INTERNATIONAL JOURNAL OF RESEARCH IN **COMMERCE & MANAGEMENT**



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

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 1866 Cities in 152 countries/territories are visiting our journal on regular basis.

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	AN INSIGHT ON CONSUMER CHOICE AND MARKETING OPPORTUNITIES FOR BREAKFAST- CEREALS SIMI SIMON & DR. MURALI MANOHAR	1
2.	RECOGNITION OF THE INCOME TAX DEPARTMENT OF THE DISCLOSED PROFITS LISTED ACCORDING TO THE LEGISLATIONS OF THE COMMISSION OF REGULATING THE BUSINESS OF THE JORDANIAN INSURANCE COMPANIES DR. SULEIMAN HUSSIEN AL-BESHTAWI	4
3.	A CRITICAL ASSESSMENT OF THE CONTRIBUTION OF MARINE INSURANCE TO THE DEVELOPMENT OF NIGERIAN ECONOMY DR. I. A. NWOKORO	10
4.	APPLICATION OF 'BALANCED SCORECARD', IN PERFORMANCE MEASUREMENT OF NATIONAL OIL-RICH SOUTH COMPANY ESMAIL HAMID	17
5.	FIRMS' CHARACTERISTICS AND CAPITAL STRUCTURE: A PANEL DATA ANALYSIS FROM ETHIOPIAN INSURANCE INDUSTRY SOLOMON MOLLA ABATE	21
6.	IMPACT OF CELEBRITY ENDORSEMENT ON BRAND EQUITY WITH MEDIATING ROLE OF BRAND TRUST SABIR HUSSAIN, RAJA WASIF MEHMOOD & FAIZA SAMI KHAN	28
7.	PERCEPTION OF EXPORT DIFFICULTY IN SMEs AND EXPORT PERFORMANCE: A STUDY OF NIGERIAN SMEs IN THE LEATHER INDUSTRY ABUBAKAR SAMBO JUNAIDU	33
8.	INVESTORS PERCEPTIONS ON PUBLIC AND PRIVATE LIFE INSURANCE COMPANIES IN INDIA - WITH SPECIAL REFERENCE TO LIFE INSURANCE INVESTORS IN KARNATAKA DR. SREENIVAS.D.L & ANAND M B	37
9.	MICROFINANCE IN INDIA: CHALLENGES AND OPPORTUNITIES S.RAVI & DR. P. VIKKRAMAN	46
10.	DIFFERENCES IN ORGANIZATIONAL COMMITMENT IN PRIVATE AND PUBLIC SECTOR BANK EMPLOYEES DR. SARITA SOOD, DR. ARTI BAKHSHI & SHIKHA SHARMA	50
11.	FINANCIAL INCLUSION AND WOMEN EMPOWERMENT: A STUDY ON WOMEN'S PERCEPTION OF EAST GODAVARI DISTRICT, ANDHRA PRADESH	53
12.	A STUDY ON UNDERSTANDING THE LEVELS OF JOB SATISFACTION, JOB MOTIVATION, ORGANIZATIONAL COMMITMENT, PERCEIVED ORGANIZATION SUPPORT AMONG FRESHER'S AND EXPERIENCED ACADEMICIANS DR. M. S. PRIYADARSHINI & S. PADMANATHAN	58
