EDITORIAL

In our previous issue, I had announced about TBR getting indexed in ProQuest. International presence calls for raising standards. This requires greater expertise and clear thinking. Our getting indexed by ProQuest is testimony to our steadily improving standard.

This issue is a bundle of research papers, complimented by a case and a perspective. I congratulate the authors for their continuous effort in writing and editing of their papers, which finally are a part of this issue. We have two research papers in the area of Finance in this issue. Abdul Rahman and Prabina Rajib talk on stock index revisions of companies added to the CNX 100 index by testing DSDC hypothesis and the PPH from 2004 to 2011. They conclude that the price and volume effect is permanent for inclusions and exclusions of CNX 100 index. The article by Abhishek Parikh endeavours to identify whether there is simultaneous impact of FII on currency rate and equity market by using 1125 observations of daily returns for NIFTY50, FII and currency rate taken from Capital Line. The proposed model was found to be a significant predictor for both currency rate and NIFTY50.

Vetrickarthick talks about the application of green business strategies, and supports practicing the print and demand concept. A study on efficiency of hospitals in terms of patients' health expenses has been done by Anirban Majumdar. Saibal Dutta and Sujoy Bhattacharya have presented a literature review on segmentation research in tourism, while Alamelu and Meena compare online and store shopping behavior of customers. Adding to the above list, we have a short case study on ITC and a perspective on union budget of India.

With this note I wish you happy reading and learning!

Gautam Ghosh