

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

IJRCM



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

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., 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 5555 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.	TRENDS IN PRODUCTION, SALES AND COST STRUCTURE OF SELECT PHARMACEUTICAL INDUSTRIES IN INDIA <i>DR. N. PASUPATHI</i>	1
2.	A STUDY ON ETHICAL VALUES AS CONTAINED IN BHARAT RATNA DR. M. G. RAMACHANDRAN'S SELECTED FILM SONGS – AN ACADEMIC COMPARATIVE ANALYSIS WITH CONTEMPORARY THEORIES OF ETHICS <i>P. SARVAHARANA, DR. P. THYAGARAJAN & DR. S. MANIKANDAN</i>	10
3.	ROLE OF EMOTIONAL INTELLIGENCE IN HR PRACTICES: AN EMPIRICAL EVIDENCE FROM INDIAN MANUFACTURING SECTOR <i>DR. DEVENDER SINGH MUCHHAL & DR. AJAY SOLKHE</i>	17
4.	EXAMINATION OF MICRO FINANCE RESOURCES AND AWARENESS LEVEL OF PEOPLE IN WARDHA DISTRICT <i>KAMLESH P. THOTE & DR. RAVISH A. SARODE</i>	20
5.	CUSTOMER RELATIONSHIP MARKETING: IT'S IMPACT ON CUSTOMER SATISFACTION IN BANKS <i>NEHA VIJ & DR. JYOTI RANA</i>	23
6.	FINANCIAL PERFORMANCE ANALYSIS ON SELECT PARAMETERS OF TELANAGAN GRAMEENA BANK <i>DURDANA BEGUM & BADIUDDIN AHMED</i>	25
7.	UNDERSTANDING THE LINK BETWEEN HUMAN RESOURCE MANAGEMENT PRACTICES AND EMPLOYEE LOYALTY <i>PAVITHRA.S, DR. V. KRISHNAMOORTHY & DR. R.SOMASUNDHARAM</i>	28
8.	QUALITY OF WORK LIFE AS PREDICTOR OF EMPLOYEES MENTAL HEALTH IN PUMP INDUSTRIES WITH REFERENCE TO COIMBATORE DISTRICT <i>DR. V. ABIRAMI & R. SWARNALATHA</i>	34
9.	EXAMINING TOURIST BEHAVIOR TOWARDS TOURISM PRODUCTS IN HIMACHAL PRADESH <i>KULDEEP KUMAR & ASHWANI KUMAR</i>	37
10.	PERFORMANCE APPRAISAL SYSTEM (PAS) - A REVIEW <i>DR. A. PUNNAVANAM</i>	44
11.	AN ECONOMIC ANALYSIS OF MAIZE MARKETING IN KARNATAKA: A CASE STUDY OF DAVANGERE DISTRICT <i>SUNITHA.N.M & DR. B. P. VEERABHADRAPPA</i>	48
12.	A STUDY OF CROSS-LEVEL FACTORS IN MOTIVATING TEAM CREATIVITY: IN TAIWAN'S UNIVERSITIES <i>YEH, YU-MEI, LI, FENG-CHIA & LIN, HUNG-YUAN</i>	54
13.	TREND AND MAGNITUDE OF NPA IN CO-OPERATIVE BANK <i>SURESH BABU K N & DR. SURESHRAMANA MAYYA</i>	61
14.	RECENT TRENDS OF CONSUMER BEHAVIOUR TOWARDS DURABLE PRODUCTS IN INDIA: A LITERATURE REVIEW <i>PRITI JHA & DR. JYOTI RANA</i>	66
15.	IMPACT OF CAREER DEVELOPMENT ON QUALITY OF WORK LIFE IN IT SECTOR <i>KATHIRAVAN & DR. R RAJENDRAN</i>	69
16.	THE COW - ECONOMIC AND FINANCIAL ASPECTS AND PROSPECTS <i>DR. LALIT KUMAR & ROHIT KUMAR</i>	73
17.	FACTORS AFFECTING SELECTION OF B- SCHOOLS IN INDORE, INDIA <i>NIDHI JHAWAR & BARKHA AGRAWAL</i>	79
18.	THE ROLE OF IT INDUSTRY IN INDIAN ECONOMY <i>DR. SHEFALI PANWAR</i>	83
19.	IMPACT OF E- COMMERCE: CHANGING TRENDS OF SMES <i>D. MELBHA</i>	89
20.	THE IMPACT OF STOCK SPLITS ON STOCK LIQUIDITY AND INVESTOR WEALTH CREATION <i>KUSHAGRA GOEL</i>	94
21.	MASTERSTROKE: DEMONETISATION <i>VANASHREE H. TRIVEDI</i>	98
22.	ROLE OF HR IN THE MODERN CORPORATE WORLD <i>M. JEEVAN JYOTHI</i>	101
23.	AN EXAMINATION OF INFLUENCE OF SELECTED MACROECONOMIC VARIABLES ON INDIAN STOCK MARKET <i>ILAKKIA M M. & DR. KRISHNAMOORTHY V.</i>	104
24.	A STUDY ON THE RELATIONSHIP BETWEEN DIVIDEND PER SHARE AND MARKET PRICE PER SHARE - WITH RESPECTIVE TO INDIAN PHARMACEUTICAL INDUSTRY <i>PR VENUGOPAL & PURNACHANDER KONDERI</i>	111
25.	AGRICULTURAL MARKETING - CHALLENGES & CHANCES <i>M. SELVAMUTHU, M. NAVEENKUMAR & B. KIRUTHIKA</i>	114
26.	DETERMINATES OF PARTICIPATION IN MICROFINANCE INSTITUTION: THE CASE OF ZIWAY DUGDA AND MUNESA DISTRICTS IN ARSI ZONE OROMIA REGIONAL STATE OF ETHIOPIA <i>TEKELAB CHERENT TOHBO</i>	117
27.	AWARENESS AND ACCEPTANCE OF GOLD AS AN INVESTMENT AVENUE AMONG WOMEN EMPLOYEES IN TECHNO PARK <i>IRENE ELSA MANI</i>	124
28.	FOOD SAFETY KNOWLEDGE AND PRACTICES OF MOTHERS OF ANGANWADI SCHOOL CHILDREN IN THOOTHUKUDI DISTRICT <i>R. ANANTHA LAXMI</i>	130
29.	INFUSE FLAME TO INDIAN BUSINESS WORLD THROUGH WOMEN ENTREPRENEURS <i>POOJA</i>	134
30.	SELFIE ADDICTION AMONG YOUTH IN KOLLAM CITY <i>ANN MARY ALEXANDER & FATHIMA SHEREEF</i>	136
	REQUEST FOR FEEDBACK & DISCLAIMER	141