13.	IMPACT OF FII's INVESTMENT ON THE INDIAN CAPITAL MARKET DR. K. B. SINGH & DR. S. K. SINGH	61
14.	RETAIL BANKING: EFFECT OF FACTORS ON CUSTOMER SWITCHING BEHAVIOUR NEETHA J. EAPPEN & DR. K. B. PAVITHRAN	64
15.	PATTERN OF CAPITAL STRUCTURE IN AMARA RAJA BATTERIES LIMITED, TIRUPATI - AN ANALYSIS K. KALYANI & DR. P. MOHAN REDDY	68
16.	PROSPECTS OF MEDICAL TOURISM - A STUDY ON THE MANAGEMENT TRENDS AND PRACTICES OF THE PROMINENT PARTICIPANTS OF HOSPITAL SECTOR IN SOUTH INDIA DR. BINDI VARGHESE	73
17.	IMPACT OF LEADERSHIP STYLES ON ORGANIZATIONAL EFFECTIVENESS IN HANDLOOM SECTOR DR. SOPNA V. MUHAMMED	77
18.	STRATEGIC IMPLICATIONS IN AGRO-TOURISM WITH SPECIAL REFERENCE TO PUNJAB DR. SARITA BAHL	81
19.	LIQUIDITY ANALYSIS OF INDIAN HOTEL INDUSTRY	85
20.	DR. K. KARTHIKEYAN & K. RAMASAMY SATISFACTION LEVEL OF ADVERTISING AWARENESS AMONG COLLEGE STUDENTS – A FACTOR ANALYSIS SATISFACTION LEVEL OF ADVERTISING AWARENESS AMONG COLLEGE STUDENTS – A FACTOR ANALYSIS	92
21.	S. JEYARADHA, DR. K. KAMALAKANNAN & V. SANGEETHA FACET OF GLOBAL RISKS	94
22.	A CASE STUDY ON THE GAPS BETWEEN EXPECTATIONS AND EXPERIENCES OF THE EMPOYEES IN APHDC LTD ON 'PERFORMANCE APPRAISAL'	101
23.	DO PEOPLE PLAN? WHY ARE THEY SO NEGLIGENT ABOUT THEIR OWN FINANCES	104
24.	VISHWAS SRINIWAS PENDSE STRATEGIC ANALYSIS AND IMPLEMENTATION OF SELF EMPLOYMENT GENERATION SCHEMES IN JAMMU AND KASHMIR STATE AAGMAAMB	108
25.	ENTREPRENEURSHIP IN NORTH EASTERN REGION OF INDIA-THE MSME PERSPECTIVE	111
26.	DR. KH. DEVANANDA SINGH CONTEMPLATION OF ISLAMIC BANKING IN LUCKNOW: A CRITICAL ANALYSIS	116
27.	IMRAN SIDDIQUEI, TUSHAR SINGH & SAIF REHMAN FDI IN ORGANIZED RETAIL IN INDIA: LOOK TO THE MULTIBRAND OPPORTUNITIES	122
28.	MOHD. IMTIAZ & SYED AHMED WAJIH NON PERFORMING ASSETS MANAGEMENT IN KARNATAK CENTRAL CO-OPERATIVE BANK LTD. DHARAWAD	126
29.	DR. RAMESH.O.OLEKAR & CHANABASAPPA TALAWAR A CRITICAL EVALUATION OF FINANCIAL PERFORMANCE OF RAJASTHAN TOURISM: A CASE STUDY OF RAJASTHAN TOURISM DEVELOPMENT CORPORATION	131
30.	DR. LAXMI NARAYAN ARYA & DR. BAJRANG LAL BAGARIA GREEN INVESTMENT BANKS: A NEW PHASE OF CORPORATE INVESTMENT	138
	REQUEST FOR FEEDBACK	144

