

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

I  
J  
R  
C  
M



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.](#), [Google Scholar](#),

[Open J-Gate, India](#) [link of the same is duly available at [Infibnet of University Grants Commission \(U.G.C.\)](#)],

[The American Economic Association's electronic bibliography, EconLit, U.S.A.](#),

[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 5504 Cities in 190 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

<http://ijrcm.org.in/>

## CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	MARKET REACTION AND SEMI STRONG EFFICIENCY TEST <i>NI LUH PUTU WIAGUSTINI, IDA BAGUS PANJI SEDANA &amp; IDA BAGUS BADJRA</i>	1
2.	IMPACT OF FINANCIAL GLOBALIZATION ON REAL SECTOR INDICATORS OF INDIAN ECONOMY: AN EMPIRICAL STUDY <i>PADMABATI GAHAN &amp; SISIR RANJAN DASH</i>	7
3.	STATUS AND CHALLENGES IN ADDRESSING HUMAN DEVELOPMENT RELATED ISSUES: INDIAN SCENARIO <i>NISHITH DAVE, DR. ASHISH VORA &amp; VIKRAM PRAJAPATI</i>	12
4.	THE IMPACT OF OCCUPATIONAL STRESS ON EXECUTIVES WORK PERFORMANCE IN SCHEDULE COMMERCIAL BANKS <i>DR. P. NATARAJAN &amp; R. BHUVANESWARI</i>	17
5.	CHRONOLOGY OF DIVERGENCES & REVERSALS IN RALLIES & REACTIONS OF NIFTY STOCKS BETWEEN 1ST JANUARY 2002 & 31ST DECEMBER 2011 ON DAILY CHARTS <i>DR. PRAVIN MOKASHI</i>	23
6.	PROMOTING ENTREPRENEURIAL INTENTIONS THROUGH CREATIVE BEHAVIORS AND ENTREPRENEURIAL COMPETENCIES: A CASE STUDY ON WORKPLACE INTERNS IN TAIWANESE FRANCHISES <i>YEH, YU-MEI; LIN, HUNG-YUAN &amp; LI, FENG-CHIA</i>	26
7.	ACCOUNTING AND ETHICS A TOOL OF FORESIGHTEDNESS <i>M. C. SHARMA &amp; TAJINDER KAUR</i>	33
8.	JOB SATISFACTION AND SURVIVAL OF IMMIGRANT EMPLOYEES WITH REFERENCE TO TIRUPUR <i>DR. K. BRINDHA &amp; K. SUSEELAMANI</i>	36
9.	A STUDY ON HUMAN RESOURCE DEVELOPMENT TRAINING IN RASHTRIYA ISPAT NIGAM LIMITED (VISAKHAPATNAM STEEL PLANT) <i>B. VAMSI KRISHNA</i>	39
10.	MACROECONOMIC CHALLENGES OF INDIA POST 1991 ECONOMIC REFORMS <i>SUNIL B. KAPADIA &amp; DR. VENU V. MADHAV</i>	44
11.	A STUDY ON THE AWARENESS OF INSURANCE PRODUCT IN KOLKATA REGION, INDIA <i>ANURADHA SAHA</i>	56
12.	A STUDY ON CUSTOMER SATISFACTION OF PETROL BUNK IN MANNARGUDI TOWN <i>DR. K. VEMBU &amp; K. REKA</i>	63
13.	CHALLENGES FACED BY WOMEN ENTREPRENEURS: AN INDIAN CONTEXT <i>SILKY JAIN &amp; PANKAJ GUPTA</i>	67
14.	FOREIGN DIRECT INVESTMENT REFORMS AND ITS IMPACT ON THE INDIAN ECONOMY <i>RISHI CHAKRAVARTY</i>	70
15.	PROBLEMS AND PROSPECTS OF MICRO SMALL MEDIUM ENTREPRENEURS (MSMEs): A STUDY OF WARANGAL DISTRICT <i>VELDANDI SADANANDAM &amp; SHRUNGARAPU VISHNU</i>	78
16.	A PARADIGM SHIFT IN THE CONSUMER'S BEHAVIOUR TOWARDS ONLINE SHOPPING <i>MEGHNA MEENA &amp; ABHISHEK SHARMA</i>	82
17.	CHANGES IN THE OCCUPATIONAL STRUCTURE OF RURAL ARTISANS IN PUNJAB <i>INDERJEET SINGH</i>	85
18.	PROBLEMS AND PROSPECTS OF MICRO SMALL MEDIUM ENTREPRENEURS (MSMEs) IN TELANGANA STATE: A STUDY OF KARIMNAGAR DISTRICT <i>RANJITH UPPULA</i>	92
19.	MICRO SMALL MEDIUM ENTERPRISES (MSMEs) IN INDIA: AN OVERVIEW <i>NIMMALA SOMARAJU &amp; A. YESHODA</i>	99
20.	A STUDY ON THE PROGRAMMES AND SCHEMES OF MICRO SMALL MEDIUM ENTERPRISES (MSMEs) SECTOR IN INDIA <i>LAVURI RAMESH &amp; MOTHE RAJU</i>	102
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	<b>104</b>

***CHIEF PATRON*****PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur  
*(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)*

Chancellor, K. R. Mangalam University, Gurgaon  
 Chancellor, Lingaya's University, Faridabad  
 Founder Vice-Chancellor (1998-2008), 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. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

***ADVISOR*****PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

***EDITOR*****PROF. R. K. SHARMA**

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

***FORMER CO-EDITOR*****DR. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

***EDITORIAL ADVISORY BOARD*****DR. TEGUH WIDODO**

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Terusan Buah Batu, Kabupaten Bandung, Indonesia

**PROF. M. S. SENAM RAJU**

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

**DR. JOSÉ G. VARGAS-HERNÁNDEZ**

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

**PROF. M. N. SHARMA**

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

**DR. CHRISTIAN EHIUBUCHE**

Professor of Global Business/Management, Larry L Luig School of Business, Berkeley College, Woodland Park NJ 07424, USA

**PROF. SIKANDER KUMAR**

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

**DR. MIKE AMUHAYA IRAVO**

Principal, Jomo Kenyatta University of Agriculture and Technology (JKUAT), Westlands Campus, Nairobi-Kenya