CHIEF PATRON**Prof. (Dr.) 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**Dr. 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, Indonesia

Dr. M. S. SENAM RAJU

Professor, 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

Dr. M. N. SHARMA

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

Dr. CHRISTIAN EHIOBUCHÉ

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

Dr. SIKANDER KUMAR

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

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

Dr. SANJIV MITTAL

Professor & Dean, University School of Management Studies, GGS Indraprastha University, Delhi

Dr. NEPOMUCENO TIU

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

Dr. 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

Dr. DHANANJOY RAKSHIT

Dean, Faculty Council of PG Studies in Commerce and Professor & Head, Department of Commerce, Sidho-Kanho-Birsha University, Purulia

Dr. NAWAB ALI KHAN

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

Dr. ANA ŠTAMBUK

Head of Department of 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

Dr. 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

Dr. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida

Dr. ARAMIDE OLUFEMI KUNLE

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

Dr. ANIL CHANDHOK

Professor, University School of Business, Chandigarh University, Gharuan

RODRECK CHIRAU

Associate Professor, Botho University, Francistown, Botswana

Dr. OKAN VELİ 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, Saudi Arabia

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. BIEMBA MALITI

Associate Professor, School of Business, The Copperbelt University, Main Campus, Zambia

Dr. ALEXANDER MOSESOV

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

Dr. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

Dr. FERIT ÖLÇER

Professor & Head of Division of Management & Organization, Department of Business Administration, Faculty of Economics & Business Administration Sciences, Mustafa Kemal University, 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 & 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

Dr. DILIP KUMAR JHA

Faculty, Department of Economics, Guru Ghasidas Vishwavidyalaya, Bilaspur

FORMER TECHNICAL ADVISOR**AMITA****FINANCIAL ADVISORS****DICKEN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

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

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT**SURENDER KUMAR POONIA**

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to 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 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.

