

HSB Research Review



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Research Papers	Pages
MARKET REACTION AROUND STOCK SPLIT ANNOUNCEMENT AND EXECUTION: EVIDENCE FROM INDIA Dr. Naresh K Patel & Miss. Falguni H. Pandya	1-13
INTERLINKAGES BETWEEN STOCK RETURNS OF EMERGING ECONOMIES: AN EMPIRICAL STUDY Dr. B.S. Bodla & Dr. Puja Yadav	14-27
AN EXPLORATORY STUDY OF THE SOURCES OF INFORMATION THAT INFLUENCE THE FAST MOVING CONSUMER GOODS' PURCHASES OF POOR IN INDIA Arvind Kumar	28-35
INTER FIRM COOPERATION AND COMPETITIVENESS: A CASE OF SPORTS GOODS CLUSTER AT JALANDHAR Dr. Priya Jhamb	36-40
PRIORITY SECTOR LENDING AND NON-PERFORMING ASSETS: A STUDY OF PUBLIC AND PRIVATE SECTOR BANKS Dr. Subhash Chand	41-46
DO ACADEMIC ACHIEVEMENTS REALLY WORK THROUGH ACADEMIC SELF-CONCEPT OR VICE-VERSA? Dr. Anju Verma & Pooja	47-55
CONSUMERS' ATTITUDE TOWARDS APPAREL STORE BRANDS IN ORGANISED RETAILING Ms. Meenakshi Katyal & Prof. H L Verma	56-64
ASSESSMENT OF BRAND PERSONALITY AND ITS RELATIONSHIP WITH HUMAN PERSONALITY: A CASE OF MOTOR BIKES IN HARYANA Dr. Vinod Kumar Bishnoi & Ajay Kumar	65-71
CASE STUDY ETHICS: A WORD OF FANTASY OR REALITY Mr. Randhir Kumar Singh	72-74

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HSB Research Review addresses economic/business issues embodied in different functional areas such as human resource management, marketing, financial management, international business, economics, business analytics and strategic management etc., that are germane to stakeholders in the system. HSB Research Review is a peer reviewed bi-annual journal for promoting qualitative and quantitative research in the area of business. Further it presents a platform for academicians and practitioners for effective exchange of ideas.

The journal intends to provide an academic dais to share ideas, promote and endorse the culture of research to generate evocative debates. This bi-annual journal invites and attracts best quality research papers from all parts of the globe and reaches a wide variety of readers. This journal is an intellectual piece of knowledge with extensive exposure that maintains a balance between pure and applied researches. Suggestions, if any, for the improvement in the quality of this journal are welcome from all corners.

Editor

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Contents

Research Papers	Pages
MARKET REACTION AROUND STOCK SPLIT ANNOUNCEMENT AND EXECUTION: EVIDENCE FROM INDIA Dr. Naresh K Patel & Miss. Falguni H. Pandya	1-13
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ETHICS: A WORD OF FANTASY OR REALITY Mr. Randhir Kumar Singh	72-74

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