

Vol 26 No 1 | March 2014

# IIMB Management Review

Return and Volatility Transmission between Gold and Stock Sectors: Application of Portfolio Management and Hedging Effectiveness

**Dilip Kumar**

Deconstructing Symbolic Ideology in Contemporary Communication Strategy: The Case of *Nirma* and *Wheel*

**Pragyan Rath and Apoorva Bharadwaj**

Portfolio Strategies of Fund Managers in the Indian Capital Market

**Zabiulla**

---

Innovation and Internationalisation in the Indian Software Industry: Wipro – Going Forward

Interview with Rishad Premji, Chief Strategy Officer, Wipro Limited

**Chirantan Chatterjee**

---

Round Table: Reviving Business History in India – The Way Forward

**K Kumar**

---



Production and hosting by Elsevier



भारतीय प्रबंध संस्थान बंगलूर  
INDIAN INSTITUTE OF MANAGEMENT  
BANGALORE

# IIMB Management Review

Volume 26 Issue 1

March 2014

## CONTENTS



### Editorial

Nagasimha Balakrishna Kanagal

1

### Synopses

2

### Return and Volatility Transmission between Gold and Stock Sectors: Application of Portfolio Management and Hedging Effectiveness

Dilip Kumar

5

### Deconstructing Symbolic Ideology in Contemporary Communication Strategy: The Case of *Nirma* and *Wheel*

Pragyan Rath and Apoorva Bharadwaj

17

### Portfolio Strategies of Fund Managers in the Indian Capital Market

Zabiulla

28

### Innovation and Internationalisation in the Indian Software Industry: Wipro – Going Forward Interview with Rishad Premji, Chief Strategy Officer, Wipro Limited

Chirantan Chatterjee

59

### Round Table: Reviving Business History in India – The Way Forward

K Kumar

65

### Book Review

### Capital Market Reform in Asia: Towards Developed and Integrated Markets in Times of Change:

Edited by Masahiro Kawai; Andrew Sheng; SAGE India, 2012, 396 pages: Rs 995

Venkatesh Panchapagesan

74

# IIMB Management Review

Volume 26 Issue 2

June 2014

## CONTENTS

### Editorial

Nagasimha Balakrishna Kanagal 77

### Synopses

79

### Crime Against Woman and Punishment Goals: Social Order and Country Moderate Public Protest Effect

Ramadhar Singh, Paul A. Bell, Ran Bijay Narayan Sinha, Sweta Singh and Krithiga Sankaran 82

### Information Processing under Stress: A Study of Mumbai Police First Responders

Rajarshi Chakraborty, Manish Agrawal and H. Raghav Rao 91

### Service Delivery Innovation Architecture: An Empirical Study of Antecedents and Outcomes

Rajeev Verma and Jayasimha K. R. 105

### Interview: The Science and Art of Learning about Cultures: Descriptions, Explanations, and Reflections In Conversation with Sri Sri Ravi Shankar, Founder, Art of Living

Ritu Tripathi 122

### Round Table: Sustainability Dilemmas in Emerging Economies

Rama K. Jayanti and M. V. Rajeev Gowda 130

### Book Review

#### Citizens and Revolutionaries: An Oral History of IIM Calcutta

ARCH@Srishti, Rupa Publications, New Delhi, India, 2012, 256 pages: INR 995  
Bhaskar Basu 143



# IIMB Management Review

Volume 26 Issue 3

September 2014

## CONTENTS

<b>Editorial</b> Nagasimha Balakrishna Kanagal	145
<b>Synopses</b>	146
<b>Supplier/Customer Considerations in Corporate Financial Decisions</b> Jayant R. Kale and Costanza Meneghetti	149
<b>Making Academic Research more Relevant: A Few Suggestions</b> Abinash Panda and Rajen K. Gupta	156
<b>A Study on Determinants of Capital Structure in India</b> Anshu Handoo and Kapil Sharma	170
<b>Interview: Affordable Housing: In Conversation with Ramesh Ramanathan, Chairman, Janalakshmi Social Services and Janaadhar</b> Sourav Mukherji	183
<b>Round Table: Environmental Fiscal Reforms</b> Ashish K. Chaturvedi, Manjeet S. Saluja, Abhijit Banerjee and Rachna Arora	193
<b>Book Review</b> <b>Organizational Development and Alignment: The Tensegrity Mandala Framework</b> Gagandeep Singh and Raghu Ananthanarayanan, Sage Publications, 2013, New Delhi, pp. 268, Rs. 795 Kuldeep Singh	206



# IIMB Management Review

Volume 26 Issue 4

December 2014

## CONTENTS

<b>Editorial</b>	209
Nagasimha Balakrishna Kanagal	211
<b>Synopses</b>	
<b>Implications of Foreign Direct Investment in India's Retail Sector</b>	214
Murali Patibandla	
<b>Analyzing Profit Efficiency of Banks in India with Undesirable Output – Nerlovian Profit Indicator Approach</b>	222
A.R. Jayaraman and M.R.Srinivasan	
<b>Structural Equation Modelling of Determinants of Customer Satisfaction of Mobile Network Providers: Case of Kolkata, India</b>	234
Shibashish Chakraborty and Kalyan Sengupta	
<b>Interview: Innovation and Adaptation: Continuing the Infosys Journey – In Conversation with S. D. Shibulal, Co-founder, CEO &amp; Managing Director, Infosys</b>	249
Sudheer Gupta and Hristina Dzharova	
<b>Round Table: The Management Consulting Industry Growth of Consulting Services in India: Panel Discussion</b>	257
R. Srinivasan	
<b>Book Review</b>	
<b>Profitable Customer Engagement: Concept, Metrics, and Strategies</b>	271
Kumar, V., Sage Response books, New Delhi, 2013, p. xxii + 311, Rs 795	
Arun Bhattacharyya	

