

IIMS JOURNAL OF MANAGEMENT SCIENCE

VOL. 9, NO. 2, MAY-AUGUST, 2018

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Is Demonetisation a Bridge for Digital Financial Inclusion?

– *B.P. Bijay Sankar, Pragyan Dash and N.M. Leepsa*

ABSTRACT

The purpose of this study is to survey the effect of demonetisation on digital financial inclusion in India and also analyse the attitude and perception of villagers towards digital financial services. The survey is carried out by taking both primary and secondary data. The primary data we have collected by asking questionnaire to the lower income villagers having bank accounts from Basundhara coal mines area of Sundergarh district, Odisha and secondary data from Economic Outlook of CMIE Prowess database. A total of 127 respondents have answered 12 statements in five point likert scale. The scale is designed to judge the degree of agreement with the statements which are based on demonetisation impact on digital financial inclusion. The descriptive statistics and paired t-test are used to analyse the data. The findings suggest that the demonetisation has positively affected the digital financial services provided by the bank. It also found that the villagers are perceived that the use of digital financial services is risky. To the authors' knowledge this paper is the first attempt to document for examining the impact of demonetisation on digital financial inclusion in India by considering both primary and secondary data.

Keywords: Demonetisation, Digital financial inclusion, financial services questionnaire, villages, likert scale

JEL Classification Codes: E5, G21

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Buyer–Supplier Relationships in B–B Markets–An Analysis from the Buyer’s Perspective in Southern Indian Automotive Industry

– R.K. Gopal

ABSTRACT

Today the auto component industry is a very vibrant industry of the Indian economy. The industry is scale sensitive and hence more massive volumes are needed for cost-effectiveness and improving quality. The industry is also capital and labour intensive. The players will have to think global and should set up capabilities and adopt the technology, deliver quality standards to meet the global requirements of the component or part. Long-term commitments and enhanced purchases from the automotive OEM’s are the two critical aspects in which the automotive OE supplier will be interested. Long-term obligations are dependent on the buyer’s purchase considerations and switching costs involved in the transaction. Purchase enhancements are dependent on the tangible and intangible value in the form of benefits received from the supplier. This paper is an attempt to understand the dimensions of buyer’s behaviour and switching costs which affects the long-term commitments, and economic value which changes the purchase enhancements. The research is based on the buyer’s perspective. A survey of automotive manufacturers found in Southern India was selected for the study.

Keywords: OEM, OE supplier, switching costs, relationship value, long-term commitments, intentions to expand purchases

JEL Classification: M31

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Rural Self Employment Training Institutes: A New Tool for Entrepreneurship Development

– A.K. Srivastava, Sarita Devi and Sanvedana Srivastava

ABSTRACT

The objective of the paper is to provide information about rural EDP approach which is introduced by Rural Development & Self Employment Training Institute (RUDSETI) for providing employment opportunities in the organised and unorganised sectors. The Institutes provides intensive short-term residential self-employment training programmes with free food and accommodation, to rural youth for taking up self-employment initiatives and skill up gradation for running their microenterprises successfully. These are bank-led institutes with active support from State Governments. The study indicated that many successful entrepreneurs imbibed technical skills and soft skills at RSETIs and proved themselves as an achiever after taking training from the institute. The study concludes that RSETI can be proved as a ray of hope for the rural youth, women and unemployed young population of the rural and suburban area for being the first-generation entrepreneurs.

Keywords: RSETI, RUDSETI, NAR, EDP, entrepreneurship, employment

JEL Classification: I 2, I 28

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Dividend Theories Practices in Stock Market of Bangladesh: Study on Manufacturing Sectors

– Mohammad Shahidul Islam

ABSTRACT

Corporate dividend behaviour is looked upon in many ways by the experts in the area of financial literature. To examine the application of dividend models practices in manufacturing sector in Bangladesh, it is taken the views of dividend policy makers' covering the divergent aspects of dividend theories. The parametric test, nonparametric test and factor analysis are used for inferring the result. In the manufacturing sector, among the theories, the catering theory, signalling theory and dividend relevancy theory are important theories in the context of Bangladesh. The decision maker, investors and other stakeholders should follow these findings for taking decision.

Keywords: Dividend theories, Signalling theory, MM model, Lintner's model, Clientele theory, Residual theory.

JEL Classification: G

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Consumption Dynamics and Demographics Effect on Food and Grocery Shopping Behaviour

– *Suja R. Nair*

ABSTRACT

Since more than one and half decades, the concept of shopping among Indians has undergone sea changes, which can be attributed to the changing demographics, urbanisation, a young workforce, etc. India has emerged as a retail destination with lots of growth potential in categories such as food and grocery (F&G) that needs to be explored. Although prior studies have examined the independent influence of variables on food consumption dynamics, this study is different, in that it seeks to investigate consumers' socio-demographics influence in conjunction with behavioural variables-lifestyle, satisfaction and patronage intention on F&G shopping behaviour. The research framework developed is based on the theory of reasoned action (TRA). The survey study was conducted in Bengaluru, and the data obtained from 346 households is analysed using T-test, 1-way ANOVA, Pearson's correlations and Regression analysis. Results indicate a significant influence of certain sociodemographics based on lifestyle, satisfaction and patronage intention, although it was found that some of the demographic variables influences did not match prior study findings. Another finding of this study is of the significant positive correlation between satisfaction and patronage intention. However, since some of the demographic variables influences on F&G shopping behaviour varied vis-à-vis previous findings, additional research using advanced statistical techniques and methods are suggested. Furthermore, managerial implications, limitations and future research avenues are also discussed.

Keywords: Consumption dynamics, demographics, satisfaction, patronage intention, lifestyle, food and grocery

JEL Classification Code: M31

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