NAME OF CORRESPONDING AUTHOR

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. 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>

A STUDY ON THE RELATIONSHIP BETWEEN DIVIDEND PER SHARE AND MARKET PRICE PER SHARE - WITH RESPECTIVE TO INDIAN PHARMACEUTICAL INDUSTRY

PR VENUGOPAL
ASST. PROFESSOR

BHAVAN'S VIVEKANANDA COLLEGE OF SCIENCE, HUMANITIES & COMMERCE
SAINIKPURI

PURNACHANDER KONDERI
STUDENT

BHAVAN'S VIVEKANANDA COLLEGE OF SCIENCE, HUMANITIES & COMMERCE
SAINIKPURI

ABSTRACT

Dividend decision is the third important decision in finance. Even today dividend policy is debatable topic in finance. Some school of thought speaks about relevance theory and some school of thought speaks about irrelevance theory. This study supports relevance theory and this study deals with impact of dividend policy on market price of share. There are micro and macro economic factors which influence the market price of equity share. The present study is made to find out the relationship ship and the impact of DPS on MPS of share of selected companies. This study has selected 18 companies from pharmaceutical sector in India. Considering 9 MNC's and 9 Indian pharma companies based on market capitalization. This study has used simple correlation and simple Regression analysis. The analysis shows that the market price per share ie, share price of various selected companies are not affected by the dividend per share. Only few companies are having significant impact of DPS on MPS.

KEYWORDS

dividend per share (DPS), market price per share (MPS).

INTRODUCTION

A dividend is a part of company's profit, decided by the board of management, to a class of its shareholders. Dividends can be paid in form of cash or in kind. A dividend policy is the policy a company uses to decide regarding how much amount of profit will be distributed as dividend to share holders. Some of the researchers and economists says that dividend policy may be irrelevant (in theory), but many investors depends on dividends as a vital source of income. The dividend policy decision is the third important decisions in any organization in order to achieve effectiveness in performance and attainment of objectives, because the role of finances increased to most significant in company's growth strategy. The attention of economists and researchers have been attracted by the field of dividend policy culminating into theoretical modelling and empirical examination. In finance dividend policy is a complex aspect and is among the top 10 perplexing issues in finance as suggested by Brealey and Myers (2002). The policy that results in maximization of the firm's stock price which in turn maximizes shareholders wealth is called an optimal dividend policy. However, the relationship between dividend policy and shareholder's wealth is still not solved. The enhancement of the market value of share is the ultimate goal of company's management, which will result in increasing firm's value as measured by the price of the company's common stock. In order to achieve the desired goal board of directors needs to take decision to give shareholders a reasonable payment on their investments. The market price of common stock of a firm actually represents the wealth of shareholders, which, in turn, is a function of financing, dividend, and investment decisions of a firm. A company's dividend policy has implications for many stakeholders such as managers, investors, lenders and others. Through dividends investors can value a company and for them it is a regular income whether declare today or at some future date. Dividend policy also has implications for managers because when they distribute dividends they will have fewer funds available to invest in projects, thus their investment decision depends upon dividend policy. Generally the study is planned to find out how far market value of share is impacted by dividend policy, and particularly investigate the association between dividend per share and market price per share. Larger, established companies tend to issue regular dividends as they seek to increase market value of its shares, it pays ways for its growth. Companies in basic materials, oil and gas, banks and financial, healthcare and pharmaceuticals sector showed the highest historical dividend yield.

NEED FOR THE STUDY

Always the dividend policy is debatable topic in finance. Some school of thought speaks about relevance theory and some school of thought speaks about irrelevance theory. This study supports relevance theory and this study deals with impact of dividend policy on market price of share. Investment financing of the business mainly depends on the dividend distribution and retention policy of company. Because of Agency problem, clients needs, Bird in hand theory which signals to potential investors, the companies are preferring to buy some Dividend though not liberally.