**PROF. SANJIV MITTAL**

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

**DR. NEPOMUCENO TIU**

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

**PROF. RAJENDER GUPTA**

Convener, Board of Studies in Economics, University of Jammu, Jammu

**DR. KAUP MOHAMED**

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

**PROF. NAWAB ALI KHAN**

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

**DR. ANA ŠTAMBUK**

Head of Department in Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

**SUNIL KUMAR KARWASRA**

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

**DR. SHIB SHANKAR ROY**

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

**PROF. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

**DR. SRINIVAS MADISHETTI**

Professor, School of Business, Mzumbe University, Tanzania

**PROF. ABHAY BANSAL**

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

**DR. ARAMIDE OLUFEMI KUNLE**

Dean, Department of General Studies, The Polytechnic, Ibadan, Nigeria

**DR. ANIL CHANDHOK**

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

**RODRECK CHIRAU**

Associate Professor, Botho University, Francistown, Botswana

**DR. OKAN VELI ŞAFAKLI**

Associate Professor, European University of Lefke, Lefke, Cyprus

**PARVEEN KHURANA**

Associate Professor, Mukand Lal National College, Yamuna Nagar

**DR. KEVIN LOW LOCK TENG**

Associate Professor, Deputy Dean, Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia

**DR. BORIS MILOVIC**

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

**SHASHI KHURANA**

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

**DR. IQBAL THONSE HAWALDAR**

Associate Professor, College of Business Administration, Kingdom University, Bahrain

**DR. DEEPANJANA VARSHNEY**

Associate Professor, Department of Business Administration, King Abdulaziz University, Ministry of Higher Education, Jeddah, Saudi Arabia

**DR. MOHENDER KUMAR GUPTA**

Associate Professor, Government College, Hodal

**BIEMBA MALITI**

Associate Professor, The Copperbelt University, Main Campus, Jambo Drive, Riverside, Kitwe, Zambia

**DR. ALEXANDER MOSESOV**

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

**DR. VIVEK CHAWLA**

Associate Professor, Kurukshetra University, Kurukshetra

**DR. FERIT ÖLÇER**

Head of Division of Management &amp; Organization, Department of Business Administration, Faculty of Economics &amp; Business Administration Sciences, Mustafa Kemal University, Tayfur Sökmen Campus, Antakya, Turkey

**DR. ASHOK KUMAR CHAUHAN**

Reader, Department of Economics, Kurukshetra University, Kurukshetra

**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**YU-BING WANG**

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

**DR. SAMBHAVNA**

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

**DR. KIARASH JAHANPOUR**

Research Adviser, Farabi Institute of Higher Education, Mehrshahr, Karaj, Alborz Province, Iran

**DR. MELAKE TEWOLDE TECLEGHIORGIS**

Faculty, College of Business &amp; Economics, Department of Economics, Asmara, Eritrea

**DR. SHIVAKUMAR DEENE**

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

**DR. THAMPOE MANAGALESWARAN**

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

**DR. VIKAS CHOUDHARY**

Faculty, N.I.T. (University), Kurukshetra

**SURAJ GAUDEL**

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

***FORMER TECHNICAL ADVISOR*****AMITA**

Faculty, Government M. S., Mohali

***FINANCIAL ADVISORS*****DICKIN GOYAL**

Advocate &amp; Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

***LEGAL ADVISORS*****JITENDER S. CHAHAL**

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

**CHANDER BHUSHAN SHARMA**

Advocate &amp; 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 the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; 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; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour 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; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

## 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/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

#### **DEAR SIR/MADAM**

Please find my submission of manuscript titled ' \_\_\_\_\_ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

<b>NAME OF CORRESPONDING AUTHOR</b>	:
Designation/Post*	:
Institution/College/University with full address & Pin Code	:
Residential address with Pin Code	:
Mobile Number (s) with country ISD code	:
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:
Landline Number (s) with country ISD code	:
E-mail Address	:
Alternate E-mail Address	:
Nationality	:

\* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

**NOTES:**

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
  - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**  
**New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
  - c) There is no need to give any text in the body of the 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 expected to be below **1000 KB.**
  - e) Only the **Abstract 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 within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
  - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised.**
  3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
  4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
  5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
  6. **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 stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
  7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at [www.aea-web.org/econlit/jelCodes.php](http://www.aea-web.org/econlit/jelCodes.php). However, mentioning of JEL Code is not mandatory.
  8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
  9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
  10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
  11. **MAIN TEXT:**

**THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:****INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **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.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **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 may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** 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 italic printing. 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 parenthesis.
  - **Headers, footers, endnotes and footnotes should not be used in the document. However, you can mention short notes to elucidate some specific point,** which may be placed in number orders before the references.

**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, 19–23

**UNPUBLISHED DISSERTATIONS**

- 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 Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



**MARKET REACTION AND SEMI STRONG EFFICIENCY TEST**

**NI LUH PUTU WIAGUSTINI**  
**PROFESSOR**  
**DEPARTMENT OF MANAGEMENT**  
**FACULTY OF ECONOMIC AND BUSINESS**  
**UDAYANA UNIVERSITY**  
**DENPASAR**

**IDA BAGUS PANJI SEDANA**  
**LECTURER**  
**DEPARTMENT OF MANAGEMENT**  
**FACULTY OF ECONOMIC AND BUSINESS**  
**UDAYANA UNIVERSITY**  
**DENPASAR**

**IDA BAGUS BADJRA**  
**LECTURER**  
**DEPARTMENT OF MANAGEMENT**  
**FACULTY OF ECONOMIC AND BUSINESS**  
**UDAYANA UNIVERSITY**  
**DENPASAR**

**ABSTRACT**

*This research attempt to test the market reaction of the Indonesia Stock Exchange in the form of Semi-Strong Form Efficiency conducted over listed companies that perform corporate actions (Stock Split, Cash Dividend, and Rights Issue) during 2011-2014. This study aims at investigating whether there is a market reaction or not following those corporate action events. The reaction is observed by testing abnormal returns before and after the events. Abnormal returns are measured by using market model. Conclusion is based on t test, the Indonesian Stock Exchange is classified into the category of Semi Strong Form Efficiency. It indicates that the market does not react to any corporate action, demonstrating that the average abnormal returns either before or after an event is not significant.*

**KEYWORDS**

abnormal returns stock split, cash dividend, rights issue.

