

Editorial

Welcome to the first issue of the ninth volume of SDMIMD Journal of Management. The present issue of the journal has six articles, and, one book review. Among the six articles, five articles are the revised and modified version of the preliminary works, presented in the 6th International Conference on Emerging Trends in Finance, Accounting and Banking, organized by SDMIMD, in August 2017, and, the other one, presented in 3rd International Conference on “Economic Growth and Sustainable Development: Emerging Trends” organized by SDMIMD, in November 2017. Final version of all the articles, have been selected for publication, following the journal’s guidelines, and with modifications, based on the ‘double blind’ peer review process.

In the paper titled “A Data Envelopment Analysis Approach to Performance Efficiency of Intellectual Capital – Case of Titan Company Limited”, Dr. Deepa Venugopal, Dr. S. T. Nambi, Lakshmanan M. discussed the value of the Performance efficiency of Intellectual Capital (IC) on financial performance indicators of Titan Company Limited. Data required for analysis were collected from the Annual reports of the company for a period of twenty years.

The paper titled “A Simulation Model for Pricing the Spread in a Credit Default Swap: Application and Analysis”, written by Madhvi Sethi, Parthiv Thakkar and Zahid M. Jamal, explored pricing the contract of a Credit Default Swap (CDS), using a simulation model. The paper used the Hull and White pricing model for creating the simulation model.

In the paper titled “Analysis of factors determining financial literacy using structural equation modelling”, Dr. R. Venkataraman and Thilak Venkatesan proposed that, financial literacy enables better decision-making and efficient management of funds. The paper attempted to identify factors that determine financial literacy.

Subramoniam K. has contributed a paper titled “Basel- III Frame work on Liquidity Standards - A Case Study on South Indian Bank Ltd.” The author intended to discuss the procedure prescribed by the Reserve Bank, in the lines of the Basel III framework, and, the liquidity management practices of South Indian Bank. While analyzing the liquidity in Flow approach and Stock approach, it was observed that there is a better liquidity for the Bank to meet obligations in some time buckets, and in some, the position needs improvement.

Since 2006, in Ethiopia, Micro and Small Enterprise (MSE) is prioritized as important means of economic diversification, job creation, income generation and equity distribution as indispensable poverty reduction sector. Yared Teshome Geneti intended to assess the challenges and opportunities of the existing MSE strategy in Ambo town, Oromia, Ethiopia, in the article titled “Challenges and opportunities of micro and small enterprizes strategy in Ethiopia Urban Development: the case of Ambo Town, Oromia, Ethiopia.

Dr. S. Sathyanarayana, Dr. S. N. Harish, and, Prof. Sudhindra Gargasha investigated the volatility of crude prices and its impact on Indian stock market, in their paper titled “Volatility in Crude oil prices and its impact on Indian stock market evidence from BSE Sensex”. For the purpose of the study the data was collected from Prowess data base for a period from 2006 to 2015.

The book titled “Beyond Deal Making”, authored by Melanie Billings – YUN was reviewed by Dr. H. Gayathri. The book comprises of twelve chapters, which focused on the relationship negotiation. The reviewer opined that, the book adopted an interesting approach to negotiation, as a process, which talked about the significance of people and relationship, in negotiating a deal.

I thank all the authors and the reviewers for their valuable contribution. I thank the Management of SDMIMD for the continuous encouragement and inspiration in this academic endeavor. I also thank the faculty members and staff of SDMIMD for their continuous support in bringing out the present volume.

Dr. Mousumi Sengupta
Chief Editor