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

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

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

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

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

<u>SUPERINTENDENT</u>

SURENDER KUMAR POONIA

d)

e)

2.

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

CO	OVERING LETTER FOR SUBMISSION: DATED:
	IE EDITOR CCM
Su	bject: SUBMISSION OF MANUSCRIPT IN THE AREA OF .
(е	.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
DE	EAR SIR/MADAM
Ple	ease find my submission of manuscript entitled '
	ereby 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 der review for publication elsewhere.
I a	ffirm 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).
	so, 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 ntribution in any of your journals.
	AME OF CORRESPONDING AUTHOR:
	filiation with full address, contact numbers & Pin Code:
	sidential address with Pin Code:
	obile Number (s): ndline Number (s):
E-r	mail Address:
Alt	ternate E-mail Address:
NC	DTES:
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.

Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.

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

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.

AUTHOR NAME (S) & AFFILIATIONS: The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email

ABSTRACT: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods,

The total size of the file containing the manuscript is required to be below 500 KB.

address should be in italic & 11-point Calibri Font. It must be centered underneath the title.

results & conclusion in a single para. Abbreviations must be mentioned in full.

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

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

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

IMPACT OF FII'S INVESTMENT ON THE INDIAN CAPITAL MARKET

DR. K. B. SINGH
ASST. PROFESSOR
BIRLA INSTITUTE OF TECHNOLOGY
MESRA

DR. S. K. SINGH
PROFESSOR
JIWAJI UNIVERSITY
GWALIOR

ABSTRACT

The Indian economy has witnessed paradigm shift post liberalization, since 1991. Opening of many sectors necessitated policy measures to encourage the foreign institutional investment (FII) in India. FIIs have been allowed to invest in all securities traded on the primary and secondary markets, including shares, debentures and warrants issued by companies which were listed or were to be listed on the Stock Exchanges in India. The number of FIIs registered with SEBI was 3 in 1992-93 and since then it has increased to 1713 in 2009-2010. The FIIs have been playing a significant role in the Indian capital market in capital formation and economic development of the country. The present work is an attempt to assess how the FIIs have contributed to the Indian capital market since 1993. S&P CNX NIFTY has been taken as a proxy for the Indian capital market. Data of FII investment was obtained from the website of SEBI and annual report of RBI. Further data was also obtained from the website of NSE. On the basis of empirical work carried out for a period 1991-93 to 2010-11 the study tries to find the correlation between net FII flows and NIFTY. The study also tries to assess the impact of FIIs investment on the market capitalization and on the basis of empirical data. In order to test the hypothesis -correlation, OLS regression technique and independent sample t-Test is carried out. The study concludes that FIIs are aiding in the promotion of Indian Capital market the market become more efficient with the growing presence of institutional investors. Further, the study also traces upon the regulatory measures adopted to smoothen the flow of investment by FIIs in India.

KEYWORDS

Foreign Institutional Investors, FII, Indian Capital market, NIFTY Index.

INTRODUCTION

oreign Institutional Investors (FIIs) have been playing key role in the Indian Capital Market since their allowance to participate in the Indian capital market as part of India's liberalization policies. In these context necessary guidelines for investment was announced on Sep. 14, 1992. This allowed FIIs to trade in all securities after obtaining SEBI registration. The number of FIIs registered with SEBI was 3 in 1992-93 and since then it has increased to 1713 in 2009-2010. Foreign institutional investors are permitted to invest in the primary market and secondary capital markets in India by a way of Portfolio Investment Scheme (PIS) under which FIIs can acquire shares/debentures of Indian companies through the stock exchanges of India. The overall investment ceiling for FIIs is 24 percent of the paid capital of the Indian company. This limit is set as 20 percent of the paid up capital in case of public sector banks, including the State Bank of India. However, this ceiling of 24 percent can be raised up to sectorial cap/statutory ceiling, provided approval of the board is obtained and the general body of the company passes a special resolution to the effect.

The present study is an endeavor to find out the role of FIIs in the Indian capital market and to assess the relationship between Net FIIs investment and SENSEX. The Researcher has also tried to assess the impact of FIIs investment on the market capitalization. The study also traces upon the regulatory measures adopted to smoothen the flow of investment by FIIs in India.

REVIEW OF LITERATURE

Mishra P.K., Das K.B., and Pradhan B.B., (2009) in his paper entitled. "Role of FIIs in Indian Capital Market" examines the performance of the Indian capital market by empirically studying the impact of net equity investment by FIIs on stock returns. The author used monthly data on Sensex based stock return and net FII flows over a period of 17 years spanning from Jan 1993 to May 2009, provides the evidence of positive correlation between FII net flows into India and stock market return and author also found that the movements in the Indian capital market are fairly explained by the FII net inflows.