**INTRODUCTION**

Testing the efficiency of capital markets in developing countries is mostly conducted with consideration of differences in capital market conditions in developed countries. Capital markets in developing countries are often associated with capital markets approach semi strong efficiency. The rationale for this arises because in developing countries the information coming into the market are analyzed in the form of past information and information published. Past information may include stock prices, while the information published in the form of corporate action.

Corporate action is an announcement from a company with a view to obtaining funding from the public. Corporate action can be taken by investors' investment strategy by using the issue of corporate action as a basis for investment in Indonesian Stock Exchange (IDX). Corporate action can be done in the form of the announcement of the rights issue, share split and cash dividend.

Testing Capital Markets in Semi Strong Form Efficiency, which is conducted to examine whether or not there is a leak of information on around the announcement of a corporate action (Stock Split, Cash Dividend, and Rights Issue) on the Stock Exchange, if the test found that there is a significant abnormal return around an investor corporate action, the IDX is categorized as not having the efficiency of Semi Strong Form Efficiency.

The problems of research conducted on the corporate action (Stock Split, Cash Dividend, and Rights Issue) is partially and using research methods that vary in investigating abnormal return as a measure of market reaction, some researchers use the market model, the market adjusted model, and the mean adjusted models. Different uses of abnormal return measurement model will produce different findings about the position of Semi-Strong Form Efficiency of a capital market. Based on the required research on testing the efficiency of capital market, especially Semi Strong Form Efficiency, a comprehensive review of corporate action (Stock Split, Cash Dividend, and Rights Issue) is conducted in the Indonesian capital market, namely Indonesia Stock Exchange (BEI), using the measurement model abnormal The same return in measuring the market's reaction to the events Corporate action (Stock Split, Cash Dividend, and Rights Issue) and the same study period. Based on these considerations, this study is expected to produce the same findings against corporate action events (Stock Split, Cash Dividend, and Rights Issue), as a form of Semi-Strong Form Efficiency testing.

**AIM OF STUDY**

This study aims to examine whether there is market reaction around corporate action (Stock Split, Cash Dividend, and Rights Issue). Market reaction is proxied by abnormal return.

**SIGNIFICANCE OF STUDY**

This study contributes in enhance the empirical studies on Efficient Capital Hypothesis in Indonesian public firms. The remaining of this paper is organized as follows. Section 2 discusses literatur review and hypothesis preparation. Section 3 describes research methodology, Section 4 explain the results of study and continued by section 5 with conclusion and recommendations.

**LITERATURE REVIEW****EFFICIENT CAPITAL MARKET THEORY**

According Tandellin (2010: 219), an efficient capital market is the capital market where the price of all securities traded have reflected information available. In this case, the information provided may include information about past, current information, and information that is as rational opinion or circulating that may

affect the price change. Fama (1970) presents three forms of market efficiency in three different forms of information, i.e. information about the past, the information being published and private information. Three forms of market efficiency in the capital market include efficiency weak form, semi-strong form efficiency, and strong form efficiency.

Efficient capital market is defined as the market price of the securities already reflect all relevant information. The faster the market is responding to incoming information, the more efficient the market. Market participants will be very difficult to obtain abnormal return consistently to make transactions in the capital market.

#### **STOCK SPLIT**

Stock split is a cosmetics stock, in the sense that the activity is an attempt to make it more visible stock polishing attractive by investors even though no increase prosperity to investor. Low stock price will be able to attract more investors to join the company's own shares (Baker & Gallagher, 1980).

Testing of corporate action through the Stock Split show inconsistent conclusions. Brennan and Hughes (1991), Sutrisno Wang et al (2000), Joshipura (2008), Carlos and Frank (2009), Ayu Mila. (2010), Hana Rizka (2010), Iguh Wijanarko and Prasetyono (2012) and Devi Anggarini and Wiagustini (2014) have found that market participants do not respond to the above events of the stock split. While the research conducted by Savitri and Martani (2006), Indah Kurniawati (2003), namely Wistawan and Widana (2013) have shown different results that capital market participants responded positively associated with the event of stock split issuers.

#### **CASH DIVIDENDS**

Announcement of dividend distribution is one of the corporate action stemming from internal issuers, which is also one of the important factors that may affect the investor to invest (Aninditha, 2010). Cash dividend announcement could affect the reactions produced by the market. It is due to the cash dividend may provide information about the company's revenue and earnings estimates are expected. The market will react when an announcement containing the information. Research on the allegation that the cash dividend announcement contains information for market provides different results. Hidayat (2009) has found that the dividend announcement gives a significant positive effect on abnormal returns. The same has been found by Madiha et al (2012) Laabs and Frank (2013), Abdorezza and Ahmad (2014), Nikunj Patel and Kalpesh (2014). On the other hand, the opposite has been found by Hasan (2009), which shows the change in dividend has no significant effect on the amount of shares related to dividend announcements. The same has been found by Muhammad Akbar and Humayun (2010) Subhendu (2012), Nezum and Mohammed (2014) as well as Ali and Tanbir (2010).

#### **RIGHTS ISSUE**

Rights issue is a corporate action in the form of rights granted to all shareholders to buy stock at a predetermined price, usually the price is below the market price. At the announcement of the rights issue, offering stock price is lower than the market price, so expect investors interested in buying (Brigham, 2010). The reason the company rights issue is to protect the interests of shareholders of the company, particularly in implementing preemptive rights. Preemptive rights is the right of existing shareholders to buy new shares in advance at a certain price in less than 6 months (Samson, 2006: 844).