REVIEW OF LITERATURE

Sajid (2012) conducted a study on "The Relationship between Dividend Policy and Shareholders wealth" for a period of 6 years 2005 to 2010 considering 75 companies listed in Karachi Stock Exchange SHV (DPS) as Dependent value, DPS as explanatory variable. Also used lagged P/E ratio, RE as explanatory variables. The study shows that there is significant influence of DP on SHW, as far as the dividend paying companies are concerned. Lagged P/E ratio did not appear to have significant influence on Dependent Variable, whereas lagged MVE has a significant impact on MPS. The firm value is independent of its dividend policy according to Modigliani and Miller (1961), because it is determined by selecting its optimal investments. Thus a firm dividend policy doesn't influence the wealth of shareholder. The theory of bird in hand was presented by Gordon and Walter (1963), according to this theory due to minimum risk investors will prefer dividends over capital funds. Thus researchers are puzzled by the question? for many years. The future profitability of firms is assessed by the information regarding the cash dividends. Moreover, investors use such information for assess the price of firm's stock according to the theory of bird in hand.

Javid and Ahmed (2009) show the results from their study and conclude that the market capitalization and size of the firm have negative and significant effect on dividend payout ratio, thus the result shows clearly that the firm prefers to invest in their assets rather than dividends. If the firm pays dividend than it impacts on their investment policy and value of the firm effects.

Anil and Kapoor (2008) conducted a study on Determinants of Dividend payout ratio in which results show that the Cash flow from operation is most important factor in Indian Information Technology sector is dividend payout ratio and they conclude that firms which have high liquidity position gives more dividend and which have low gives no dividend. Beta of the firm share price is also significant.

Alzomania and Alkhadiri (2013) examined "The Factors Determining Dividend Policy represented by dividend per share for firms in the Saudi Arabia Stock Exchanges". They used regression model and used a panel data covering the period during 2004-2010 for 105 non-financial firms listed in the stock market. The

results consistently supported that Saudi Arabia non-financial firms rely on current earnings per share and past dividend per share of the firm to set their dividend payments

Ranti (2013) "Determinants of Dividend Policy": A study of selected listed Firms in Nigeria, this study investigated the determinants of dividends policy in the Nigerian Stock Exchange market. The paper was basically modelled to examine the effects of financial performance of firms, firm size, financial leverage and board independence on the dividend payout decisions of listed firms operating in the Nigerian Stock Exchange market using the regression analysis method.

Tsuji, (2010) examined "What Are the Determinants of Dividend Policy?" The Case of the Japanese Electrical Appliances Industry. This paper explores the determinants of the dividend policy of firms in the Japanese Electrical Appliances Industry. Empirical investigations reveal that in this industry, corporate managers do not cater to investors' demands in both their dividend initiation and continuation decisions.

Reddy, (2002) "Dividend Policy of Indian Corporate Firms". J. Lintner, "Distribution of incomes of corporations among dividends, retained earnings and taxes," American Economic Review 46 (1956), 97-113. D. J. Skinner, "The evolving relation between earnings, dividends, and stock repurchases," Journal of Financial Economics 87 (2008), 582-609. B. M. Lambrecht and S. C. Myers, "A Lintner model of payout and managerial rents," Journal of Finance, forthcoming.

OBJECTIVES OF STUDY

1. To identify the relationship between DPS and MPS of the selected companies in Indian pharmacy sector.
2. To find the impact of DPS on MPS of the selected companies in Indian pharmacy sector.

HYPOTHESIS

- H01: This is no significant relationship between MPS and DPS of the selected companies in Indian pharmacy sector.
- H02: This is no significant impact of DPS on MPS of the selected companies in Indian pharmacy sector.

METHODOLOGY

The study is based on the secondary data. To analyse the impact of DPS on MPS, the researcher selected 18 Pharmaceutical companies (Indian and mnc's) 8 from large scale, 8 from Medium scale and 2 from small scale for a period of 10 years starting from FY 2006 up to the ending of FY 2015. Numerical and financial data were collected from the official website of money control and Bombay stock exchange. The number of companies selected in large, medium and small differed because of non availability of data.

SCOPE OF STUDY

This study is sector specific study targeting the pharma sector.

LIMITATIONS

The study has the following limitations with respect to various reasons as cited below.