Prasanna, P.K, (2008) in his paper entitled — "Foreign Institutional Investors: Investment Preferences in India" has examined the contribution of foreign institutional investment particularly among companies included in sensitivity index (Sensex) of Bombay Stock Exchange. In this study also examined the relationship between foreign institutional investment and firm specific characteristics in terms of ownership structure, financial performance and stock performance. It is observed that foreign investors invested more in companies with a higher volume of shares owned by the general public. The promoter's holdings and the foreign investments are inversely related. Foreign investors choose the companies where family shareholding of promoters is not substantial. Among the financial performance variables the share returns and earnings per share are significant factors influencing their investment decision.

Lin, A. and Chen,C.Y. (2006) in his paper entitled, — "The Impact of Qualified Foreign Institutional Investors on Taiwan's Stock Market" has explored the relationship between qualified foreign institutional investors (QFIIs) and Taiwan's stock market and evaluates the effect of QFIIs' investment transactions on Taiwan's stock market. By taking the date of easing regulatory restrictions on foreigners' stock investment holdings as a cutoff point, the research uses the highest and lowest 10 stocks of QFII holdings in three industry sectors as sample portfolios to study the prior- and post event returns.

Soumyen,S. (2006) in his paper entitled, — "Foreign Capital Inflow into India: Determinants and Management", held that the surge in inflows has not been matched by a corresponding growth in the absorptive capacity of the Indian economy. The major reason is the persistent slowdown of industrial activity since 1997. At the same time, the Reserve Bank of India (RBI) has been reluctant to let the rupee find its market-clearing level under the circumstances. This has resulted in steady accretion to our foreign exchange reserves (FER) over the last few years.

Ananthanarayanan, S. (2004) in his paper, — "Foreign Institutional Investors and Security Returns: Evidence from Indian Stock Exchanges", held that as part of its initiative to liberalize its financial markets, India opened her doors to foreign institutional investors in September, 1992. This event represents a landmark event since it resulted in effectively globalizing its financial services industry. We study the impact of trading of Foreign Institutional Investors on the major stock indices of India. Our major findings are as follows. First, we find that unexpected flows have a greater impact than expected flows on stock indices. Second, we find strong evidence consistent with the base broadening hypothesis. Third, we do not detect any evidence regarding momentum or contrarian strategies being employed by foreign institutional investors. Fourth, our findings support the price pressure hypothesis. Finally, we do not find any substantiation to the claim that foreigners' destabilize the market.

Sivakumar, S. (2003) in his paper entitled, —" FIIs: Bane or boon?" has analyzed the net flows of foreign institutional investment over the years, in his paper also discusses the nature of FII flows based on research, explores some determinants of FII flows and examines if the overall experience has been stabilizing or destabilizing for the Indian capital market.

Kumar, S.S.S., (2002) in his research paper — "Role of Institutional Investors in Indian Stock market" observed that the main reason behind the development of the stock market in India in the last 15 years has been the growing participation of Institutional Investors and the Indian Mutual funds combined together and the total assets under their management amounts to almost 18% of the entire market capitalization. This paper examines the role of these investors in Indian Stock market and finds the market movement with the help of using the direction of the funds flow from these investors. To study the role of FIIs regression test and Granger Causality test was carried out by the researcher. On the basis of regression results they concluded that the direction of the flow of funds from FIIs and the mutual funds lead to market rise or fall. On the basis of empirical work carried out the author concluded that the market become more efficient with the growing presence of institutional investors.

OBJECTIVE OF THE STUDY

- 1. To study the structure and functioning of FIIs since 1992-93 in the Indian capital market.
- 2. To study the role of Foreign Institutional Investor in the growth and development of Indian capital market since 1992-93.
- 3. To identify the shortcoming in the existing legal framework for FIIs investment in the Indian capital market to ward off volatility.
- 4. To examine the relationship between the FIIs equity investment pattern and Indian stock indices especially National stock exchange's CNX-Nifty index.

HYPOTHESIS

- HO: There is no significant impact of FIIs in the promotion of Indian capital market.
- H1: There is significant impact of FIIs in the promotion of Indian capital market.
- H0: There is no significant impact of FIIs in the promotion of Indian Capital market.
- H1: There is no significant impact of FIIs in the promotion of Indian Capital market. .
- H0: There is no significant impact of FIIs investment on CNX-Nifty index
- H1: There is significant impact of FIIs investment on CNX-Nifty index.