Empirical studies on the effect of the rights issue on stock prices in the overseas capital markets have indicated inconsistent results. Rahayu (2010) have examined the performance of companies that do a rights issue, and that is not rights issue by looking at the return it generates. The result shows the return of the rights issue is lower than that do not perform rights issue. Ngatuni et al (1996), Selva (2009), Samitas (2004), Kiremu et al (2013), Ramesh and Rajumesh (2014), Fahmi et al (2013), as well as and Nimal Edirisinghe (2015) have found significant abnormal returns around the event the rights issue, which shows there is information on the announcement of the rights issue. Suresha and Naidu (2012) have found different results about the events of the rights issue, which occur no significant abnormal returns around the event the rights issue. It supports their research conducted by Agarwal and Pitabas (2012) and Kabir and Peter (2002).

There is a significant abnormal return around the event of corporate action (Stock Split, Cash Dividend, and Rights Issue), which shows evidence Capital Markets is not in the position of Semi-Strong Form Efficiency. Contrary findings of abnormal return, which is not significant in the event of corporate action (Stock Split, Cash Dividend, and Rights Issue) show evidence Capital Markets is not in the position of Semi-Strong Form Efficiency.

#### **SIGNALING THEORY**

Information is a fundamental factor to investors who have an interest to invest on stock market because the market may estimate how the future state of a company. The information is published as an announcement would be a signal to investors in making investment decisions (Jogiyanto, 2010). Signaling theory explains why companies have an incentive to publish information to outside parties. The impetus is due to information asymmetry (asymmetric information) between the company and external parties. The Company has a lot of information about the company and its prospects in the future. Asymmetry of information may occur if the management does not fully convey the company's information on all matters that may affect the company, therefore, generally the market responds to such information as a signal that is reflected in the stock price changes. The impact is the announcement that the company will be responded by the market as a signal that conveys new information that is excluded from the management company, which in turn will affect the value of the stock.

Asymmetry of information has an impact on stock prices that have not yet reached the point of market equilibrium used by investors, who know about the information that the stock price will reach the point of balance at a certain point. they will purchase shares and will sell when the price reaches a point of balance so that they can obtain the abnormal return, which in this case is called a capital gain.

#### **CORPORATE ACTION**

Groves (2008) has disclosed the issuer's corporate action is an action that affects both the amount and price of shares outstanding as well as unpublished. Corporate action types include stock dividends, cash dividends, rights issue, bonus issue, stock split, Initial Public Offering (IPO) and others. News of corporate actions usually draw the attention of market participants, especially shareholders therefore will affect the number of shares ownership participation.

#### **ABNORMAL RETURN**

Jogiyanto (2010) has defined the actual return as returns occurred that can be calculated based on historical data. Expected return is the return that is expected to be acquired by investors in the future. In contrast to the realization of the return, the return expectations of its nature have not happened and use it as a base to measure the actual return expectations. Abnormal return is the difference between the actual return and expected return.

The expected return is the return that must be estimated. Brown & Warner, 1985 (in Jogiyanto 2010) have estimated the expected return using a model estimating the mean-adjusted models, market models and market-adjusted model.

#### **HYPOTHESIS PREPARATION**

Research on stock splits has been carried out, among others, Christian Wulff (2002) in Germany has found that there is a positive abnormal return around the announcement of the company that performed stock split; Wiagustini (2005) has found that the stock split announcement raises the market reaction or abnormal returns obtained by investors around the period of the event at the Jakarta Stock Exchange Period 2002 to 2004; Chou et al (2005) have found that there are significant differences in abnormal return between periods before and after the stock split in the New York Securities Exchange (NYSE) in the period 1996-200; The empirical evidence is found in India by Dhar and Chhaochharia (2008), who discover a positive abnormal return on a company that splits from the period 2001 to 2007 at the Bombay Stock Exchange; Omollo et al (2010) in Kenya have found that the positive abnormal return associated to the announcement of a stock split at the Nairobi Stock Exchange in the period 2002 to 2008.

Dasilas (2011) has found that there is a significant market reaction on the announcement statistically dividend. Dividend increases significantly cause a reaction of positive changes in stock prices, while the dividend reduction reactions cause negative changes in stock prices in the Athens Stock Exchange the period 2000-2004. Akbar Baig (2010) to test the efficiency of the market in the form of a strong half Karachi Stock Exchange (KSE) from July 2004 to June 2007, and found a significant positive abnormal return around the announcement of cash dividend. Furthermore, Bashir, Ali Shah, Hussain (2013) have found the same thing at KSE for a company that does the announcement of a dividend in 2011. Adelegan (2009) has found an excess return of a significant positive return 30 days before the announcement of dividends and dividend announcement event period in Nigerian Stock Market, this condition indicates that the capital market is proven not in the form of half strong. Asamoah and Nkrumah (2010) have found the same in the Ghana Stock Exchange.

Ramesh and Ramesh (2014) have conducted a study with the aim to test the stock market's reaction to information rights issue and determine the impact of the announcement of the rights issue of the shares. This study finds out that Shareholders may obtain a positive Abnormal Return to the rights issue and Nimal Edirisinghe (2015) has found that there is a significant stock price reaction to the debt and equity during the announcement of the rights issue undertaken in

companies located in Colombo. Miglani (2011) has conducted a study in India, the analysis indicates that the actual stock performance for the company is higher than the market expected. This study reveals that abnormal return is statistically significant at the date of the announcement and its surroundings.

Based on empirical corporate action (Stock Split, Cash Dividend and Rights Issue) research hypothesis can be formulated as follows:

H 1: There is a semi-strong market efficiency (Semi Strong Form Efficiency) on the Stock Exchange.

H 1a: There is an abnormal significant difference before and after the announcement of stock split in BEI.

H 1b: There is an abnormal significant difference before and after the announcement on the Stock Exchange Cash Dividend

H 1c: There is an abnormal significant difference before and after the announcement of the Rights Issue on the Stock Exchange

## RESEARCH METHODS

### POPULATION AND SAMPLES

The study population covers all companies listed on the Stock Exchange in the year 2011 to 2014. Sampling is done by a purposive sampling, or sampling is done intentionally by criteria: Companies that do a Corporate Action (Stock Split, Stock Dividend and Rights Issue) in BEI period of 2011 through 2014. The data analysis technique used to test the hypothesis in this study is the analysis model paired sample t test.

### DATA SOURCES

This study uses secondary data. The data are published by Indonesia Stock Exchange through the official web IDX ([www.idx.co.id](http://www.idx.co.id)) and KSEI to gather information about firms that publish share split, cash dividend and rights issue.

### VARIABLE MEASUREMENTS

Expected stock returns are measured using a market model. The reason the use of this model is that this model provides the ease of detection of abnormal return than other models. Market model has the potential to generate a powerful statistical test compared to the statistical models generated by other models, which are mean adjusted and the market adjusted model (Jogiyanto, 2010). The study looks at the movement of abnormal return from day to day with an 11-day window period. Event stock split is at  $t = 0$ . Window period is divided into two, namely  $t = -5$  (5 days preceding the stock split) and  $t = 5$  (5 days after event of stock split). Determination window period is based on previous studies, the market reaction to a given signal is very quickly and in addition to avoid the confounding effect or mixing of information from an event with other events (Jogiyanto, 2010). Testing measures market reaction to corporate action (stock split, cash dividend, and rights issue) are as follows:

1. Calculating the actual return (real return), (Jogiyanto, 2010: 207):

$$R_{it} = \frac{P_{it} - P_{it-1}}{P_{it-1}}$$

Notation:

$R_{i,t}$  = Return actually occurs for the securities to-i in period t to the event (the window period during the 11-day event. Determination events share issue is  $t = 0$ . Period window events are divided into two groups, namely  $t = -5$  (5 days before the event issuance of shares) and  $t = 5$  (5 days after event of the issuance of shares) 2010-2013)

$P_{i,t}$  = Stock Prices

$P_{i,t-1}$  = Previous prices

2. Calculating the daily market return (Jogiyanto, 2010: 207):

$$R_{mt} = \frac{IHS_{Gt} - IHS_{Gt-1}}{IHS_{Gt-1}}$$

Notation:

$R_{mt}$  = Return to-market at the time t

$IHS_{Gt}$  = Composite Stock Price Index day t

$IHS_{Gt-1}$  = Composite Stock Price Index day t-1

3. Regressing daily market return with actual return to get the alpha and beta, this calculation is previously used also by Jogiyanto (2010)

4. Calculating the expected return using a market model is done in two stages (Tandelilin, 2010: 574), which form the model expectations with the realization data during the estimation period and using the model to estimate the expected return expectations in the window period. Expectations models using regression techniques OLS (Ordinary Least Square) are as follows:

$$R_{ij} = \alpha_i + \beta_i R_{ij} + E_{ij}$$

Description:

$R_{ij}$  = Return realization of securities i-th in period j-th estimation.

$\alpha_i$  = Intercept for securities i-th.

$\beta_i$  = slope coefficient is beta securities i-th

$R_{MJ}$  = Return on the market index estimation period j.

$E_{ij}$  = i-th residual error in the estimation period j.

$IHS_{Gt-1}$  = Composite Stock Price Index day t-1

5. Calculating of abnormal return for each of the issuer's shares for the 5 days before and 5 days after the stock split by (Jogiyanto, 1998):

$$AR_{it} = R_{it} - E_{R_{it}}$$

Notation:

$AR_{it}$  = Abnormal Return

$R_{it}$  = Actual Return

$E_{R_{it}}$  = Expected Return

6. Once the abnormal return of each stock is known, it then calculates the average abnormal return by (Jogiyanto, 1998):

$$AR_{it} = \text{Arit}/n$$

Notation:

$AR_{it}$  = average abnormal return

$n$  = Samples

$AR_{it}$  = Abnormal return

7. Performing statistical tests (t-test) of the abnormal return with the intention to see the significance abnormal return in event period (Jogiyanto, 1998).

### EMPIRICAL MODELS

The data analysis technique used to test the hypothesis in this research is the analysis model paired sample t-test using SPSS software program. The test statistic t test needs to be done to determine the significance of the presence of abnormal return, with a level of significance or value of alpha ( $\alpha$ ) that is commonly used in social research is  $\leq 0.05$ .

**RESULT AND DISCUSSION****Sample Description**

Descriptive statistical analysis is conducted to determine a general description of the sample. Description forms abnormal return value of the highest, lowest and average companies that perform corporate action (Stock Split, Cash Dividend, and Rights Issue) during the research period (2010-2014). Descriptive statistical analysis of the results can be seen in Table 1.

Table 1 shows the average value, standard deviation, maximum and minimum average abnormal return before and after the event Stock Split. The average values of average abnormal return before and after the event Stock Split are -0.0073 and -0.0033. The minimum values of average abnormal return before and after the event Stock Split are -0.3212 and -0.0945. The maximum values of average abnormal return before and after the event Stock Split are -0.0920 and 0.0824, respectively. Irregularities (Standard Deviation) of average abnormal returns before and after events Stock Split are 0.0641 and 0.02629, respectively.

The averages value of average abnormal return before and after the events Cash Dividend are -0.0033 and -0.00341, respectively. The minimum values of average abnormal return before and after the events Cash Dividend are -0.2123 and -0.0324, respectively. The maximum values of average abnormal return before and after the events Cash Dividend are 0.0342 and 0.0254. Irregularities (Standard Deviation) of average abnormal returns before and after events Cash Dividend are 0.0227 and 0.0314.

The average values of average abnormal return before and after the events of Rights Issue are -0.0029 and -0.0006, respectively. The minimum values of average abnormal return before and after the events of Rights Issue are -0.0791 and -0.0439, respectively. The maximum values of average abnormal return before and after the events of Rights Issue are 0.1876 and 0.1574, respectively. Irregularities (Standard Deviation) of average abnormal returns before and after events of Rights Issue are 0.1032 and 0.0314, respectively.

**Analysis Results****Research Hypothesis Testing**

Table 2 displays the results Paired sample t-test abnormal returns before and after the stock split of 48 companies doing stock split 2010-2014. Table 2 indicates a significant level of  $0.734 > 0.05$ , so it concludes Hypothesis (H1a) as being declined at an average abnormal return before and after Stock Split with no significant difference.

The test results paired sample t-test show no significant difference Abnormal Return before and after event Stock Split. This shows that there is no abnormal return before and after the stock split. Abnormal Return on average after the stock split is greater than before the Stock Split. This means that the market does not respond to the Stock Split, which may result in an excessive market reaction. Market participants cannot obtain Return abnormal events surrounding the Stock Split. The findings of this study support the Efficient Market Semi Half Strong Strong Form Efficiency), meaning that not only the situation where prices reflect the prices in the past, but also all of the information published. In other words, investors cannot earn above normal profits by utilizing public information (Jogiyanto, 2010).

This study is not in accordance with the signaling theory that explains that the Stock Split gives a positive signal for the company's managers by informing that future prospects are good in the future of the company to the public. Corporate Action in the form of Stock Split performed by the issuer does not provide new information, which leads investors interested in the stock. Events Stock Split done by issuer has insufficient information content that can be anticipated in the market so as not to affect the return earned by investors. Corporate Action Stock Split of the company is not able to increase investment as investors assume that the expected return against the same return with actual return obtained.

The findings on no abnormal returns around the event Stock Split support the findings Brennan and Hughes (1991), Sutrisno Wang et al (2000), Mayank Johipura (2008), Carlos and Frank (2009), Hendrawijaya (2009) Ayu Mila. (2010), Hana Rizka (2010), Iguh Wijanarko and Prasetiono (2012) and Ginting and Henny (2013) and Devi Anggarini and Wiagustini (2014), who have found no difference in abnormal return before and after the stock split, thereby abnormal return is an indicator of market reaction.

Table 3 displays the results Paired sample t-test abnormal return before and after Cash Dividend of 105 companies conducted a stock split 2010-2014. Table 4 indicates a significant level of  $0.960 > 0.05$ , so it concludes Hypothesis (H1b) as being rejected or average abnormal returns before and after Cash Dividend have no significant difference.

The test results paired sample t-test show no significant difference before and after Abnormal Return Cash Dividend events. This shows that there is no abnormal return before and after Cash Dividend. Abnormal Return on average after the stock split is greater than before Cash Dividend. This means that the market does not respond Cash Dividend, which can result in an excessive market reaction. Market participants cannot obtain abnormal events surrounding the Cash Return Dividend. The findings of this study support the Efficient Market Semi Half Strong Strong Form Efficiency), meaning that not only the situation where prices reflect the prices in the past, but also all of the information published. In other words, investors cannot earn above normal profits by utilizing public information (Jogiyanto, 2003).

This study is not in accordance with the signaling theory that explains that the Cash Dividend gives a positive signal for the company's managers by informing that future prospects are good in the future of the company to the public. Corporate Action in the form of Cash Dividend performed by the issuer does not provide new information, which leads investors interested in the stock. Cash Dividend event done by issuer has insufficient information content that can be anticipated in the market so as not to affect the return earned by investors. Corporate Action Cash Dividend by the company is not able to increase investment as investors assume that the expected return against the same return with actual return obtained.

The findings on no abnormal returns around the event Cash Dividend support the findings of Muhammad Akbar and Humayun (2010), who have found the share price reaction to the announcement of cash dividend as not statistically significant at the Karachi Stock Exchange; The same thing have been discovered by Subhendu (2012), Nezum and Mohammed (2014; as well as Ali and Tanbir (2010) at the Dhaka Stock Exchange, who found no difference in abnormal return before and after Cash Dividend.

Table 4 shows the results of Paired sample t-test abnormal returns before and after the Rights Issue of 75 companies doing stock split 2010-2014. Table 2 indicates a significant level of  $0.097 > 0.05$ , so it concludes Hypothesis (H1c) as being rejected or average abnormal returns before and after the Rights Issue have no significant difference.

The test results paired sample t-test showed no significant difference Abnormal Return before and after the events of Rights Issue. This shows that there is no abnormal return before and after the Rights Issue. Abnormal Return on average after the stock split is greater than before the Rights Issue. This means that the market does not respond rights issue, which can lead to an excessive market reaction. Market participants cannot obtain Return abnormal events surrounding the Rights Issue. The findings of this study support the Efficient Market Semi Half Strong Strong Form Efficiency), meaning that not only the situation where prices reflect the prices in the past, but also all of the information published. In other words, investors cannot earn above normal profits by utilizing public information (Jogiyanto, 2003).

This study is not in accordance with the signaling theory that explains that the rights issue gives a positive signal for the company's managers by informing future prospects are good in the future of the company to the public. Corporate Action in the form of rights issue performed by the issuer does not provide new information, which leads investors interested in the stock. Rights Issue events done by issuer have insufficient information content that can be anticipated in the market so as not to affect the return earned by investors. Corporate Action in the form of rights issue by the company is not able to increase investment as investors assume that the expected return against the same return with actual return obtained.

The findings on no abnormal returns around the event Rights Issue support Suresha and Naidu (2012), who have found out about the event the rights issue. The insignificant abnormal returns around the events of the rights issue support research conducted by Agarwal and Pitabas (2012) and Kabir and Peter (2002).

**CONCLUSION**

This study concludes that Indonesia Stock Exchange, the Indonesian capital market, may have fallen into the category of Market Efficiency Half Strong (Semi Strong Form Efficiency), indicating the market as not currently being reactive to any event related to corporate actions (Stock Split, Cash Dividend, Rights Issue). The conclusion is founded on these following findings:

1. There is no market reaction around any Stock Split. It appears that there is no significant difference in abnormal returns around any Stock Split conducted by companies under observation.
2. There is no market reaction around any Cash Dividend. In fact, there is no significant difference in abnormal returns around the event conducted by companies under study.
3. There is no market reaction around any Rights Issue. It is clearly apparent that there is no significant difference in abnormal returns around any rights issue conducted by companies under investigation.

**REFERENCES**

1. Adelegan, Olatundun Janet. 2009. Price Reactions to Dividend Announcements on the Nigerian Stock Market, AERC Research Paper 188 African Economic Research Consortium, Nairobi July 2009.
2. Agarwal, Akshita and Pitabas Mohanty. 2012. The Impact of Right issue on Stock Return in India. *Asia Pacific Finance and Accounting Review*. 1(1), pp: 5-16.
3. Akbar, Muhammad and Baig, Humayun Habib. 2010. Reaction of Stock Prices to Dividend Announcements and Market Efficiency in Pakistan, *The Lahore Journal of Economics* 15: 1 (Summer 2010): pp. 103-125.
4. Ali, Mohammed B., Tanbir A. C. 2010. Effect of Dividend on Stock Price in Emerging Stock Market: A Study on the Listed Private Commercial Banks in DSE. *International Journal Economics and Finance*, 2(4).
5. Anggarini, Devi dan Wiagustini. 2014. Dampak Stock split terhadap likuiditas dan abnormal return saham di Bursa Efek Indonesia. *Jurnal Manajemen Universitas Udayana*.
6. Anindhita, Galih. 2010. Analisis Reaksi Pasar atas Pengumuman Sebelum dan Sesudah Ex-Dividend Date (Studi Kasus pada Kelompok Cash Dividend Final Naik dan Turun pada Perusahaan-perusahaan yang Terdaftar di BEJ Tahun 2004-2006). Skripsi pada Fakultas Ekonomi Universitas Diponegoro.
7. Asadi, Abdorezza and Ahmad Z. 2014. Signalling Effects of Dividend Announcements in Tehran Stock Exchange (TSE). *Indian Journal of Commerce & Management Studies*, 5(2), pp: 62-67.
8. Asamoah Gordon Newlove and Nkrumah, Kwame. 2010. The Impact of Dividend Announcement On Share Price Behavior in Ghana, *Journal of Business & Economics Research-April*. 2010 Volume 8, Number 4.
9. Baker, H. K., and P. L. Gallagher. 1980. Management's view of stock splits, *Journal of Financial Management*, 9, pp: 73-77.
10. Bashir, Usman; Ali Shah Syed Zulfiqar; and Hussain Muntazir. 2013. On The Differential Market Reaction to Dividend Announcement: Evidence from Emerging Equity Market, *International Review of Management And Business Research*. Vol. 2 Issue 2, June 2013.
11. Brennan, M.J and P. Hughes. 1991. Stock Pieces and The Supply Information. *Journal of Finance*, 34, pp: 115-141
12. Brigham, E. F. dan L. C. Gapenski. 1991. *Financial Management: Theory & Practice*. Orlando: The Dryden Press.
13. Brown, S.J., & J.B. Warner. 1985. Using Daily Stock Returns: The case of Event Studies. *Journal of Financial Economics*, 14, pp: 3-31.
14. Carlos, Garcia de Andoain and Frank W. Bacon. 2009. The Impact of Stock Split Announcement on Stock Price: A Test of Market Efficiency. *Proceeding of American Society of Business and Behavioral Sciences Annual Conference*, Las Vegas, 16 (1), pp:1-14.
15. Chou, Roubin, Wan Chen Lee dan Sheng Syan Chen. 2005. The Market Reaction Around Ex-Dates of Stock Before and After Decimalization. *Review of Pacific Basin Financial Markets and Policies*. vol 8 pp 201-216
16. Dasilas, Apostolos. 2011. Stock Market Reaction to Dividend Announcements: Evidence from e Greek Stock Market, *International Review of Economics and Finance*.
17. Dhar, Satyajit and Sweta Chhochharia. 2008. Market Reaction Around the Stock split and Bonus Issues: Some Indian Evidence. *Journal of Financial*, pp:1-4.
18. Edirisinghe dan Nimal 2015. Stock Price Reaction to Announcements of Right issues and Debenture Issues: Evidence from Colombo Stock Exchange. *International Journal of Business and Social Research*, 5 (2), pp: 67-77.
19. Fahmi, Irham and Mulia Saputra. 2013. Analysis of Profitability Ratio in Publishing Right Issue Decision at Indonesia Stock Exchange. *International Journal of Business and Social Scienc*, 4(4), pp: 272-280.
20. Fama, E.F. (1970). Efficient Capital Markets. A Review of Theory and Empirical Work. *The Journal of Finance*, Vol 25, No 2, pp. 383-417.
21. Ginting, Selara Christiani dan Henny Rahyuda. 2014. Perbedaan Volume Perdagangan Saham dan Abnormal return Sebelum dan Sesudah Pemecahan Saham Di Bursa Efek Indonesia. *E-Jurnal Manajemen Universitas Udayana*.
22. Groves, Francis. 2008. *Corporate Actions: A Concise Guide-An Introduction to Securities Event*. Hampshire: Harriman House, Ltd.
23. Hasan, Noer K. 2009. Pengaruh Pengumuman Dividen terhadap Harga Saham. *JAI*, 5(2), pp: 209-216.
24. Hendrawijaya Dj, Michael. 2009. Analisis Perbandingan Harga Saham, Volume Perdagangan Saham Dan Abnormal Return Saham Sebelum Dan Sesudah Pemecahan Saham (Studi Pada Perusahaan Go Public Yang Melakukan Pemecahan Saham Antara Tahun 2005-2008 Di BEI). Tesis Program Studi Magister Manajemen Pada Program Pasca Sarjana Universitas Diponegoro, Semarang.
25. Hidayat, Riskin dan Muhamma Mukhlis. 2009. Analisis Pengumuman Pembayaran Dividen terhadap Abnormal Return Saham pada Perusahaan LQ45 di Bursa Efek Indonesia. *Potensio*, 10(2).
26. Irum, Madiha, Mahira Rafique, Dr. Arshad Hassan. 2012. Effect of Dividend Announcement on Share Price of Petroleum Industry of Pakistan. *Journal of Basic and Applied Scientific Research*, 2(7), pp: 6503-6511.
27. Jogiyanto H, M. 2010. *Teori Portofolio dan Analisis Investasi*. Edisi Ketujuh. Yogyakarta: BPFE-Yogyakarta.
28. Joshipura, Mayank. 2008. Price and Liquidity Effect of Stock split: An Empirical Evidence from Indian Stock Market. *NSE Research Initiative*, pp: 1-20.
29. Kabir, Rezaul and Peter Roosenboom. 2002. Can the stock market anticipate future operating performance? Evidence from equity rights issues. *Journal of Economic Literature*.
30. Kiremu, Mercy Kangai Gatabi, Nebat Galo, Adolphus Wagala, and James Kinyua Mutegi. 2013. Stock Price and Volumes Reaction to Annual Earnings Announcement: A Case of the Nairobi Securities Exchange. *International Journal of Business, Humanities and Technology*, 3(2), pp: 101-111.
31. Kurniawati, Indah. 2003. Analisis Kandungan Informasi Stock Split dan Likuiditas Saham: Studi Empiris Pada Non-Synchronous Trading. *Jurnal Riset Akuntansi Indonesia*. 6(3):h:264-275.
32. Laabs, D. S., Frank W. B. 2013. The Impact of Increased Dividend Announcement on Stock Price: A Test of Market Efficiency. *ASBBS Annual Conference: Las Vegas*, 20(1), pp: 664-670.
33. Mila W., I Gusti Ayu. 2010. Analisis Pengaruh Pemecahan Saham (Stock Split) Terhadap Volume Perdagangan Saham Dan Abnormal Return Saham Pada Perusahaan Yang Terdaftar Di Bei Tahun 2007-2009. Skripsi. Universitas Diponegoro, Semarang.
34. Naidu, Gajendra. Suresha B. 2012. An Empirical Study on Announcement Effect of Right issue on Share Price Volatility and Liquidity and Its Impact on Market Wealth Creation of Informed Investor in Bangalore with Special Reference to CNX Nifty Stock of NSE. *International Journal of Multidisciplinary Management Studies*, 2(7).
35. Ngatuni, Proches et al. 2012. Long-Term Performance Following Rights Issues and Open Offers in the UK.
36. Omollo, Josiah dan Chemarum Caroline. 2010. Market Reaction to Stock Split (Empirical Evidence from the Nairobi Stock Exchange). *African Journal of Business and Management* vol 1.

