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RETAIL INVESTORS INVESTMENT BEHAVIOUR IN INDIAN PRIMARY MARKET

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ABSTRACT

Initial Public Offerings are the selling of securities to the public in the primary stock market. The present study focuses on perceptions and develops a greater understanding of how various factors can influence the level of satisfaction of retail investors towards Initial Public Offerings. Descriptive-cum-exploratory research design was adopted for the present study and the essential data were collected with the help of a questionnaire on a purposive basis from 100 retail investors who are investing in Initial Public Offerings. The analysis of the data reveals that electric media stands first as the main source of information and 64 percent of respondents invest in Initial Public Offerings to benefit from listing gain. It can be stated from the data analysis that majority of the respondents find the Initial Public Offerings procedure to be complicated and 46 percent of the respondents believe in the performance of the existing company. Out of the total samples taken, 39 percent of the investors were satisfied with Initial Public Offerings. Further, the factor analysis found that credit rating, leadership quality of the top management; institutional investment, and the company's corporate governance are the most influencing factor that influences the investment decision of the retail investors.

THE WORK FROM HOME EXPERIENCE OF IT AND EDUCATION SECTOR EMPLOYEES DURING COVID 19

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ABSTRACT

Covid 19 pushed every sector of the industries to Work from Home (WFH). Though for the IT sector the idea of WFH was not new, many sectors like education had to face this experience for the first time. A study was conducted with the aim of identifying the difference between the Work from Home experience of IT and education sector employees. The present study has also worked towards the development and standardization of Work from Home Scale. This research work was completed on sample employees of 530 from IT and educational Institutions. Simple frequency - percentage method, factor analysis and mean score analysis of factors were used for the study. The study found out that there is a difference between the Work from Home experience of IT and education sector employees for most of the factors like WFH& Communication, WFH& Personal Life, WFH & Organization Support. The study has been conducted only in education and IT industry of Karnataka region of India. In future the study can be extended to other sectors and regions as well.

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