DATA SOURCES AND METHODOLOGY

To fulfill the present research objectives data of FII investment was obtained from the website of SEBI and annual report of RBI. Further data was also obtained from the website of National Stock exchange (NSE). Market capitalization data has also been obtained from the website of NSE, the reason for choosing the market capitalization indices is that, returns only incorporate the price changes, whereas market capitalization takes into consideration not only price data but volume of trading as well. In order to test the data empirically correlation, OLS regression technique and independent sample t-Test is carried out by the researcher.

RESULTS AND DISCUSSIONS

The present study is carried out to ascertain the role of FIIs in the Indian capital market. To fulfill this objective data were collected from the website of NSE and test was carried out to find if there is any impact of FIIS on the CNX-Nifty index. The table given below shows the net FIIs investment and the corresponding CNX-Nifty index value.

TABLE-1: NET	FIIS INVESTMEN	IT & CNX-NIFTY INDEX
Financial Year	NSE-CNX NIFTY	FII-Equity (INR Crore)
1992-93	840.99	13.4
1993-94	884.6	5126.5
1994-95	1202.87	4796.3
1995-96	965.26	6942
1996-97	1005.75	8545.6
1997-98	1087.34	5267
1998-99	956.62	- 717.2
1999-00	1369.01	9669.5
2000-01	1336.49	10206.7
2001-02	1007.13	8072.2
2002-03	1036.1	2527.2
2003-04	1428.13	39959.7
2004-05	1805.26	44122.7
2005-06	2503.4	48800.5
2006-07	3572.44	25235.7
2007-08	4896.6	53403.8
2008-09	3731.03	-47706.2
2009-10	4627.76	110220.6
2010-11	5583.54	110120.8

Source: website of NSE & SEBI

To test the impact of FIIs in the promotion of the Indian Capital Market, trend analysis using multiple linear regression model fitted with the econometric technique of ordinary least square (OLS) of the type.

 $Y = \alpha + \beta t + rtd$

Where α , β and r are constant and t = time. The above formulation is adopted on the ground that we are interested in growth and not in absolute change. In the equation mentioned above if β is found to be statistically significant, than one can accept the hypothesis that there is a significant impact of FIIS on the Indian Capital Market reject otherwise.

Thus by applying linear regressions on net FII investment and CNX-Nifty index value the following summary table has emerged

TABLE-2: MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.648a	.419	.386	1225.3908

- a. Predictors: (Constant), Net FII Investment
- b. Dependent Variable: CNX-Nifty index

It can be observed from the above table that all explanatory variables, taken together explain nearly 42 percent (R2 = 0.419) of the total variables in the capital market of India is established each year. This means that whatever changes have happened in the CNX-Nifty index for period under review the FII investment are responsible up to 42%. This implies that there are many other macro economic factors which have indirectly affected of CNX-Nifty index in India, but FII's investment is a major factor. Therefore, it may be inferred that according to the model made on the basis of linear regression, FII investment have affected the CNX-Nifty index value from the coefficients of the model as shown above. It can be observed from the table-3 that the value of t statistics is 2.399 which is significant at 5 percent level of significance which means that the null hypothesis is not accepted and the alternate hypothesis there is significant impact of FIIs on the CNX-Nifty index is accepted meaning thereby that FIIs are aiding in the promotion of Indian Capital market.

TABLE-3: COEFFICIENTS						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		В	Std. Error	Beta		
1	(Constant)	1473.408	332.595		4.43	.001
Net FI	I Investment	.071	.007	.266	3.507	050

a. Dependent Variable: CNX-Nifty index

Further to find out the relationship between FIIs investment and the CNX-Nifty index Pearson Correlation test is carried out. From this it established that the correlation between Net FIIs investment and CNX-Nifty index is .266. This shows that there is a moderate positive relationship between Net FIIs investment and CNX-Nifty index. Hence there is a moderate impact of FIIs investment in the fluctuation of the CNX-Nifty index for period under study.

The present study is also dedicated to find out the relationship between FIIs investment and the market capitalization on the basis of the empirical work carried out the following table has emerged.

TABLE-4: CORRELA	TIONS DETWEEN	FIIC O MANDIET	CADITALIZATION
IADLE-4: CURKELA	ATTOMS DET WEEK	FIID & IVIARREI	CAPITALIZATION

	NET_FII_INVEST	MARKET CAPITALISATION
NET_FII_INVEST Pearson Correlation	1	.666*
Sig. (2-tailed) N		.013
	13	13
MARKET_CAPITALISATION Pearson Correlation	.666*	1
_	.013	
ON Sig. (2-tailed) N	13	13

^{*.} Correlation is significant at the 0.05 level (2-tailed).

From the above table it is observed that the correlation between market capitalization and the net FII investment is .666. This shows that there is a good relationship between these two variables and both are positively correlated. Thus it can be established on the basis of the above results that there is significant impact of FIIs investment in the promotion of the Indian capital market.

Finally to ascertain the difference between the Investment made by the FIIs in the debt and the equity segment independent sample t-Test is carried out on the basis of the empirical work the following table has emerged.

CONCLUSION

This paper examines the inter-linkages among stock market, market capitalization, and net FII investment by applying multiple linear regression model fitted with the econometric technique of ordinary least square, correlation and independent sample t- test to find out the significant difference between FIIs investment in the debt and the equity segment. The results indicate that there is significant impact of FIIs on the CNX-Nifty index, there is a moderate impact of FIIs investment in the fluctuation of the CNX-Nifty index for period under study and finally on the basis of the results obtained it can be ascertained that there is significant difference between the investment made in the debt and the equity by the FIIs. These findings suggest that the authorities can focus on domestic economic policies to promote the development of the capital market and ensure the safety of the investors.

REFERENCES

- 1. Bose, S.& Coondoo D., 'The Impact of FII regulations in India-A Time Series Intervention Analysis of Equity flows' Money & Finance, July-Dec, 2004 p. 54-83.
- 2. Chakrabarti ,R.,—FII Flows to India: Nature and Causes Money & Finance, Vol. 2, No. 7, 2001, October–December.
- 3. Chakrabarti, R., (2006): Foreign Institutional Investments http://www.prism.gatech.edu/rc166/FII Basu.pdf
- 4. Chopra, C., 'Foreign Investment in India-Liberalization and WTO: The emerging scenario', Deep & Deep Publication Pvt. ltd, 2003, New Delhi.
- 5. Kaur, M and Sharma, R. 'Impact of FIIs on the volatility of share prices Securities Market Operations and Reforms, NSE papers 2004.
- 6. Kehal, H.S., 'Foreign Investment in developing countries' Palgarve, Macmillan, 2004, New York.
- 7. Kumar, S.S.S. 'Role of Institutional Investors in Indian Stock market' Indian Journal of economics, Vol. no. 82, issue 327,2002 page no. 549.
- 8. Pasricha J.S. & Singh U.C., 'Foreign Institutional Investors and Stock market volatility' The Indian Journal of Commerce, Vol.54, No. 3, 2001, July-Sep.
- 9. Rai, K., & Bhanumurthy N.R., 'Determinants of Foreign Institutional Investment in India: The role of return, risk and inflation' The Developing Economies, XLII-4, December, 2004,p.479-93
- 10. Rammohan.T.T., 'Taking Stock of Foreign Institutional Investors' Economic & Political weekly, June 11, 2005, p. 2395-2399.
- 11. Saini, R., 'Foreign Institutional Investment in India- A study of issue, facts and determinants Securities Market: Operations and Reforms' Deep and Deep publication pvt. Ltd., 2005. p 68-80.
- 12. Samal, K. C., 'Emerging equity market in India-Role of Foreign Institutional Investors' Economic & Political weekly, Oct 18, 1997, p. 2729-2732.
- 13. Singh,S.K., 'Foreign portfolio investments in India' The Indian Journal of Commerce, Vol. 57, No.4,2004, October-December.



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 cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.