37. Patel, Nikunj and Kalpesh P. 2014. The Impact of Dividend Announcement on Stock Price of Indian Companies: An Empirical Evidence. *Elks Asia Pacific Journal Finance and Risk Management*, 5(2).
38. Pradhan, Subhendu Kumar. 2014. Impact of Dividend Announcement on Share Price: Both Sector and Industry Wise Analysis. *Journal of Management Research*, 3(1).
39. Pradnyana, Andika dan Widanaputra. 2013. Dampak Pengumuman Pemecahan Saham Pada Perbedaan Abnormal return. *Jurnal Akuntansi Universitas Udayana*.
40. Rahayu, Eka Sedianingtiyas. 2010. Analisis Dampak Pengumuman Right issue Terhadap Return dan Risiko Saham Berdasarkan Tujuan Penggunaan Dana. Skripsi. Jurusan Manajemen Fakultas Ekonomi Universitas Sebelas Maret Surakarta.
41. Ramesh and Rajumesh. 2014. Information Content of Right Issue Announcements. A Study of Listed Companies in Colombo Stock Exchange of Sri Lanka. *Journal of Finance and Accounting*, 5(5), pp: 154-162.
42. Samitas, Aristeidis G. 2004. Market Efficiency and Signaling. An Event Study Analysis for Athens Stock Exchange.
43. Savitri, Melinda dan Dwi Martani. 2006. The Analysis Impact of Stock Split and Reverse Stock Split On Stock Return and Volume the Case of Jakarta Stock Exchange. Skripsi. Universitas Indonesia, Jakarta.
44. Selva, Rina Johan. 2009. Pengaruh Right issue Terhadap Risiko dan Return Saham (Studi pada Bursa Efek Indonesia). *Pekbis Jurnal*, 1(2), pp:66-78.
45. Sutrisno, Wang, Francisca Yuniartha dan Soffy Susilowati. 2000.
46. Tandellilin, Eduardus. 2010. Portofolio dan Investasi: Teori dan Aplikasi. Edisi Pertama. Yogyakarta: Kanisius.
47. Uddin, Nezum and Mohammed J. U. 2014. Dividend Announcement of the Commercial Bank in DSE: Scenario and Effect on Stock Price. *International of Ethics in Social Science*, 2(1).
48. Wiagustini, Luh Putu. 2005. Dampak Pengumuman Stock Split Terhadap Abnormal Return Saham di Bursa Efek Jakarta. *Buletin Studi Ekonomi*. Vol 10 Nomor 2. Halaman 144-153.
49. Wijanarko, Iguh dan Prasentiono. 2012. Analisis Pengaruh Pemecahan Saham (Stock Split) Terhadap Likuiditas Saham Dan Return Saham. *Journal Manajemen Universitas Diponegoro*.
50. Wulf, Christian. 2002. The Market Reaction to Stock Split (Evidence from Germany). *Schmalenbach Business Review* 54 pp. 270-297.

TABLE 1: STATISTIC DESCRIPTIVE

	N	Minimum	Maximum	Mean	Std Deviation
Before Stock Split	48	-0.3212	0,0920	-0,0073	0.0641
After Stock Split	48	-0.0945	0,0824	-0.0033	0.02629
Before Cash Dividend	105	-0,2123	0,0342	-0,0034	0,0227
After Cash Dividend	105	-0,0324	0.0254	-0,0033	0,0093
Before Rights Issue	75	-0,0791	0,1876	-0,0029	0,1032
After Rights Issue	75	-0,0439	0,1574	-0,0006	0,0314

TABLE 2: PAIRED SAMPLES TEST SURROUNDING STOCK SPLIT EVENTS

		Paired Differences				t	Df	Sig.(2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair1	before-after	-0.00334	0.06787	0.00980	-0.02305	0.01636	-0.341	47	0.734

TABLE 3: PAIRED SAMPLES TEST SURROUNDING CASH DIVIDEND EVENTS

		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair	Sebelum - Sesudah	.000124	.025059	.002446	-.004726	.004973	.051	104	960

TABLE 4: PAIRED SAMPLES TEST SURROUNDING RIGHT ISSUE EVENTS

		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	before - after	-.0042003	.0203983	.0024920	-.0091759	.0007752	-1.685	66	.097

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Commerce, Economics & 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 [infoijrcm@gmail.com](mailto: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](mailto:infoijrcm@gmail.com).

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

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## **DISCLAIMER**

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

## 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*

