financial Reporting by Business Enterprises. *FASB:* Stamford, Connecticut.
18. Francis, J., Schipper, K. (1999). Have Financial Statements Lost Their Relevance. *Journal of Accounting Research, 37 (2), pp.319-352.*
19. Kantudu, A. S. (2005). Are Companies Financial Statements Relevant to Stakeholder Investment Decisions? *Nigerian Journal of Accounting, 2(3), pp.1-12.*
20. Kormendi, R., Lipe, R. (1987). Earnings Innovations, Earning Persistence, and Stock Returns. *The Journal of Business, 60(3), pp.37-64.*
21. Lev, B., Zarowin, P. (1999). The Boundaries of Financial Reporting and How to Extend Them. *Journal of Accounting Research. 37(2), pp.353-386.*
22. Lipe, R. (1990). The Relation Between Stock Returns and Accounting Earning Given Alternatives Information. *The Accounting Review, 65(1), pp.37-63.*
23. Miller, M. H., and Modigliani, F. (1966): Some Estimates of the Cost of Capital to the Electric Utility Industry, 1954-1957. *The American Economic Review, pp.333-391.*
24. Musa, F. I. (2005). *Modeling the Dividend Behavioral Pattern of Corporate Firms in Nigeria.* Phd Dissertation submitted to the Postgraduate School, Ahmadu Bello University, Zaria – Nigeria.
25. Neter, J., Kutner, M.H., Nachtsheim, C.J., Wasserman, W. (1996). *Applied Linear Statistical Models*. Irwin Company Inc. Chicago, USA.
26. Nilsson, H. (2003). Essays on the Value Relevance of Financial Statement Information. *Studies in Business Administration, Series B, No. 50.*
27. Ohlson, J. A (1995). Earnings, Book Value, and Dividends in Equity Valuation. *Contemporary Accounting Research, 11(2), pp.661-678.*
28. Patell, J., Kaplan, R. (1977). The Information Content of Cash Flow Data Relative to Annual Earnings. *Working Paper*, Stanford University.
29. Penman, S.H., Sougiannis, T.D. (1998). A Comparison of Dividend, Cash-flow, and Earnings Approaches to Equity Valuation. *Contemporary Accounting Research, 15, pp.343-383.*
30. Sloan, R. G. (1996). Do Stock Prices Fully Reflect Information in Accruals and Cash-Flows About Future Earnings? *The Accounting Review 71(3), pp.289-315.*
31. Svensson, E; Larsson. A. (2009). *Value Relevance of Accounting Information-A Swedish Perspective.* School of Economics and Commercial Law at Gothenburg University.
32. Tobachnick, B.G., Fidell, L.S. (1996). *Using Multivariate Statistics.* (3rd edition) Harper Collins. New York.
33. Van Cauwenberge, P., De Beelde, I. (2007). A Critical Note on Empirical Comprehensive Income Research. Working Paper. Department of Accountancy and Finance, Ghent University, *Kuiperskaai 55E, 9000* Ghent, Belgium.
34. Vazquez, R. D., Valdes, A. L., Herrera, H. V. (2007). Value Relevance of the Ohlson Model with Mexican Data. *Contaduria Y Administration, No. 223.*

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-mail i.e. **infoijrcm@gmail.com** 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 co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals