

Editorial

It is our objective to improve the journal metrics of Rajagiri Management Journal and benchmark the journal against the top tier journals in order to attract the best research papers. In the year 2016, Rajagiri Management Journal was indexed in Ebsco-Business Source Complete and the Full text was included in Ebsco –Business Source Ultimate Version.

It is my pleasure to welcome you to Volume 11, issue 1 of the Rajagiri Management Journal. In this issue, we have included four excellent manuscripts that covers varied topics such as women entrepreneurship, comparison of Indian and Chinese stock exchange market, political branding and a case study about Shine garments limited. The four papers are discussed briefly in this editorial.

Women entrepreneurship is largely skewed towards smaller sized firms, as almost 98 percent of women-owned businesses are micro-enterprises. Research asserts that Indian economy can accelerate if women entrepreneurs are permitted and encouraged to contribute in the growth story. The International Finance Corporation estimates that as many as 70% of women-owned SMEs in the formal sector in developing countries are unserved by financial institutions resulting in a financing gap of around \$ 285 billion. The paper by Shailja Dixit and Sana Moid tries to assess the credit gap in demand and supply of finance to women owned SMEs and the present initiatives taken by financial institutions for improving access in India.

Very few studies brought out the detailed evidence on the symmetric effect of Indian and Chinese stock exchange market. In their paper “Risk and Volatility of Indian and Chinese stock markets”, professors Lazar and Vijayalakshmi Sundar aimed at measuring the persistence of risk, and volatility of the Indian and Chinese stock market indices. They applied models such as GARCH(1, 1) and GARCH-M models of the daily index of Indian and Chinese Stock Markets. GARCH (1, 1) reveals that both the Chinese markets are of more volatility persistent than Indian Indices, as the sum of the parameter for the Chinese markets is close to unity.

In their paper “Political Branding and the Permanent Campaign”, professors Amit Kumar & Somesh Dhamija explore the concept of permanent campaigning, its relationship with political branding, and how the two are linked with political communication. The paper also explores the relationship between political branding and political participation as found during a political event like election.

Every qualifying company requires spending of at least 2% of its average net profit for the immediately preceding 3 financial years on CSR activities. The case by Kalpita Chakraborty is focusing on Shine Garments Limited and their CSR strategy that evolved from the existent red-tapeism practiced by the panchayat (local body) administration.

The issue also includes a book review by Prof Ronny Thomas, of “Misbehaving: The Making of Behavioural Economics” by Richard H. Thaler, Penguin Random House, UK, 2015.

I would be happy to receive your comments, suggestions and feedback.

Best wishes to all readers

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