1. The study is limited only to the Indian pharmacy industry in India.
2. It is limited to a period of 8 to 10 years starting from FY 2006 and ending on FY 2015 as per availability of data.
3. The study is purely confined to secondary data. No involvement of primary data and survey.

THEORETICAL CONCEPTS

BIRD IN HAND THEORY

According to this theory investor prefer dividends from the investments rather than capital gains as the latter possess inherent uncertainty. This theory is based on the age old proverb "A bird in the hand is worth two in the bush," meaning investors are very much interested in the dividends that are paid at present rather than substantial higher capital gains acquired at a later date. This theory was developed by Gordon and Lintner as a counter to dividend irrelevance theory developed by Modigliani Miller, which states that investors are indifferent to the returns coming from the stocks either dividends or the capital gains. The theory of Gordon and Lintner states that investors sought only stocks with high dividend payouts as consequently the market price of the stocks rises. An investor invests for capital gains largely on the conclusions drawn from incomplete information. A clever investor may reap capital gains by investing in stocks which are into observation and a research in the macro level has been done on the same, but the performance of the stock depends upon various other factors the control of which is not in the hands of the investor. This is the basis for the capital gains to be compared with "two in the bush" in the above mention age old proverb. Investors are in the hunt of the capital gains, as it makes them richer in less time, unknowing the fact that probability of high capital gains is very worse or even negative.

AGENCY COST AND THE FREE CASH FLOW THEORY

It is a conflict of interest inherent in relationship where a party is expected to act in another's best interests. In corporate finance, this agency problem usually refers to the conflicts of interests between a company's management and its investors. The management, acting as the agent for the shareholders, or principals, is supposed to make wise decisions that will help in the wealth maximization of the investors, though it is in the management's best interest to maximize its own wealth. Though this problem of agency cannot be wiped off completely, the investors can try and bring it down to certain extent by giving incentives based on the performance, compensation for meeting the targets in time and ensuring that right techniques are in place so as to maximize the output. This problem of agency exists only when there is relation between the principal and the agent. The principal may appoint an agent who has the better ability to do the work with the best skills and possess complete knowledge in the area for which he is been appointed. For example, if a principal hires a plumber as an agent to fix up all the unresolved plumbing issues at his place, it is the duty of the agent to do his work with utmost diligence and finish the work that gives the best results at least cost, though he has the ability to make his own money out of the given assignment. The problem of agency arises with the theme of incentives. There shouldn't be any factors motivating the agent to deviate from the given assignment and drop the principal in such unfavourable situations. If we take the earlier mentioned example, we can notice the plumber making his own money just by proposing an unnecessary service. The presence of making more money than it is actually required by the plumber is the factor giving rise to the issues of agency problems.

SIGNALING HYPOTHESIS THEORY

As Modigliani and Miller (1961), assumed that there will be exact knowledge at investors regarding operations of a firm, other researchers opposed him by explaining that the management will look after the management will have updated information about the operations of the firm compared to the knowledge held by outside investors. Therefore, a gap will be created between the opinions of managers and investors. So in order to fill the gap, the management uses the dividend policy as tool to convey the private information to shareholders. Pettit (1972) observed that great information about the prospectus of the firm will be carried with the help of the amount of dividend paid.

CLIENTELE EFFECTS OF DIVIDENDS THEORY

This clientele effect theory explains the movement in the stock price of the companies in accordance with the demands and goals of the investor's reaction to a particular tax structure. The very basic assumption of this theory is that investors are attracted towards the dividend policies of the company and when any change in the policy of the particular company takes place, they will adjust their stocks accordingly upon which the movement of the price of the stocks take place.

TABLE 1: SHOWING NO CORRELATION AND NEGATIVE CORRELATION BETWEEN DPS AND MPS AMONG THE FOLLOWING SELECTED COMPANIES.

sl.no	company	Adjusted r square value	p value	regression model fit
1	LUPIN	0.024	0.302	NO
2	CIPLA	-0.125	0.992	NO
3	AUROBINDO	-0.005	0.357	NO
4	ALKEM	-0.17	0.068	NO
5	MERCK	0.041	0.273	NO
6	GLENMARK	-0.135	0.615	NO
7	SHILPA	-0.165	0.924	NO
8	J.B CHEMICALS	-0.034	0.418	NO
9	AARTI LABS	0.068	0.233	NO
10	PFIZER	-0.124	0.934	NO
11	WOCKHARTZ	-0.22	0.771	NO
12	DISHMAN	-0.026	0.406	NO
13	AMRUTHANJAN	-0.027	0.408	NO
14	VIVIMED LABS	-0.157	0.685	NO

TABLE 2: SHOWING POSITIVE AND GOOD CORRELATION BETWEEN DPS AND MPS AMONG THE FOLLOWING SELECTED COMPANIES.

