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Impact of Annual Dividend announcements on FMCG Stock Prices

R.Sharmila

Abstract

Fast-moving consumer goods (FMCG) sector is the fourth largest sector in the Indian economy with Household and Personal Care accounting for 50 per cent of FMCG sales in India. Growing awareness, easier access and changing lifestyles have been the key growth drivers for the sector. The urban segment (accounts for a revenue share of around 55 per cent) is the largest contributor to the overall revenue generated by the FMCG sector in India. However, in the last few years, the FMCG market has grown at a faster pace in rural India compared with urban India. Semi-urban and rural segments are growing at a rapid pace and FMCG products account for 50 per cent of total rural spending. The companies can communicate their financial well being through distribution of dividends to its shareholders. In the developed markets, a number of research studies have been conducted to test the efficiency of the capital market with respect to information content of corporate events. In India, studies to test the efficiency of the stock market with respect to corporate events by which investors are compensated are limited. Hence an attempt is made to study about the impact on the FMCG sector by the most important corporate action; annual dividends. This paper explores the market reaction to annual dividend announcements on FMCG stocks for the period 2012-2017 using Event study Methodology.

Keywords: *Event Study Methodology, Average Abnormal Returns (AARs), Cumulative Average Abnormal Returns (CAARs), Annual dividend Announcements, FMCG stocks*

EVOLUTION OF INDIAN BANK – TRADITION TO TECHNOLOGY

V.S.Srinivasan

ABSTRACT

As individuals and entities we might not have had opportunity to utilise the products and services of one or two industries. We may not even know certain industries and their utility. But banking is one industry which encompasses every individual and entity and in our life time we would have availed products and services of banking at least once. Having served this interesting industry for more than 4 decades, the author has tried to trace the development that have happened in Indian Banking over the last 50 years. Many of us may be using most of the technology based services offered by Bank,. this article tries to throw light on those products and

services so that one can understand the journey of transformation that has happened in the industry.

Keywords: *Money Supply, Mass Banking, National Financial Switch*

A REVIEW ON SOCIAL MEDIA MARKETING – A TOOL FOR MARKETERS

K.S.Ashritha*, **B.N.Kavitha**** and **N.R.Rohith*****

ABSTRACT

Before the modern era marketers used to visit the market place to promote their products and in the modern era marketers try to promote their products through newspapers, television and radio in order to reach the prospective buyers. Today with development in technology and information science, a new platform is available, the social networking websites. People were introduced to social media which brought about a drastic change in generating and applying new ideas by getting connected worldwide. Social media kick started the unique approach towards business communication and businesses realized the power of social media in building brand reputation, boosting sales, providing customer service and other business activities. This study mainly focused on prominence and types of social media as a tool in marketing and also helps to understand how marketers are using this platform to create brand awareness and in turn keeping buyers updated about their products and services. The paper also contains various perspectives of different authors worldwide about using this platform as marketing tool.

Keywords: *Social Media, Marketing Tool, Types of Social Media, role of social media marketing in business.*

FINANCIAL SUCCESS THROUGH EMOTIONAL INTELLIGENCE

S.Johnsi

ABSTRACT

Emotions play a very important role in financial decision making. Financial success depends on the investors' ability to handle emotions in a positive way. Both cognitive as well as emotional biases influence the investors' decisions. In this paper an attempt is made to identify the various emotional biases like loss aversion, regret aversion, status quo bias, self control bias, endowment bias and overconfidence bias and the strategy to overcome it. Emotional Intelligence

as a psychological characteristic explains how effectively an individual understands and regulates emotions in problem solving and decision making.

CASE STUDY

E-PHARMACY: THE FUTURE OF PHARMACEUTICAL INDUSTRY IN INDIA

Ananthi Rajayya

ABSTRACT

With growing infiltration of internet, smartphones and laptops, e-commerce has not only seen unprecedented growth in developed countries but has also gained its momentum in the developing geographies like India. E-commerce has emerged as India's new sun-rise industry. Availability of medicines at affordable prices, doorstep delivery facility, deep discounts and offers are the prime factors driving the demand for e-pharmacy in India. The segment is presently at its nascent stage with few major players like Netmeds, IMG, Lifecare, Medlife and Pharmeasy and more than 250 burgeoning online pharmacies.

According to Frost & Sullivan, a leading US-based business consulting firm, the market size of e-pharmacies is estimated to be about \$512 million (INR 3,500 crores) in 2018. It is predicted that the sector would grow at a CAGR of 63 per cent to reach \$3,657 million (INR 25,000 crores) by 2022. However, the growth potential of this flourishing segment is hindered by many factors such as risk of getting consumer confidence, cut-throat competition and protest from physical pharmacy retailers, incompatibility of existing legal framework, governing issues related to e-pharmacy business models and inadequate venture capital funding, etc. This case facilitates discussion on the importance of implementing concrete laws for e-pharmacies in India. It also leads to discuss the need for players in the e-pharmacy segment to formulate effective survival strategies for their exponential growth in the Indian pharmaceutical industry.

Keywords: *e-pharmacy, legal issues, e-commerce, pharmaceutical industry Pharmaceutical Regulatory Affairs etc.*