

Editorial

This issue of Rajagiri Management Journal reflects ideas and thoughts of academicians, researchers and practitioners on diverse aspects of management and focuses on topics such as impact of financial leverage on corporate performance, preference of mobile service providers, literary evidence for month of the year effect in stocks, and electronic financial service system adoption in Kerala.

The empirical study conducted by Abhijit Sinha examines the impact of capital structure on corporate performance in the context of power sector companies in India. The study reveals a positive impact of leverage on firm performance.

The Indian telecom sector is growing in a fast pace and has changed the market dynamics in a revolutionary way. Dheeraj Nim and Simranjeet Kaur analyzes factors affecting the preference of mobile service providers and their effect on overall customer satisfaction. Brand image, promotion, value for money and trust are found to be the most important factors associated with the choice of mobile service operators.

Damini Chhabra and Mohit Gupta, in their review paper on month-of-the-year effect, tries to summarize the available literature on January effect as well as the other month-of-the-year effects to understand its evolution over time around the world.

Though Electronic Financial Service System (EFSS) is becoming popular among customers in Kerala, there is still no evidence of the nature and extent of its adoption. A study on Electronic financial service system adoption undertaken by Pradeesh N M, compares the adoption level among customers of public and private sector banks in Kerala with the help of extended TAM Model and concludes that there exists significant difference in the level of customer adoption of electronic financial service system between the public and private sector banks.

This issue also contains a book review by Shobha Menon on “The Curious Marketer: Expeditions in Branding and Consumer Behaviour” authored by Harish Bhat and published in 2017.

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

Minimol M C
Editor
Rajagiri Management Journal
E-mail: editor-rmj@rajagiri.edu