SL.NO	Company	Adjusted r square value	p value	regression model fit	regression equation
1	DR REDDY LAB	0.823	0	YES	$MPS = 100.199 + 121.92(DPS)$
2	CAPLIN	0.652	0.032	YES	$MPS = -136.059 + 88.147(DPS)$
3	SANOFI	0.489	0.015	YES	$MPS = 676.58 + 32.478(DPS)$

Source: Researcher's compilation.

OBSERVATION: However, a special feature noticed related to JUBILANT LIFE SCIENCES company having negative correlation but regression model fitted. Regression equation is $MPS = 736.392 - 200.179(DPS)$.

From above data, we can say that impact of DPS on MPS can be seen in four companies and there is no impact of DPS on MPS for fourteen companies.

CONCLUSION

The study was about the "RELATIONSHIP BETWEEN DPS AND MPS WITH RESPECT TO INDIAN PHARMACEUTICAL INDUSTRY". The study has been conducted among the 18 pharmaceutical companies operating in India in order to find out whether there is significant impact of DPS on MPS of selected companies. DR REDDY LABORATORIES, JUBILANT LIFE SCIENCES, CAPLIN, SANOFI companies have clearly shown that there is significant impact of DPS on MPS of company and remaining companies selected for sample are not showing significant impact of DPS on MPS of them.

RECOMMENDATIONS

The study suggests investors to think twice for making their investments in to the pharmacy companies operating in India. Because the study results show that the DPS is not having the significant impact on MPS. May be we have to consider other variables which has impact on MPS. The study also suggests the pharma companies to declare dividends to the investors such that the demand for the company shares increases because of signalling effect. These suggestions/recommendations are based on results obtained from the data relating to the selected companies. However, this may not be true for entire sector. As sector contains almost 200 companies. The sample is only 10% of the population.

REFERENCES

1. Abdullah Al Masum (2014), "DIVIDEND POLICY AND ITS IMPACT ON STOCK PRICE- A STUDY ON COMMERCIAL BANKS LISTED IN DHAKA STOCK EXCHANGE."
2. Alzomania and Alkhadiri (2013) "The Factors Determining Dividend Policy represented by dividend per share for firms in the Saudi Arabia Stock Exchanges".
3. Anil and Kapoor (2008) "Determinants of Dividend payout ratio with respect to Indian Information Technology"
4. Balakrishnan "A study on impact of EPS, DPS AND P/E RATIO ON BEHAVIOUR OF SHARE MARKET PRICE MOVEMENTS (PHARMA SECTOR) WITH SPECIAL REFERENCE TO NSE"- ISSN(0)-2395-4396 (2016).
5. Hemadivya (2013), "a study on relation between MPS & EPS with reference to selected companies"
6. "Incorporations among dividends, retained earnings and taxes," American Economic Review 46 (1956), 97-113.
7. Ordu Monday Matthew "Effect of dividend payment on market Price of Shares: A study of Quoted Firms in Nigeria": Journal of Economics and Finance(IOS-JEF) (2014).
8. Ranti (2013) "Determinants of Dividend Policy": A study of selected listed Firms in Nigeria,
9. Reddy, (2002) "Dividend Policy of Indian Corporate Firms". J. Lintner, "Distribution of incomes".
10. Sajid (2012) "The Relationship between Dividend Policy and Shareholders wealth with respect to 75 companies listed in Karachi Stock Exchange"
11. Tsuji, (2010) "What Are the Determinants of Dividend Policy?" The Case of the Japanese Electrical Appliances Industry".

WEBSITES

12. www.moneycontrol.com/
13. <http://www.bseindia.com/>
14. <https://www.nseindia.com/>

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 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 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

