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JOURNAL OF BUSINESS STUDIES

A journal devoted to providing an annual platform to researchers and academicians to help them in making their contribution to the existing pool of knowledge in the field of business and management. The purpose is to make the research accessible to various stakeholders, namely, students, fellow researchers, practicing managers and policy makers.

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From the Desk of Editor-in-Chief

Efforts put in by the editorial team last time to improve the quality of the journal appear to have borne fruits. Before bringing out the preceding issue, we got the journal registered and obtained a unique ISSN number for it. Since it was the first issue after registration, the preceding issue was labeled as Volume: 1. The complementary copies of the journal were sent for display to the libraries of different colleges, departments and faculties of Delhi University and other institutions in and outside Delhi in order to facilitate its easy access to faculty and the researchers. The formal release of the journal in the National Seminar organized by the Department of Commerce of the college in December, 2010 also helped us in bringing it to the notice of academicians, researchers and authors of papers and articles. Because of such activities of the local editorial team on sustained basis, we got a much better response viz-a-viz last year from the contributors of papers/articles. I feel delighted in stating that this enabled us to submit the papers/articles received for some sort of screening before selecting for publication in the current issue of the journal.

As you know, the Journal of Business Studies is published once in a year. It is our continuous endeavor to provide a platform to the writers in the form of the journal to enable them to make their contribution to the existing pool of knowledge available to the students, managers, policy makers and fellow academicians and researchers.

We have been able to get some of the proposals under consideration last time ratified from the department. We are moving in the direction of making the Journal of Business Studies a refereed journal. For this purpose, the department has given freedom to the chief editor to enlarge the editorial board by including in it persons of eminence in different areas of business and management research. The editorial board is profusely thankful to Dr. B C Sehgal, principal of the college, for helping us in carrying through this proposal in the meeting of the department. In compliance of this decision of the department, the present board, as you see, comprises people from outside the college as well. While requesting people to be a part of the editorial team, we give due care to the representation of experts from different areas, viz., finance, marketing, international business, organizational behavior and HRD. For some reasons, we have not been able to get the proposal of nominally compensating the contributors for the cost incurred in the preparation of papers/articles in the department meeting ratified so far. We hope to succeed in building consensus on this issue too to implement the idea in the near future.

Authors are again requested to broadly adhere to the format given on the inner side of the R H S of the cover paper, particularly, in the case of research papers. Also, for the sake of uniformity, they must follow the style of referencing which is also available on the same page. This is mutually beneficial in that it saves our time at the stage of preliminary editing and help in timely publication of the journal.

Finally, one can access the contents of the journal from the website of the college. We shall post the contents on the website: www.sbsc.in once the task of printing is over.

D R SAKLANI

CONTENTS

Research Papers

Page

Relationship between Stock Prices and Exchange Rates in India	Bibhu Prasad Sahoo & Vartika Khandelwal	1-11
Financial development and growth: Causality analysis for South East Asian Countries (Short and Long run relationship)	Rajni	12-20
Influence of Supervisors' Demographic Factors on their Training Needs- An Empirical Evidence	P. Chinnadurai	21-29
Performance of Cooperative Credit Institutions in Punjab - An Appraisal	Sabina Batra	30-37
Impact of Capital Controls on Direct and Portfolio Investment: An Indian Perspective	Mahua Dutta & Anjala Kalsie	38-45
Role of Training and Development Programmes and Their Impact on Human Resource Performance in Tourism Industry: Case Study of Shimla	Suneel Kumar	46-50
Marketers' Understanding of Web Users	Shivani Arora	51-56

Articles

A Review of Empirical Studies on Ethical Perspectives of Marketing	Anupama Mahajan	59-71
Accounting For Human Assets: Some Issues	Reeta Mahei	72-76
Market Sensitivity and Risk Management in State Bank of India	Meera Mehta	77-81
Perception of Complainants with Respect to Various Consumer Disputes Redressal Agencies: A Study of Punjab State	Kamaldeep Kaur & J.S.Pasricha	82-88
Funds Management: A Key to Success for New Private Sector Banks	Vijay Vrat Arya & Sudhir Kumar Gupta	89-95